

MOBILIZING FOR HEALTH EQUITY TRAINING SERIES

Media and Social Media Advocacy

Thursday, June 27th, 2019



Let's Learn Together

MOBILIZING FOR HEALTH EQUITY TRAINING SERIES

What is Health Equity?	Jan 31
Budget & Legislative Advocacy Part I	Feb 28
Budget & Legislative Advocacy Part 2	Apr 25
Media & Social Media Advocacy	Jun 27
Administrative Advocacy	July 25
Community Organizing	Aug 22
County Advocacy	Sept 26
Data & Evaluation	Oct 24



Housekeeping

- We encourage this to be a learning environment – please use the questions feature to **share questions, your perspectives, and resources**
- You are in listen-only mode
- The webinar will be recorded. Slides and recording will be shared after today's webinar
- Please take 1 minute to complete an evaluation after the webinar



Today's Speakers



Shaddai Martinez Cuestas, MPH
Strategic Communication Specialist
Berkeley Media Studies Group

Media and Social Media Advocacy

An overview on strategy and media
engagement tools

June 27, 2019

berkeley **media** studies group

Shaddai Martinez Cuestas, MPH

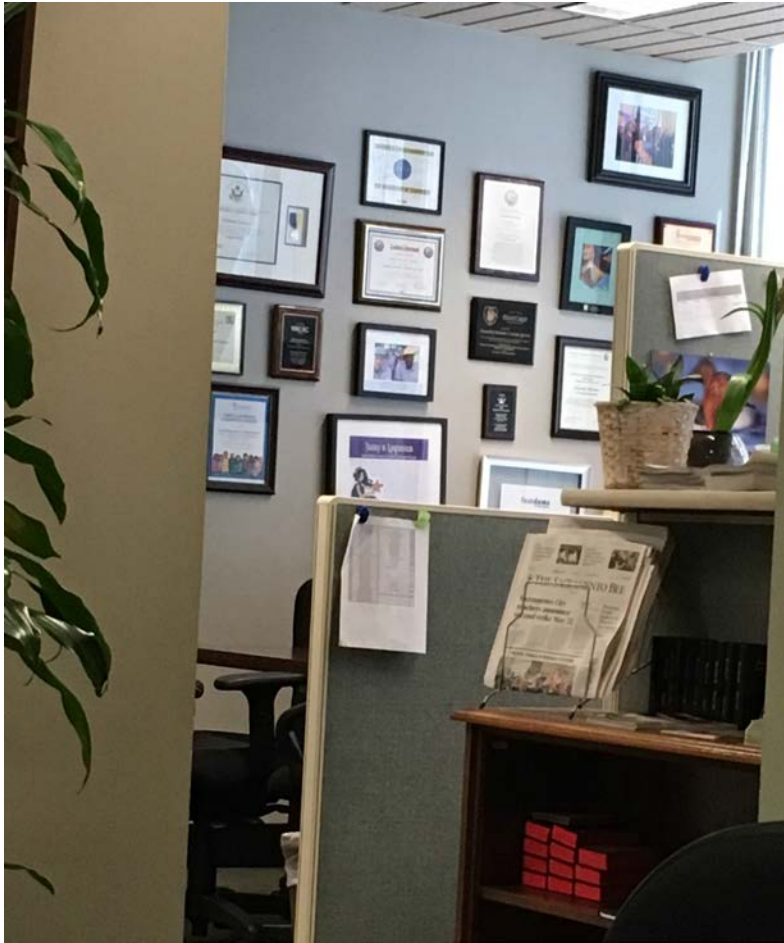
- Research on news coverage of public health issues
- Media advocacy training and strategic consultation for community groups and public health advocates
- Professional education for journalists

media
berkeley studies group

Webinar objectives

- Describe how an **overall strategy** drives communications and media strategies for your health equity work;
- Identify **media tactics** you can use to advance your advocacy goal

