



Media Advocacy Guide

The media is an important ally in supporting awareness and advocacy. The way in which the media understands and reports on issues to do with child health and survival can help or hinder your advocacy. Media advocacy can be crucial in conducting advocacy around themed events or campaigns such as Africa Day or day of the African Child. You can play an active role in defining and curating their role in your advocacy efforts.

To be effective, it helps to have a media engagement plan that identifies the media partners, target audience, key messages, and the media channels to deliver the advocacy activities.

Media Engagement plan

A media engagement plan is a strategic approach to interacting with various forms of media to advance the goals of an advocacy campaign. Advocacy involves actively supporting a cause or promoting a particular set of ideas, and media engagement is a crucial component of this process. The primary purpose of a media engagement plan in advocacy is to effectively communicate messages, raise awareness, and influence public opinion.

Key elements typically included in a media engagement plan for advocacy:

1. **Goals and Objectives:** Clearly define the specific goals and objectives of the advocacy campaign. These could include raising awareness about an issue, changing public perceptions, influencing policy decisions, or mobilizing public support.
2. **Target Audience:** Identify the specific audience or demographics you want to reach with your advocacy messages. Understanding your target audience helps tailor your media engagement strategies to be more effective. Media is effective in reaching large groups of people.
3. **Key Messages:** Develop clear and concise messages that convey the core ideas of your advocacy campaign. These messages should resonate with your target audience and align with your campaign's goals.
4. **Media Channels:** Determine the most appropriate media channels to reach your target audience. This may include traditional media such as newspapers, TV, and radio, as well as digital platforms like social media, blogs, podcasts, and online news outlets.
5. **Spokespersons:** Identify credible and articulate spokespersons who can effectively convey your messages to the media. These individuals should be well-versed in the advocacy issue and capable of handling media interviews.
6. **Timeline:** Create a timeline outlining key milestones and activities in your media engagement plan. This helps ensure that your advocacy messages are disseminated at strategic times and in coordination with important events or developments.
7. **Media Training:** Provide media training for advocates and spokespersons to enhance their communication skills. This includes techniques for handling interviews, staying on message, and effectively engaging with different types of media.
8. **Content Creation:** Develop compelling and shareable content, such as press releases, op-eds, infographics, videos, and social media posts. Tailor content to suit the preferences of different media channels and your target audience.
9. **Monitoring and Evaluation:** Implement a system for monitoring media coverage and evaluating the impact of your advocacy efforts. This involves tracking media mentions, assessing public sentiment, and adjusting your strategies as needed.
10. **Crisis Communication Plan:** Prepare for potential challenges or negative



developments by developing a crisis communication plan. This ensures that your advocacy campaign can respond

swiftly and effectively to address any issues that may arise

A Media engagements plan can help get you started in identifying the key inputs you need in your advocacy campaign. Below is a simple template to collate the inputs.

Table 1: Media Engagement Plan Template

Target Audience	Key Message	Media Channel	Tool	Expected Outcome
Identify the target audience of your media campaign. Media is very useful in reaching out to large groups of people.	Highlight the key messages that resonate with your target audience. Ensure the call to action is very clear.	Identify the desired media channel that will reach your target audience. Specificity such as names of people is key to success.	What resources do you need to deliver messages?	What does success look like for this Campaign.

Media Advocacy Tools

These are tools that can be used when implementing a media advocacy campaign. Most of the tools are reusable and can be applied to different projects.

Tool	Definition	When to use
Op-Ed (Opinion Editorial)	An op-ed is a written piece typically authored by someone not affiliated with the editorial board of a publication. It offers a perspective, opinion, or commentary on a current issue, often providing insights, analysis, or proposed solutions.	Use op-eds when you want to express a well-articulated opinion on a specific issue, influence public opinion, or share expert insights. Op-eds are effective for thought leadership and building credibility. See example op-ed by Minister of Health, DR Demby .
Press/Media Releases	A press or media release is an official statement issued to journalists and media outlets to announce news or provide information. It is a standardized way of communicating key details about an event, accomplishment, or development.	Use press releases when you have significant news to share, such as a product launch, an organizational milestone, or an important event. They are crucial for attracting media attention and generating news coverage. See example press release for CSA at CPHIA 2023 in annex 5.10.
Radio Interview	A radio interview involves a conversation between a host or interviewer and a guest. It is broadcast on radio stations and can cover a wide range of topics,	Use radio interviews to reach a broad audience, especially if you want to convey your message verbally and engage in a conversation. They are



	including news, entertainment, and education.	effective for storytelling and conveying emotion.
TV Interview	A TV interview involves a conversation between a host or reporter and a guest, broadcast on television. It may be live or pre-recorded and can cover a wide range of topics.	Use TV interviews for visual storytelling, reaching a broad audience, and making a strong visual impact. They are effective for showcasing personality and creating a memorable impression. See example video of interviews about CSA.
Podcast	Podcasts are digital audio or video files that are available for streaming or download. They cover a diverse range of topics and are typically produced as a series of episodes.	Use podcasts when you want to reach a targeted audience interested in specific topics. They are effective for in-depth discussions, interviews, and building a dedicated listener base.
Social Media	Social media platforms are online channels for sharing and exchanging content. They include platforms like Twitter, Facebook, Instagram, LinkedIn, and others.	Use social media for real-time communication, engagement, and building a community. Social media is effective for reaching a broad audience and fostering direct interaction. See CHTF LinkedIn profile for example of effective posts on CSA on social media.

Media Training of Journalists

Media training for journalists involves providing education and guidance to individuals working in the field of journalism to enhance their skills, knowledge, and ethical considerations related to reporting and storytelling. Journalists have influence on a wider audience and generate public awareness. This type of training is important for advocacy of child survival for several reasons:

- **Accuracy and Informed Reporting** - Media training ensures that journalists are well-informed about issues related to child survival, including health, nutrition, vaccination, and other critical aspects. This knowledge enables them to report accurately and provide the public with reliable information.
- **Increased Visibility of Child Survival Initiatives** - Journalists play a crucial role in highlighting and raising awareness about child survival initiatives, whether they are related to healthcare, education, or community programs. Media training ensures that journalists understand the importance of these initiatives and can effectively communicate their impact.
- **Building Public Support:** Effective media coverage can mobilize public support for child survival initiatives. By training journalists to frame stories in a compelling and relatable manner, advocates can harness the power of the media to build public empathy and support for policies and programs that promote child survival.
- **Promoting Accountability:** Well-trained journalists can play a role in holding governments, organizations, and institutions accountable for their commitments to child survival. They can investigate and report on issues such as healthcare infrastructure, vaccine distribution, and the impact of policies on child well-being.

Opportunities for training journalist include:



- **Host press meeting** – Invite the media to a press event where you launch your CSA campaign. Use this opportunity to provide details of your campaign and answer any questions.
- **Attend other press events** – Consider attending press events for related campaigns such as Ministry of Health campaigns, global advocacy campaigns such as African Day campaign. Use these events to engage and build relationships with journalists.
- **Engage with social media influencers** – Influencers on social media are increasingly having influence on public awareness. Consider reaching out to influencers who are inclined to support child health campaigns.

Media Engagement Toolkit

A media engagement repository is a collection of all the tools developed as part of the media engagement plan. The goal for creating a repository is to ensure easy access to these materials when needed. Key tools include:

1. Contact information for spokespersons and experts available for interviews
2. Contact information of journalists
3. Video interviews
4. Audio interviews
5. Media press releases
6. Fact and figures
7. Key messages
8. Graphs and charts
9. Photographs (with consent) and illustrations