

# Using Data to Make the Case for Health

CalFresh Forum

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group

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- 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

group

# Goals Today

- Explore the use of social math and other story elements so participants can get access to journalists, decision makers, community allies and other stakeholders.
- Learn about framing and its implications for how people understand community health problems and their solutions.
- Understand the importance of values-based messages
- Learn strategies for gaining attention.

# Media Advocacy Definition

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

# Media Advocacy Comparison

## Brand X Media

Individual focus

Warns & Informs

Personal Change

Message

Information Gap

## Media Advocacy

Issue focus

Pressures & Mobilizes

Policy Change

Voice

Power Gap

# Media Advocacy Allies

- Civic leaders and elected officials
- Community activists and organizations
- Health departments and researchers
- Businesses and professional associations
- Medical providers and institutions

# Layers of Strategy

- Overall strategy
- Media strategy
- Message strategy
- Access strategy

# Developing Strategy

- What is the problem or issue?
- What is the solution or policy?
- Who has the power to make the necessary change?
- Who must be mobilized to apply the necessary pressure?
- What do the targets need to hear?



# Framing

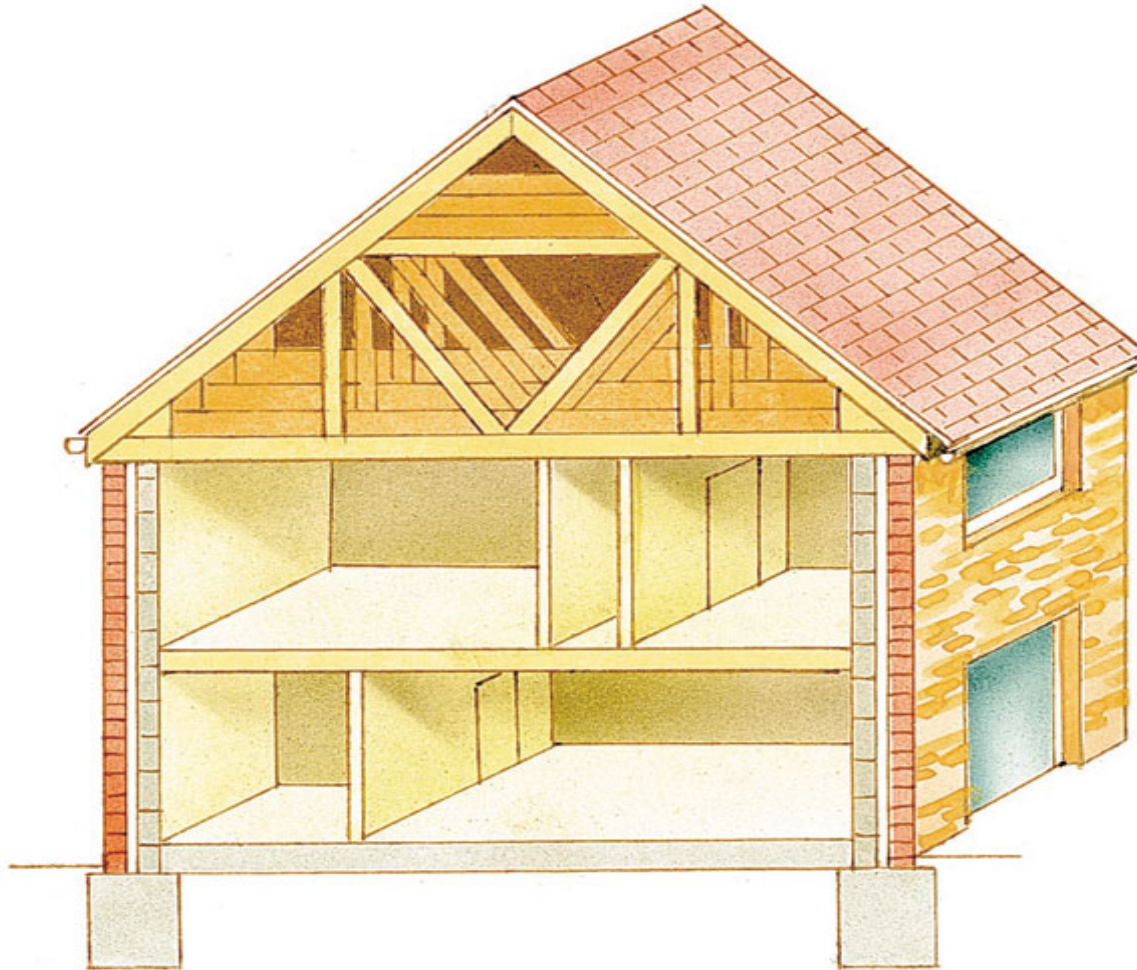
**PREVENTION WORKS**



# Framing

BBFYFNTJQN WQPKS

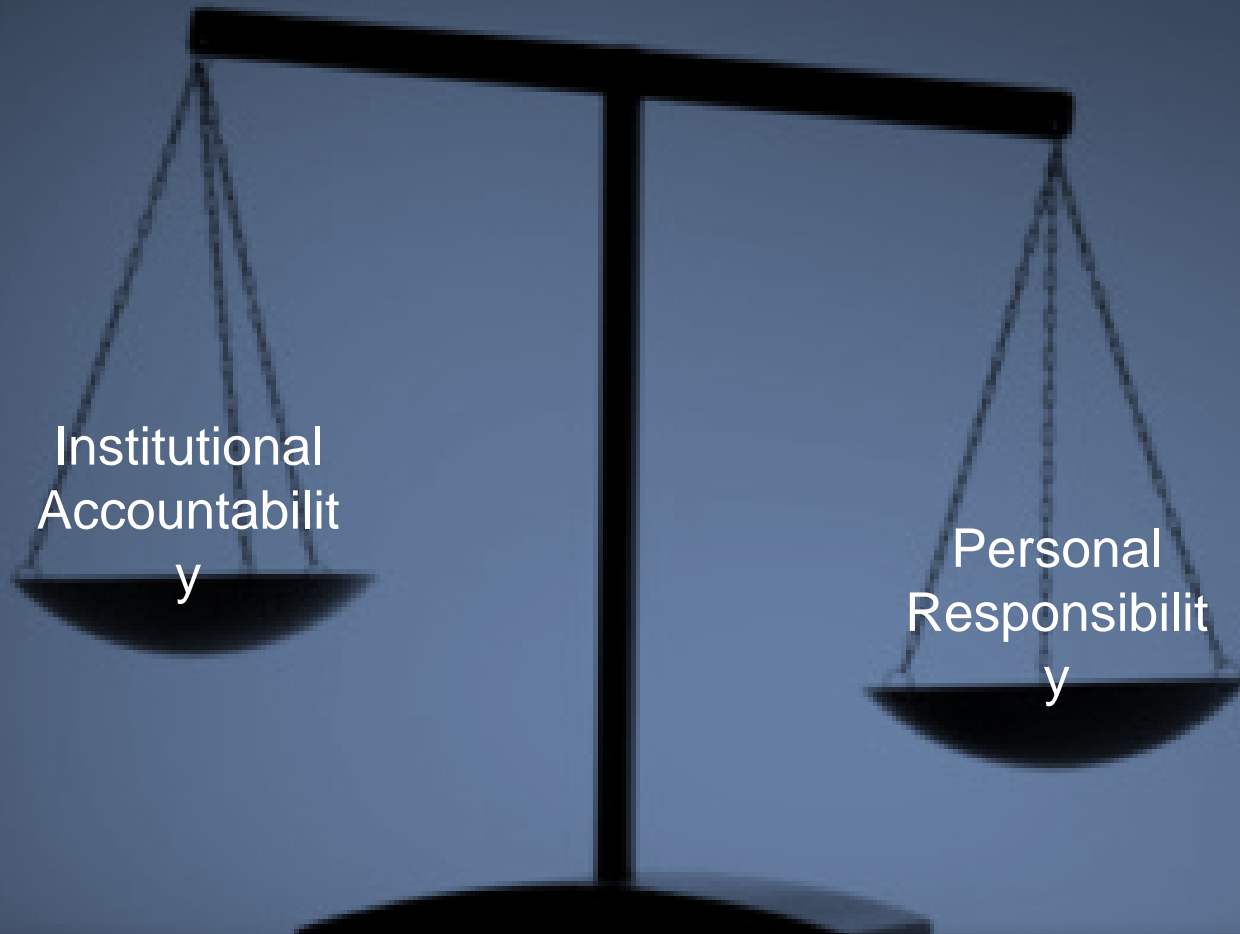
# Frames as Mental Structures



# The Media Context



# The Need to Reframe



# Public Health Values

- Shared responsibility
- Fairness
- Prevention
- Policy-level solutions
- Systems nature of problems
- Duty to protect

# Values Brainstorm

What values are connected to your policy goals?