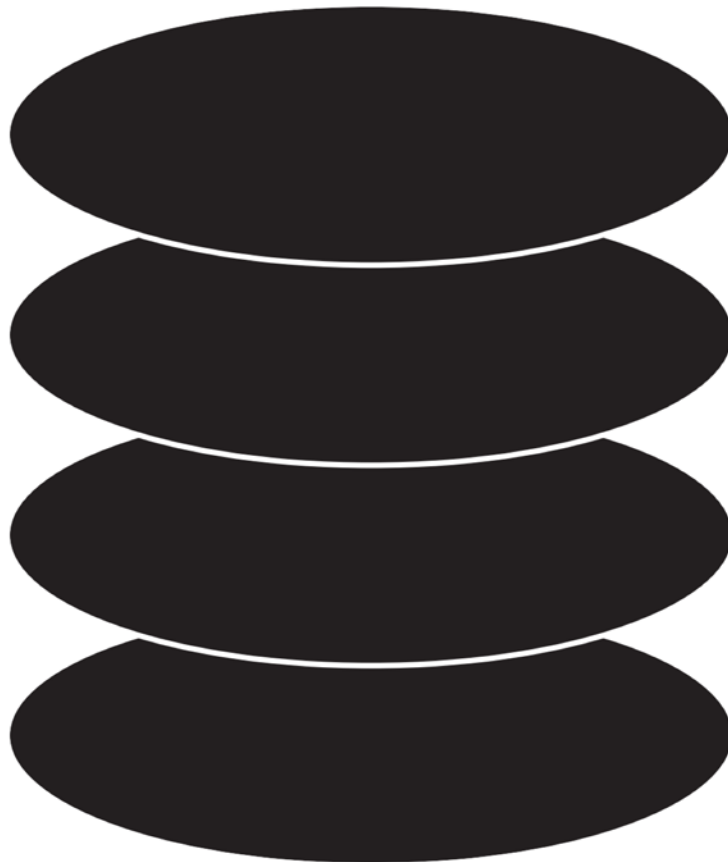
Why the news?



What is media advocacy?

Media advocacy is the **strategic** use of mass media to **support** community organizing to **advance** a social or public policy initiative.

The layers of strategy



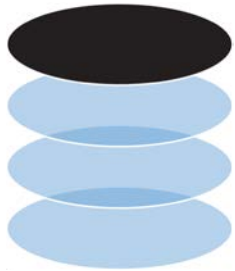
Overall strategy

Media strategy

Message strategy

Access strategy

Overall strategy



- Define the **problem** you want to address
- Clarify the **policy solution** for which you'll advocate
- Identify the **target** with the power to make the change
- Enlist the **allies** who can help make your case
- Identify what **actions** you'll take to influence the target

Public Charge Rule re-cap

- The public charge test is used by DHS to determine a person's admissibility based on use of services or likelihood of usage
- The proposed rule seeks to expand the types of services considered, to include important health, nutrition and housing programs
- Groups are working on documenting the chilling effect, communicating with community members and fighting back at every stage of the process

Public Charge example

BMSG and Public Health Awakened overall strategy

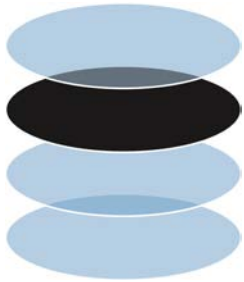
- **Problem:** Public charge rule expansion will harm health/already impacting
- **Policy solution:** Stop the rule change
- **Target:** Department of Homeland Security
- **Allies:** Immigrant and public health coalitions
- **Actions:** Submit comment opposing rule

Public Charge example

Nested strategy to mobilize allies

- **Solution:** Submit comment
- **Target:** Public health practitioners
- **Actions:** comment portal, sample messages, one-to-one outreach at APHA, flyering, emails, etc.

Media strategy



- Identify the best **methods to communicate** with your target
- Decide if engaging with the **media will advance** your goals
- Find the media that will **reach your targets**
- Compile the **media tactics** you will use

Media engagement best practices

- Track coverage on your issue
- Build relationships with reporters
- Provide resources
- Maintain a media calendar

Media tactics

- Letters to the editor
- Editorials and op-eds
- Creating news
- Piggyback on breaking news
- Paid advertisement
- Social media

Letters to the editor

- Easy to write
- Short and punchy (~200 words)
- Reactive
- Elevate progressive perspectives
- Easy to share

DAILY LOCAL NEWS

Letter to editor: Public Charge Rule will hurt children and families

Nov 2, 2018 Comments



I strongly encourage Americans who find this policy unacceptable to submit a comment to the INS during the public comment period, which ends December 10. Visit <https://www.regulations.gov/document?D=USCIS-2010-0012-0001> and hit the “Comment Now” button to make your voice heard!

