

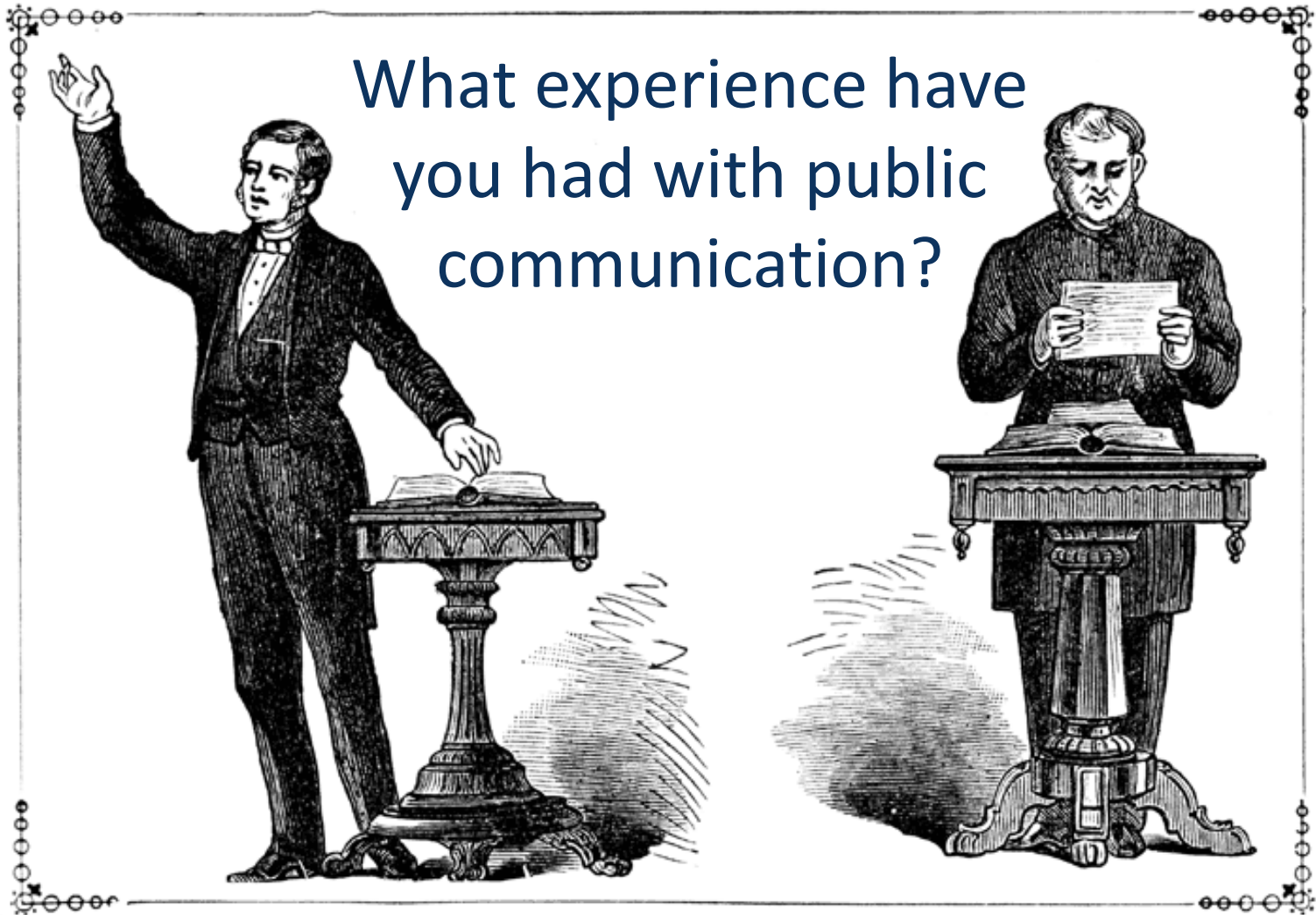


Media Advocacy in Environmental Prevention

Gina Cuculis
Cuculis PR
@ginacuculis

About You

What experience have
you had with public
communication?



Goals

- To bring you up-to-date with current trends and methods
- To introduce online tools
- To help you choose media strategies that target your audience and goals
- To enhance your ability to use a wide variety of media effectively in your environmental prevention efforts

Agenda

1. Overview of Media Advocacy

2. Traditional Media

3. New Media

4. Planning a Media Campaign

Environmental Prevention



Identifies and works to change elements in a community that support or condone unhealthy or unsafe decisions

Environmental Factors That Influence Behavior

- Rules, regulations, policies, and laws
- Community norms
- Media messages
- Accessibility
- Pricing



Law and Policy

Rules,
regulations,
policies, and laws
influence both
attitudes and
availability


If you've had too much to drink,
we'd like to have a word with you.

NO



**If you appear
to be intoxicated,
we cannot serve
you any alcohol.**

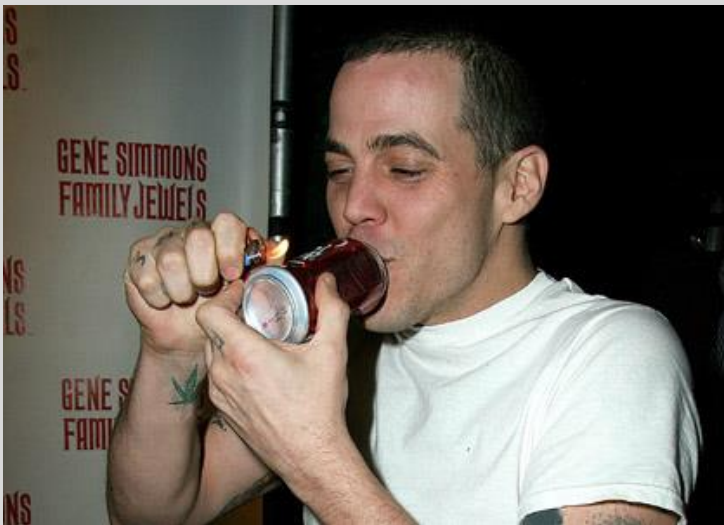
It's Not Our Call, It's The Law.

Pennsylvania Liquor
Control Board 
Alcohol Education

© 2000 P.L.B. All rights reserved.

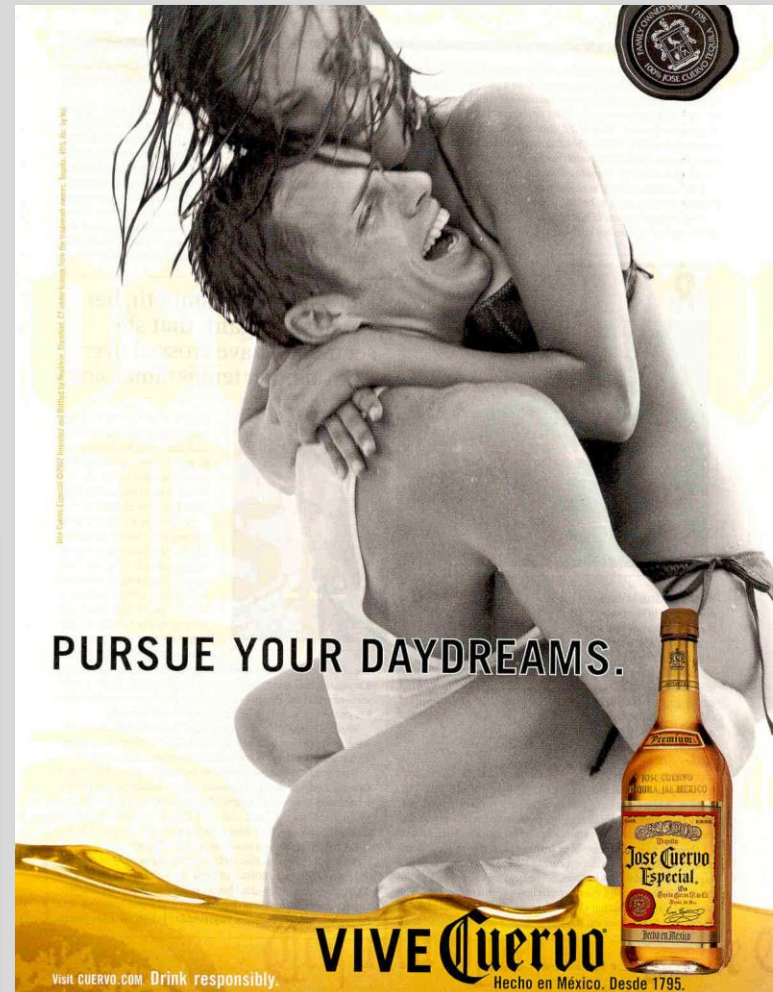
Community Norms

- Weak or lack of enforcement of laws
- Social norms that
 - Promote high consumption
 - Downplay risks



Media Messages

- Advertising
- Sponsorship of events
- Movies, television, music



Music



Accessibility

- Availability to underage drinkers
 - Purchase themselves
 - Supplied by adults
- Density of outlets
 - Low-income neighborhoods
 - Minority communities
 - College areas
- Types of outlets
- Days and hours of sales



Pricing



The image shows a large, hand-painted wooden sign for 'Blaze Liquors'. The word 'Discount' is written in a white cursive font on a red rectangular background. Below this, the word 'LIQUOR' is spelled out in large, block letters, each on a separate yellow rectangular background with red lettering. To the right of the sign, there is a coupon for 'TUESDAY SENIOR DISCOUNT' and a 'FREE Bomb Shot cup' offer.

Blaze Liquors
6415 Highway 10 NW #108,
Ramsey, 763-323-1660

TUESDAY SENIOR DISCOUNT
10% OFF NON SALE ITEM
NO COUPON REQUIRED

10% OFF WINE OF YOUR CHOICE,
(LIMIT 6)
NO COUPON NEEDED, PLEASE MENTION AD.

SVEDKA SWEDISH VODKA 1.75 \$16.99,
W/COUPON LIMIT 2
Not valid with other offers.
Must present coupon.
Exp. 10.30.10

FREE Bomb Shot cup with Jagermeister Purchase
(375ml or Larger)

Low taxes and discounts make alcohol more affordable for young people

Environmental Prevention



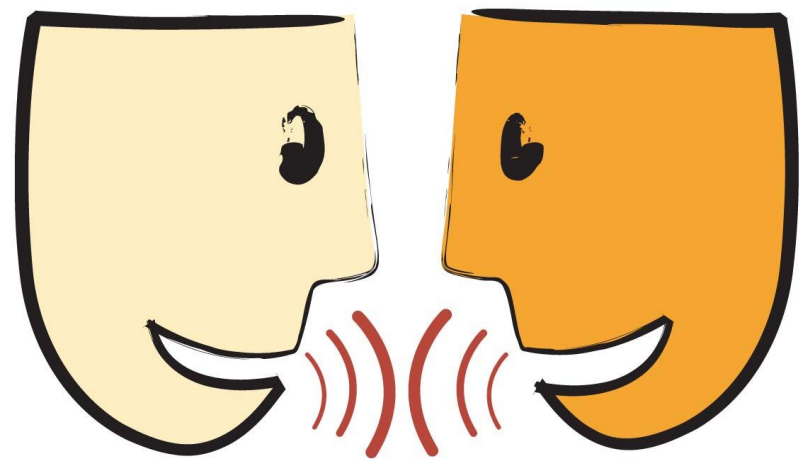
What is Media Advocacy?



