Effective Public Health Communication

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Local Health Officer Training
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Madison, WI

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

<table>
<thead>
<tr>
<th>84,000</th>
<th>???</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,826</td>
<td></td>
</tr>
</tbody>
</table>

Control

Framing
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/

"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."


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

“Message Box”

During the Interview: Make Yourself Heard!

- Concise
- Conversational
- Captivating
- Correct
- Control
**When you want to say...**  
**Instead say....**

<table>
<thead>
<tr>
<th>The population increased by 90%</th>
<th>The population almost doubled</th>
</tr>
</thead>
<tbody>
<tr>
<td>The lifetime risk of developing liver cancer is .46%</td>
<td>Of every 1,000 people, fewer than 5 will develop liver cancer</td>
</tr>
<tr>
<td>The extensive blankets of marine algae serve a vital function in the generation of oxygen</td>
<td>Marine algae are the lungs of the world</td>
</tr>
</tbody>
</table>

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**After the Interview**

- Anything else?
- Other sources

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**Policymakers**

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

**Journalists**

+ Novelty
  
  + Passion
  
  + Conflict
  
  + Solutions

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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

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.

*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 FERRADO - Barcelona - 26/01/2010

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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

Problem
There are serious gaps in our system of mental health services

Benefits
Investing in our children pays off in healthier and more successful children and communities

Issue
Mental health and substance abuse diagnoses are resulting in children being hospitalized

So What?
Maine's child and adolescent suicide rate is higher than the national average

Solution
Effective mental health services for children’s health and development

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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.frameworks institute.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