Ronan W. Gannon

Kennett Square

Editorials and Op-Eds

- Planning required
- Longer format (~600 words)
- Reactive or proactive
- Tailor your pitch

The New York Times

Opinion

A Tortured Choice for Immigrants: Your Health or Your Green Card?

A doctor explains how a new rule proposed by the Trump administration would force vulnerable people to make impossible decisions.

By Douglas Jacobs

Dr. Jacobs is an internal medicine resident.

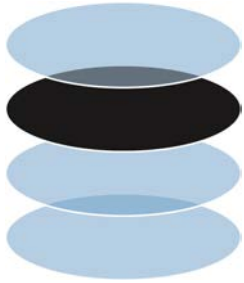
Oct. 10, 2018



How to

- Be timely
- Use elements of newsworthiness
- Include a solution
- Follow publication guidelines
- Be persistent

Media strategy review

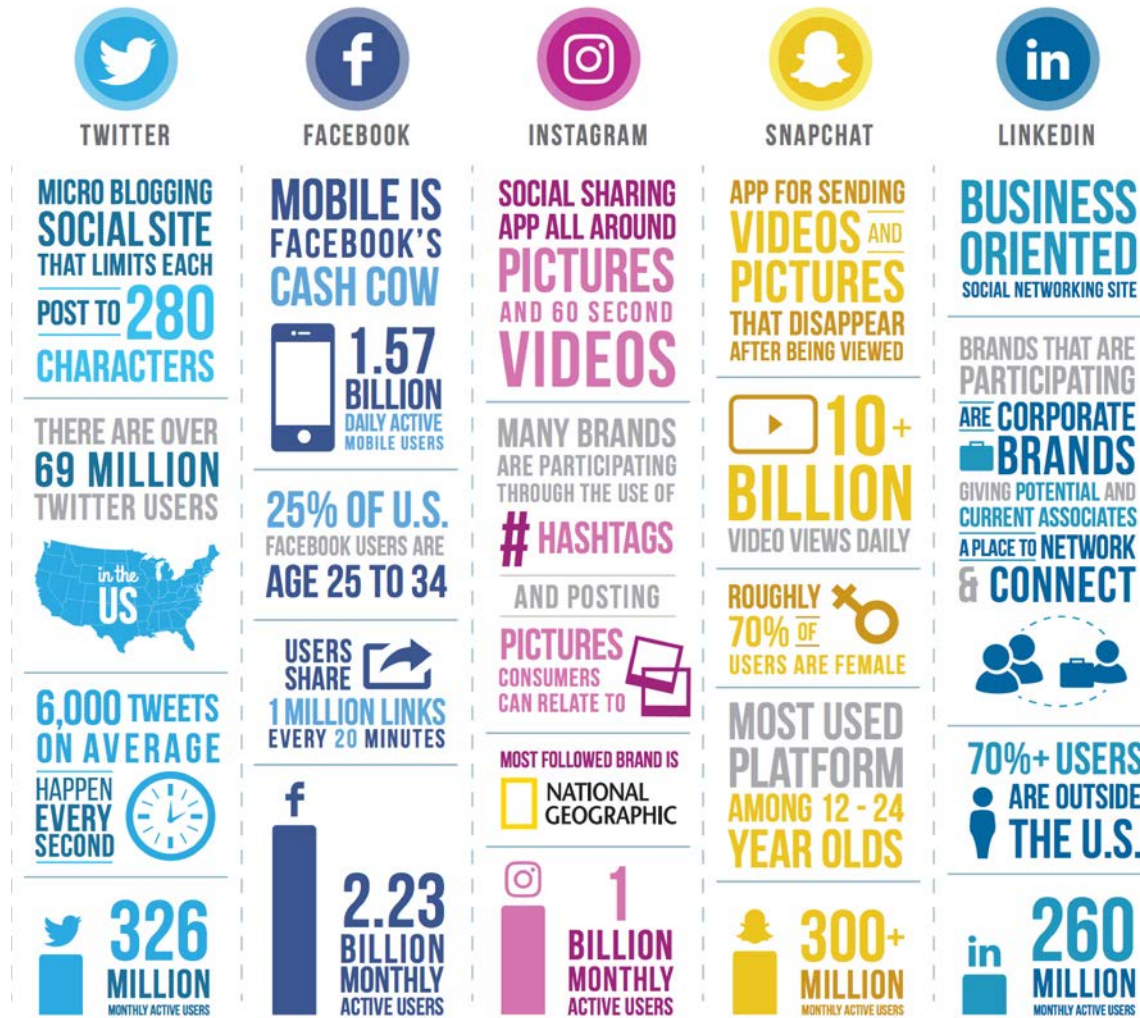


- Identify the best **methods to communicate** with your target
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Social media best practices

- Select platform
- Dedicate time online
- Post regularly
- Engage with audience
- Monitor metrics
- Build network

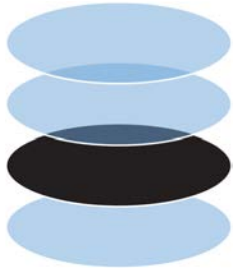
Selecting platform



Social media advocacy tactics

- Create hashtags
- Provide sample messages
- Ask followers to share
- Tag reporters / elected officials
- Live tweet meetings
- Stage a tweet storm
- Host a tweet chat

Message Strategy



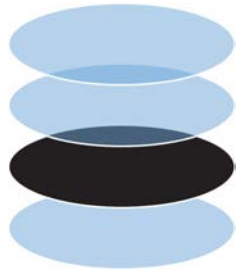
Framing: how we frame the issue

Message: what we say

Messenger: who says it

Target: who we want to hear it

Message development



Components of a message:

- Statement of problem
What's wrong?
- Value dimension
Why does it matter?
- Policy solution
Who should do what by when?

Why does it matter?

Value dimension

- Facts alone do not move people
- Evoke shared values first



A word cloud of values centered around the word 'unity'. The words are arranged in a cluster, with 'unity' being the largest and most prominent. Other words include 'community', 'equity', 'trust', 'freedom', 'fulfillment', 'fairness', 'cooperation', 'service', 'prosperity', 'honesty', 'opportunity', 'caring', 'protection', 'responsibility', and 'b'. The words are in various colors and sizes, creating a dynamic and visually appealing composition.

Message sample

Our country is stronger when we invest in the nation's health. However, through a proposed expansion of the “public charge” regulation, the Trump Administration wants to take away health care, housing, and food assistance from low-income immigrant families, including US citizen children. It's time to join together to fight back against the Trump administration's proposed “public charge” regulation—the latest attack on immigrant families. Three easy ways to protect immigrant families:

