

UCLA Health DATA Program: Media Advocacy Training

Learning Objectives

Goal:

The goal of the Health DATA Media Advocacy Workshop is to build the capacity of participants to identify, understand, and apply media strategies to advocate for public health policies.

Objectives:

Upon completion of this workshop participants will be able to:

Section 1 – Understand Media Advocacy

1. Identify and distinguish types of media strategies used to promote health
2. Define media advocacy, its purpose and effects on public health policy

Section 2 – Develop a Media Advocacy Plan

1. Identify key elements of media advocacy planning
2. Utilize research data to identify policy goals and target audiences
3. Assess goals and audiences to determine message content

Section 3 – Develop Messages for Media Audiences

1. Identify purpose and use of message framing techniques
2. Anticipate and prepare responses to critics
3. Apply data to enhance messages

Section 4 – Present Messages Advocating Public Health Policies in the Media

1. Apply message framing techniques to deliver messages to target audiences
2. Articulate health policy message in writing and orally

Adapted from *Competencies for Providing Essential Public Health Services*
The Council on Linkages between Academia and Public Health Practice