

Media Advocacy & Public Health

Turning the Tide, The Lerner Center
for Public Health Promotion
Columbia University

April 27, 2018

berkeley **media** studies group

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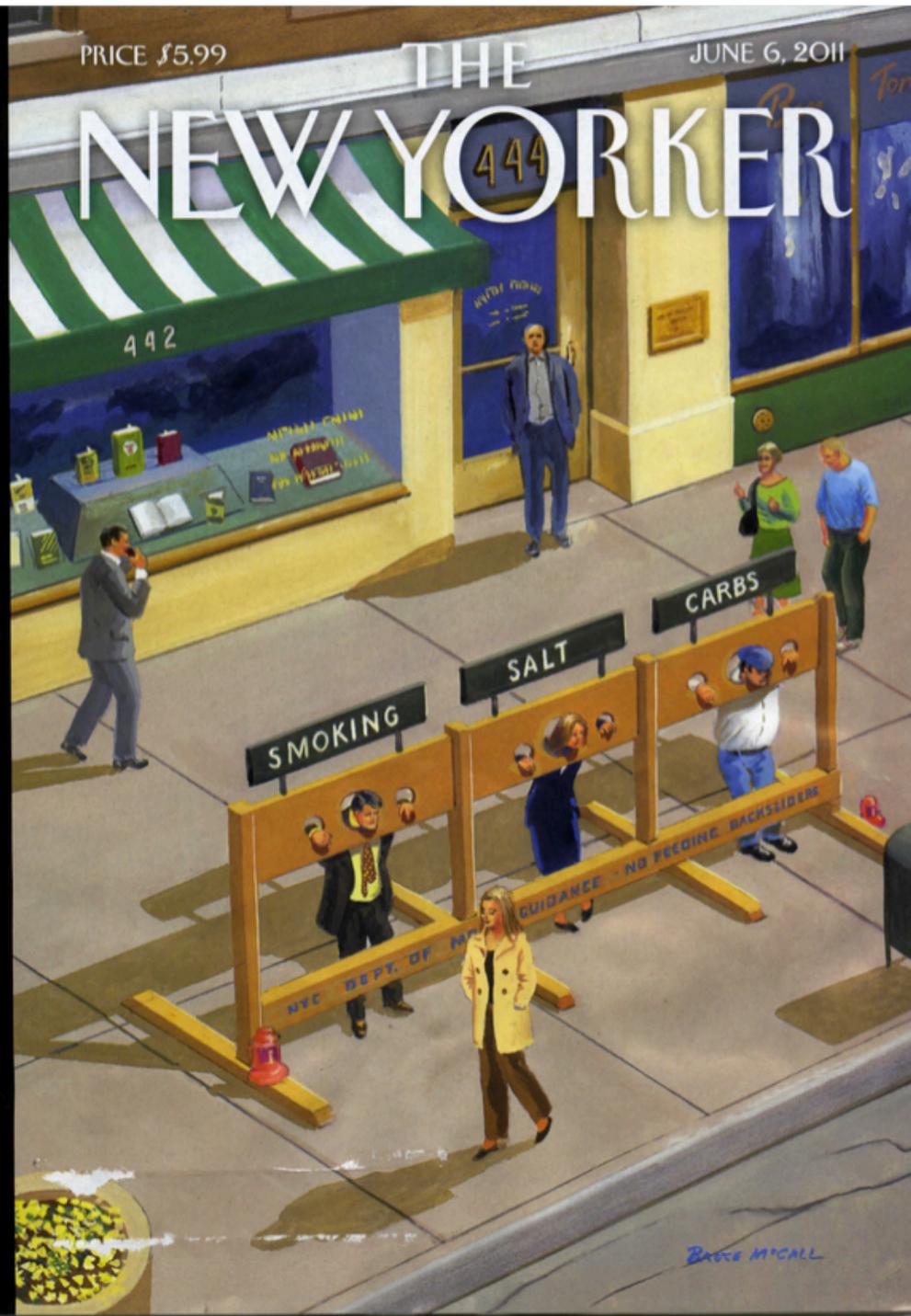
- Research on news coverage of public health issues
- Media advocacy training and strategic consultation for community groups and public health advocates
- Professional education for journalists

berkeley **media** studies group

PRICE \$5.99

JUNE 6, 2011

THE NEW YORKER



Mmm.

