Using the Media to Make the Case for Prevention to Legislators

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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