

Welcome

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*In the chat, share how using media has helped you
in the past with an advocacy campaign.*

Media Advocacy

Voices for Healthy Kids

POWERPRISM 



American
Heart
Association.

American Heart Association®


Voices
for **Healthy Kids**

Today's Objectives

Power Prism[®] framework – spotlight on Media Advocacy

- 
- Understand media advocacy through the Power Prism[®] model
 - Steps to take when planning and implementing Media Advocacy tools and tactics
 - Review strategies to improve advocacy

NOW YOU: DO A QUICK POLL

Tell us about your
experience in
media advocacy...

- I am a pro and ready to learn new tricks
- A bit over the years, need a refresh
- I am new to this work

The 3 Key Questions

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Everything (every day) you do as an advocate should be informed and guided by your answers to the 3 key questions

The 3 Key Questions

**What do you
want?**

What is the policy
change you are
seeking to address
your issue?

**Why do you
want it?**

What data make a
case for that policy
change?

**Who has the
power to give it
to you?**

Which specific
decision-makers have
the power to make
that change?



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The Power Prism[®]

Build more power for your mission by using any or all of the six “power tools”

POWERPRISM



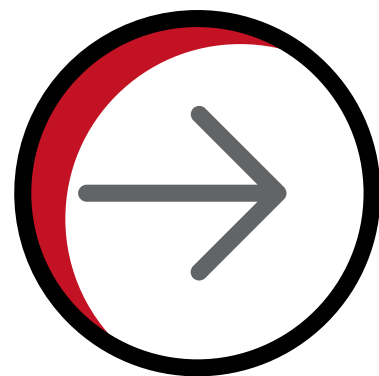
Media Advocacy

Influence decision-makers to think (and act) differently about an issue that matters to you through the media outlets that matter to them.



What Is Media Advocacy?

Media advocacy influences decision-makers through media coverage, in a way that takes our point-of-view.



- Exposes a problem we seek to fix
- Spotlights a solution we seek to implement
- Celebrates one of our allies – while tying into our advocacy goals
- Challenges one of our opposing forces

What is the Value of Media Advocacy?



Informs public of systemic culprits of health problems and community issues



Allows community members to share experience and leadership on issues



Creates urgency around issues to inspire more involvement



APPLIES PRESSURE TO DECISION-MAKERS

Media Advocacy Planning





American Heart Association®



Identify Key Decision Makers

Find out which media outlets key decision-makers pay attention to

Do some sleuthing on social media

Repeat as key decision-makers change!

Look at Previous Media Coverage

Get a sense of previous reporting:

- How has the issue been portrayed?
- Who supports?
- Who opposes?
- What ways does the issue need to be re-framed?
- Which reporters are focus on these issues?

Create a Media List

- Develop a robust media contact list, ready when campaign needs it.
- Coalition partners may already have a media list to share for the purposes of the campaign.
- Ask coalition partners about any personal relationships with media.
- **INCLUDE SOCIAL MEDIA HANDLES!**

Media list should include:

- ✓ Newspapers, television, radio, social media outlets/blogs
- ✓ Statewide and local media outlets in districts served by key decision-makers
- ✓ Reporters/columnists who cover health, children, politics, racial justice
- ✓ Diverse outlets inclusive of communities of color and audiences for whom English is not primary language



POWERPRISM



Worksheet: Who Do You Know? Personal Relationship Profile

Your Name:

Voting Address:

Phone Number:

Email:

Social Media Used: ☐ Facebook ☐ Instagram ☐ Twitter ☐ Other

Our campaign will benefit from being connected to key players through people they already know and trust, like you! If you have friends, family, and other personal contacts in the categories listed below AND you are willing to reach out to them on behalf of the campaign, please let us know!

Do you personally know any elected officials?

Name of lawmaker:

Office held:

City/town:

Your relationship to lawmaker:

Do you personally know anyone who works in the media (newspaper, TV, other news source) in this state?