# Tips for Reframing

- Translate individual problem to social issue
- Assign primary responsibility
- Present solution
- Advocate for policy
- Develop story elements



# Developing Story Elements:

- Identify a range of authentic voices.
- Develop media bites.
- Use compelling visuals and symbols.
- Calculate social math.

# Social Math

“California’s big cities are missing out on billions of dollars in in CalFresh benefits that could be lifting residents out of poverty and improving the local economy and tax base. Los Angeles County missed out on \$353 million. That’s enough to feed more than 3.6 million young children – nearly the entire population of Los Angeles -- for a month.”

“San Diego County missed out out on \$106 million in CalFresh benefits. That’s more than half the City of Fresno’s General Fund.”

# Social Math

## **You could say:**

The number of babies born to teen mothers (aged 15 to 19) in California peaked in 1991 at 70,322. By 1998, the California teen birth rate decreased to 53.2 per 1,000, down to 58,141 babies born to teen mothers that year.

## **Better to say:**

Every 8 minutes a baby is born to a teen.

## **Even better to say:**

Every 8 minutes a baby is born to a teen, and as the grownups here, we have a duty to do something about it. One thing that would help right now is...

# Authentic Voices



**Safeway President and CEO Steve Burd**

# Media Bites

- “Kids need sports, not sports drinks.”
- “Hunger is not an issue of charity. It’s an issue of justice.” – Jacques Diouf, Food and Agricultural Organization Director-General
- “If we can conquer space, we can conquer childhood hunger.” – Buzz Aldrin, Astronaut

# Visuals



Empty grocery bags could symbolize families needlessly suffering from food insecurity because they are eligible but not enrolled in CalFresh.

# What can we do?

- Understand how the issue is currently framed.
- Translate individual problem to a social issue.
- Assign responsibility for a policy solution.
- Articulate values.
- Illustrate the landscape with story elements.

# Getting Attention

“To gain the media’s attention, you can’t just say something; you have to DO something.”

*Russell Sciandra*

*Director of the Tobacco-Free New York*

- ✓ Creating News
- ✓ Piggybacking on Breaking News
- ✓ Editorial Strategies (Columns, Editorials, Letters to the Editor, Reader Comments)
- ✓ Paid Ads



