



EuTEACH

European Training in Effective Adolescent
Care and Health

Advocacy and media

2007



So far we have covered...

OBJECTIVES

- Discuss key strategies used by successful youth advocates
- Educate and inform key decision makers about youth health issues
- Identify and use multiple approaches for using the media as a tool for youth health advocacy

A few concepts

- Advocacy involves attempts to influence the political climate, public perceptions, policy decisions and funding determinations in order to improve health.
- Advocates work not only to promote a defined solution, but also to defeat unacceptable proposals.
- The only prerequisite to being an advocate is being committed to the issue at hand.

General tips for advocacy

- Be gracious
- Be professional
- Be focused
- Do your homework

How to identify key stakeholders

- Stakeholders are defined as those who make and implement decisions, those who are affected by the decisions made, and those who have the ability to assist or impede the implementation of the decisions.
- They are people and organizations that have a stake in the outcome of the plan.
- Key stakeholders also include those who can contribute resources and assistance to the planning effort and those who are working on similar programs that can be integrated in a larger effort.

How to identify key stakeholders (2)

- Identify the 'key players' or main stakeholders and invite them to be part of the project.
- Find out where each stakeholder stands in relation to the issue and review Step 1 in light of this information.
- Make stakeholders your allies. Try and set up your project in partnership with key stakeholders. (If you can't set up your project in partnership with other stakeholders, at least set up a process that will ensure stakeholders are kept informed and given the opportunity to comment.)

How to identify key stakeholders (3)

Tips

- Stakeholders may include community groups, industry or business or professional associations, environment groups, local councils, government departments, schools, tertiary education institutions, youth/senior citizens' groups, politicians, local residents.
- Ensure at least one stakeholder is from your target group. Try to identify and enlist the assistance of a community 'opinion leader' for your stakeholder network.

How to identify key stakeholders (4)

Tips

- Work out each stakeholder's main concerns about the issue; acknowledge their differences, then concentrate on identifying the common ground and benefits for each.
- You can involve stakeholders through working groups, surveys, newsletters, as members of a steering or advisory committee and through personal meetings

How to influence politicians

- Make a personal connection
- Consider yourself an information source
- Tell the truth
- Know who else is on your side
- Know the opposition
- Don't be afraid to admit you don't know something

How to influence politicians (2)

- Be specific on what you ask for
- Follow up
- Stay informed
- Don't burn bridges
- Remember, you're the boss

elements of a Media Relations Campaign

- **1. Set clear, measurable goals.**
- **2. Identify your target audiences.**
- **3. Develop compelling messages.**
- **4. Plan wisely.**
- **5. Specify what people should do.**
- **6. Strategies and tactics.**
- **7. Know your media.**
- **8. Secure media coverage.**
- **9. Stay on the media and public radar.**
 - Its not over after one round of interviews!

crafting effective press releases

- The press release is a media relations tool
- Limit to 2 pages.
- In your headline and lead paragraph, get right to the most interesting angle of your story without background
- Quote experts to add credibility
- Send your press release on letterhead
- Don't include a cover letter with your press release, and don't sign the press release



Sorry, I'm a politician not a doctor

[Company or organization logo]

PRESS RELEASE

FOR IMMEDIATE RELEASE

[Or, you can indicate a specific date, such as FOR RELEASE ON August 19, 2003]

For More Information, Contact: [DATE], 200X

[Name of your company's press representative]

[Name of company]

[Phone number] () (voice)

[Phone number] () (fax)

[e-mail address]

[Insert Brief Headline Here, Initial Cap, Bold]

[CITY, St.]. - [Date], 200X - [Insert text here, double spaced, with indented paragraphs].

[In your first few paragraphs, summarize your news event concisely.]

[In your next-to-last paragraph, describe your organization briefly, including any pertinent information readers should know about your background, employees, or services.]

[Conclude the press release with a call-to-action or a reason why the press should contact you for more information.]

[If the press release is more than one page long, center the word:

--more--

at the bottom of the page. On the next page, paraphrase the headline briefly, and insert a page number:]

[Shortened headline] - Page 2

[At the end of the release, signify that your release is complete by using one of two standard symbols, centered at the bottom:]

###

[or]

-30-



remember

In general, the reporters
and you are on the
same side, with similar
goals.

....but different
priorities...



understand journalism etiquette

- Don't ask to review a story before it runs; similarly, don't ask whether coverage was positive or negative
- Always ask whether a reporter is on deadline before taking up his or her time.



JOURNALIST

www.jaredandlindsay.com

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Controversy and conflict also makes for better headlines. But, you can do your part to ensure the most accurate portrayal of your issue and that your own position comes through loud and clear.

interviews

- **With thanks to Michael Rich & Terry Bravender**

- **Taped or print interviews**
 - not scripted
 - Not live – but dependent on the reporter to do the editing
 - utilize the same precautions you would as if you were doing a live interview

- **Live, in studio interviews**

interviews cont.

■ **Live, call-in programs.**

- usually on the radio, but some television stations may also have shorter, viewer call-in segments.

■ **Live, remote interviews**

- TV or radio
- Awkward

before the interview

■ Know why you are being interviewed

■ Be prepared

- do not agree to an interview until you have had time to review the information to your satisfaction
- If you are being asked to comment on a recent research article, ask the reporter to send it to you prior to the interview.

■ Identify your key points

- Determine 2-3 key points that you want the audience to take from your interview.
- Prepare simple statements to illustrate

■ Prepare examples to illustrate your key points.

- Stories about people and their experience resonate

tips for giving an effective interview

- **The interview starts as soon as you greet the reporter.**
 - Be careful what you say
 - Assume everything you say to a reporter can be printed

- **Take control – and control the message**
 - Treat each interview as an opportunity to get across your central message and don't be afraid to repeat these points

 - **Jump right to your key points**
 - E.g. As soon as the reporter greets you, feel free to say “thank you for giving me this opportunity to talk about the recent decreases in teen pregnancy.”
 - Bring notes if you need to
 - Don't answer questions you don't want to
 - “Isn't the real question here...” and fill in the rest the message you want to get across

more tips

■ Give straight answers

- No jargon
- Don't get wrapped up in the complexities of your issue. Remember that the media is a fairly blunt and direct instrument with little room for shades of gray
- If you don't know the answer to a question, just say so; don't try to fake it.
- **Never say "no comment"**

■ Persuade through anecdote

- Bring your message points to life

■ Be selective with your stats

- Have all the facts at hand, but don't overwhelm

■ Take your time

- If unsure, take a minute to think through your answer carefully. To buy time repeat the question back to the reporter

■ Set the record straight

- If you realize you offered erroneous information or forgot to make a point during an interview, call the reporter as soon as you realize this

Answer = Question + 1

- Provides a “soundbite”
- allows you to stay on message and work on repeating your main points
- Always answer the reporter’s question, and provide an additional illustrating point. For example:
 - **Question:** How does the US teenage pregnancy rate compare to other industrialized countries?
 - **Answer:** The US has the highest teen pregnancy rate...
 - **+1:** But the rates have been decreasing for well over a decade, and our program new teen empowerment program here at Medical University has likely played a key role in decreasing our local teen pregnancy rates, also.

traps & how to avoid them

■ **Speculation**

- Never play the “what if?” game. Your responses should be limited to what is known

■ **Don't fill the Silence**

- After you have finished your response to a question, do not keep talking in order to fill the silence.

■ **Emotion**

- Do not lose your composure. Do not get in an argument with a reporter—he or she will be doing the editing, so you will not have control over how you come across