

Making the Case for Health with Media Advocacy

CLOCC Quarterly Meeting
Chicago, IL, September 14, 2011

media
berkeley studies group

Fernando Quintero, BA

- Research on news coverage of public health issues
- Media advocacy training and strategic consultation for community groups and public health advocates
- Professional education for journalists

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Goals Today

- Understand the news media's role in shaping debates on community health;
- Recognize the value of engaging the news media strategically to support advocacy goals;
- Introduce opportunities to engage the news media to advance your advocacy goals

Key Functions of the News

Setting the Agenda

 What we think about

Shaping the Debate

 How we think about it

Reaching Opinion Leaders

 What we do about it

Media Advocacy Definition

Media advocacy is the strategic use of mass media to support community organizing to advance a social or public policy initiative.

Media Advocacy Allies

- Civic leaders and elected officials
- Community activists and organizations
- Health departments and researchers
- Businesses and professional associations
- Medical providers and institutions

Media Advocacy Comparison

Brand X Media

Individual focus

Warns & Informs

Personal Change

Message

Information Gap

Media Advocacy

Issue focus

Pressures & Mobilizes

Policy Change

Voice

Power Gap

The Media Context

SEPTEMBER 13, 2004

Advertising Age

CRAIN'S INTERNATIONAL NEWSPAPER OF MARKETING | U.S. \$5.99, CANADA \$5.00, U.K. £3.95 ADAGE.COM

LATE NEWS

Grey meets to weigh three buyout offers

NEW YORK Grey Global Group's board was expected to meet Sept. 13 to weigh buyout offers, with an announcement coming as soon as today. Private-equity firm Hellman & Friedman and U.K. holding company WPP Group were seen as the strongest contenders, followed by a third bidder, French ad firm Havas. Hellman, a former owner of Young & Rubicam, was allied with Kohlberg Kravis Roberts & Co. on a bid said to be above \$900 a share in cash or more than \$125 billion, with former VGR chief Michael Dolan, 57, likely to be Grey Global CEO and current Grey Chairman CEO Ed Meyer likely to have some continuing role. WPP offered more than \$900 a share in stock and cash, with a plan for Mr. Meyer, 77, to run Grey for a transition period of several years. Havas at late week was believed to have bid \$900 a share cash with funding from Deutsche Bank and Citicorp, a subsidiary of French firm Credit Agricole.

Visit AdAge.com for up-to-the-minute reports on the Grey acquisition

McD's, Destiny's Child close to promotion deal

NEW YORK McDonald's Corp. is close to negotiating a deal with newly reformed Destiny's Child, which will perform a tune exclusively for the Golden Arches, for a major promotional push tied to the group's relaunch, according to executives close to the marketer. After

See LATE NEWS on Page 2

MAKING COKE



AGAIN

By KATE MACARTHUR

Coca-Cola Co., determined to retake the mountaintop, is scouring the world from South Africa to Singapore for an agency to bring it there.

The soft-drink giant is yearning to return to the halcyon days when its brand—and its advertising—was iconic with history-making creative such as its classic “Hilltop” spot that taught the world to sing.

Like McDonald's before it, which sought pitches from throughout its worldwide network before settling on “I'm lovin' it,” Coca-Cola is casting its net wide.

See COKE on Page 49

Nestlé warns stores: Prove it or lose out

Food cos. demand ROI on \$80 bil promo spend

By STEPHANIE THOMPSON

As profit-squeezed food companies look to gain higher returns on the nearly \$80 billion they spend annually on trade promotions, the biggest among them are beginning to officially take retailers to task. Nestlé next year plans to enforce new minimum-performance requirements that retailers must meet to receive funds that in the past were offered with few strings. The move mirrors recent efforts by the likes of Kraft Foods and Hershey Foods and is expected to become common practice.

Faced with sagging bottom lines, food companies have been trying a number of tactics to drive efficiencies, among them allocating resources to their most profitable brands and eliminating non-performing products. Now, despite a long history of offering retailers trade dollars with no guarantee of the price promotions or displays they've paid for, manufacturers, armed with better tracking data, are finally demanding their due. And they are willing to cut retail accounts that can't perform.

“Over the years, trade moneys have become a taken-for-granted expectation rather than a promotional vehicle,” said a Nestlé executive. “Now we're re-emphasizing in our contracts that there has to be a base promotion executed upon for these funds to be paid.” Each brand within Nestlé's confection, prepared foods and beverage divisions will have its own set of minimum-performance requirements for promotions.