You deserve better than water.

 **starbucks**
NEXT TO GATE A3

 **the coffee bean
and tea leaf**
ACROSS FROM GATE A3

**eat &
shop**  on the fly

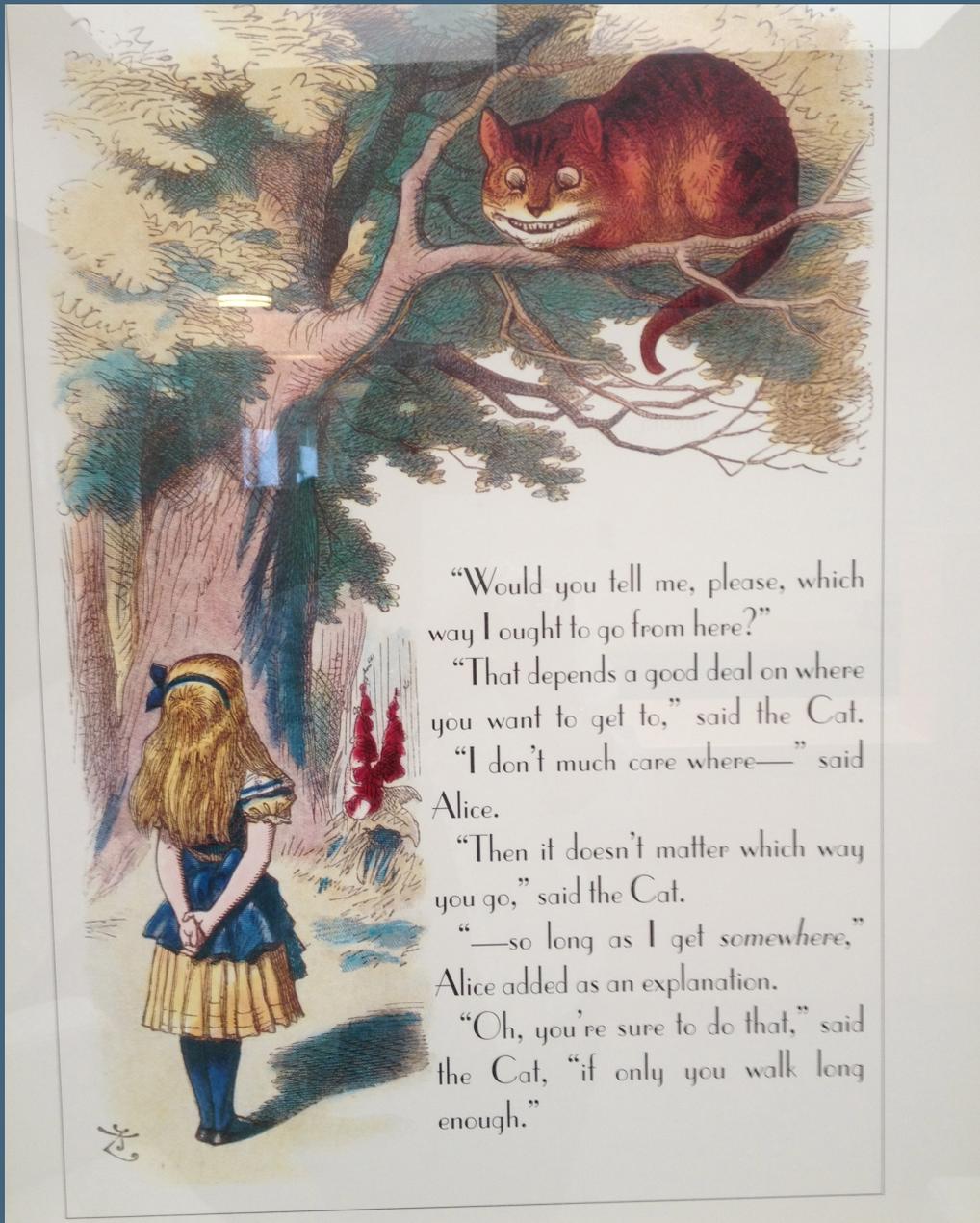




ALICE IN WONDERLAND



"Would you tell me, please, which way I ought to go from here?"
"That depends a good deal on where you want to get to," said the Cat.
"I don't much care where—" said Alice.
"Then it doesn't matter which way you go," said the Cat.
"—so long as I get somewhere," Alice added as an explanation.
"Oh, you're sure to do that," said the Cat, "if only you walk long enough."