The strategic use of media to gain public and policymaker support for policy goals

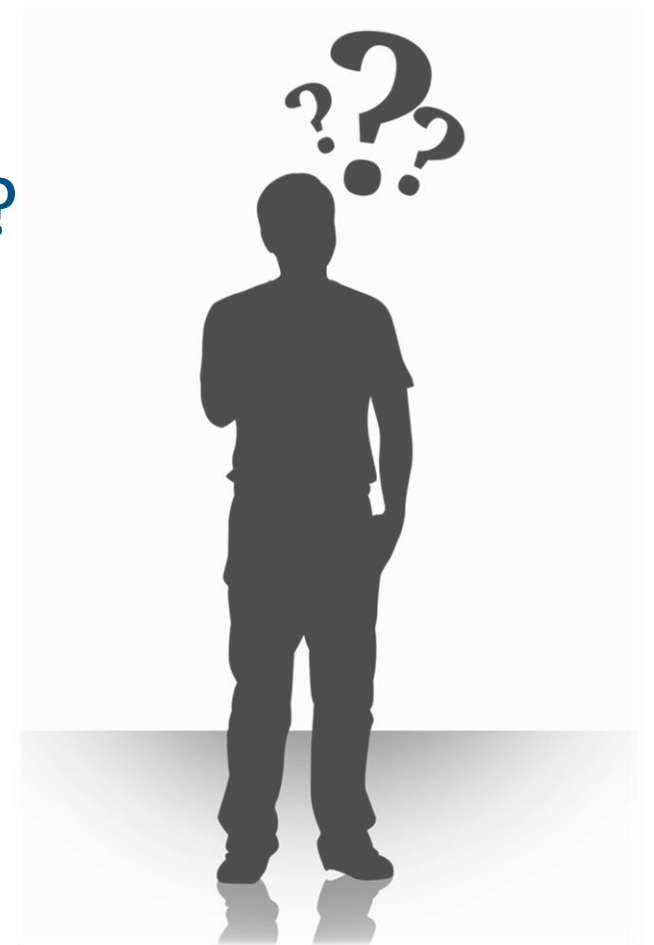
Why Use Media Advocacy?

- Raise awareness with public and decision-makers
- Attract new partners to your agency
- Inject your “frame” into the debate
- Generate attention and discussion
- Affect community norms



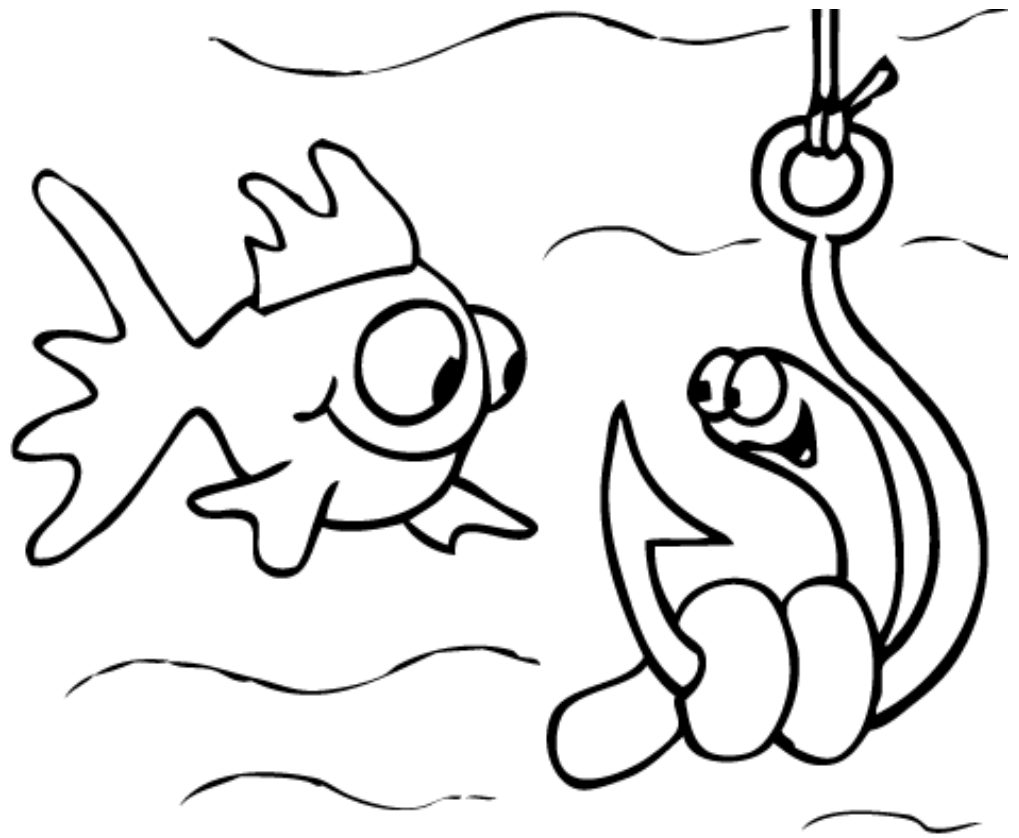
Media Advocacy in Prevention

What are some potential uses?



Is Your Story Newsworthy?

- Timely
- New or previously unreleased information
- Satisfies one or more objectives:
 - Inform
 - Educate
 - Entertain

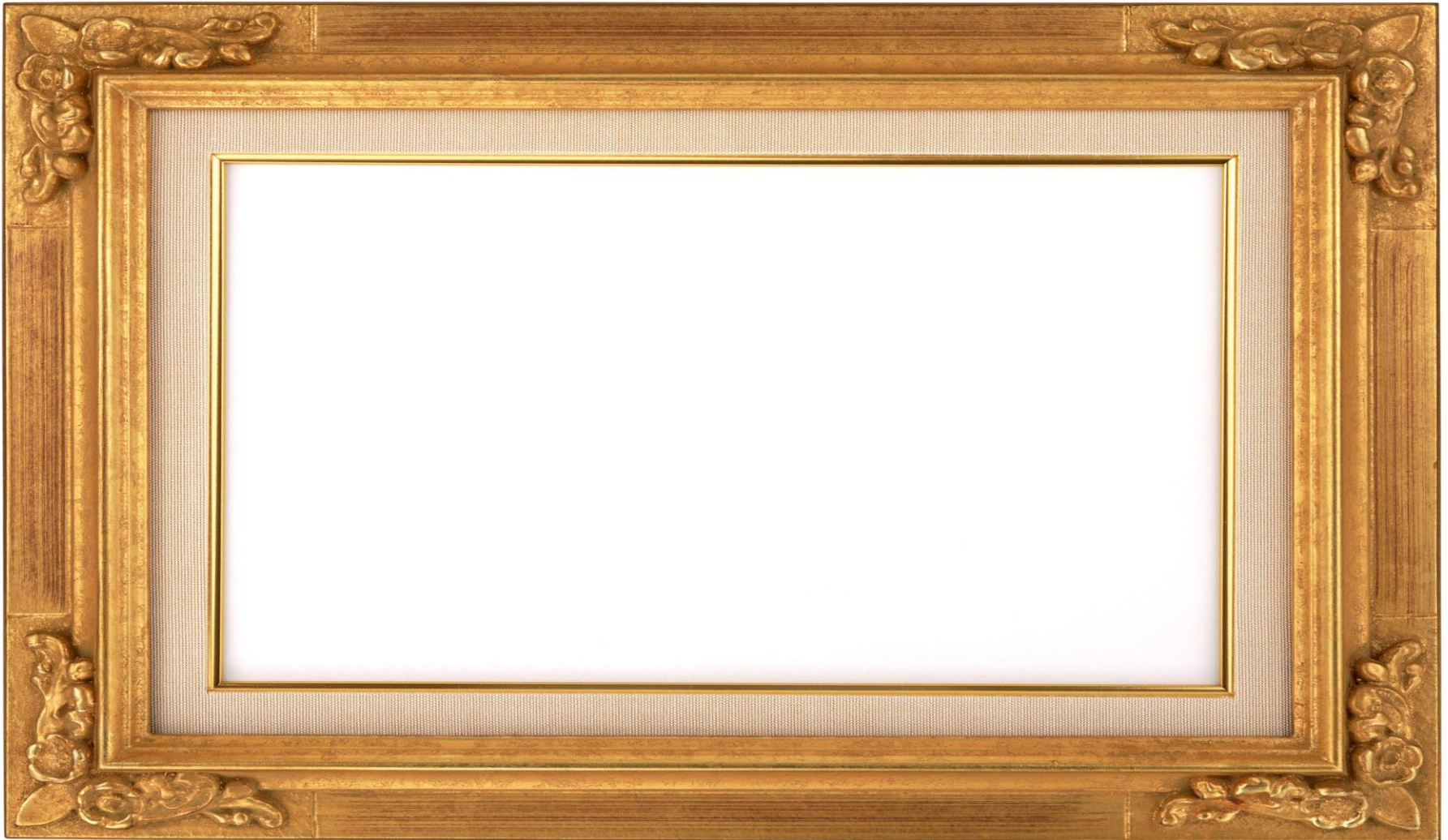


Is Your Story Newsworthy?

