

# Intro to Media Advocacy

*Sarah Whitmarsh*  
*November 1, 2017*



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

CENTER FOR  
TOBACCO  
PRODUCTS



**FDA Tobacco** ✓  
@FDATobacco

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

3:19 PM - 21 Apr 2016



39



24



## 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.

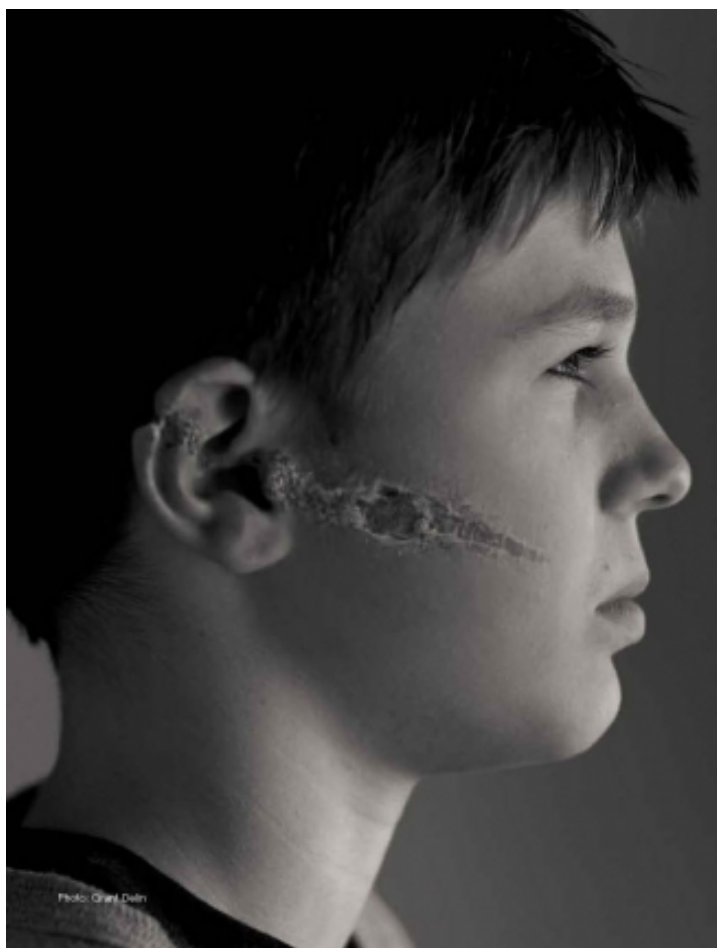
But the F.D.A. needs to do more.

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

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





**If you always store your firearm safely,** no curious kids will put their fingers on it. And no gun will accidentally fire. Which means no screams of pain will be heard. And no 911 calls will be made. And no scars will be left. Please, always remember to store your firearm safely.

**LOCK IT UP.**

Visit [nrcpe.org](http://nrcpe.org) to determine the best firearm safety solution for you.




  

Photo: Grant Duin



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# 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

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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.

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*Mr Malombe is the Governor, Kitui County*



A man in a white t-shirt and dark long-sleeved shirt is shooting a basketball. He is looking up at the hoop. The background shows trees and a clear sky. The basketball hoop and net are visible in the upper left.

 **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

**Bill >** The public had proposed a reduction in charges

# Why MCAs rejected cheaper birth control

Move will slow rise in population and disadvantage region politically, say reps

BY RUSHDIE OUDIA

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**K**isumu MCAs have rejected proposals to lower the cost of birth control, arguing that this will prevent the region from acquiring the desired numbers for political advantage.

The members argued that reducing the fees charged for vasectomy would encourage men to go for the procedure, thereby, denying them a chance to sire more children. This, they said, would slow down population growth in their county, a disadvantage to them politically.

Vasectomy is considered a permanent method of birth control in men. The MCAs also rejected proposals to reduce the cost of tubal ligation which is a surgical procedure for women.

The topic came up dur-

ing a discussion on the 2017 Kisumu County Finance Bill which was passed last Thursday. The public, during the participation forums on the bill, had proposed reduction of charges.

According to the proposed law, those intending to go for tubal ligation and vasectomy at the Jaramogi Oginga Odinga Teaching and Referral Hospital will have to part with Sh1,500.

Discussing the bill tabled by the Budget and Appropriations Committee Chairman Stephen Owiti, the MCAs wanted the rates to either be maintained or increased to prevent men from accessing the service.

Muhoroni/Koru ward

The procedure should be made more expensive.

We need tyranny of numbers, not suppressing the numbers we have,"

**Julius Genga,  
Muhoroni/Koru MCA**

representative Julius Genga proposed the procedure be made more expensive to increase the population in the long term. "We need tyranny of numbers, not suppressing the numbers we have at the moment," said Mr Genga.

Kisumu's population is estimated at 1,145,749 people with 385,820 registered voters, according to the latest statistics by the electoral commission.

Nominated MCA Caleb Omoro said lowering the charge will have an impact on tax collection. "We are expected to raise up to Sh1.4 billion in local revenue. This cannot be achieved when we reduce the fees," said Mr Omoro.

The assembly later unanimously approved the rates for vasectomy and tubal ligation as they were despite attempts by a few to reduce them.

North West Kisumu MCA Vincent Jagongo had, however, said there was a need to make the services affordable since some people may have valid reasons for going for the service. "Let us support men who want to go for vasectomy because some go due to health related conditions," he said.