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“—so long as I get *somewhere*,” Alice added as an explanation.

“Oh, you’re sure to do that,” said the Cat, “if only you walk long enough.”

Message Is Never First

- What do you want to change in the world?
- How will you change it?
- Why do you want it to be changed?

YES

ON

D



Berkeley vs. Big Soda

Paid for by Yes on Measure D, Healthy Child Initiative Ballot Measure Committee.



A blurred photograph of a large crowd of people, likely at a public event or conference. The image is out of focus, showing various colors of clothing and the general shape of a group. Overlaid in the center is the text "It takes more than a message." in a white, bold, sans-serif font.

**It takes more than a
message.**

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 Comparison

Brand X Media

Individual Focus

Warns & Informs

Personal Change

Message

Information Gap

Media Advocacy

Issue Focus

Pressures & Mobilizes

Policy Change

Voice

Power Gap

Education Can't Compete





Man Drinking Fat. NYC Health Anti-Soda Ad. Are You Pouring on the Pounds?



DrinkingFat



Subscribe

250

1,159,114 views

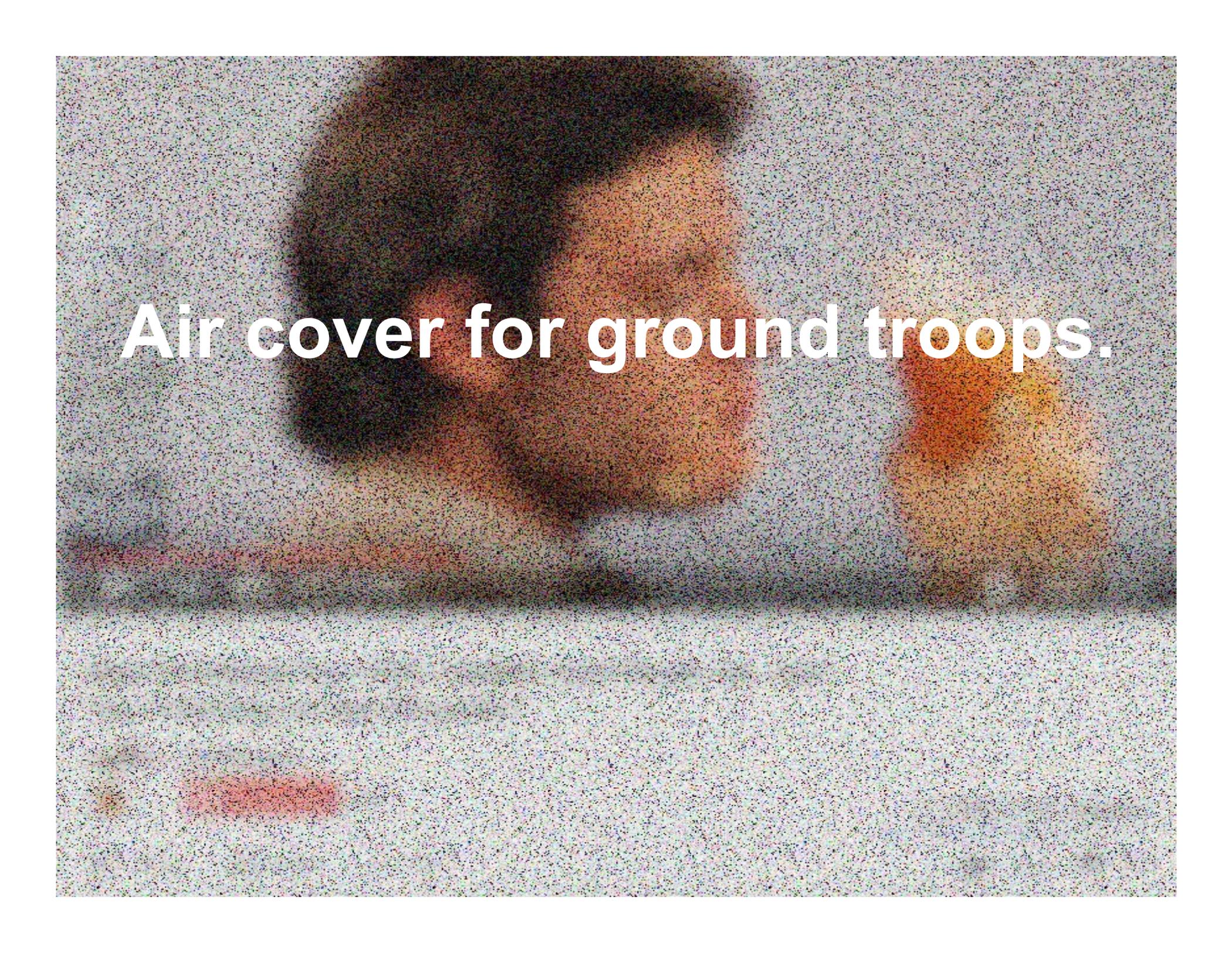
+ Add to

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⋮ More

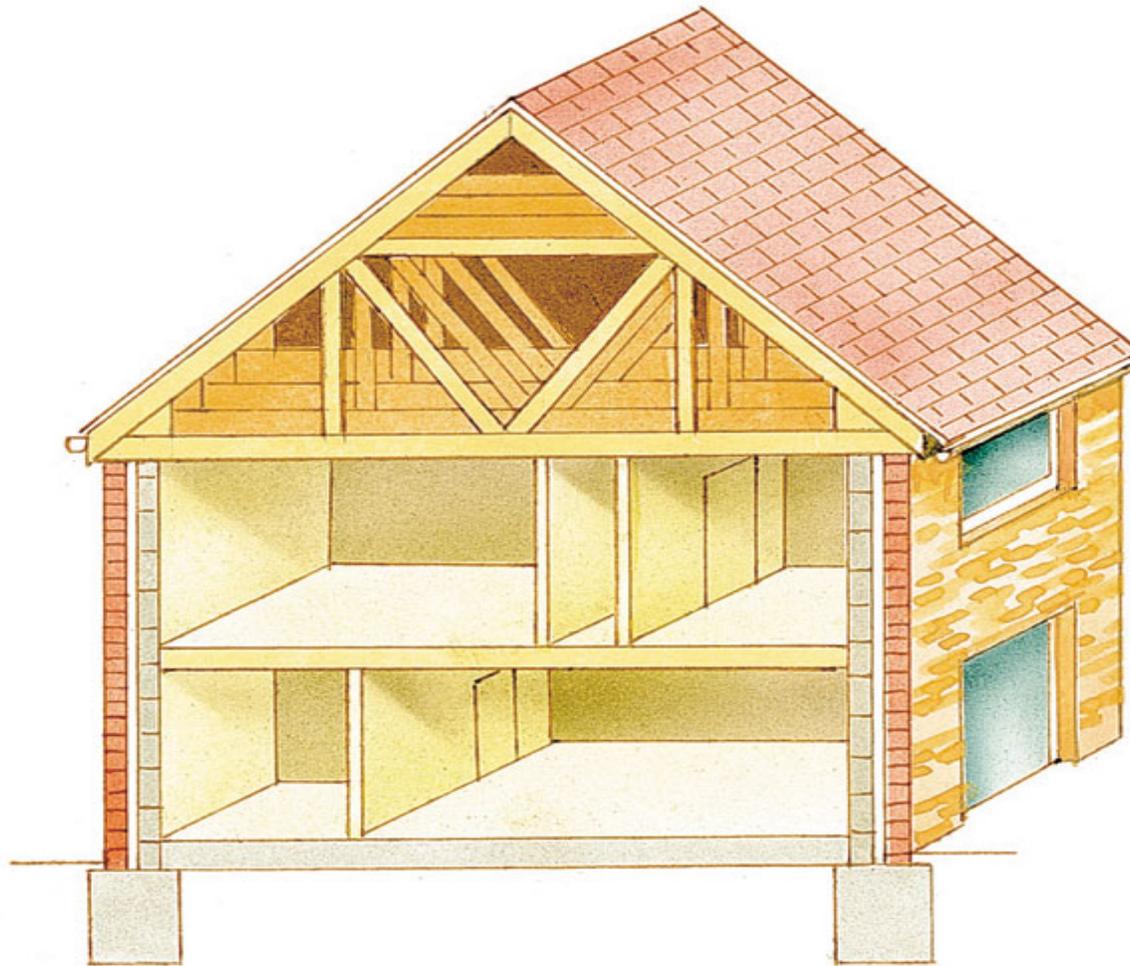
👍 1,242

💬 385

The image is a low-resolution, grainy photograph of a person's face, likely a soldier, looking directly at the camera. The image is heavily pixelated and has a noisy, textured appearance. The person's features are somewhat obscured by the low resolution, but their eyes and nose are visible. The background is a mottled, greyish-blue color. Overlaid on the center of the image is the text "Air cover for ground troops." in a bold, white, sans-serif font.

Air cover for ground troops.

Frames as Mental Structures



Just a few clues...

