

Using Earned Media to Promote Tobacco Prevention and Reduction

Speakers:

Sue Amato, Director of Health Education and Planning, St. Clair County Health Department; ***Susan Dusseau***, Director, Midland Community Cancer Services; ***Molly Cotant***, Consultant, Tobacco Section, MI Department of Community Health

Earned Media vs. Paid Media

- Paid Media:
 - Purchased time, space, or content
 - Advertisements
- Earned Media:
 - “Free” time, space, or content
 - Public Service Announcements (PSAs), Letters to the Editor (LTEs), Opinion-Editorials (OpEds), news releases, interviews, etc.

Social Media

- Another form of earned media
- Tool to add to traditional media
- May reach different audiences
- CDC Toolkit:

http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf

How do we earn access to media?

- Positive work in the community
- Positive impact on the community
- Relationships with media outlets and media representatives- become recognized as a source
- A paid ad may be a good entry point in some cases

Why do we want to earn access to media?

- Be the #1 source of information on a topic
- Raise awareness of topics, issues, and efforts important to your agency or coalition
- Reach key demographics in the community
- Provide a public service message
- Issue a call to action
- Tailor messages the public receives on a given topic- frame the issue
- Inform decision makers at state and local level

Key elements in relationship with media outlet

- Information is:
 - Timely
 - Emphasizes local activity/interest
 - Accurate
 - Credible
- Information is presented in proper format:
 - Word Count, font, font size
 - Electronic vs. fax/paper submission
 - Image format/size

What you can offer media representatives

- Access to knowledgeable and credible spokespersons for a given issue- work with your partners!
 - Cancer survivor
 - Physician, other health care provider
 - Bar/Restaurant owner
 - Apartment owner/manager
 - Youth
- Interview Availability
- Information on tobacco/health topics in advance of public knowledge

Opportunities for Earned Media

- Event Days
 - Great American Smokeout
 - New Years Resolutions
 - Mothers Day, Fathers Day
 - Through With Chew Week
 - Kick Butts Day
 - World No Tobacco Day
 - Others

Review of earned media activities in Tobacco Infrastructure Work Plan

- Goal Area 2: SF Law
 - Utilize earned media to promote the law and respond to negative press
 - Make use of local evaluation results
 - Samples from MDCH, Campaign for SF Air, TFM
- Goal Area 3: Tobacco Dependence Treatment
 - Utilize earned media to promote cessation resources
 - Can include quit message in media on other topics
 - Notify Consultant 2 weeks prior to a QuitLine campaign

Review of earned media activities in Tobacco Infrastructure Work Plan

- Goal Area 4: Community Scan Results
 - Plan a media event around an event day to publicize local scan results
 - Samples sent from MDCH
- Goal Area 5: Sustainability
 - Submit Letters to the Editor on sustainability topic
 - Samples sent from TFM, MDCH

Sue Amato



Cashing in on Earned Media



- Develop relationships with media personnel
- Establish yourself as the “community expert”
- Learn, respect, and work within media schedules & deadlines
- Monitor reader/listener comments to determine “hot topics”

Get to Know Your Friendly Neighborhood Reporter



- ID who writes/speaks on health issues & send releases to them personally
- Call to alert them of releases
- Send a thank you if you like something they said/wrote
- Be available at a moment's notice-*literally!*
- Set up a schedule of OpEds with editorial board

Establish Yourself as the “Community Expert”

- Become the “go to” person for all tobacco information
- Submit frequently
- Put your name out there as a resource
- Fulfill requests for information as you are able
...you scratch my back...

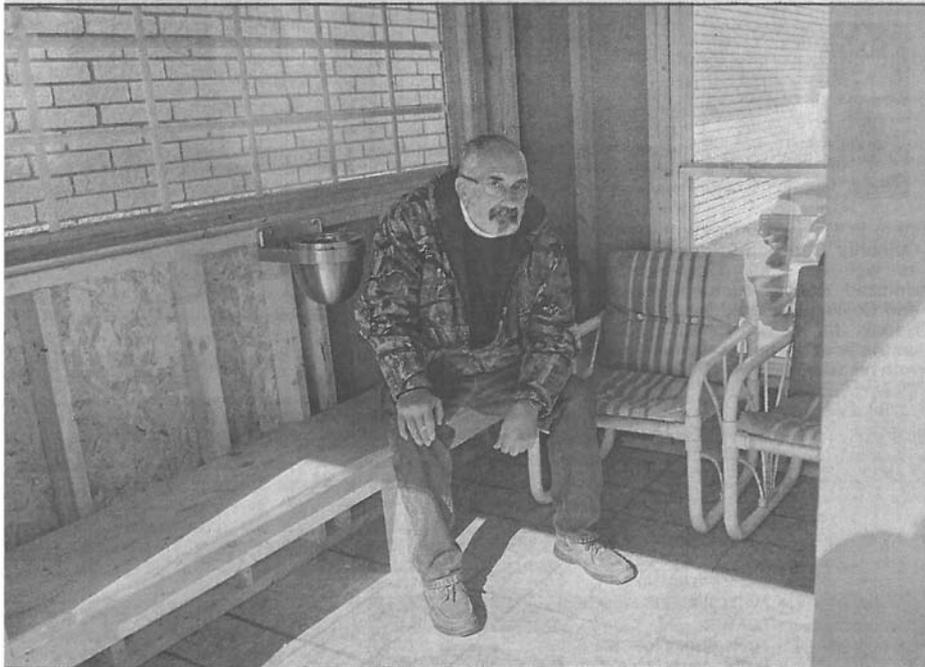


Monitor the media to ID “hot topics”

- Take advantage of teachable moments
- Reporters are looking for more than “just the facts”
- Read editorial pages – know what is on the minds of residents = “hot buttons”
- Include a local element/quote



Vets Were a Hot Issue!



