

**Effective Public Health
Communication**

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Key Points

- Work with the media
- Frame for policy, systems or environmental change
- Prepare and practice

**Three Reasons for Working
with the Media**

Reach and Impact

???

3,826

84,000



The image shows three news website screenshots. The first is 'Sauk County' with a landscape photo. The second is 'NEWS REPUBLIC' with a headline 'Guns show promise: partners with military'. The third is 'STATE JOURNAL' with a headline 'Wife in coma a 23rd in a school tragedy?'.

Control



The image shows the front page of the Boston Herald. The main headline reads 'WHAT ARE YOU WORTH? LIVING IN POVERTY' in large, bold, black letters. To the left is a black and white photo of a man in a hospital bed. Above the main headline are smaller headlines: 'SPORTS: MAINTENANCE MEN FOR ANGEL CARRISCA' and 'THE NEW LEGAL ZACUS BACK!'.

Framing



The image consists of two side-by-side photographs. The left photo shows a man in a striped shirt crouching on a dirt ground covered in trash. The right photo shows a multi-story building in a slum, with a large pile of trash in the foreground.

Values

Prosperity: *Our future prosperity depends on ability to foster the health and well-being of the next generation. When we invest wisely in children and families, the next generation will pay that back through a lifetime of productivity and responsible citizenship.*

Ingenuity: *Innovative communities have been able to design high-quality programs for children. These programs have solved problems in early childhood development and shown significant long-term improvements for children — but many places still don't have access to these innovations.*

Frameworks Institute: Talking about child mental health:
<http://www.frameworksinstitute.org/toolkits/cmh/>

Values



“a giant check from “the licensed child care industry,” to the California economy in the amount of \$5 billion, the amount of revenue that child care generates annually in the state.”

Making the Case for Early Care and Education: A Message Development Guide for Advocates, Berkeley Media Studies Group, 2004.

A Reporter Called!



Before the Interview

Investigate

- Journalist
- Media outlet
- History of coverage

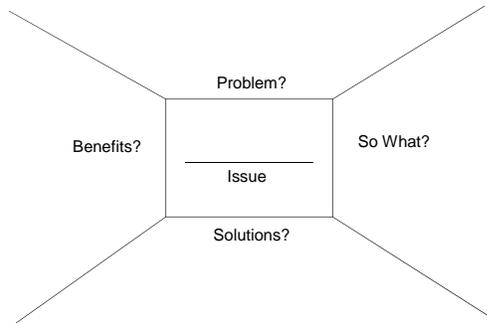
Prepare

- Message box
- Supporting information
- How will you "illustrate" the interview
- Anticipate difficult questions

Tower: A

Nancy Baron. Escape from the Ivory Tower:
A Guide to Making Your Science Matter,
2010.

"Message Box"



Nancy Baron. Escape from the Ivory Tower:
A Guide to Making Your Science Matter, 2010.



During the Interview: Make Yourself Heard!

- Concise
- Conversational
- Captivating
- Correct
- Control

Nancy Baron. Escape from the Ivory Tower:
A Guide to Making Your Science Matter, 2010.

When you want to say....	Instead say....
The population increased by 90%	The population almost doubled
The lifetime risk of developing liver cancer is .46%	Of every 1,000 people, fewer than 5 will develop liver cancer
The extensive blankets of marine algae serve a vital function in the generation of oxygen	Marine algae are the lungs of the world

Baron. Escape from the Ivory Tower: A Guide to Making Your Science Matter, 2010. Adapted from Nancy Ivory Tower: A Guide to Making Your Science Matter, 2010.

After the Interview

- Anything else?
- Other sources

Nancy Baron. Escape from the Ivory Tower: A Guide to Making Your Science Matter, 2010.

Policymakers

- Timely
- Responsive
- Clear
- Actionable
- Local
- Confident

+

Journalists

- Novelty
- Passion
- Conflict
- Solutions

Nancy Baron. Escape from the Ivory Tower: A Guide to Making Your Science Matter, 2010.

Example

- **Objective:** Safe neighborhoods with increased opportunities for physical activity.
 - **Communication:** City alders vote for neighborhood improvements that will promote health.

Participatory Photo Mapping
www.la.wisc.edu/ppm



The infographic is divided into four quadrants, each with a number, a description, and a small icon. The top-left quadrant shows a person taking a photo of a park, with the word 'engage' written below. The top-right quadrant shows a person in a focus group, with the text 'Linking Photos to Narratives' below. The bottom-left quadrant shows a map with yellow markers, with the text 'Mapping Photos & Narratives' below. The bottom-right quadrant shows a person speaking, with the text 'A Call to Action!' below. The central text describes the four steps: 1. Participants document their experience of place using digital media and GPS receivers. 2. Participants share their stories through interviews and focus groups. Narratives are then linked to photos. 3. Photographs and narratives are mapped using geographic information systems. 4. Insights are communicated to community organizations and local policy makers.

1. Participants document their experience of place using digital media and GPS receivers.
Photography & GPS Tracking
2. Participants share their stories through interviews and focus groups. Narratives are then linked to photos.
Linking Photos to Narratives
3. Photographs and narratives are mapped using geographic information systems.
Mapping Photos & Narratives
4. Insights are communicated to community organizations and local policy makers.
A Call to Action!



The image shows a satellite map of a city intersection. A blue arrow points from a street view inset in the top-left corner to a specific intersection on the map. A yellow dashed line highlights a path through the intersection. A quote in yellow text is overlaid on the map: "It all happens in the intersection – a green light and a stampede of cars – they don't even try to look at you. We didn't make it. 8 seconds."

"It all happens in the intersection – a green light and a stampede of cars – they don't even try to look at you. We didn't make it. 8 seconds."

Example

- **Objective:** A clean indoor air law that covers all indoor workplaces in Spain.
 - **Communication:** National policymakers support new anti-tobacco law.

Unprotected Workers

EL PAÍS.com

Waiters absorb double the amount of smoke as other workers – One million workers have no protection

MÓNICA L. FERRADO - Barcelona - 26/01/2010



BAD BLOOD

East Meets West, Adding Pounds and Peril

The New York Times



"When they give you a visa for the US, they should include a warning label: this visa may be hazardous to your health."

Marc Santora, *New York Times*, January 12, 2006



Your Message Supports your Work

- **Goal Statement:** To improve child mental health in Maine by increasing access to effective mental health services.
- **Objective:** By March 30, 2013 the Maine state budget will include 30% more funding for effective child mental health services.
- **Communication needs:**
 - **Target:** State policymakers
 - **Purpose:** Enlist support for increased funding for mental health services.
 - **Approach:** Press conference at state capitol



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Resources

- **Berkeley Media Studies Group:** <http://www.bmsg.org/>
- **CDC social media site:** <http://www.cdc.gov/socialmedia/index.html>
- **Frameworks Institute:** <http://www.frameworksinstitute.org/>
- **Niatx, Social Media Marketing Webinars:** <http://www.niatx.net/summit2012>
- **Social media and public health article:** http://www.publichealthreviews.eu/upload/pdf_files/13/00_Heldman.pdf
