How to use media to be a better advocate

Mandi Yohn
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The NATION'S HEALTH
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CURRENT ISSUE | October 2016

COVER STORIES

- Attention to drugged driving growing among advocates. As driving under the influence crashes continue to decrease nationwide, a new roadway fatality is growing — and unlike alcohol-impaired driving, there is no national guideline to correct it.
- Antibiotic resistance is on the rise, so do research and development. At least 2 million illnesses and 23,000 deaths a year are linked to antibiotic resistance. While public health is working to protect the existing supply of antibiotics, they’re also developing new options.
- Income inequality: When wealth determines health. Earnings influential as lifelong social determinant of health. When income to health, there are many factors that influence how long and how well people will live. From the quality of their education to the cleanliness of their environment. But of all social determinants of health, research shows there is one that is perhaps the most influential: income.

Check out our National Public Health Week news!
Let’s talk media
Let’s talk media

How do we consume it?
Let’s talk media

News in the digital age

• 24 hour news cycle
• Interactive formats
• Fast-moving
• Content overload
• Expanded by the Internet and social media
• Limited resources = repetitive/less in-depth coverage
Let’s talk media

Why should we use media for advocacy?

- Raises the visibility of key public health issues
- Informs the general public and policymakers
- Starts a conversation
- Can lead to action
Let’s talk media

Media influence
How do we use media to be better advocates?
How do we use media to be better advocates?

Owned media - News releases

FOR IMMEDIATE RELEASE

APHA says Supreme Court stay of Clean Power Plan 'puts public health at risk'

Date: Feb 10 2016
For Immediate Release

Contact: David Fouse at 202-777-2501

APHA says Supreme Court stay of Clean Power Plan ‘puts public health at risk’

Washington, D.C., February 10, 2016 — The American Public Health Association voiced deep disappointment today over the Supreme Court’s decision to stay the Clean Power Plan pending the outcome of ongoing litigation.

Climate change is one of the leading public health threats we face,’ said Georges C. Benjamin, MD, executive director of APHA. “The Clean Power Plan puts us on a course to dramatically reduce its harmful health effects, lessen air pollution and mitigate risk of asthma, injury and cardiovascular disease, among other serious dangers exacerbated by climate change. Simply put, unnecessarily delaying the Clean Power Plan puts public health at risk.’

Under the Environmental Protection Agency, the Clean Power Plan aims to reduce carbon pollution from power plants by 32 percent by the year 2030. Power plants are the leading contributor to climate change and are responsible for the largest source of carbon emissions in the United States.
How do we use media to be better advocates?

Owned media – Public Health Newswire

APHA cheers EPA rule to reduce methane emissions

by: David on May 13, 2016 at 9:46 am - Edit entry

Emissions of methane and other pollutants have been a vexing byproduct of the nation’s growing oil and natural gas industry. In a bid to slow harmful emissions and protect public health, the Environmental Protection Agency Thursday announced first-ever standards that require a new approach to minimize the threat.

EPA’s rule will reduce releases of methane, one of the leading contributors to climate change. According to the agency, this primary component of natural gas has a 25 times greater effect on warming the planet than carbon dioxide. And the oil and gas industry is the top source of methane emissions in the U.S. The changes will also limit discharges of toxic and cancer-causing pollutants, helping prevent asthma attacks, hospital admissions, cancer and premature death.

To meet its goal, the rule requires producers to install equipment to monitor and stop leaks at new drilling and processing sites, and conduct more frequent inspections, among other steps.

“EPA has taken a strong stand for protecting public health,” said Georges C. Benjamin, MD, executive director of APHA, which had submitted comments supporting strong standards. “With rules now in place to reduce harmful emissions from new wells, pipelines and other installations, we urge the agency to develop standards to limit similar emissions from existing sources as well.”

To learn more about the methane rule, visit EPA’s Oil and Natural Gas Air Pollution Standards page.
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Owned media – The Nation’s Health

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Climate change linked to floods, warmer temperatures nationwide

Kim Krisberg

A new report from the U.S. Environmental Protection Agency shows “compelling and clear” evidence that the Earth’s climate is experiencing long-term change, with 2012 and 2015 the two warmest years on record.

Released in August and now in its fourth edition, “Climate Change Indicators in the United States” reports on 37 climate indicators, including two new health-related indicators: heat-related illness and West Nile virus. Among its many findings, the report showed that average annual carbon dioxide in the atmosphere exceeded 400 parts per million for the first time in at least 800,000 years.

In addition, while U.S. greenhouse gas emissions due to human activity increased by 7 percent between 1990 and 2014, overall U.S. greenhouse gas emissions decreased by 7 percent since 2005. Climate change is also having a significant impact on weather events as well, according to the report, with a substantial rise in extreme single-day rainfall events, more flooding in certain regions of the U.S., and an increase in tropical storm activity in the Atlantic Ocean, the Caribbean and the Gulf of Mexico.
How do we use media to be better advocates?

Earned media – news articles

Scientists Warn Congress Not to Ignore Climate Change

A coalition of scientific groups on Tuesday sent a letter to Congress urging lawmakers to accept and address the threat of climate change.

The partnership of 31 organizations signed the letter addressed to members of Congress, including the American Meteorological Society, the American Chemical Society, the Society for Industrial and Applied Mathematics, the University Corporation for Atmospheric Research and the American Public Health Association.

The scientists highlight that a "vast body of peer-reviewed science" shows that climate change is occurring, that humanity's industrial air pollution is the "primary driver" and that "it is having broad negative impacts on society, including the global economy, natural resources, and human health."