Name of media contact:

Media outlet where contact is employed:

City/town:

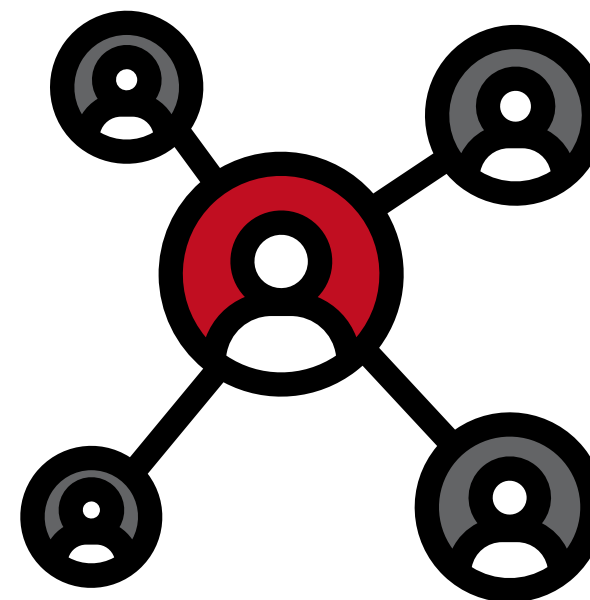
Your relationship to media contact:

Identify Campaign Experts

Issue Expertise



Lived Expertise



Plot Out Legislative and Campaign Events

Plotting out the legislative and special events calendars of coalition partners will help generate a coordinated plan to engage media to apply pressure on decision-makers.

Legislative calendar, including:

- Deadlines for submitting bills
- Deadlines for bills to be reported out of committee
- Legislative recesses

Partner events calendar, including:

- Special events like fundraisers
- Legislative events like lobby days
- Annual events like report releases, awareness months, etc.

Research Your Opposition

It is critical to understand who might oppose your campaign and the kinds of arguments that they will use. This can help you think about how to reframe those arguments in your media advocacy or pick effective messengers.

Opposition	Messengers
Anti-tax groups	Issue experts who study tax policy
Industry groups	Supportive business or school leaders
Those that may not understand role of structural racism	Those with lived experience most directly impacted by the health inequity and proposed policy; community leaders

Developing Stories and Cultivating Spokespeople

How Does Media Activity Advance Campaign Goal?

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Keeping this in mind will keep focus on media targets, message and key messengers!



Components of a Compelling Message

- Name the **Problem**
- Envision the **Solution**
- Create the **Ask**
- Explain the **Urgency**
- Paint the **Hope**

