Intro to Media Advocacy

Sarah Whitmarsh
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
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.

Why we need a policy framework for displaced people

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,
SIGN the ONLINE PETITION, No2tobacco.ug
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.
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?

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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 of smokers in predominantly black communities.
আইন মনে বিয়ে
পদ্ধতি জেনে সংসার
বিশেষ পরে সম্মান
তারুণ্যের তিন অঙ্গীকার

ছেলে একুশ মেয়ে আঠারো
এর আগে নয় বিয়ে করো
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
Southern Asia urged to wind down coal to keep warming in check

Michael Taylor

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.

www.mm.undp.org | #HearMeToo
Zika Virus

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

Name of Presentation
To Reach its Economic Dreams, Bangladesh Needs to Rethink Healthcare

Blog Post by Guest Blogger for Yanzhong Huang
June 17, 2019

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