1. Submit a comment
2. Get at least 3 others to submit a comment
3. Share on social media

Message sample

Values

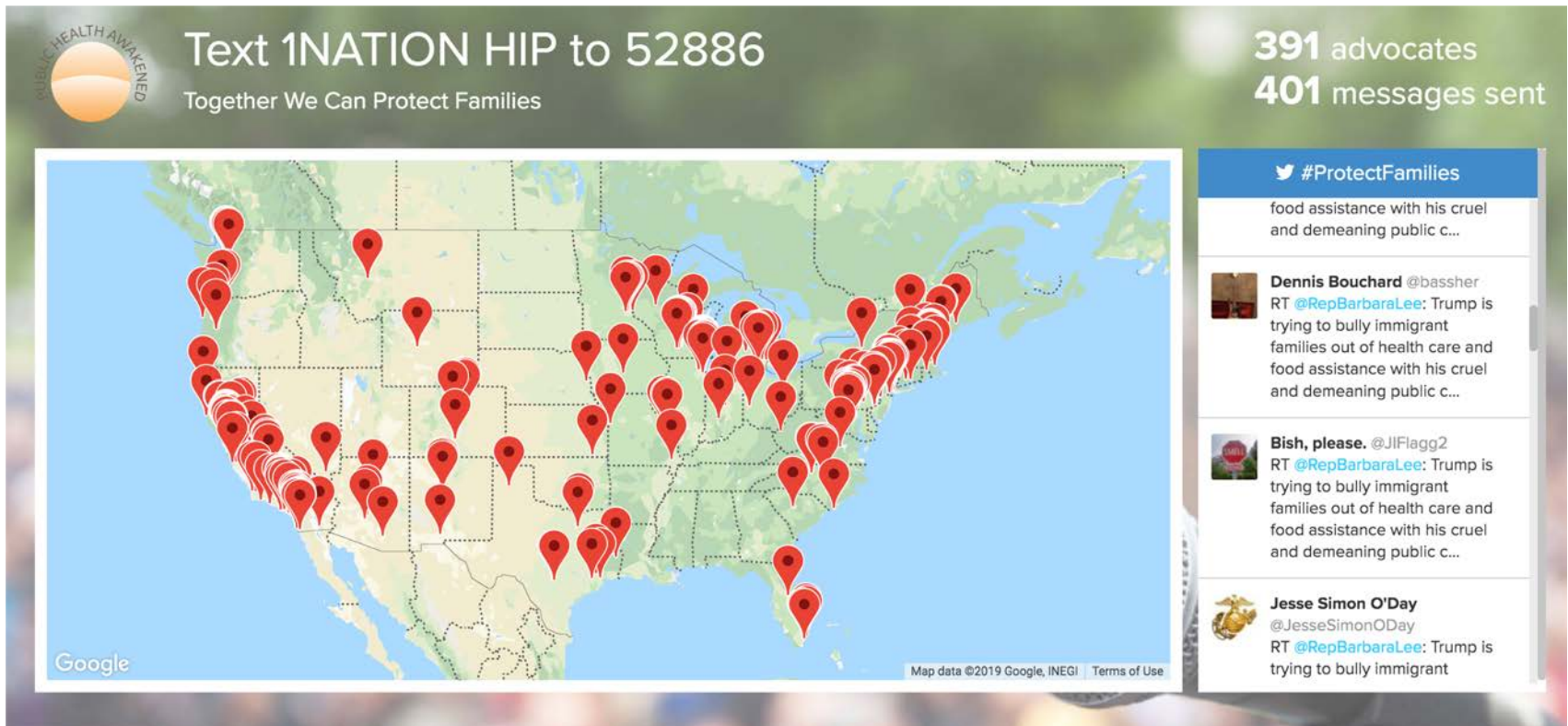
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Problem

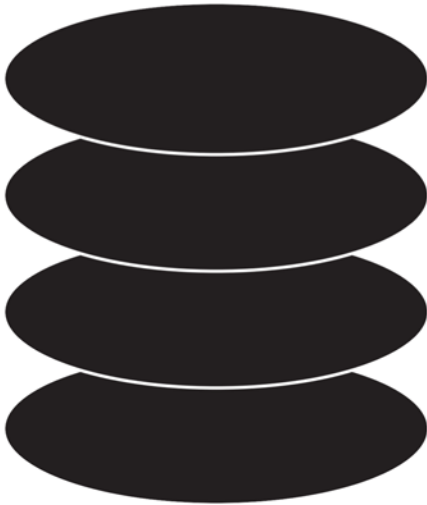
Solution

1. Submit a comment
2. Get at least 3 others to submit a comment
3. Share on social media

Public Charge comments



Summary



TWITTER



FACEBOOK



INSTAGRAM



SNAPCHAT



LINKEDIN

fulfillment
fairness
cooperation
service
prosperity
responsibility
unity
equity
trust
freedom
community
honesty
protection
opportunity
caring

m
b s g

berkeley **media** studies group

THANK YOU!

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Questions?



Thank you! For more info about this webinar series:

CPEHN PRESENTS:

MOBILIZING FOR HEALTH EQUITY TRAINING SERIES

This webinar series is for the
Having Our Say Coalition and other
community-based organizations who
want tangible tools to mobilize their
communities and advocate for a
healthier California.

**LEARN ABOUT THE MANY FORMS OF ADVOCACY:
LEGISLATIVE, BUDGET, ADMINISTRATIVE,
DIRECT ACTION, AND MORE.**

Webinars are FREE to attend
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