

Intro to Media Advocacy

Sarah Whitmarsh



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...

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



Ultimate outcome

Increased media coverage to keep family planning on the agenda and to influence family planning budget and policy outcomes at national and subnational levels

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

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

3:19 PM - 21 Apr 2016



39



24

Home » Opinion » POLITICS OF CLIMATE CHANGE

12:00 AM, December 14, 2018 / LAST MODIFIED: 01:13 AM, December 14, 2018

Why we need a policy framework for displaced people



PHOTO: ADAPTATION175.RSSING.COM

Mohammed Mamun Rashid

In more than 50 countries around the world, some 40.3 million individuals have been uprooted from their homes and displaced in their own countries as a result of conflict or human rights violations. Natural disasters, meanwhile,



TOP NEWS

- Defaulted Bank Loans: Less than 1pc hold more than half
- India survive Afghan scare
- Children with Cancer: In silence, they perish
- Housewife killed after rape
- Brazil crush Peru 5-0 to reach Copa America last eight
- Militants' Background: 56pc come from general schools

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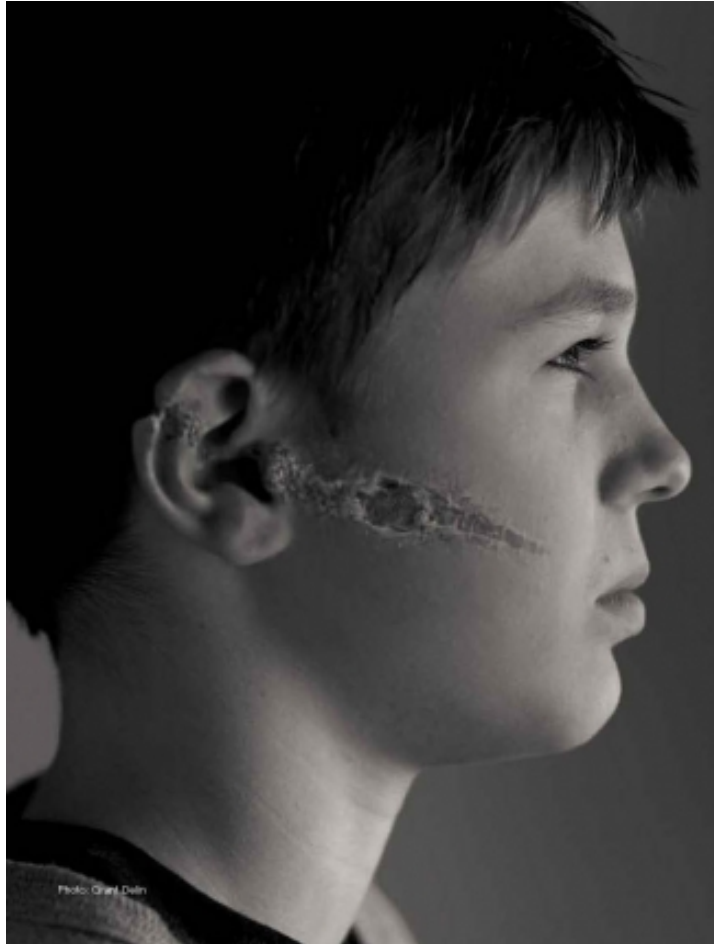
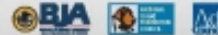


Photo: Grant Davis

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.



Visit nrcp.org to determine the best firearm safety solution for you.



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 --

আইন মেনে বিয়ে
পদ্ধতি জেনে সংসার
বিশের পরে সন্তান
তারুণ্যের তিন অঙ্গীকার

ছেলে একুশ মেয়ে আঠারো
এর আগে নয় বিয়ে কারো



Providing youth-friendly health services key in fighting teenage pregnancies

By *Lillian Namusoke Magezi*

10-12 minutes

Added 3rd April 2018 01:59 PM

Teenage pregnancies have intensified Uganda's fertility rate, which is 5.4 children per woman



BIG STORY 10 JUNE 20, 2019 / 3:41 PM / 3 DAYS AGO

Southern Asia urged to wind down coal to keep warming in check

Michael Taylor

3 MIN READ



KUALA LUMPUR (Thomson Reuters Foundation) - Countries in South and Southeast Asia must end their reliance on coal power plants and switch to clean energy in order to meet pledges to curb climate change and tackle air pollution, researchers said on Thursday.

A study from Perth-based think tank Climate Analytics warned that failure to do so threatened a global goal to limit warming.

“Plans for major new coal deployment in these regions alone could put the Paris Agreement objectives out of reach ... given that countries in South and Southeast Asia account for half of the world’s planned coal power expansion,” report author Paola Yanouas Parra said in a statement.

You Can Help END VIOLENCE AGAINST WOMEN AND GIRLS

**Talk To Family and
Community Members
About How You Can
Support Each Other To
Help End Violence.**



Empowered lives.
Resilient nations.

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www.mm.undp.org | #HearMeToo



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

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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



from [Asia Unbound](#)

To Reach its Economic Dreams, Bangladesh Needs to Rethink Healthcare

Blog Post by Guest Blogger for Yanzhong Huang

June 17, 2019



A woman sees a doctor at a Praava Health facility in Bangladesh. Praava Health

This is a guest post by [Sylvana Q. Sinha](#), the founder and chief executive officer of Praava Health, which is raising the bar for healthcare in Bangladesh through international-standard doctors, diagnostics and technology, and a value-based care model that puts patients first.

Last month, Standard Chartered Bank **announced** that Bangladesh is among seven Asian countries whose Gross Domestic Product (GDP) will grow around 7 percent through 2020. In real terms, this means Bangladesh's GDP per capita is projected to