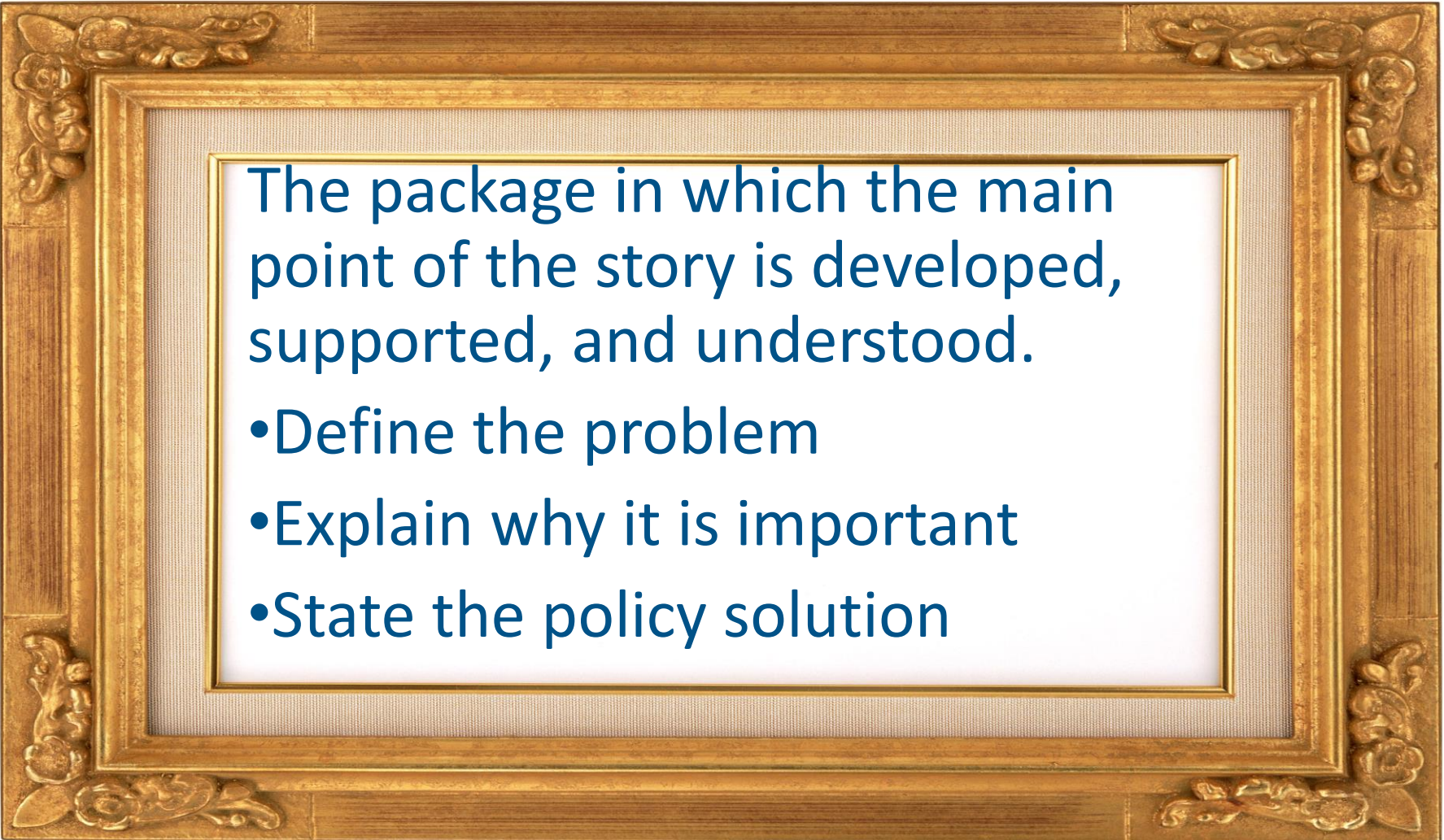


- Unusual or innovative
- Emotional appeal
 - Moving, inspiring
 - Amusing
 - Contains conflict
- Impact on public safety or local economy
- Useful information
- Credible source, statistics

Framing



Framing



The package in which the main point of the story is developed, supported, and understood.

- Define the problem
- Explain why it is important
- State the policy solution

Two Types of Framing



Framing for Access

Shaping the story for media attention:

- Controversial
- Linked to other current news
- Local angle on national story
- Relates to anniversary of significant event
- Seasonal interest



Framing for Content

Shaping the story from an advocacy perspective with the goal of promoting a policy solution



Reframing

- Emphasize the social dimension of the problem
- Shift responsibility away from the victim to those whose decisions affect these conditions
- Present policy alternatives as solutions
- Make a practical appeal to support the solution



Framing Example

Frame for Access	Frame for Content	Reframe
Back-to School time	<ul style="list-style-type: none">• Local rate of underage alcohol use is higher than the statewide average• Teen drinking occurs before and after school dances/events	<ul style="list-style-type: none">• Time for a parent-teen discussion• Information resources for parents• Programs and alternatives

Framing Example

Frame for Access	Frame for Content	Reframe
One-year anniversary of tragic teen DUI accident following a home party		

Example: CADA



Building a safer, healthier community by preventing and treating alcoholism and drug abuse.

Prevention, Intervention, and Recovery

HomeAbout

Project Recovery: Mothers, Children, Families

JUNE 29, 2010

by CADASB

tags: addiction, balancing life, change, family, health, parenting skills, perinatal, personal stories, recovery, relationships, self-esteem, support, trust

Housed within CADA is our **Perinatal Program**. This program is essentially a resource where new or expecting mothers who are struggling with addiction can come and feel supported by other individuals with similar experiences. The goal is to promote stronger, healthier parenting skills, while also focusing on how to promote self-confidence and self-esteem, and establishing safety in the home. The therapeutic group setting is a non-biased trusting environment where the topics of addiction, sobriety, and recovery are addressed as they relate to parenthood.

To read a personal story that Amy Rice, the Perinatal Program Manager, shared click below...

[Read more...](#)

1 COMMENT

from → Project Recovery

SEARCH

type and press enter

CADA'S LINKS

- > [CADA's Fan Page on Facebook](#)
- > [CADA's Website](#)
- > [CADA's YouTube Channel](#)
- > [Fighting Back Mentor Program Blog](#)
- > [Support CADA thru givezooks!](#)
- > [Support CADA thru our Cause](#)

TAGS

[advice](#) [advocacy](#) [alcohol](#) [BBQ](#) [bowling](#) [career](#) [improvement](#) [Carpinteria](#) [change](#) [communication](#) [community](#) [Daniel](#) [Brent](#) [drugs](#) [events](#)

Questions?



Activity: Reframing

1. Use the example of a news story related to binge-drinking on campus. Consider how you could reframe the story to promote a different policy goal.
 - What will your policy goal be?
 - Who will you try to influence?
 - What specific action(s) will you urge?
2. Note your answers on Worksheet 1.
3. Prepare to report to the large group.

Case Study: DAAC



The Situation:

- The Drug Abuse Alternatives Center in Santa Rosa operated Turning Point treatment facility
- Voters passed Prop 36 by a large margin
 - Treatment instead of incarceration
 - More beds needed in treatment facilities
- DAAC planned a new, larger facility, in a different neighborhood

The Crisis

Neighbors protest rehab site

Roseland residents don't want planned residential drug treatment center

By **ANDREA A. QUONG**

THE PRESS DEMOCRAT

Roseland residents livid at the prospect of a drug rehabilitation center opening in their neighborhood staged a protest Saturday with picket signs and bullhorns.

"They've been dumping on

ly house residents who have chosen treatment over jail time.

Seventy percent of the residents would be court-mandated, more than half of them Santa Rosa residents, said Michael Spielman, executive director of the Drug Abuse Alternative Center.

The organization, which has a 10-year lease on the property, has applied for approval from the city Planning Commission. A hearing is scheduled Sept. 12.

Spielman said the organization picked the Arrowood

But neighbors voice concern that the center aggravate drug problem and increase crime in the area. They are worried about the effect on property values and danger to children in the neighborhood.

They showed up in neighborhood meeting with representatives of parent company of the owner, National Enterprises Inc., a San Diego-based company that owns real estate all over the country.



DAAC threw a barbecue to meet the neighbors, but were met with protestors

The Strategy

- **Influencers:**
 - Chief of Police
 - Head of AOD Services
 - Deputy Public Defender
 - Sympathetic neighbor
- **Spokespeople:**
 - Graduates of Turning Point
- **Prepared well for Editorial Board**
- **Timing:**
 - Right before Planning Commission meeting



The Reframing

- Facility needed to implement Proposition 36, which was overwhelmingly approved by voters
- Data indicates that treatment centers *improve* neighborhoods and can *reduce* drug presence
- Slogan:
“Stop the stigma – treatment works”



The Result

The Editorial
Director wrote a
strongly positive
editorial



The Result

Columnist attended the Planning Commission meeting and wrote supportive article

Turning Point — an issue of facts vs. fears

The dilemma posed by this proposal was evident in the passion of a young woman from Roseland. “Celia” (not her real name) spoke out Thursday night for the safety of her young siblings and other children on her block — and what she saw as unfair treatment by the powers that be.

“I’m sick and tired of the injustice in southwest Santa Rosa,” she said. She then choked back tears in reminding the Planning Commission of the fate of 17-year-old Patrick Scott who died four years ago this fall be-

shootings, drugs, prostitution and gang activity.

And then came the hard question posed by Raymond Guzman, a neighbor of the site and the father of three. “Would you guys buy a house right next to a rehab house?” Guzman asked. “Of course not.”

This was a collision of values. The neighbors appealed to the importance we all place on personal safety and quality of life. They also spoke honestly about property values.

But concerns about the potential erosion of these things clashed with another value of a

They have all blended in with their neighborhoods, and none has had any problems, according to Michael Spielman, executive director of DAAC.

As for where to locate this expanded facility, there was not much of a choice, Spielman says. The cost of building a new building is prohibitive. This 28,000-square-foot building was available, and it “just happens to be where it is,” he said.

On top of this, adding beds for rehab is not just a luxury. It’s a necessity. Through Proposition 36 two years ago, California voters said they wanted nonviolent drug offenders to receive drug treatment rather than jail time. But California counties are now hav-

can’t tell them from the rest of the neighborhood . . . That impressed me.”

Her colleagues were convinced as well. The Planning Commission ended up approving the project on a 5-0 vote. It now goes to the City Council for a final decision.

In the end, it was an issue of facts versus fears. And the facts won out.

But it’s clear Turning Point also won on face value — namely the faces of those who’ve benefited from what it has to offer.

