



# Using the Media to Make the Case for Prevention to Legislators



Lily Swartz  
Communications Coordinator

July 24, 2013



 <http://www.facebook.com/PreventionInstitute.org>

 @preventioninst



[www.preventioninstitute.org](http://www.preventioninstitute.org)

# What is Media Advocacy?

*The strategic use of mass media to support community organizers' efforts to advance social or public health policies.*



# Examples of Traditional Media Advocacy

- ◆ Pitching a story to a reporter
- ◆ Sending a press release
- ◆ Being interviewed for a news story
- ◆ Writing an op-ed or letter to the editor



# Elements of Strong Messages

- ◆ Cue the environment first
- ◆ Emphasize clear values
- ◆ Focus on solutions
- ◆ Emphasize local impact
- ◆ Include co-benefits
- ◆ Highlight the evidence base