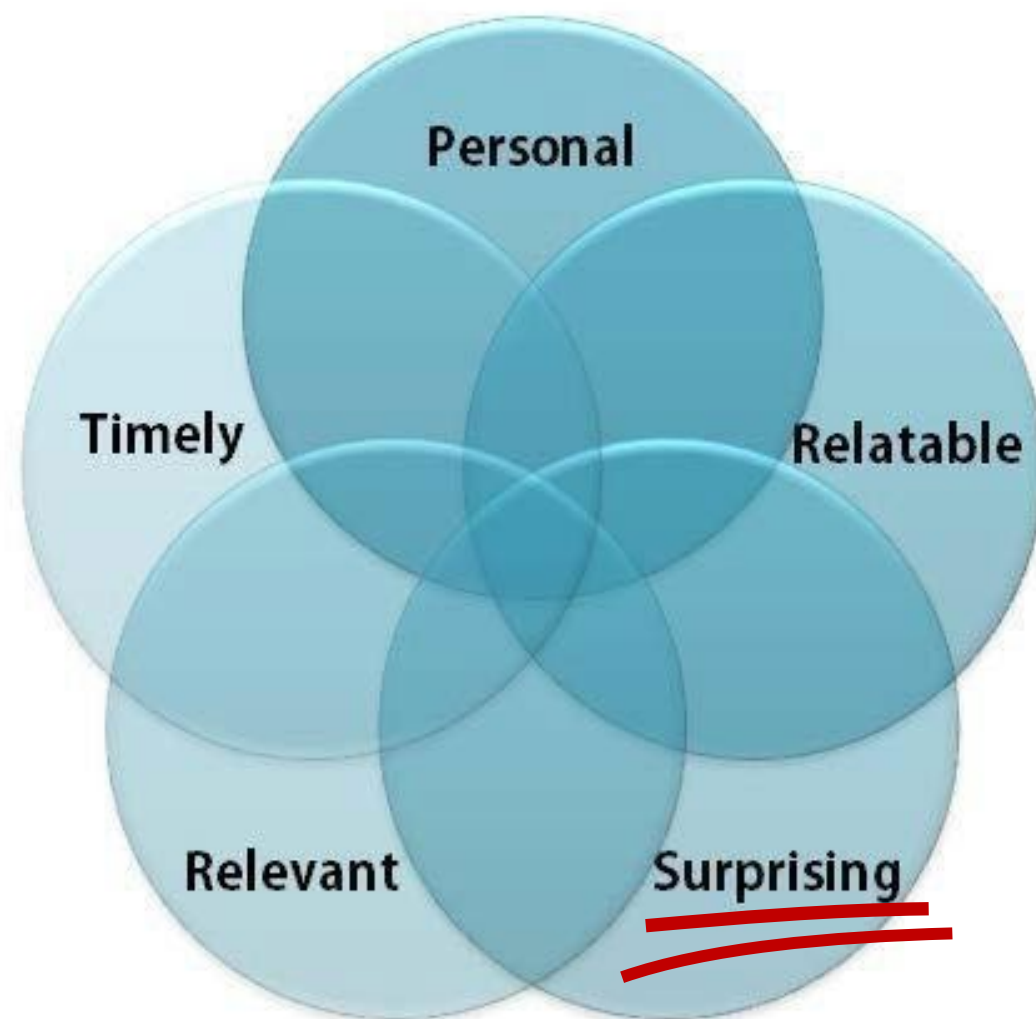


Frame Your Message

Frame your issue:

- Makes it newsworthy or relevant
- Highlights the health equity at stake
- Shows how your issue affects real people, but in the context of the system that is causing or solving the problem
- Showcases support or momentum for your issue

Develop Media-Worthy Stories



Powerful stories can transform a campaign.

Campaign communications should strive for storytelling that has 5 essential elements.

Surprising elements are critical!

Build Relevance to Your Target Media

- An event that has draw because of the location or attendees
- Locally-based information or data that will matter to your target media outlet readers/viewers
- Relevance because of a local organization's or local citizen's involvement or support
- Messaging tailored to target media's audience

Consider Messengers: Community Voice and Involvement

- Have you identified at least one personal impact story you can share with media?
- Who are the most compelling spokespeople and why? Those with issue expertise? A partner in a key decision-maker's district?
- Are there coalition partners you should include?
- How do you transfer power to people that are most impacted?

Highlight Personal Stories



this is
my story

1. What do you want those who hear your story to think about or understand about the issue?
2. How do you want listeners to feel when they hear your story?
3. How might your story convince a lawmaker that our goal is important?

“Portrait” vs. “Landscape” Framing

Remember the system that you are trying to change is the true hero or villain.

Keep personal stories relevant to your issue and what lawmakers can do to make change!



Provide Training for Spokespeople

Training
Webinars



Trainings as part
of Advocacy
Days



One-on-One
Coaching



Contacting the Media



Contact the Media

FIRST RULE: *Only reach out when something is interesting enough to warrant reporting i.e. newsworthy!*

And...

Identify and reach out to reporters who cover **your issue specifically**

Newsworthy Campaign: “Events”

Some Examples

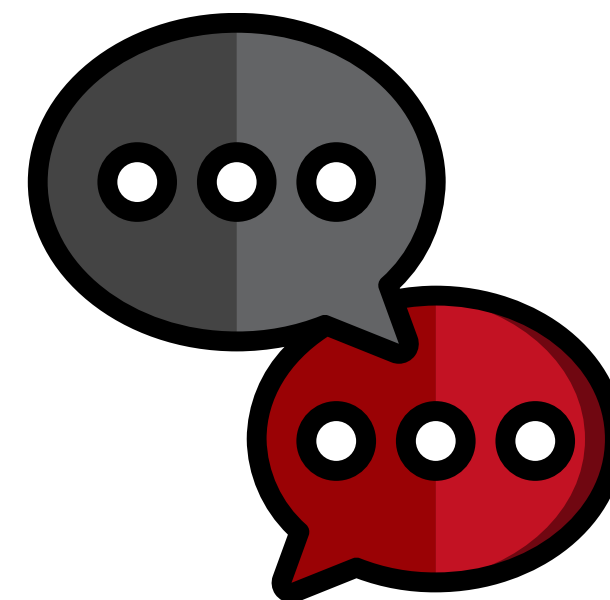
- ✓ Bill is poised for a vote or hits legislative milestone
- ✓ Campaign advocacy day or awareness event
- ✓ Similar bill passes in states or cities that lawmakers consider “peers”
- ✓ Media in another region covers your issue favorably
- ✓ Opposition is voiced on your issue
- ✓ Data or report is released
- ✓ Organizations pledge support or celebrity speaks out on your issue

Useful Tools for Media Advocacy

- Media advisories and media statements
- Press releases
- Editorial board meetings
- Letters to the editor
- Op-eds or columns

Contacting Diverse Media Outlets

- *Not sure if there are news outlets in your area that cater specifically to Black, African American, Latino, Native American, Alaskan Native, Hawaiian Native, Pacific Islander, and Asian American communities? **Google it!***
- ***Non-English radio, print, and digital sources can be a great way to connect and engage with communities (and their lawmakers)***
- ***Actively seek out diverse sources to be interviewed as issue experts, advocates, and for first-person testimonials***



Thank Media and Offer Yourself as Resource!