Moments after “Celia” spoke another young woman stepped to the podium. She, too, looked like any one of the numerous, healthy 20-somethings working in local



**PAUL
GULLIXSON**

The Result



- Planning Commission unanimously recommended approval
- City Council passed it
- Facility has maintained funding and good neighborhood relations

Agenda

1. Overview of Media Advocacy

2. Traditional Media

3. New Media

4. Planning a Media Campaign



Newspapers are Shrinking

- Fewer newspapers
- Fewer and smaller pages
- Less space for news

Newspapers are Shrinking

Causes:

- Internet is the prime news source for many
 - More current
 - Always available
 - Interactive
 - Links
 - Most sources free
- Classified advertising has also shifted to Net
 - Loss of revenue



Television Coverage is Less Available

- Television news is focused on breaking news, visuals, and controversy
- Local news programs are disappearing in smaller markets

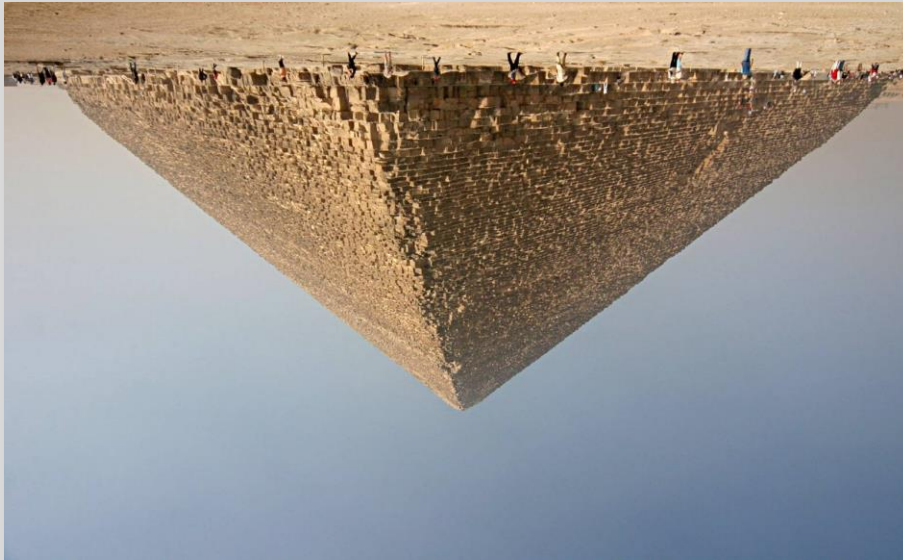


“Traditional” media

- Press releases
- Pitching to reporters
- Editorial Boards
- Letters to the Editor and Op Eds
- Speaking at public meetings
- Creating a media event
- Radio talk and call-in shows
- Paid media



Press Releases



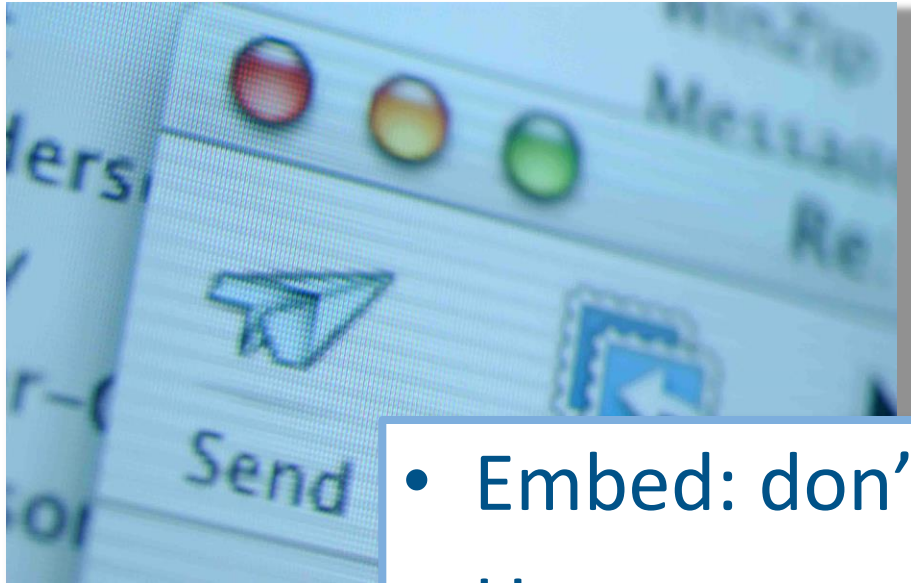
- Put most important information first (“inverted pyramid”)
- Use a quote to elaborate

Press Releases

- Be brief
 - 1 page is best
 - Never more than 2 pages
- Be objective
- Proofread carefully
- Localize – write different versions as needed



Emailing Press Releases



- Embed: don't send as attachment
- Use a compelling subject line
- Fit into one screen, no scrolling
- Provide links to related material

Pitching

- Watch the types of stories reporters tend to cover and cultivate relationships
- Phone or email?
- Know your issue
- Practice your pitch



Pitching



- Be brief and succinct
- If needed, get assistance from a high-profile ally
- If reporter seems interested generally, but not in this specific story, ask for ideas

Pitching to the Associated Press



Letters to the Editor



- Relevant to recent story, event, or editorial
 - Submitted within 1 -2 days
- Short, concise, direct, limited to one topic
- Provide supporters with “talking points” for letters

Op-Ed Articles

- Opinion pieces in the editorial section
- In-depth analysis from local person with professional expertise or personal experience

Argus Page 4
Wednesday, March 16, 2005

OPINION

THE VIEW FROM HERE

Blanchard Mountain can be a win-win scenario — with right plan

You may have read several articles in the newspapers over the last several weeks regarding Blanchard Mountain.

There have been letters to the editor lauding the wonderful recreational opportunities that the mountain affords, such as hiking, horseback riding, hang gliding, and other great outdoor activities. Other writers express their concern about the timber harvest being planned on Blanchard Mountain, worried that the harvest may destroy the beauty of the

mountain and prevent continuing recreational activities.

Still other writers have talked about the pros and cons of the Skagit County lawsuit filed against the Department of Natural Resources for the reduced harvest plan that was developed for Lake Whatcom.

In the tone of many writers, I read an either/or sentiment. That is, either leave the timber on Blanchard Mountain for its beauty and recreational use, or harvest the timber destroying the environment.



**Dr. Rick Jones, B-E
Superintendent of
Public Schools**

In fact, the Department of Natural Resources works diligently in their planning process to meet the needs of the recreational users of the mountain as well as generate revenue for the junior taxing districts for which the trust lands were set aside many years ago.

The Burlington-Edison School District, as well as school districts all across the State of Washington, rely heavily on the revenues from state trust lands. For taxpayers in our school district, the amount

of money that we receive on an annual basis is approximately \$150,000. Other junior taxing districts benefit as well, such as hospitals, fire districts, cities, and counties. This revenue stream from these state trust lands has been in place since the 1930s. It was set up for the express purpose of providing revenue to the agencies, and we hope to continue that revenue stream far into the future for the benefit of our taxpayers.

The Department of Natural

Resources is guided by many regulatory agencies, such as the Department of Fish and Wildlife, the Department of Ecology, etc. They also bring all of the interested parties to the table as they plan for each harvest developing a plan that can meet everyone's reasonable needs.

The timber harvest on Blanchard Mountain is not an either/or issue, because both the trust beneficiaries and the recreational users can benefit from a well thought-out plan.

Editorial Board Meetings

- **Present:**
 - Your group's perspective on problem
 - Proposed solution
 - Rationale
- **Goals:**
 - Editorial supporting your perspective
 - Make contacts
 - Establish credibility as a resource



Media Events



- Visually interesting
- Choose time and location convenient for journalists
- Rallies and demonstrations are good examples
- Capture your own photos and video

Testimony at Public Meetings



- City Council, Planning Board
- Candidates Forums
- Chamber of Commerce and service clubs

Selecting a Spokesperson

Important qualities:

- Credible
- Authentic
- Dynamic
- Fast thinking
- Disciplined
 - Stay on message
- Committed
- A consensus-builder



Preparing a Spokesperson

- Practice the message frame
 - Videotape a mock interview
 - Give feedback
- Anticipate common questions and opposing arguments and have responses ready



Radio Talk and Call-In

- Reach a different audience
- Establish credibility
- Use call-in to reinforce or build on message



Advantages of Paid Media



- Control message
- Control timing
- Target specific audience
- Reinforce other advocacy activities
- Gain audience through high production values

Questions?



Agenda

1. Overview of Media Advocacy

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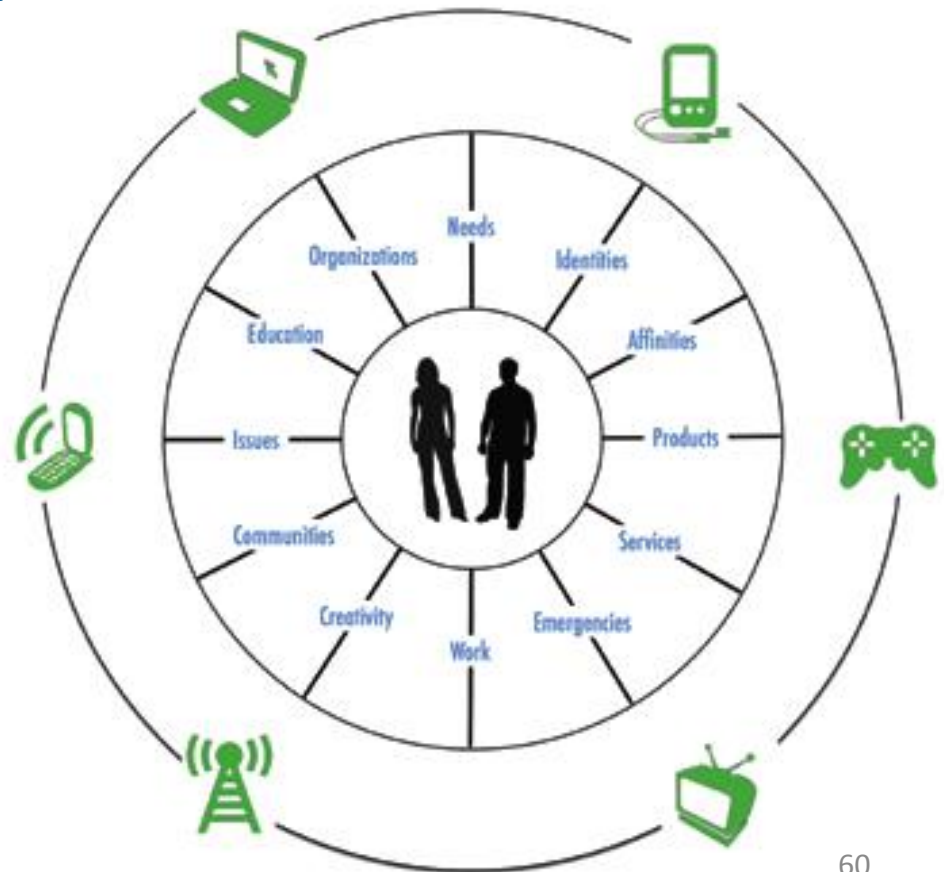
“New” Media

- Trends in new media
 - How the alcohol industry is using it
- Dynamic websites
- Blogs
- eNewsletters
- Video/You Tube
- Facebook
- Twitter
- How to integrate your social media