PUBLIC HEALTH

...might surprise you

BUPJ IG J JFAI TJ J

What's on the slate? Competing Values

Market Justice

Personal responsibility

You're on your own

Duty to your family

Government interferes

Social Justice

Shared responsibility

We're in this together

Duty to the collective good

Government protects

A mashup of Daniel Beauchamp 1976 & Jared Bernstein 2006



Competing Stories: Obesity

You Are What You Eat

Poor parenting

Bad habits & personal choices

Overactive thumbs, underactive legs

Exercise, and exercise willpower

What Surrounds Us Shapes Us

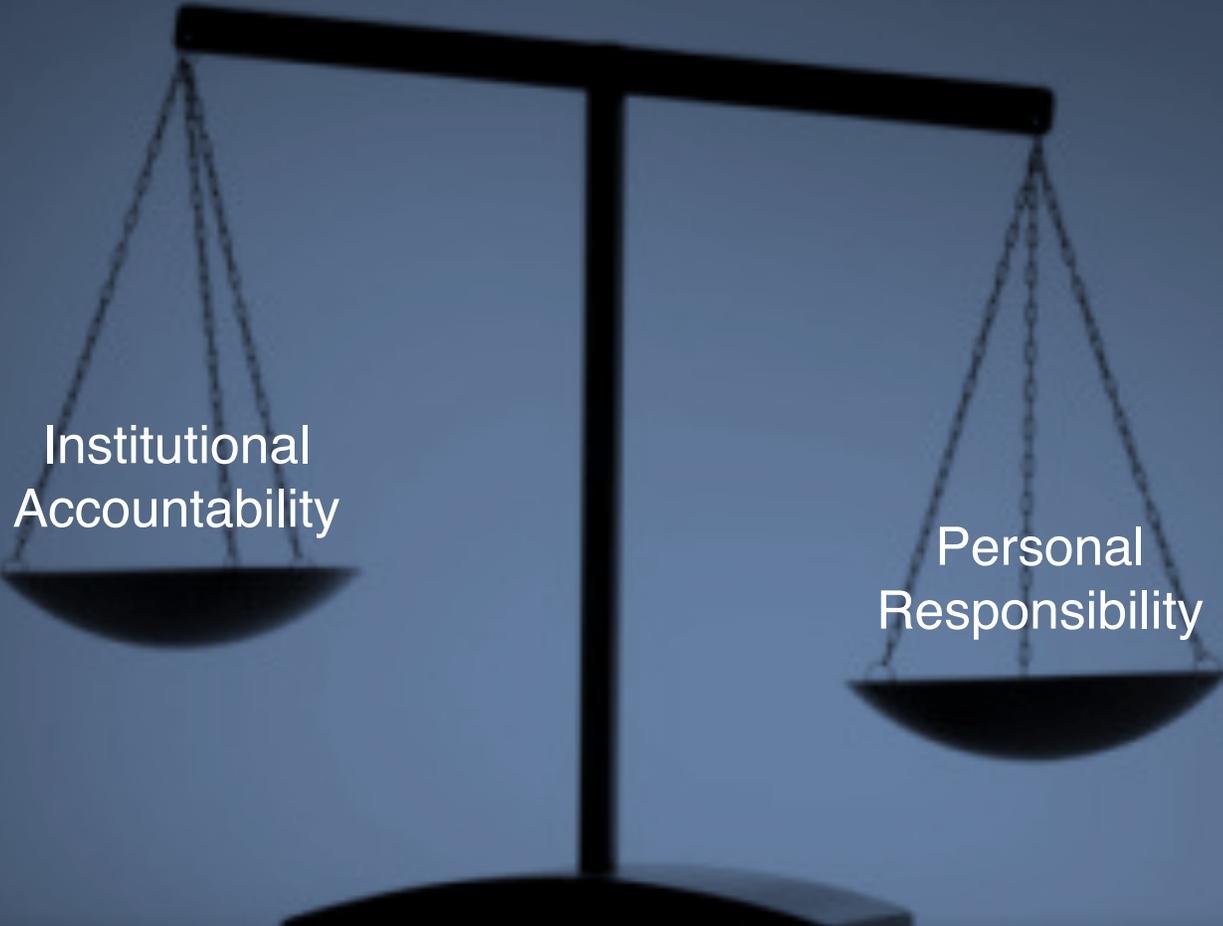
Junk food marketing