If you liked an article, send a thank-you to the reporter via social media or email and urge advocates to do the same.



Use Social Media to Amplify Media Successes

- Share published articles or op-eds
- Feature photos from media events
- Highlight quotes from campaign or advocates
- Share posts with partners
- Tag key decision-makers!



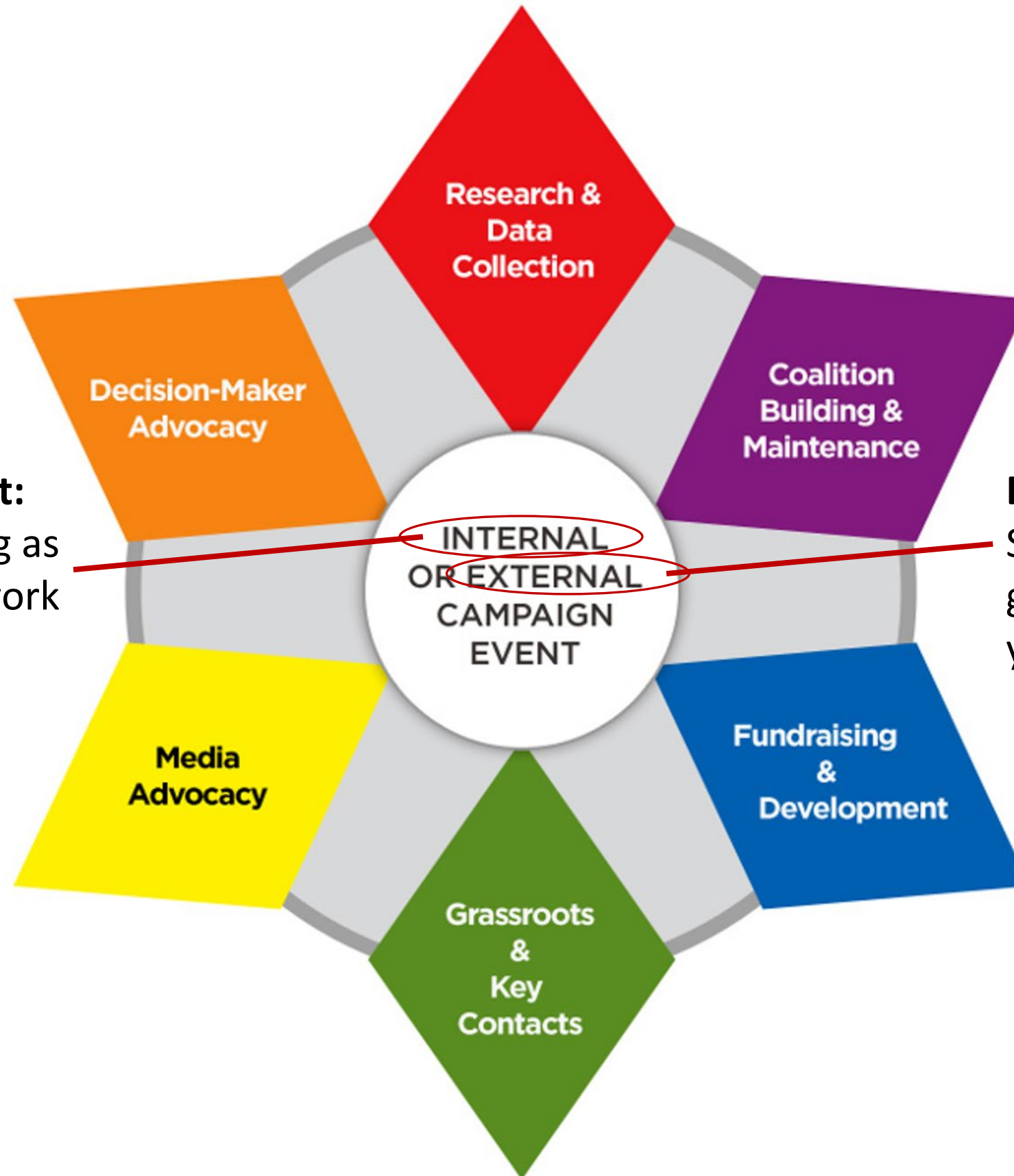
NOW YOU: DO A QUICK POLL

Which of the
following areas
would you like
additional training
in?