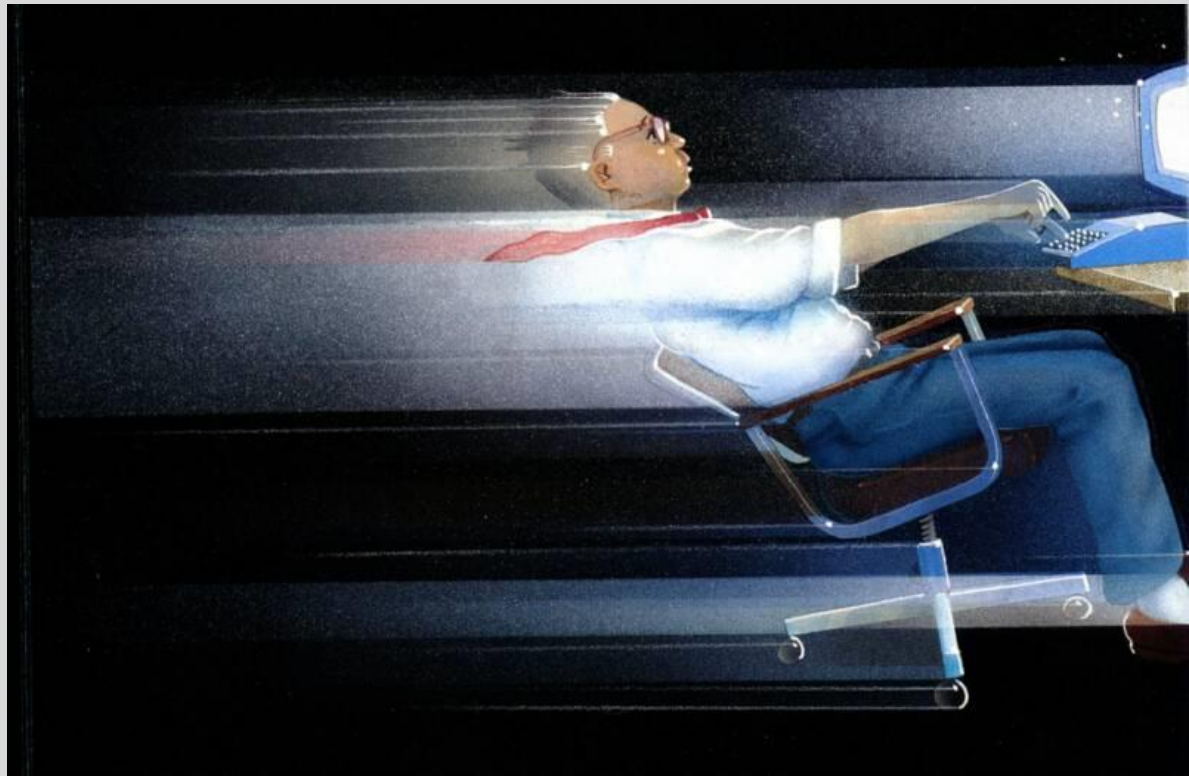
Consumers as Creators

- News is no longer “top down”
- Users:
 - Create
 - Contribute
 - Comment
 - Interact



Dynamic Websites

Invite user interaction



Social Media



Internet-based media designed to be shared through social interaction

Social Media

- User participation
 - Clicking on Like, Share, or Comment on Facebook
- User-generated content
 - Blogs, Flickr, YouTube
- A platform for conversation
 - Posting comments on blogs, replying to tweets, answering questions



Social Media is Not



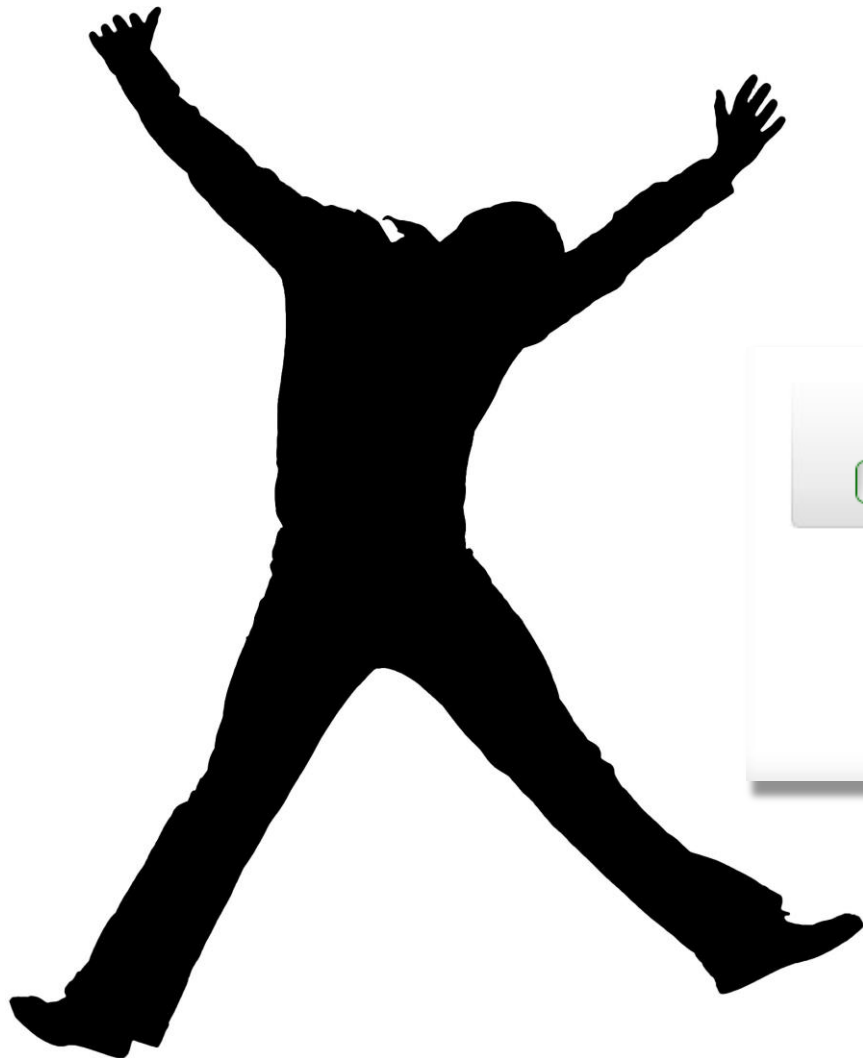
- Push advertising
 - Sending only one-way messages
- For direct selling
 - Taboo
 - Sales pitches chase away fans and followers

Digital Marketing of Alcohol

- Social media
 - Facebook applications
 - Widgets
 - Twitter
 - Blogger outreach
- Online video
- Mobile networks
- Immersive reality games and environments



Unregulated Environment



Minors can easily participate

SELECT COUNTRY **DATE OF BIRTH**

United States of Ame 1 January 2009

ENTER ☐ Remember me

We know you can't actually drink our website, but you have to be old enough to enjoy it.

Social Media

- Beck's blog:
 - Follow on Twitter
 - View its YouTube channel
 - Access its Facebook page



Widgets



Small, downloadable applications that integrate into online tools and games



Online Videos



Online Videos

The New York Times Business Day
Media & Advertising



WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

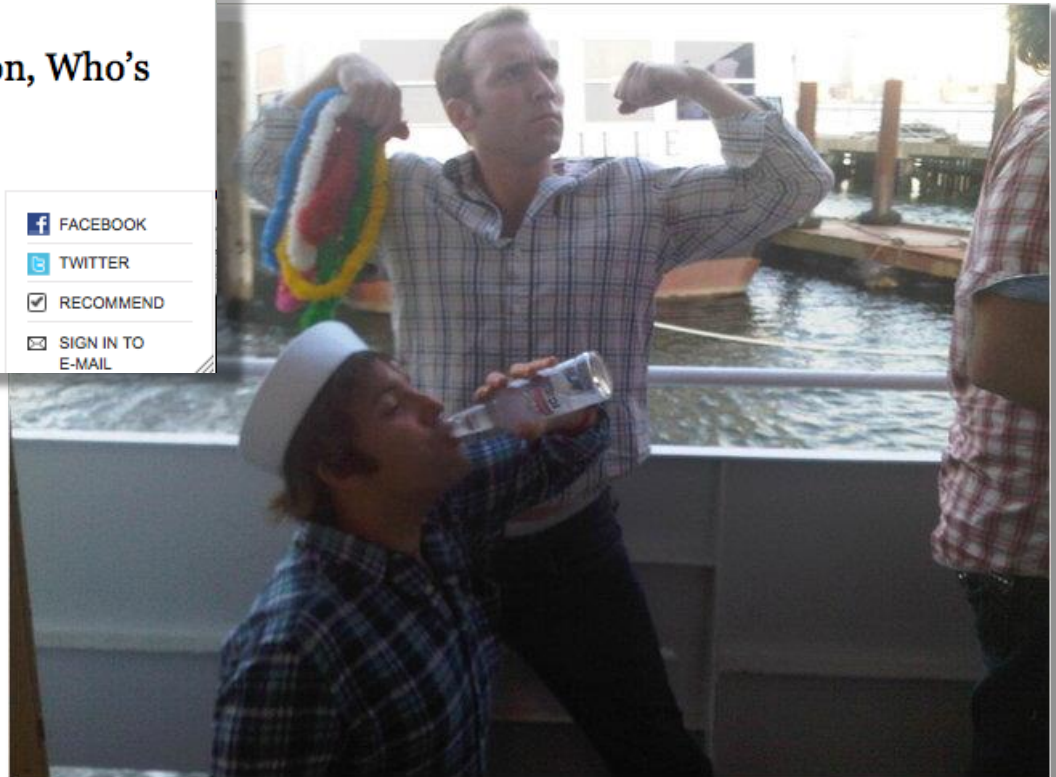
ADVERTISING

Popular New Drinking Game Raises Question, Who's 'Icing' Whom?