Top science groups tell climate change doubters in Congress to knock it off

More than half of the Republicans in Congress question the science of human-caused climate change, according to the Center for American Progress. The presumptive Republican nominee for president, Donald Trump, has also said he is not "a great believer in man-made climate change."

[Donald Trump's unsettling nonsense on weather and climate]

In a letter dated Tuesday, 31 leading U.S. scientific organizations sent members of Congress a no-nonsense message that human-caused climate change is real, poses risks to society and is backed by overwhelming evidence.

"Observations throughout the world make it clear that climate change is occurring, and rigorous scientific research concludes that the greenhouse gases emitted by human activities are the primary driver," the letter states. "This conclusion is based on multiple independent lines of evidence and the vast body of peer-reviewed science."

The effort to draft the letter was spearheaded by the American Association for the Advancement of Science (AAAS), whose leader, Rush Holt — a former member of Congress, vigorously promoted its message.

"Climate change is real and happening now, and the United States urgently needs to reduce greenhouse gas emissions," said Holt, who was the U.S. representative for New Jersey's 12th congressional district from 1999 to 2015. "We must not delay, ignore the evidence, or be fearful of the challenge."

The 31 organizations that signed the letter include the American Meteorological Society, the American Chemical Society, the American Public Health Association, the American Geophysical Union, and University Corporation for Atmospheric Research.
How do we use media to be better advocates?

Earned media – op-eds

**Air Pollution Is Yet Another Issue That Disproportionately Impacts Minority And Low-Income Communities**

First responders are trained to give people immediate life-saving care and get people out of dangerous situations. When a patient is suffering an asthma attack that’s caused by air pollution in their community, we can administer drugs to calm the attack, but we know it is only a temporary fix. To reduce the risk over the long term, we must improve the quality of the air in our communities.

This month the U.S. Court of Appeals for the District of Columbia Circuit will begin to review the Clean Power Plan. The plan, created by President Obama to reduce carbon pollution from power plants, will decrease other harmful emissions as well. In communities already bearing the burden of pollution from nearby coal plants, we see many health impacts from the pollution ranging from increased rates of asthma and respiratory disease to lower life expectancy. These ailments are especially prevalent in the low-income and minority communities where coal plants are often sited.
How do we use media to be better advocates? 

Social Media

Our Dr. Benjamin (left) was on hand last year for the announcement of the CleanPowerPlan, which — when fully in place — will prevent up to 3,600 premature deaths, 90,000 asthma attacks in children and 1,700 heart attacks each year. Find out more about the plan’s unprecedented health benefits at bit.ly/2a1fTr, and celebrate the one-year anniversary with us! #ActOnClimate

EPA accepting applications to reduce diesel emissions from school buses, child exposure to toxins: goo.gl/2ihbVX

The Paris Agreement entering into force is testament to the urgency for action, and reflects the consensus of governments that robust global cooperation is essential to meet the climate challenge.

UN Secretary-General Ban Ki-moon

#ParisAgreement TREATIES.UN.ORG

It’s official! The #ParisAgreement on climate change will enter into force Nov. 4, the United Nations announced today. Seventy-three countries — including the U.S. — and the European Union have joined the agreement, exceeding the 55% emission threshold required to enact the treaty, which calls on countries to combat #climatechange. Image via United Nations everything
How can you use media to be a better advocate?
How can you use media to be a better advocate?

Follow the news

- Top national news outlets
- Outlets that cover public health news
- Outlets that cover legislative news
- Your local and state newspapers
How can you use media to be a better advocate?

LTEs and op-eds

LETTER: Why North Dakota should act on climate change

By Shawn Landis on Aug 20, 2016 at 5:28 am.

I am a long way from an expert on climate change. What I am a health nurse and mother. My concerns about climate change film by Robert Kenner titled "Merchants of Doubt." In May, I Dr. Bruce Snyder sponsored by the Grand Forks Public Health recently retired after a 40-year practice of neurology. In his retirement, he was focused on building awareness of climate change as a major threat to public health.

Climate change is thawing deadly diseases. Maybe now we'll add anthrax

Mona Sarfaty

Climate change is thawing deadly diseases. Maybe now we'll add anthrax. In addition to releasing ancient microbes, melting layers of permafrost also release 30 times more potent than carbon dioxide, that in turn causes further warming. The Guardian

An anthrax outbreak in Russia came from a 75-year-old cat. It's a warning sign of worse to come.

Earlier this month, an outbreak of anthrax in northern Russia killed a boy and his grandmother. The deadly spores - which had not been seen since 1943 - also spread to 2,500 cats. Russian troops were dispatched to the Yamalo-Nenets region to vaccinate indigenous, nomadic people and quarantine the disease.

We need to be prepared for health impacts of climate change

By Nancy S. Partika

In our public health education and training, we emphasize that public health is a unique primary player and stakeholder in the processes of identifying, assessing and addressing local, national and global issues of public health significance.

The Asia-Pacific region is widely viewed as one of the most at-risk areas globally for the effects of climate change, with rising sea level inundating entire island nations.

Despite the visibly growing international and national concern over the impact of climate change on health, until recently the amount of dialogue on the health impacts of climate change in Hawaii was relatively minimal, and lacked a strong voice for public health in climate change policy discussions.

Similarly, health policy discussions did not account much for the anticipated impacts of climate change.
How can you use media to be a better advocate?

Social media
Tips to remember
Tips to remember

- Stay tuned to the news
- Follow and use APHA resources
- Leverage your voice via media outlets
- Connect and engage with your community and policymakers
ABOUT APHA
The American Public Health Association champions the health of all people and all communities. We strengthen the profession of public health, promote best practices and share the latest public health research and information. We are the only organization that influences federal policy, has a 140-plus year perspective and brings together members from all fields of public health. Learn more at www.apha.org.

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