- ☐ Media Advocacy Planning
- ☐ Building Stories and Spokespeople
- ☐ Contacting the Media
- ☐ Specific Tactics like media roundtables, letters to the editor, editorial board meetings

Building Power with Media Advocacy

Internal Campaign Event:
Something you are doing as
part of your campaign work
or strategy.



External Campaign Event:
Something that happens –
good or bad – outside of
your control.

Releasing New Data at a Press Conference

PLAN

- Draft press release with quote from coalition director
- Line up speakers to accept calls from interested reporters – content expert, lawmaker, coalition leadership *Media Advocacy*

PUSH

- Distribute press release *Media Advocacy*
- Call media outlets to follow up and pitch story *Media Advocacy*
- Respond to any press inquiries about press conference *Media Advocacy*
- Arrange interviews with speakers *Media Advocacy*

PRODUCE

- Media covers or does not cover story *Media Advocacy*

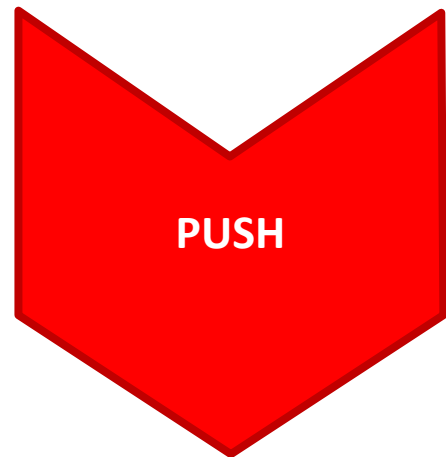
Building Power with a Press Conference



PLAN

- Have community groups survey local opinions about ways new tax revenue can improve equity in community *Research and Data, Grassroots*
- Draft press release with quotes from community member, coalition director and a decision-maker who has influence with your target *Coalition Building, Decision-Maker Advocacy, Grassroots*
- Distribute to media outlets followed by your key decision-makers *Decision-Maker Advocacy, Media Advocacy*
- Include a personal story in press release highlighting health impact of sugary drinks *Grassroots, Media Advocacy*

Building Power with a Press Conference



- Alert grassroots and grassroots advocates, coalition partners, decision-maker allies and funders to press conference and provide them with talking points *Grassroots, Fundraising, Decision-Maker Advocacy, Media Advocacy*
- Ask coalition partners to follow up with media they know best – including non-English language media *Coalition Building, Media Advocacy*
- Send engaged community members, coalition partners and grassroots link to release on your website with photos from press conference and ask them to forward to their networks via organizational updates, newsletters, Facebook, email, and Twitter *Coalition Building, Grassroots, Media Advocacy*

Building Power with a Press Conference



PRODUCE

- If story runs, assess opportunity for follow-up LTE, ed board, appreciative emails from grassroots community members
Grassroots, Media Advocacy
- Share story with grassroots, grasstops, coalition partners, and funders *Grassroots, Fundraising, Media Advocacy*
- Promote story through Social Media *Grassroots, Media Advocacy*
- Distribute published story to decision-makers with note about how they can help *Decision-Maker Advocacy, Media Advocacy*
- Request a meeting with decision-maker target *Decision-Maker Advocacy*

Use Media Events to Build Power!

If you receive press coverage...	Research & Data Collection	Coalition Building & Maintenance	Fundraising & Development	Grassroots & Key Contacts	Media Advocacy	Decision Maker Advocacy
Share story with grassroots, grassroots, current & prospective coalition partners, and funders		X	X	X		
Ask advocates to contact their lawmakers with link to story				X		X
Create a follow up Letter to the Editor, submitted by advocates				X	X	
Ask coalition and advocates to promote on social media		X		X	X	X
Request meeting with decision-maker target, include partners		X				X

Use Campaign Events to Engage Media

Bill is poised for a vote or hits legislative milestone

Campaign advocacy day or awareness event

Other examples from your experiences?