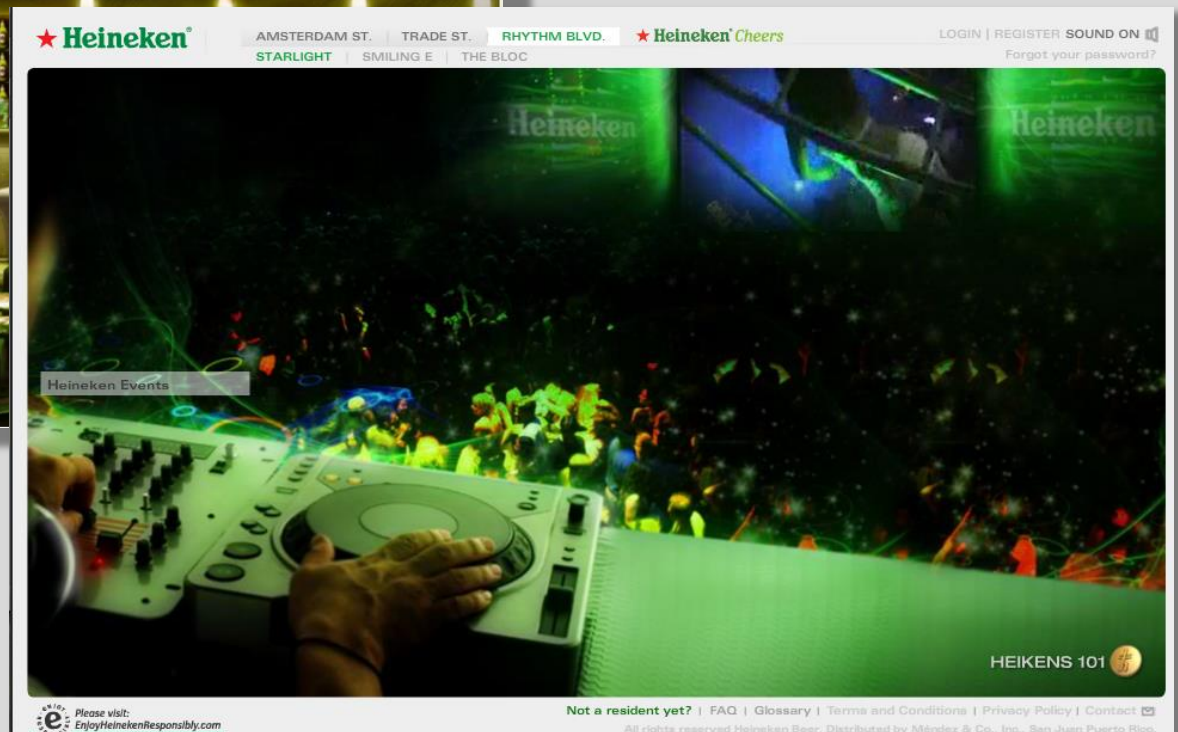
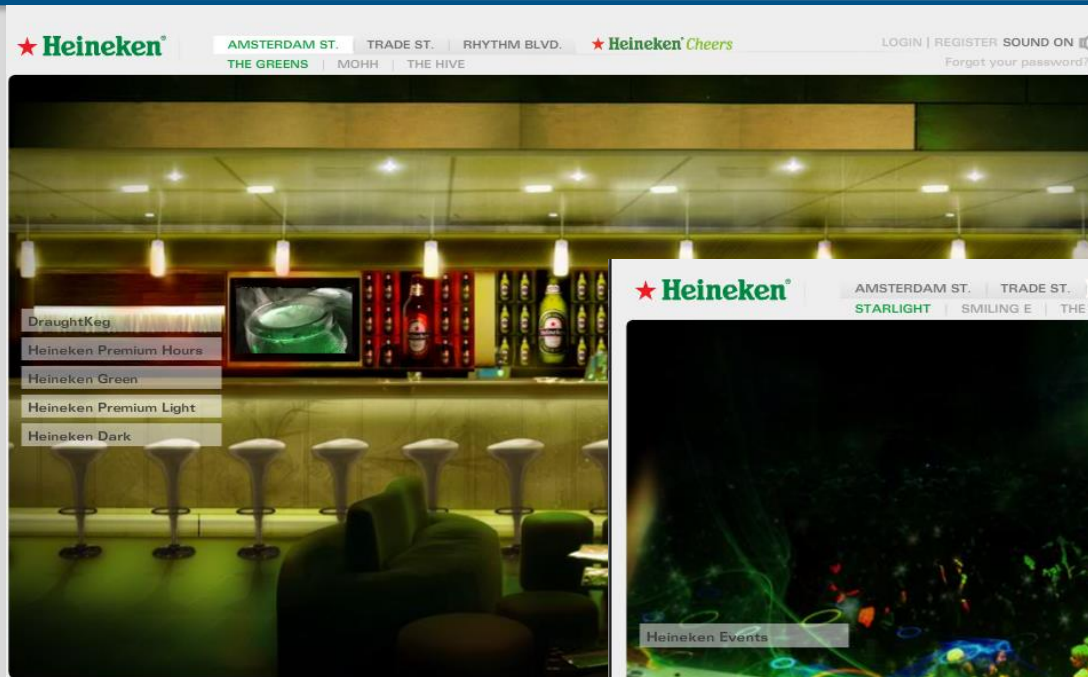
By J. DAVID GOODMAN
Published: June 8, 2010

NO sooner had Alex Rospos arrived from Los Angeles for a [Memorial Day](#) weekend on the Jersey Shore than he witnessed, and fell victim to, his first prolonged session playing what has become the nation's biggest viral drinking game, otherwise known as "icing."

 FACEBOOK
 TWITTER
☒ RECOMMEND
 SIGN IN TO E-MAIL

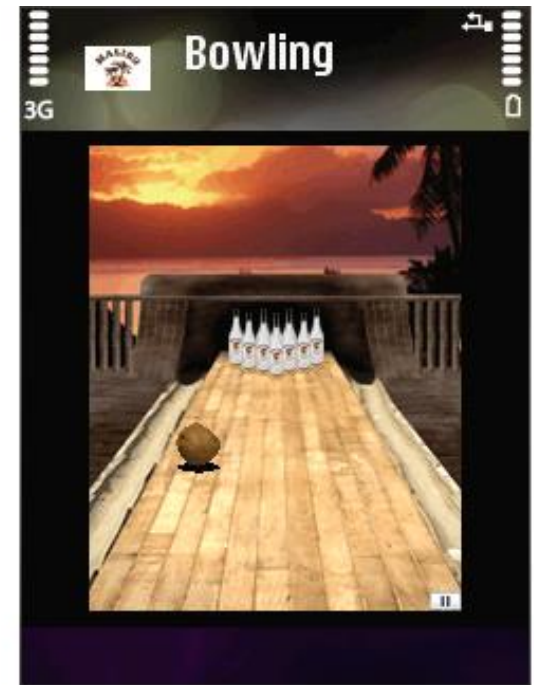
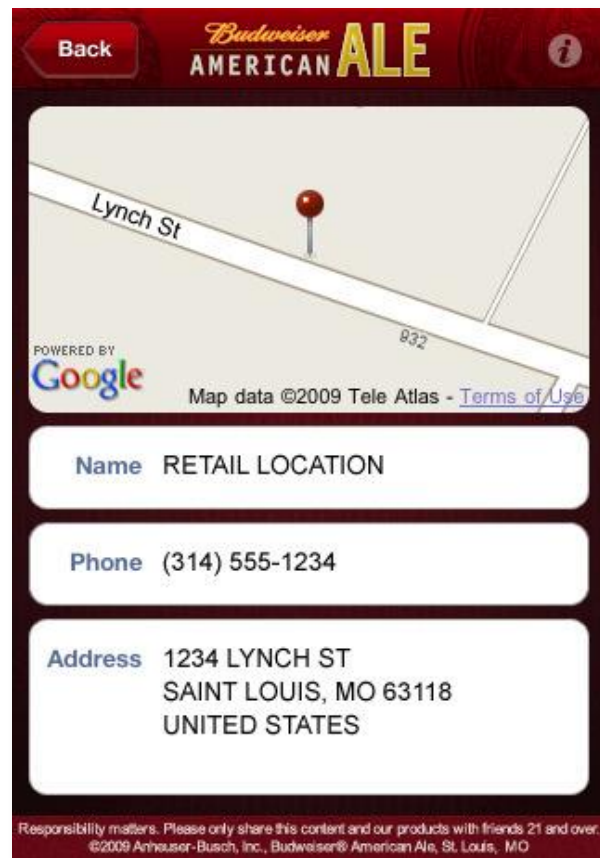


Immersive Reality



Apps for Mobile Devices

- Budweiser Alefinder: uses GPS to locate nearest bar or store
- Downloadable barcodes for Jim Beam discounts



- Malibu Rum's bowling game

Apps for Mobile Devices



- Absolut Drinkspiration
 - Enter weather, mood, time, bar vibe, etc.
 - Suggests a cocktail
 - Integrates with Facebook and Twitter: your selection is posted and tweeted

Benefits of New Media

- Be your own publisher
 - Bypass media “gatekeepers”
- Increase your search engine success
- Drive traffic to your web site
- Stay in touch with your stakeholders
- Feedback and dialog



Access to Journalists

Reporters use the following sources for story research:

Blogs 89%

Social Networking Sites 65%

Twitter 52%




Source: Cision and George Washington University, 2010

Dynamic Websites

- Engaging and interactive
- Enables easy flow of data in and out of site
- Frequent new content
- Features:
 - Blogs
 - User comments
 - Online newsroom
- Integrated with Facebook page




Example: Marin Institute




[Home](#) [Campaigns](#) [Big Alcohol](#) [Resources](#) [Blog](#) [About Us](#) [Press Room](#) [TAKE ACTION](#) [DONATE](#)

San Francisco Charge for Harm Ordinance Goes to Full Board of Supervisors




San Francisco City Hall—where 200 advocates rallied recently in support of a proposed Charge for Harm bill—will again be the backdrop for a hearing on the measure before the full Board of Supervisors on Tuesday, September 14th. On KQED radio's Forum program Supervisor John Avalos, the bill's author, discussed the importance of this fee to help recover some of the City's alcohol-related costs. Please [contact](#) Supervisors Duffy and Chu and ask them vote yes on the fee. (Photo: SF Citizen)

[▶ LISTEN](#) [▶ READ MORE](#) [▶ TAKE ACTION](#)

 [ShareThis](#)


WHAT'S HOT



Studies Find State Control of Alcohol Protects Public Health

[▶ READ MORE](#)


IN THE DOGHOUSE




Big Alcohol a Big Funder of Prop 26 in California

[▶ READ MORE](#)

WATCHDOG VIDEO



200 Advocates Rally for SF Charge for Harm Ordinance 

[STAY CONNECTED](#)

Email

Zip Code

[JOIN](#)

[COOL TOOLS](#)

[Alcohol Tax Revenue Calculator](#)

[Legislative Activity](#)

Online Newsroom



- Create a news page on your website
- Post press releases in chronological order
 - Repurposes press releases for wider audience than just journalists
 - Provides content for Google to index

Press Release Distribution Sites

- Advantages:
 - Journalists get email feed
 - Increases search engine visibility
- Disadvantage:
 - Not targeted
- Paid distribution sites also exist

Partial list of free sites

<http://pressburner.com>

www.your-story.org

www.freepressrelease.com

www.earthpublisher.com

Search Engine Optimization (SEO)



- Helps press releases be found in Google searches
- Google indexes content by crawling for keywords

Keywords

- Keywords are words or a phrase someone would use to search for particular information
- Tools to research keywords:
 - <http://www.wordtracker.com>
 - <https://adwords.google.com>



Use Keywords in Press Releases

- Use keywords for search engine optimization
 - In headline
 - In lead
 - In 2 – 3 locations in body
 - In the web page's title and title tag
- 2 – 4 keywords are enough





Use Links in Press Releases

- To pages on your website or blog
- To supporting material or related websites

Questions?