Neighborhood connectivity & safety (transit, recreation)

No time for physical activity in school

Local, state, & federal policy (taxes, advertising, zoning, etc.)

The Need to Reframe



Institutional
Accountability

Personal
Responsibility

**HOME TO THE OLDEST
UNIVERSITY OF
CALIFORNIA CAMPUS,
IN 2014 IT BECAME
THE FIRST CITY
IN THE U.S. TO
APPROVE A SODA TAX**





Joey Zych, 4, of Lakeside waited for his mother to get change out of her purse so he could get a drink at a vending machine. (David Brooks / Union-Tribune)

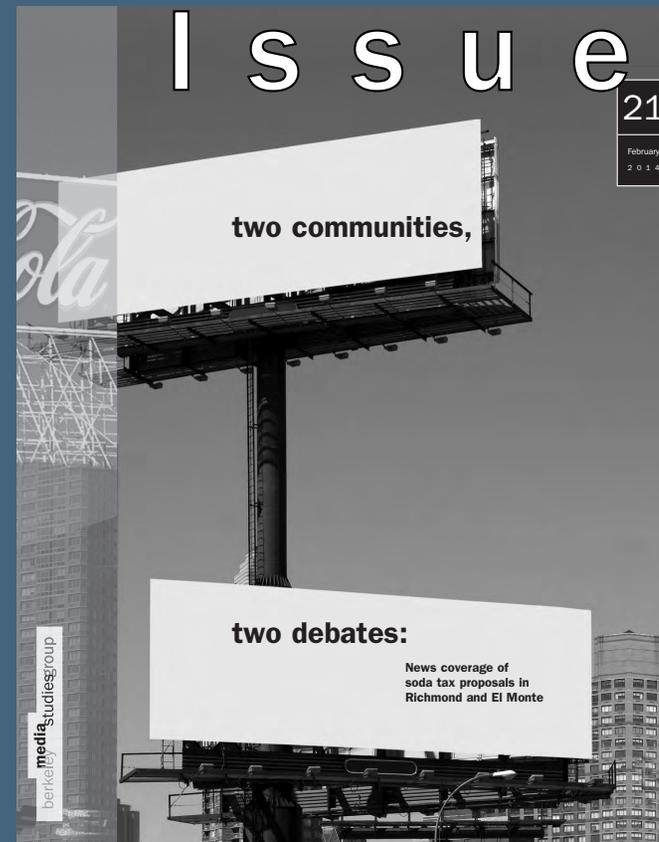


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