

Intro to Media Advocacy

Sarah Whitmarsh
May 26, 2016



GLOBAL



REGIONAL



NATIONAL



COUNTY



VILLAGE

What is media advocacy?

- The strategic use of mass media and community advocacy to advance a policy change

Behavior Change vs. Media Advocacy Communication

Behavior change communication:

- strategic use of communication to promote positive health outcomes, usually by changing personal behaviors

Media advocacy communication:

- strategic use of media focusing on the forces that shape behavior—public and private policy—rather than personal behavior

Media Advocacy Can Help...

- Overcome policy formulation and implementation barriers
- Influence governments, donors and implementing partners to adopt or improve programs
- Enable evidence gathered on what works to influence policy and practice
- Bring new domestic funding for programs
- Ensure accountability

QUIZ

- Behavior Change OR Media Advocacy?



Cigarette smokers are
30%–40% more likely to
develop **type 2 diabetes**
than nonsmokers.

Source: USDHHS, *The Health Consequences of Smoking — 50 Years of Progress: A Report of the Surgeon General*, 2014.

[View image on Twitter](#)



FDA Tobacco 
@FDATobacco

 **Follow**

Smoking causes type 2 [#diabetes](#). Read about smoking's impact on diabetes: 1.usa.gov/1Zsaw0t

3:19 PM - 21 Apr 2016

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Will Regulating E-Cigarettes Mean Fewer Will Quit Smoking?

The British approve of electronic cigarettes. The U.S. doesn't. How will the F.D.A.'s decision affect anti-smoking efforts?

[Read More »](#)

DEBATERS



The Rules Ignore Clear Benefits for Adult Smokers

KENNETH E. WARNER, PROFESSOR OF PUBLIC HEALTH



The E-Cigarette Industry Needed This Oversight

HAROLD P. WIMMER, AMERICAN LUNG ASSOCIATION



This Is a Challenge to Abstinence-Only Scare Tactics

AMY L. FAIRCHILD, PROFESSOR OF SOCIOMEDICAL SCIENCES



Now Ban the Sale of Mentholated Tobacco Products

DELMONTE JEFFERSON, NATIONAL AFRICAN AMERICAN TOBACCO PREVENTION NETWORK



F.D.A. Should Ban the Sale of Mentholated Tobacco Products



Delmonte Jefferson is the executive director of the [National African American Tobacco Prevention Network](#).

UPDATED MAY 10, 2016, 3:20 AM

I am pleased that the Food and Drug Administration is finally exercising its authority and regulating all tobacco products including e-cigarettes, cigars, hookah tobacco and pipe tobacco. Not only will the F.D.A. now establish provisions for the manufacturing, importation and retailing of all such tobacco products, but the new regulations will also cover: the pre-market review of the products, requirements to report ingredients and potentially harmful additives in the products, the placement of health warnings on product packaging and oversight of product marketing and advertising.

This is a huge step in tobacco prevention, and it will protect underprivileged communities who disproportionately suffer death and disease due to these products.

But the F.D.A. needs to do more.

Indeed, the F.D.A. needs to place a ban on the sale of mentholated tobacco products just as it did for flavored cigarettes. Research shows that a menthol ban could save [millions of lives](#) -- particularly black lives because mentholated cigarettes are the choice

Research shows that a menthol ban could save millions of lives -- particularly black lives --



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girl or boy




two is enough

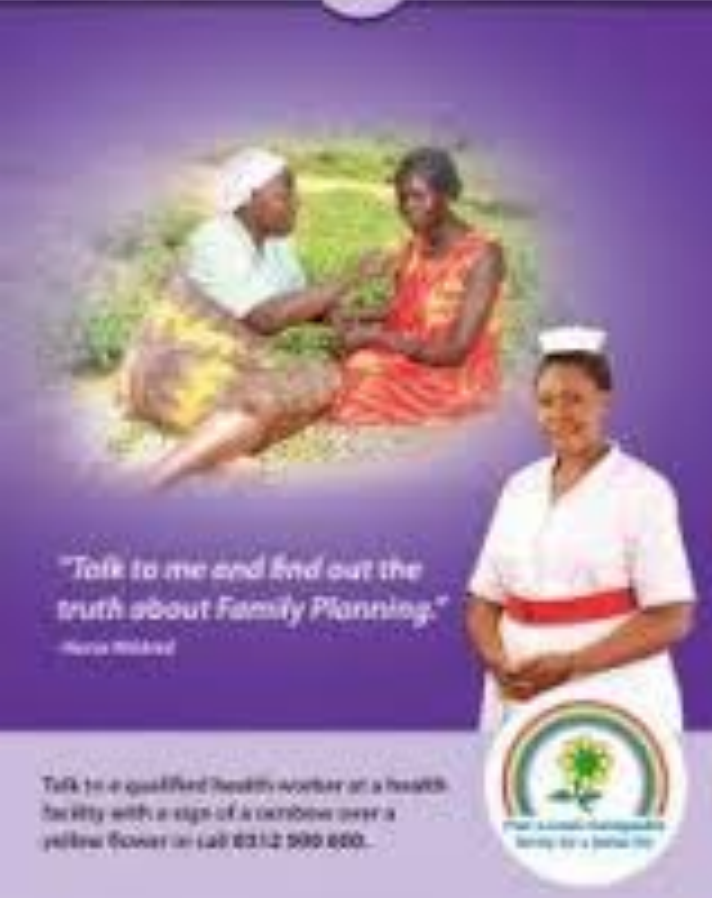


1974
WORLD POPULATION YEAR

The United Nations
Family Planning Programme
is pleased to announce the
adoption of the slogan
"Two is enough" for the
World Population Year 1974.