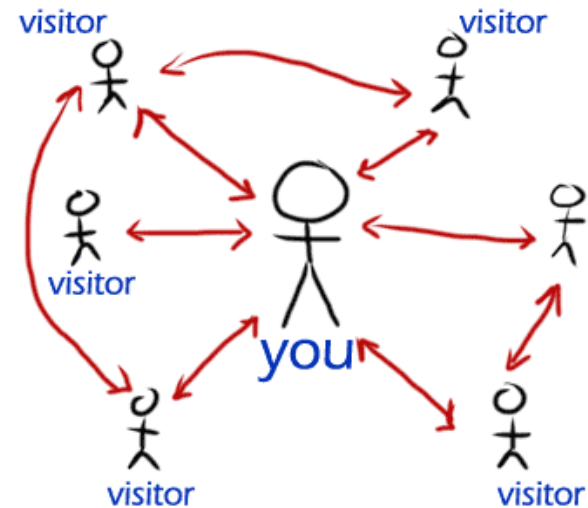
Benefits of Blogging



- Become more visible and authoritative in your area of expertise
- Create authenticity by providing a “voice” for your agency
- Tell your agency’s story
- Help people find you

Benefits of Blogging

- Improve search engine optimization by providing new content
- Receive feedback by inviting readers to leave comments
- Integrate with your other digital media:
 - Link to blog posts from Facebook page
 - Tweet blog headlines with links to posts



Popular Blogging Software

- Blogger by Google - www.blogger.com
 - Free, easy to use
 - Displays ads
 - Doesn't protect against spam
 - Limited in design templates, so Bloggerblogs look similar
- WordPress - www.wordpress.com
 - Has a free version
 - Versatile, can create entire sites
- TypePad - www.typepad.com
 - Lots of features
 - No free version



Blog Example

Sonoma Valley Coalition to Prevent Underage Drinking

- Home
- Parent & Community Pledge
- Social Host Ordinance
- Environmental Prevention
- FAQ's

About

The Sonoma Valley Coalition to Prevent Underage Drinking is directed by Social Advocates for Youth (SAY) and is funded by [Sonoma County Department of Health Services, Prevention and Planning Division](#). Overseeing the project is Danielle Ronshausen, Community Advocate/Coalition Coordinator. The Coalition formed out of concern regarding the results of a recent California Healthy Kids Survey, the data determines the health and well-being of students in the Sonoma Valley. Currently 77% of 11th Grade students and 63% of 9th Grade students report that they consume alcohol on a regular basis. Students as young as 5th Grade were reporting alcohol use as well. This caused great concern among community members and it was decided that action needed to be taken to ensure the health and safety of the Sonoma Valley Youth.

The project is in its third year and has made a great deal of progress. Currently the focus is on Environmental Prevention, the Social Host Ordinance and the Parent and Community Pledge. To read more about each of these segments of The Coalition's work please click on the links.

The Sonoma Valley Coalition to Prevent Underage Drinking is a community organization made up of local non-profits, educators, parents and concerned community members. The Coalition meets monthly on the third Thursday of every month at 5:30 pm at the Valley of the Moon Teen Center. Everyone is welcome and encouraged to attend whether it is for one meeting to address a specific issue or regularly. The Coalition is always looking for new members.

Coalition Partners

Social Advocates for Youth (SAY)

Sonoma County Department of Health Services: Prevention and Planning Department

Sonoma County Prevention Partnership

Sonoma Police Department


Sonoma Valley High School

BECOME A FAN ON FACEBOOK!

The Sonoma Valley Coalition to Prevent Underage Drinking

facebook

Name:
The Sonoma Valley Coalition to Prevent Underage Drinking



Promote Your Page Too

CATEGORIES

- o Education (1)
- o Environmental Prevention (3)
- o Parent & Community Pledge (1)
- o Social Host Ordinance (3)

RECENT POSTS

- o Henry 1 and The Plat
- o Social Host Ordinance First Reading
- o Coalition Presents to Sonoma City Council
- o Drinking by Young Teens May Set Stage for Addiction
- o Coalition Data Findings

COALITION PARTNERS

- o California Friday Night Live Partnership
- o Commonbond Foundation
- o Petaluma Coalition
- o Social Advocates for Youth (SAY)
- o Sonoma County Department of Health: Prevention & Planning
- o Sonoma County Prevention Partnership

eNewsletters

- Email updates that link followers back to your site, blog, or Facebook page.
- Or send your blog in the form of an eNewsletter
- Benefits:
 - Keep in touch
 - News bulletins
 - Drive traffic to site



eNewsletter Software

- Provide templates for a well-laid-out eNewsletter
- Manages your lists
- Provides analytics
 - Who opened eNewsletter?
 - Who clicked links?
- Examples: Constant Contact, Vertical Response, Chimp Monkey, Emma



Questions?



Video

Create your own, post on You Tube



Video

Link to existing videos on You Tube



Amateur Documentaries

Wasted: The Truth of Underage Drinking in Butte County



This is a documentary I produced for the Butte County Department of Behavioral Health. Shot over the course of a year, it dives into the problem of underage drinking and binge drinking in our county. Shows the effects on youth, families, the city and society.

Professional Films

- Documentary or entertainment
- Possible fundraiser plus publicity



Facebook

- Most popular networking site
- > 500 million users worldwide



Profile, Page, or Group?

Profile	Page	Group
For individuals	For organizations	For an issue or interest

Facebook Example: ASAC

facebook

Email
jabramso@ucla.edu
Keep me logged in

Password
Forgot yo

Sign Up

ASAC- Appalachian Substance Abuse Coalition for Prevention and Treatment is on Facebook
Sign up for Facebook to connect with ASAC- Appalachian Substance Abuse Coalition for Prevention and Tre

Substance Abuse Prevention...
Our Community Our Responsibility
StopSubstanceAbuse.com

Facts and Figures
Mar 24, 2010 -- Daily Yonder
article reports that illicit drug use
is less prevalent in rural areas
than in cities and suburbs, but
young people in rural areas have
higher rates of use for
methamphetamine, prescription
pain killers

1,282 People Like This

 BillandC indy Charles Stevens	 Kim Walker	 Dawn Potter Shortridge
 Deborah Keyes	 Bill Tiffany	 Brenda Shortt

Favorite Pages

4 Pages See All

ASAC- Appalachian Substance Abuse Coalition for Prevention and T

Wall Info Discussions Events Links Photos >>

ASAC- Appalachian Substance Abuse Coalition for Pr... + Others
ASAC- Appalachian Substance Abuse Coalition for Pr... Just Others

Drug Information, Side Effects & Interactions | Drugwatch.com
www.drugwatch.com
DrugWatch.com is a comprehensive Web site database featuring
extensive information about thousands of different medications and
drugs currently on the market or previously available worldwide.
DrugWatch.com includes up-to-date information about prescription
and over-the-counter medications and inclu...

July 20 at 6:28pm · Comment · Like

ASAC- Appalachian Substance Abuse Coalition for Prevention and
Treatment UVA Center for Addiction Research and EducationUVA CARE is
committed to
researching new treatment methods that may help individuals on their
way to recovery.

UVA CARE: Center for Addiction Research and Education — School of
Medicine at the University of Virg
www.medicine.virginia.edu
The University of Virginia's new Center for Addiction Research and
Education is the site of ongoing research studies on substance abuse for
Department of Psychiatric Medicine's Division of Neurobiological Studies.
UVA CARE is committed to researching new treatment methods that may
help individuals o...

July 20 at 6:26pm · Comment · Like

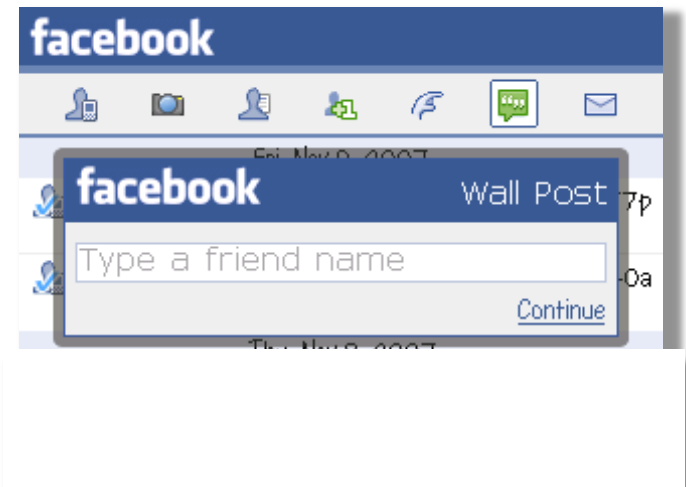
Deanna Irick and Milton Stevenson like this.

Deanna Irick at one time a doctoral student at Vanderbilt came
up with a list of types of medications over the counter and
prescribed for addicts to avoid. Do you know of any updates to
that list? It is more than 10 years old
Wednesday at 2:07pm · Flag

ASAC- Appalachian Substance Abuse Coalition for Prevention
and Treatment Great question! I will find out.
Wednesday at 2:27pm · Flag

Give Fans Reasons to Return

- Post new content often
 - Keeps your page interesting and relevant
- Post content that provides value
 - Don't just announce your own events or news
- Ask your fans to share your content by posting it on their profile walls



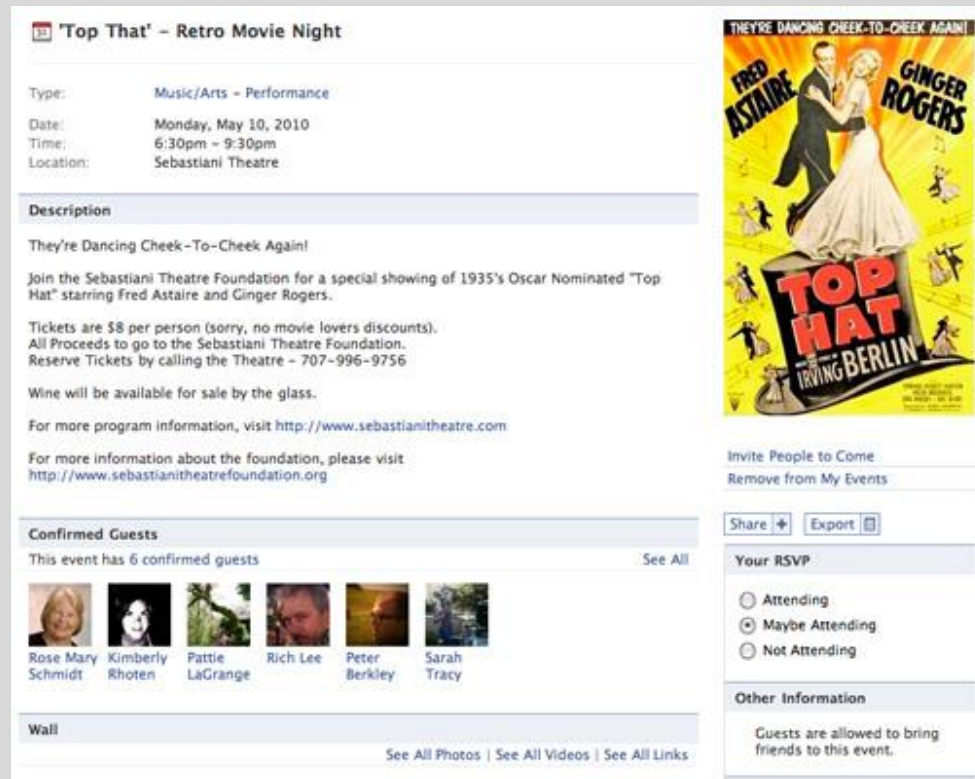
Give Fans Reasons to Return

- Invite fans to post photos and write on your wall
- Provide direction
 - For example, “Please post your photos of X; tell us what you think about Y”