Create Hero Opportunities

Your campaign can use media to make supportive lawmakers look good to constituents, colleagues or other interests

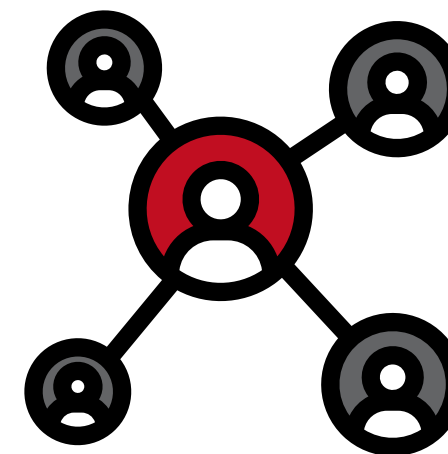
- Letter to the editor thanking sponsor
- Press release that includes quote from sponsor
- Social media postings that praise and thank supportive lawmakers

With a little effort, supporters can become champions!

Spend Time on Relationships

Personal outreach is necessary to cultivate strong media relationships and relationships with advocates willing to speak with

- Reach out to reporters to comment on their pieces – without an ask
- Thank advocates personally for sharing their experiences
- Leverage but be respectful of relationships your partners may have with media



Final Thoughts & Resources

Fast Facts and Messaging

Test and ready to use

www.VoicesForHealthyKids.org

Build A Campaign

Recruit

Engage

Mobilize

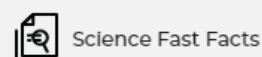
Resources

Success Stories

HEALTHY, EQUITABLE SCHOOLS

Fast Facts for Water Access in Schools

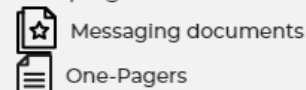
American Heart Association science-approved fast facts for campaigns focused on Water Access in Schools.



HEALTHY, ACCESSIBLE FOOD AND DRINKS

Water In Schools Messaging One-pager

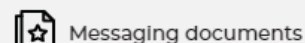
Messaging documents provide everything from simple phrases you can use to sample language you can copy, paste and customize in your campaign.



HEALTHY, ACCESSIBLE FOOD AND DRINKS

Water Access Message Wheel

Messaging documents provide everything from simple phrases you can use to sample language you can copy, paste and customize in your campaign.



HEALTHY, ACCESSIBLE FOOD AND DRINKS

What is the germiest thing in a school?

What is the germiest surface at a school? The water fountain!

MARYLAND



Serving healthy drinks to children in Maryland

HEALTHY, EQUITABLE SCHOOLS

OHIO



Creating a healthy food financing initiative in Ohio

HEALTHY, ACCESSIBLE FOOD AND DRINKS

MISSISSIPPI



Mississippi's State Wide Education and Outreach Campaign

ACTIVE, EQUITABLE COMMUNITIES

FLORIDA



Florida's Law Requiring Transportation Planning Include Bicycle and Pedestrian Considerations

ACTIVE, EQUITABLE COMMUNITIES

NEW MEXICO



Creating Opportunities for Healthier School Foods for Native American Students

HEALTHY, ACCESSIBLE FOOD AND DRINKS

PENNSYLVANIA



Philadelphia win puts sugary drinks in crosshairs nationwide

HEALTHY, ACCESSIBLE FOOD AND DRINKS

Technical Assistance Areas

- Coalition & Community Engagement
- Decision Maker Advocacy
- Fundraising and Development
- Health Equity and Inclusion
- Legal Review
- Media Advocacy
- National Partner Engagement
- Offline Grassroots Engagement
- Online Grassroots Engagement



- Policy Language Development
- Policy Language Review
- Polling, Focus Groups & Other Message Research
- Research Technical Assistance
- Science Review
- Subject Matter Expertise
- Training and Capacity Building
- Translation Services



Accessing Voices for Healthy Kids Technical Assistance (TA)

Voices for Healthy Kids offers public policy campaigns technical assistance to help move policy forward but to also build the capacity of the organization.

- Resources
- Experience
- Training
- Much More!

All TA Requests are submitted through our online TA Portal through a form that captures your request and allows our team to provide the TA in a streamlined easy format.

All users will have a log in to access progress and outcomes of the TA provided.

https://aha.cherwellondemand.com/CherwellPortal/VFHK?_=2ef481f1#0





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Questions?



Thank You.