See NESTLÉ on Page 52

LUXURY



Marketers expect offerings to target growing demo

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P&G's \$100M Pantene push mimics rival

By JACK NEFF

PROCTER & GAMBLE CO.'s category-leading Pantene will take a page from rival Kao Brands' play book with the \$100 million launch of Pantene Expressions. The 18-item line of color-specific shampoos and conditioners start hitting stores late this year and roll out fully Feb. 7.

Pantene Expressions will come with separate product assortments for brunettes, blondes and redheads. Retail buyers see it as a knockoff of Kao's John Frieda brand, with its Sheer Blonde and Brilliant Brunette lines and which will get a sibling range for redheads by early next year.

P&G has shown great interest in the Frieda Products, with R&D staffers obtaining samples of Brilliant Brunette last year before they hit shelves, said one retailer. Other retail buyers said Expressions' packaging copy is virtually identical to the Frieda products.

P&G will make Expressions probably the best-supported hair-care launch of 2005, with one retail executive estimating marketing support above \$100 million. “They throw a lot of stuff at the wall and spend as much as they can make track,” he said. P&G declined to comment.

Pantene, handled by Grey Global Group, New York, has fared well, even gaining share, amid onslaughts in recent years from Unilever's Dove and L'Oréal's Garnier Fructis. But other P&G brands, particularly those acquired in the Clairol acquisition from Bristol-Myers Squibb in 2001, have lost share for two years.

Way too hot

Endorsers are likely to steer clear of Kobe for awhile

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Not hot enough

Garfield: Kerry drops the ball again in latest campaign ad

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Layers of Strategy

- Overall strategy
- Media strategy
- Message strategy
- Access strategy

Developing Strategy

- What is the problem or issue?
- What is the solution or policy?
- Who has the power to make the necessary change?
- Who must be mobilized to apply the necessary pressure?
- What do the targets need to hear?

