

Building Support & Influencing Change

Education, Outreach, &
Media Advocacy

What is education & outreach?

“engaging in specific efforts or activities to inform, educate, and/or increase public awareness about tobacco control...

helping people understand the problem, and presenting them with a solution—usually a policy...

must be targeted to those sectors of the community that have the power to make the desired change.”

What are examples of
education & outreach?

How do you do it?

When doing outreach, it's essential to build relationships

- How?
- Listen...
- Have a clear purpose:
 - get advice, ask questions, strategize together
 - enlist key people as partners & advisors
- Make it relevant...
 - Get an understanding of what they care about
 - Demonstrate a link between your issues
- It doesn't always have to be a hard sell

What are some questions you could ask?

- Tell me about your agency... your role... this system
- What have you been hearing about this issue?
- What would *you* do about the problem?
- What do you think *we* should do?
- How does change happen here?
- Who else should we be talking to?
- How can we work with you to get the word out?
- What concerns do you think people will have?

Again...

- Assessment as community organizing!
- Being in “listening mode”:
 - Helps with power-mapping
 - Builds alliances & expands network
 - Helps shape messages & strategies
 - Builds buy-in, ownership, and support
 - Sometimes, they’ll make all your points for you 😊

Media Advocacy

- A key form of education
- “strategic use of mass media and community advocacy to change the social environment or advance a public policy initiative”

Media Advocacy Vs. Social Marketing

- Media Advocacy
 - Frames health problems as community issues
 - Suggests a solution (policy, environment)
 - Mobilizes decision-makers and those who influence them
- Social Marketing
 - Frames health problems as individual issues
 - Seeks to improve individual behavior choices

Framing

- Just like taking a photo, you can choose to frame your issue... to point people where to look
- The frame determines what gets in and what stays out
 - Imagery, metaphors, values
 - Examples: freedom, 'children are our future,' making money, vibrant community, property rights
- If the facts don't fit the frame, the facts get rejected, not the frame

Framing: Individual vs. Community

Individual Frame

- One-time events
- Psychological
- Private
- Appeal to consumers
- Better information
- Provide treatment
- Fix the person

Community Frame

- Trends, patterns
- Political, Environmental
- Public
- Appeal to citizens
- Better policies
- Address the root cause
- Fix the community condition

Small Group Activity

- Define the problem, using a community frame
- Suggest a solution
- Assign responsibility (target audience)
- Describe ways to reach audience
- Develop key messages, using a community-level, values-based frame
- Report out

MAC Plan

- Media Advocacy Coordination Plan
 - Helps us keep track of requests
 - Helps you strategize how media advocacy will fit into your broader community education & policy advocacy efforts
 - Helps media contractor Met Group understand what you're looking for

MAC Plan Activity

- Review MAC Plan form in packet, and go back to green worksheet
- Take a look at the earned media activity you listed in #4
 - Using the “Potential Media Strategies” list at the back of the MAC plan,
 - Revise or refine your activity if needed, and
 - Develop a list of 3-5 “Media Related Tasks.”
- Report out

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