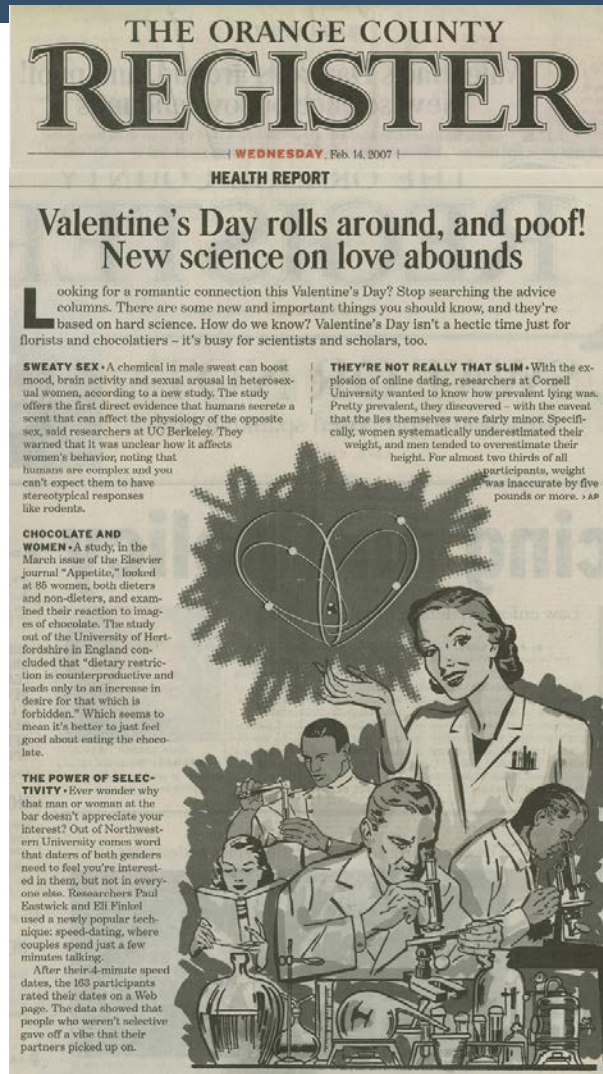
# Getting Attention

- California remains last in participation rate
- Top 10 Counties Rankings: Del Norte, Alpine, Fresno, Calaveras, Sacramento, Tulare, Yuba, San Bernardino, Lassen, Imperial (Story angles: Del Norte adds some good news to otherwise dubious lists; isolation of mountain communities defies participation; getting the word out in large metro areas of Sacramento and San Bernardino counties challenging)
- Bottom 10 Counties Rankings: Sonoma, San Diego, Yolo, San Luis Obispo, Santa Barbara, Plumas, Marin, Colusa, Napa, San Mateo, Mono (Story angles: economic recovery in state's most affluent communities ignores need for more outreach)

# Letters to the Editor

- Follow the news your target does
- Piggy back on related coverage
- Be timely (1-2 days)
- Say something strong & succinct
- Follow the rules (150-250 words)
- Rally your allies

# Newsworthiness



Breakthrough  
Broad Interest  
Local  
Injustice  
Irony  
Conflict  
Anniversary  
Seasonal Link  
Celebrity

# News Hooks

## Food insecurity in the United States

Seventeen million U.S. households in 2008 had difficulty putting food on the table, an increase of 4 million from 2007.

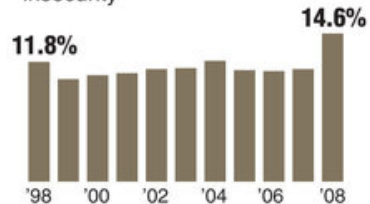
**Food insecurity** Access to adequate food limited by lack of money

### With and without food

Households	FOOD SECURITY					
	Enough food		Low		Very low	
2008	100 million	85.4%	10.3 million	8.9%	6.7 million	5.7%
2007	104 million	88.9%	8.2 million	7.0%	4.7 million	4.1%

### Spike in 2008

Percent of households with food insecurity



Source: Source: Household Food Security in the United States, 2008, U.S. Agriculture Dept. Graphic: Judy Treible © 2009 MCT

### Food insecurity by state

Average, 2006-08; percent of households

Less than 10% 10%-11.9% 12%-13.9% 14% or more

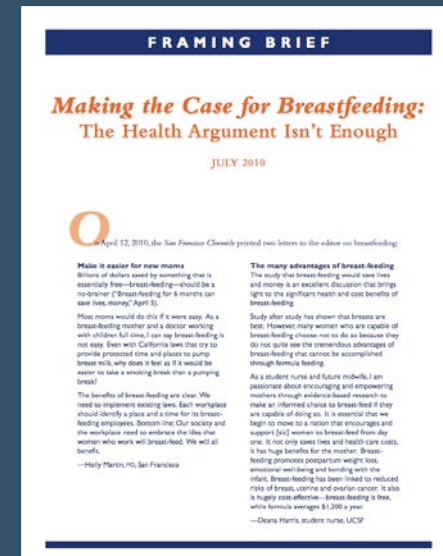
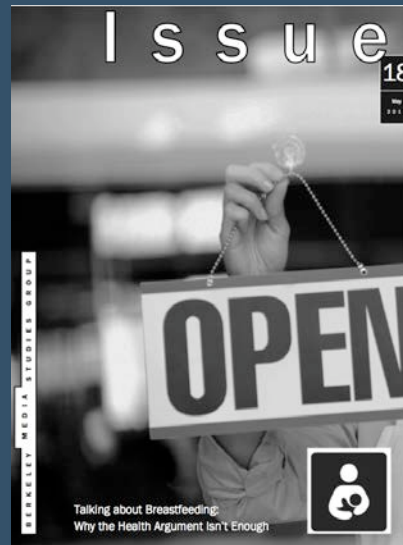


More families struggling to put food on the table  
- San Francisco Chronicle, November 16, 2009

**49 Million Americans Report a Lack of Food**

- *New York Times*, November 16, 2009

available at  
[www.bmsg.org/tools.php](http://www.bmsg.org/tools.php)



group

# Thank you!

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