Times Herald photos by WENDY TORELL

DRICED OUTSIDE: Hugh Herrick of Smith Creek smokes in a smoking building Saturday outside the American Legion Post 449. State Rep. Tom McMillin has introduced House legislation that would exempt veteran organizations from the smoking ban.

Ban keeps vets out in the cold

Smoke ban protects our health rights

I deeply appreciate the sacrifices our veterans have made to protect our freedom. Several members of our family are veterans.

I think they fought to protect the freedoms of all of us in the United States. What about the rights of veterans who don't smoke? Why should their right to breathe air free of cancer-causing chemicals be taken away?

Michigan's smoke-free law does not protect people from smoking, it limits the choice our own light up in order to protect the health of others in the environment. No one should smoke, not just a cigarette, it's a pipe. A cigarette will always be cancer-causing.

A veteran journalist for the Times Herald article said it gets harder to breathe in the smoke-filled rooms when I'm filled with smokers. Before Michigan's smoke-free law was passed my husband, a veteran, let his American Legion membership lapse because he couldn't breathe in the smoke-filled rooms.



**ANNETTE
MERCANTE**
POINT
OF
VIEW

Susie the Spy

■ **Bob from Kimball Township:** “I don’t know why you avoid answering my questions every time I say something about Sue Amato. I would like to know how she knows there’s smoking at all these private clubs if she’s not even a member. Does she have spies there? But my biggest question of all is how come Detroit gets away with smoking in the casinos?”

ANOTHER VIEW

Smoking ban is up to the public

Attention, residents who are pleased with the ability to enjoy a meal without the intrusion of someone else’s nicotine addiction ruining the experience; you are responsible for maintaining this newfound freedom.

Despite growing scientific evidence that secondhand smoke increases coronary heart disease risk by 30%, there is a minority of people who believe their personal right to smoke supersedes your right to avoid being poisoned by their hands.

Michigan’s smoke-free law that was passed in May is a victory for those who desire the freedom to protect themselves from avoidable health risks. A belligerent and determined few, however, continue to ignore your rights to breathe clean air.

A “public good” is an item whose consumption is not decided by the individual consumer but by society as a whole, and it is funded by taxation. Defense and law enforcement are examples.

Clean, safe air is a public good that must be provided to everyone by the government because it fits the definition of being “non-rival” and “non-excludable.” Non-rivalry means consumption of the good by one individual does not reduce the good’s availability for consumption by others. Non-excludability means no one can be effectively barred from using the good.

Governments (state and local) are becoming smaller. Without resources, health departments depend upon members of the public to report noncompliance with the smoke-free law. Health departments cannot pay staff overtime to “police” businesses that don’t comply.

Complaints are necessary to begin the process and require a name, date and time of non-compliance (i.e. who you are, what you saw, and when you saw it). This information is not shared with the business, and every effort will be made to protect the identity of the complainant. If the business fails to comply with repeated requests, a civil suit will be filed, and all complainants will be subject to public exposure.

As a citizen who values the right to breathe safe air and as a taxpayer charged with defining and supporting public goods, please call your local health department today to report those who are denying your right to use their business safely. Our government only is as good as you make it.

○ Annette Mercatante, MD, is medical director and health officer of the St. Clair County Health Department.



**ANNETTE
MERCATANTE**
POINT
OF VIEW

RADIO INTERVIEWS

- Stay on message
- Going in another direction? Bring it back to your message
- Follow up your news release with a call to set up an interview
- Take a friend!





LTE/OpEds

- Follow word count recommendations closely
- Requirements are usually listed on editorial page
- Get personal
- Not date specific – may not be printed quickly



Create a Campaign with Community Partners

WNTD/ 1 year celebration of smoke-free law

- Hospitals – cessation program
- Mental health/SA – youth access/scan
- HD – community profile showing continued high use rates
- COA – tobacco prevention
- Smoke-free apartment initiative
- THANKS for being our partner

Susan Dusseau

Influencing Public Opinion and Policies Through Media

- 1.) Identify your policy goal(s)
- 2.) Identify target audiences
- 3.) Develop and implement media strategies

Examples of Media Strategies

- Newspapers: letters to editor, op-eds, editorials, news releases
- Local magazines, newsletters, placemats, advertising flyers
- Electronic media: radio, television, PSAs, email, social networks
- Paid media (creative funding)
- Framing the issue: access and content

Increasing the Likelihood of Success

1.) Recruiting Volunteers

- writers, spokespeople, authority figures, clubs

2.) Dovetail with national (and/or international) promotions:

- New Years Resolutions

- Kick Butts Day

- World No Tobacco Day

- Great American Smoke Out

Build Relationships with Media Contacts

- Keep your contact list up-to-date
- Timing stories and releases
- Keep track of local media coverage and respond
- Keep in touch; ask them to provide volunteer/staff training periodically
- Localize the issue
 - Get permission to use an individual's name/contact information

Strategies for Overcoming Barriers

- Start small and keep it simple
- Anticipate controversy and have statistics to back you up
- Always have talking points handy

Evaluate Process and Impact...

Would you do it differently knowing
what you know now?

Summary

- 1.) Know who needs to be reached
- 2.) Decide what is to be accomplished
- 3.) Determine what resources and information are needed
- 4.) Access the appropriate media
- 5.) Decide how to frame the issue

Contact information

Molly Cotant cotantm@michigan.gov

Sue Amato samato@hd.stclaircounty.org

Susan Dusseau
dusseau@cancerservicesmidland.org