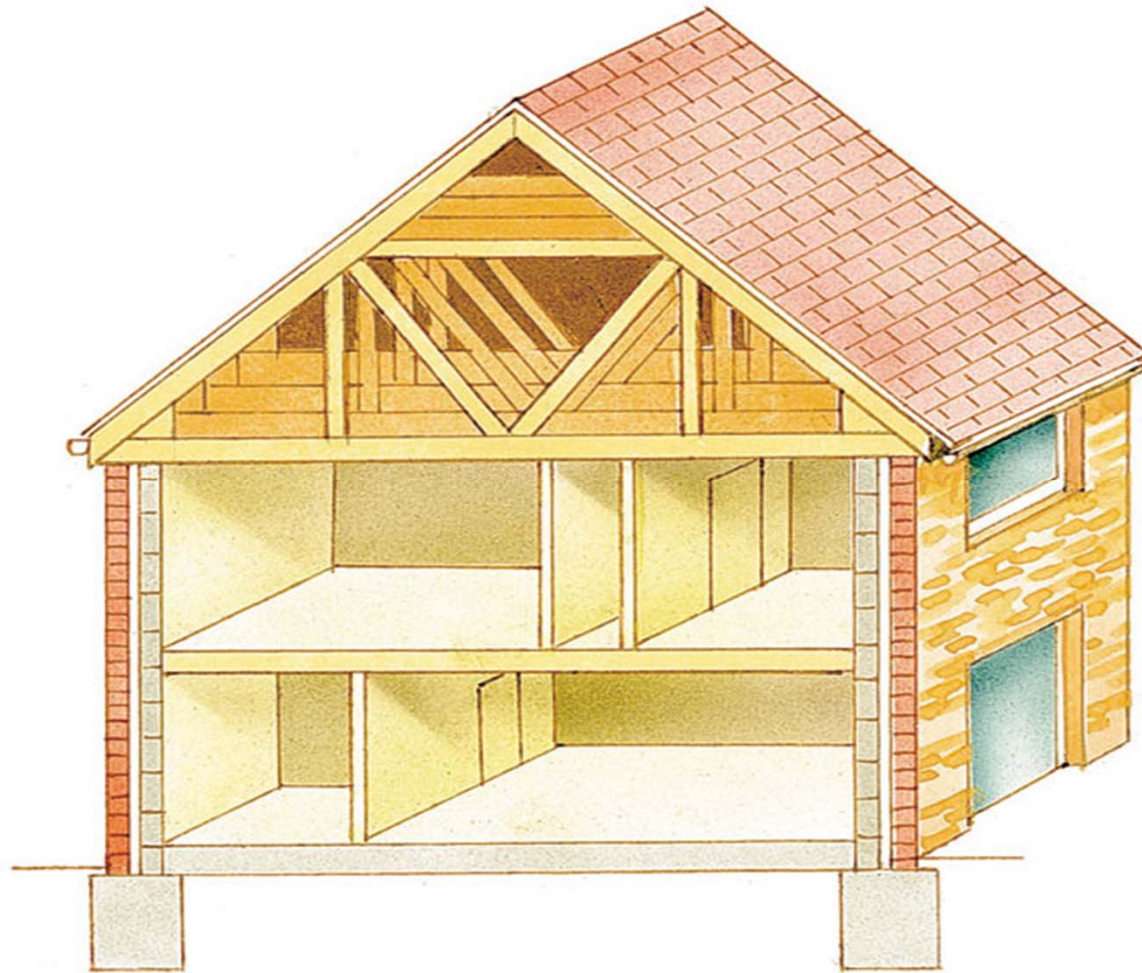
Framing

PREVENTION WORKS

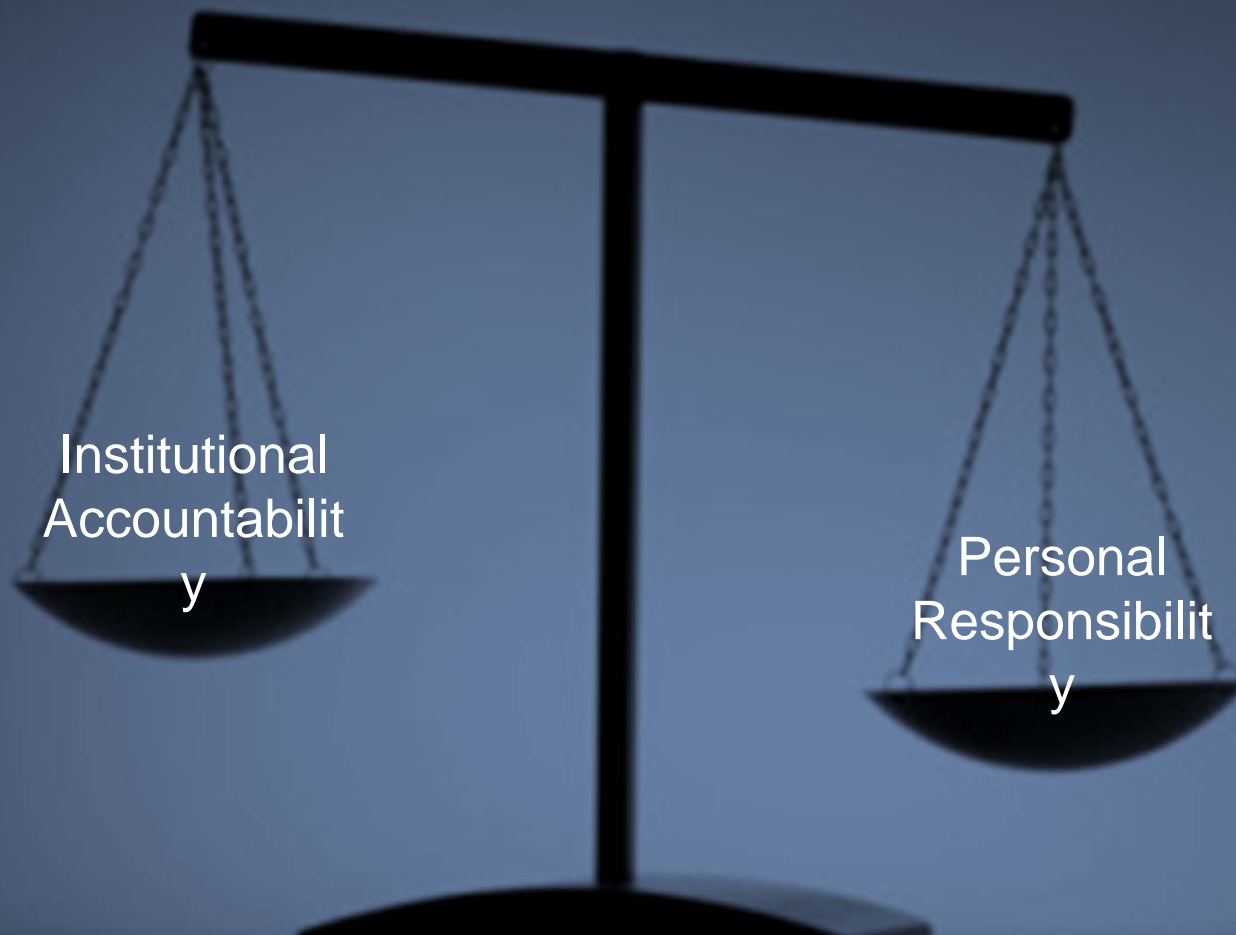
Framing

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Frames as Mental Structures



The Need to Reframe



The Media Context

Chicago Tribune | TRIB U
THE UNIVERSITY OF YOU

The obesity epidemic: Can parents say 'no?'



Chicago Tribune File photo

Tips for Reframing

- Translate individual problem to social issue
- Assign primary responsibility
- Present solution
- Advocate for policy
- Develop story elements

Developing Story Elements:

- Identify a range of authentic voices.
- Develop media bites.
- Use compelling visuals and symbols.
- Calculate social math.

Authentic Voices



Photo: Newsone.com



Media Bites

- Having a no-smoking section in a restaurant is like having a no-peeing section in a swimming pool.
- Adding apples to Happy Meals is like wrapping cigarettes in lettuce.
- Kids need sports, not sports drinks.

Visuals



“The icon of trust.”

m
b s g

Social Math

“1000 people quit smoking everyday -- by dying.
That is the equivalent to 2 fully loaded jumbo jets
crashing every day with no survivors.”

– *American Cancer Society*

“The tobacco industry spends more money
promoting smoking in a week than the entire
federal government spends on preventing
smoking in a year.”

– *Center for Health Improvement*



Getting Attention

“To gain the media’s attention, you can’t just say something; you have to DO something.”

Russell Sciandra

Director of the Tobacco-Free New York



General Tactics

- Community organizing & policy development
- Monitoring the media & developing a press list
- Using Editorial pages
- Creating news
- Using breaking news
- Paid advertising

Media Advocacy Lessons

Develop strategy:

- Message is never first or foremost.
- Know what you want & how to get it.
- Not news for news' sake.

Frame the debate:

- Illustrate the landscape.
- Connect your values to solutions.

Evaluating Your Media Efforts

- How did you do? Did you do what you intended?
- Was your issued covered by the news media that your target sees, listens to or reads?
- Was your story told in the way you had hoped?
- Have you become a source for the journalist?
- Did your media work help you build community support for the overall program goal?

available at
www.bmsg.org/tools.php



