

Aims:

To familiarise participants with the role of public health advocacy – especially media advocacy -- in advancing public health goals and to pro-mote skills in advocacy planning and strategy as a means of advancing public health policy, legislative and regulatory change, resource allocation and of framing and re-framing public discourses about health and medicine. Particular emphasis will be given to the importance of news making and the theory and practice of framing and reframing strategy, and to the use of social media in network building and action alerts.

Teaching approach:

The course includes lectures, detailed analysis of case studies in advocacy, group exercises in analysing the newsworthiness (or lack of newsworthiness) of health problems, small group preparation and presentation of strategic action plans for advocacy, skill development in writing letters to editors of newspapers, press releases, and in interview strategy, and demonstration of various social media platforms essential to efficient advocacy.

There are two mandatory requisites before the starting of the course:

1) writing of a letter to the editor of a newspaper and a press release (submitted to the instructor two weeks before the commencement of the course), and 2) preparation of a short outline (maximum 300 words) describing a specific public health advocacy challenge being faced in your field.

A few mandatory reading will be sent to all students in advance.

Course Instructor:

Emeritus Professor Simon Chapman, from the University of Sydney, Australia. Prof. Chapman has had a 40 year career in public health. He has combined an intense research career with the practice of public health advocacy. He is most known for his work in tobacco control, but has also extensive experience in gun control, defending renewable energy from its critics, challenging the anti-immunisation lobby and in public safety and health protection. He has published around 80 papers on the ways that news media cover various health issues and on how researchers and advocates can increase public and political awareness. He was a board member for 20 and chair for 5 years of the Australian Consumers' Association. He has written several textbooks and case histories on advocacy planning and practice.

www.uimp.es

INFORMACIÓN GENERAL

→ **Hasta el 10 de junio de 2016**

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Horario

de 9:00 a 14:00 h
de 16:00 a 18:00 h (excepto viernes)

Escola Salut Pública de Menorca

Hasta septiembre de 2016

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Tel. 971 35 15 00

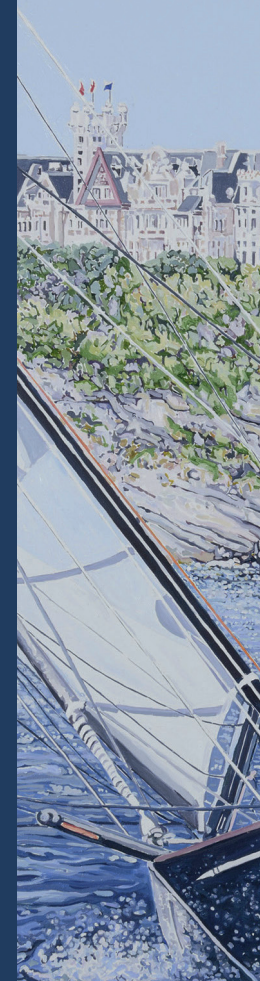
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Public health advocacy

Simon Chapman

**Lazareto de Mahón,
Menorca**

**19th-22nd
September 2016**

**www.uimp.es
www.emsp.cime.es**

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Program

Public health advocacy

Course director

Simon Chapman

Emeritus Professor of Public Health
University of Sidney

September 19-22, 2016

Monday 19

09:00 to 14:00 h | Introductions and expectations

Everyone to introduce yourselves; highlight any personal expectations you have for the course; briefly describe a current or expected advocacy challenge you face in your work

10:00 h | Introduction to public health advocacy

- What is advocacy?
- How does it differ from publicity?
- News media audiences
- The nature of news
- Public health objectives vs media advocacy objectives
- Text & subtext
- Framing and reframing
- Exercise: 8 answers to the same question
- Case study: gun control

12:00 h | Preparing for an interview with a journalist and an opponent

- Case study
- 10 commandments of interview preparation

13:00 h | Understanding news routines and the motivations of journalists

- If journalists are unaware of or uninterested in your issue, they will not report on it. This session will demystify the routines of how journalists work and think, and how you can become a trusted source in their lives

Tuesday 20

09:00 h | An A-Z of advocacy strategy

We will work through an alphabet soup of different strategies, tips, tricks, stunts, and data gathering that are useful in advocacy

10:45 h | Letters to the editor

Before arriving at the course, every participant must email Simon a letter to the editor of a newspaper that they will write (in English) in preparation for the course. In this session we will consider each letter (anonymously) as if we were editors of the letters page selecting letters for tomorrow's newspaper. We will discuss tips on how to increase the probability that they can be published. Hint: spend some time reading the letters pages of newspapers to

13:30 h | Two case studies in framing: analyzing how advocacy proponents and opponents seek to define what is at issue in policy debates.

- prevention of child drowning
- banning smoking in bars

Wednesday 21

09:00 h | Using social media in advocacy

- Twitter
- Facebook
- Youtube

10:45 h | What are the characteristics of peer-judged “influential” public health leaders, and why do politicians chose some of these as “go-to” advisors?

- In this session Simon will describe a major research project he was involved in which interviewed 35 peer-voted public health leaders about their ‘after research’ practices; and a group of Australian policy-makers about why they selected various ‘go-to’ public health researchers and advocates to assist them in policy formulation and advocacy.

13:30 h | Case study: Tobacco plain packaging in Australia

- why did it happen?
- what ingredients made it happen when it did?
- how was it attacked?
- how were these attacks driven off

Thursday 22

Strategic planning for advocacy

09:00 h | A template for planning advocacy

- Class will work through an example together (scenario will be a road safety advocacy problem) using a template of 8 questions.

10:00 h | Small group work on selected public health problems

- Participants will be divided into small groups of no more than 5. They will select a scenario from a set of actual advocacy problems which Simon will distribute at the course. In small groups, they will work through the selected problem using the template we will have considered in the first session on Day 4 and prepare a presentation that will be delivered to the whole class in the afternoon (all groups will do this).

13:30 h | Small group presentations of their strategic advocacy plans

Description:

The four days will be divided between interactive lectures from Prof. Chapman on advocacy, and particularly on media advocacy. He will also speak on his recent research on the nature of influential research and researchers. In addition to the interactive lectures, all participants will participate in problem-based learning by working in small group on realistic scenarios of public health problems where advocacy is required to change public and political awareness and support. Practical information will be given on writing letters to newspapers, blogs and opinion page articles, and on strategic planning for interviews.