THE REPUBLIC OF UGANDA  MINISTRY OF HEALTH



"Talk to me and find out the truth about Family Planning."
- Nurse Mildred

Talk to a qualified health worker at a health facility with a sign of a rainbow over a yellow flower or call 0312 500 800.

THE REPUBLIC OF UGANDA  MINISTRY OF HEALTH

"Don't wait until it's too late. Ask me about Family Planning."
- Nurse Mildred



Talk to a qualified health worker at a health facility with a sign of a rainbow over a yellow flower or call 0312 500 800.

JULIUS M. MALOMBE

Planning families for a better future

Kitui County is my home. I was born and grew up here and this is where my wife and I have raised our three children. As governor, my top priority is ensuring that each of Kitui's million residents has a healthy and productive life.

On Friday we took an important step in this direction by launching a five-year strategy that prioritises family planning as an essential component of our county's development. Critically, we have also committed to funding this strategy. This year, Kitui County has allocated Sh16 million in our budget specifically for family planning – a historic first. The Kitui County Family Planning Costed Implementation Plan is an achievement that is worth celebrating.

As a country, Kenya has long recognised the crucial role family planning plays in improving the health and wellbeing of its citizens. The right of every woman to access family planning is enshrined in Kenya's constitution. Now it's up to counties to ensure this right is upheld – and there's

Family planning makes economic sense... it allows more young girls to stay in school and enter the workforce

good reason to do so. Nearly 10 per cent more women and couples in Kenya are using modern contraceptives today than they were five years ago. The number of infant deaths and under-five deaths have decreased significantly during that same time period. Increased access to contraceptives undoubtedly played a key role in these reductions – because when women are able to time and space their pregnancies, mothers and their children are healthier.

Family planning also makes economic sense. It allows more young girls to stay in school and use their education to enter the workforce. These advantages, and others, have been repeatedly reinforced by advocates, particularly by our partners at Kyeni Foundation and Jhpiego, who have impressed upon me and the Kitui County government the importance of funding family planning.

The launch of this costed implementation plan for family planning is not only a big step forward for Kitui, but it also demonstrates the opportunity that coun-

ty governments like ours have to develop strategies that meet our specific needs. We have the ability, and the constitutional imperative, to determine our own priorities and allocate funding within our own budgets to support them. As such, we have a great responsibility to make and fund policies that positively impact our citizens. As a steward of Kitui County's government, I must be held accountable for how those decisions are made. While the journey will not be the same for all counties, there are several important steps to note that helped us get to where we are today. First, our partners undertook a landscaping project to identify the family planning needs in our community and highlight the importance of increasing access to services. Second, they used these findings to build support from key decision-makers, including Ruth Isika, County Minister for Health, and other members of the county health management team.

Once everyone was on board, our county health management team diligently led the drafting

process to ensure that we could turn our ideas into something actionable. Finally, my executive team made a proposal to the County Assembly to fund our strategy, which it approved in full in June. This success – going from no specific plan, to developing a blueprint, to funding a concrete strategy – demonstrates the value of partnering with civil society to build consensus and best serve the needs of our citizens. Kitui County is not alone in prioritising family planning as part of its budgeting process – to date, there are six other counties that have also developed costed implementation plans, including Nyeri, Kakamega, Siaya, Tharaka Nithi, Homa Bay and Busia.

As a governor, I fully understand that there are many pressing priorities that come across our desks every day. But, to me, investing in family planning is a clear win, both to improve health and to achieve economic gains.

Mr Malombe is the Governor, Kitui County



**CALL
YOUR
SHOT**

**THE BEST SHOOTER IN BASKETBALL
HAS CALLED HIS SHOT TO BEAT MALARIA.**

HE WANTS YOU TO CALL YOURS, TOO.



Zika Virus

The Trailer For Mariah Carey's Reality TV Show Is Here — And It's Just As Fabulously Ridiculous As You Thought It Would Be

Marvel Axed Female Villain in Iron Man 3 Over Toy Sale Worries, Director Says

Nearly Half of All Heart Attacks Don't Have Symptoms, Study Says

This Game of Thrones Theory May Reveal the High Sparrow's Mysterious Secret

Should Your Doctor Ask If You Own Guns?

Watch Christina Aguilera Ace Whitney Houston, Beyoncé and Adele Impressions on Ellen

Doctors Deliver Baby After Mother Killed in Crash on Way to Hospital

At Cannes, A German Comedy to Fall in Love With, and Paterson's Poetic Radiance

Watch Kehlani Give a Moving Speech About Depression and Suicide Prevention

WORLD HUMAN RIGHTS

Why Latin American Women Can't Follow the Zika Advice to Avoid Pregnancy

Charlotte Alter @charlottealter | Jan. 28, 2016 Updated: Jan. 29, 2016 11:38 AM ET



Abortion is illegal across most of the region, and there is enormous unmet need for contraception

Government officials in Brazil, Colombia, Ecuador and El Salvador are advising women to avoid getting pregnant, for fear that the fast-spreading Zika virus may cause severe brain defects in unborn children.

One question: how?

Read More: All the Way



Mario Tama—Getty Images

it's all **politics** POLITICAL NEWS FROM NPR

Did You Know It's Legal In Most States To Discriminate Against LGBT People?

April 28, 2015 · 11:26 AM ET



TANYA BALLARD BROWN



On Tuesday, the Supreme Court hears arguments on same-sex marriage, which is now legal in about three dozen states.

But it's also legal in most states to discriminate against lesbian, gay, bisexual and transgender — LGBT — people in the areas of employment, housing and public accommodation.

States With Nondiscrimination Laws

Shaded states prohibit discrimination in employment, housing and public accommodations based on sexual orientation, gender identity and gender expression. *Updated March 24, 2016*

Yes Yes, with exceptions No