FRAMING BRIEF

Making the Case for Breastfeeding: The Health Argument Isn't Enough

JULY 2010

On April 12, 2010, the *San Francisco Chronicle* printed two letters to the editor on breastfeeding:

Make it easier for new moms
Billions of dollars saved by something that is essentially free—breastfeeding—should be a no-brainer (“Breast-feeding for 6 months can save lives, money,” April 5).
Most moms would do this if it were easy. As a breast-feeding mother and a doctor working with children full time, I can say breast-feeding is not easy. Even with California laws that try to provide protected time and places to pump breast milk, my days feel as if it would be easier to take a smoking break than a pumping break!
The benefits of breast-feeding are clear. We need to implement existing laws. Each workplace should identify a place and a time for its breast-feeding employees. Bottom line: Our society and the workplace need to embrace the idea that women who work will breast-feed. We will all benefit.

The many advantages of breast-feeding
The study that breast-feeding would save lives and money is an excellent discussion that brings light to the significant health and cost benefits of breast-feeding.
Study after study has shown that breasts are best. However, many women who are capable of breast-feeding choose not to do so because they do not quite see the tremendous advantages of breast-feeding that cannot be accomplished through formula feeding.
As a student nurse and future midwife, I am passionate about encouraging and empowering mothers through evidence-based research to make an informed choice to breast-feed if they are capable of doing so. It is essential that we begin to move to a nation that encourages and support [sic] women to breast-feed from day one. It not only saves lives and health care costs, it has huge benefits for the mother. Breast-feeding promotes postpartum weight loss, emotional well-being and bonding with the infant. Breast-feeding has been linked to reduced risks of breast, uterine and ovarian cancer. It is also a hugely cost-effective—breast-feeding is free, while formula averages \$1,200 a year.

—Holy Martin, MD, San Francisco

—Deana Harris, student nurse, UCSF

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Thank you!

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