- Use Facebook's Event feature to promote events
 - Invite your fans and ask them to invite their friends

Create a Facebook “Event”

A screenshot of a Facebook event page titled "'Top That' - Retro Movie Night". The event is categorized as 'Music/Arts - Performance'. The date is 'Monday, May 10, 2010' at '6:30pm - 9:30pm' at 'Sebastiani Theatre'. The description mentions a special showing of the 1935 Oscar-nominated movie 'Top Hat' starring Fred Astaire and Ginger Rogers. It also lists ticket prices, where all proceeds go to the Sebastiani Theatre Foundation, and provides a website for more information. A poster for 'Top Hat' is shown on the right. Below the description, there is a 'Confirmed Guests' section showing 6 guests: Rose Mary Schmidt, Kimberly Rhoten, Pattie LaGrange, Rich Lee, Peter Berkley, and Sarah Tracy. At the bottom, there is a 'Wall' section with links to 'See All Photos', 'See All Videos', and 'See All Links'. On the right side of the event page, there are options to 'Invite People to Come', 'Remove from My Events', 'Share', 'Export', and a 'Your RSVP' section with radio buttons for 'Attending', 'Maybe Attending', and 'Not Attending'. There is also an 'Other Information' section stating 'Guests are allowed to bring friends to this event.'

On Events page, click the “Create an Event” button on upper right

Ask a Question




Join Together A recent USA Today story we summarized raises an interesting point: Can colleges really fix binge drinking with policies and programs, or are larger forces at play that dwarf these efforts?

College Official: Don't Ask Us to Solve Student Drinking

www.jointogether.org

Binge and underage drinking are societal problems that college officials can't be expected to solve, according to a speaker at the annual meeting of the American College Health Association (ACHA).

 June 11 at 1:18pm · [Share](#)

 4 people like this.



Joyce Sandra Gullivan Its my feeling that colleges bear the brunt of this problem,,having worked in college health for twenty years it is a continuing problem. I think society as a whole needs to be more vigilant,,,young people need good role models everywhere.
June 11 at 2:20pm · [Flag](#)



Jason Blanchette Community efforts are similar. There are important things we do in individual communities to fit prevention efforts for each area, but the largest underage drinking problems are resulting from larger societal views regarding alcohol. We need a more unified national effort.
June 11 at 3:18pm · [Flag](#)



Bobbe Lyon "A unified, national effort." Wow, what a concept. Let's work toward that goal. Prevention instead of remediation.
June 17 at 2:37pm · [Flag](#)



Bobbe Lyon make that "remediation"
June 19 at 11:09am · [Flag](#)

Respond To a Wall Post

Lisa Barber Zahn I listened to the show on Minnesota Public Radio today and what you're doing is great. Keep it up!

April 26 at 8:52am · [Comment](#) · [Like](#) · [Report](#)



Epic Change thanks so much!! really appreciate it ;) let us know if you'd like to get involved...


April 26 at 11:44am · [Report](#)

Thank Someone

LandPaths A huge thanks again to Terry and Carolyn Harrison for sharing their Foxwhelp Farm, their stories, and their farming experiences with us on last night's tour. And a special 'cheers' to the peregrine falcon that graced us with a fly by on the ridge! More photos:

<http://www.landpaths.org/index.cfm/page/Outings-photo-gallery>.



 Fri at 12:16pm · Comment · Like · Share

Post Related Information

ASAC- Appalachian Substance Abuse Coalition for Prevention and Treatment



Cigarette Use Among High School Students --- United States, 1991--2009

www.cdc.gov

Understanding the trends in the prevalence of cigarette smoking among youths enables policy makers to target prevention resources more effectively. Every 2 years, CDC analyzes data from the national Youth Risk Behavior Survey (YRBS) to evaluate trends in cigarette use among high school students in t...

 3 hours ago · Share

Call to Action

Californians for Drug Free Youth Act Now! Send a message to the U.S. Treasury asking them to reject any proposals advising financial institutions to ignore federal laws when dealing with pot shops.

saveoursociety -- Marijuana lobby pressures U.S. Treasury

capwiz.com

Marijuana lobby pressures U.S. Treasury

 May 27 at 10:57am · Share

 Alexandra Datig likes this.

Promote Your Partners

Mat Su Substance Abuse Prevention Coalition



Mental Illness: What A Difference A Friend Makes

www.whatadifference.samhsa.gov

What a difference! This site is for people living with mental illness and their friends. Find help for the recovery process, learn about the kinds of mental illnesses, and read real-life stories.

 July 8 at 11:16am · Share


Show Your Work

Mat Su Substance Abuse Prevention Coalition



Operation Medicine Cabinet

9 new photos

 June 8 at 5:32pm - Share



Laurie Kari I heard about this! How did it go? And when will it happen again? More PR!!

June 8 at 11:43pm - Flag



Mat Su Substance Abuse Prevention Coalition We got two boxes full of meds that were incinerated :) There is supposed to be another event this fall (date: TBA).

June 9 at 11:16am - Flag

Link to Your Blog

Anita Kinley via charity: water: "Water flows from a charity: water tap at the Kampi Ya Moto school in Kenya. (photo: Esther Havens) Read and watch our return to Kampi Ya Moto on the charity: water blog: <http://bit.ly/dAvytG> (or here on our page under our video section)"




Wall Photos

Water flows from a charity: water tap at the Kampi Ya Moto school in Kenya. (photo: Esther Havens) R...

By: charity: water

[See More](#)

 Yesterday at 3:14pm · [View Post](#)

Facebook Notes



Santa Barbara's Council on Alcoholism and Drug Abuse (CADA)

Comments: 1

Project Recovery: Mothers, Children, Families Housed within CADA is our Perinatal Program. This program is essentially a resource where new or expecting mothers who are struggling with addiction can come and feel supported by other individuals with similar experiences...

July 1 at 7:04am · Share



Santa Barbara's Council on Alcoholism and Drug Abuse (CADA) Like

Wall Info Causes Events **Notes** Photos >>

Project Recovery: Mothers, Children, Families Share

Tuesday, June 29, 2010 at 2:10pm

Housed within CADA is our Perinatal Program. This program is essentially a resource where new or expecting mothers who are struggling with addiction can come and feel supported by other individuals with similar experiences. The goal is to promote stronger, healthier parenting skills, while also focusing on how to promote self-confidence and self-esteem, and establishing safety in the home. The therapeutic group setting is a non-biased trusting environment where the topics of addiction, sobriety, and recovery are addressed as they relate to parenthood.

To read a personal story that Amy Rice, the Perinatal Program Manager, shared click below...

A client was referred to the perinatal program by CWS in hopes of reuniting with her daughter who was removed from her custody and placed in foster care. The client's legal history alone made reunification an unlikely option. The client, having never completed a program was reluctant to trust the other women, arriving in group angry, depressed, and helpless. Throughout her time at Project Recovery she successfully completed her GED with honors, secured a full-time job and enrolled in a drug and alcohol program at Santa Barbara City College. Her self-esteem and self-confidence blossomed over the course of her treatment along with her ability to trust and welcome others into her life.

Santa Barbara's Council on Alcoholism and Drug Abuse (CADA)'s Notes

Project Recovery: Mothers, Children, Families
Jun 29, 2010

Mentor Program: May Mentor of the Month (better late than never!)
Jun 20, 2010

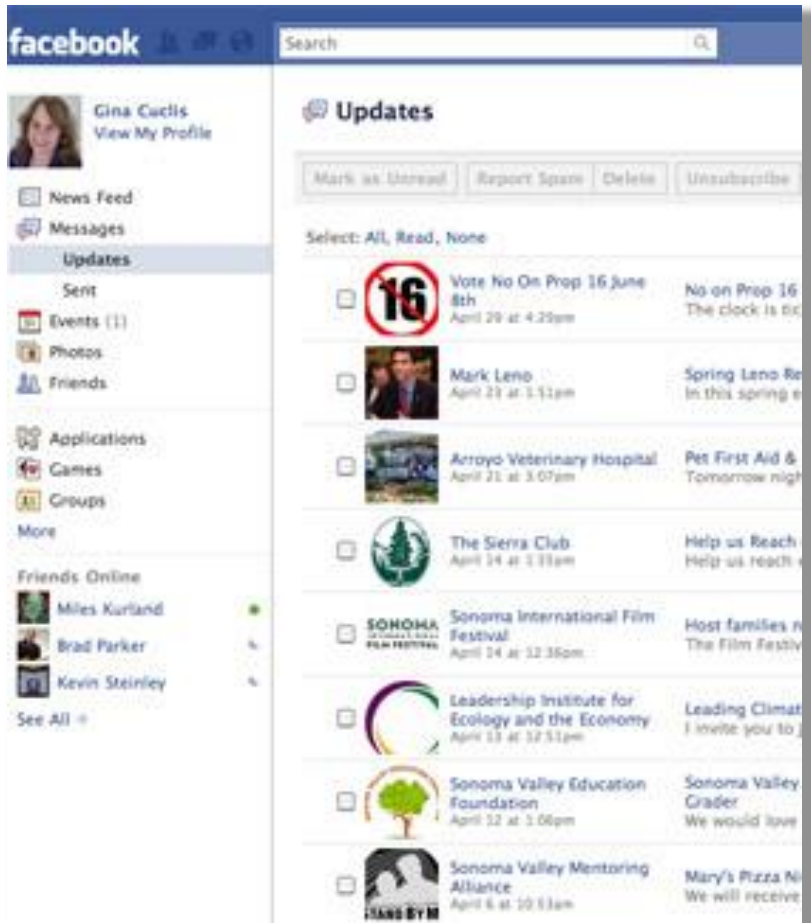
SAVE: June Frontline Employee Newsletter
Jun 11, 2010

Teen Court: Bowling to Win for Our Youth
Jun 2, 2010

How the Health Care Reform Bill Affects Addiction and Mental Health Coverage
May 28, 2010

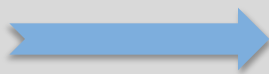
- A note is a short article
- Can include photos and graphics, but no links
- Click Share button to post a note to your wall or send it to fans

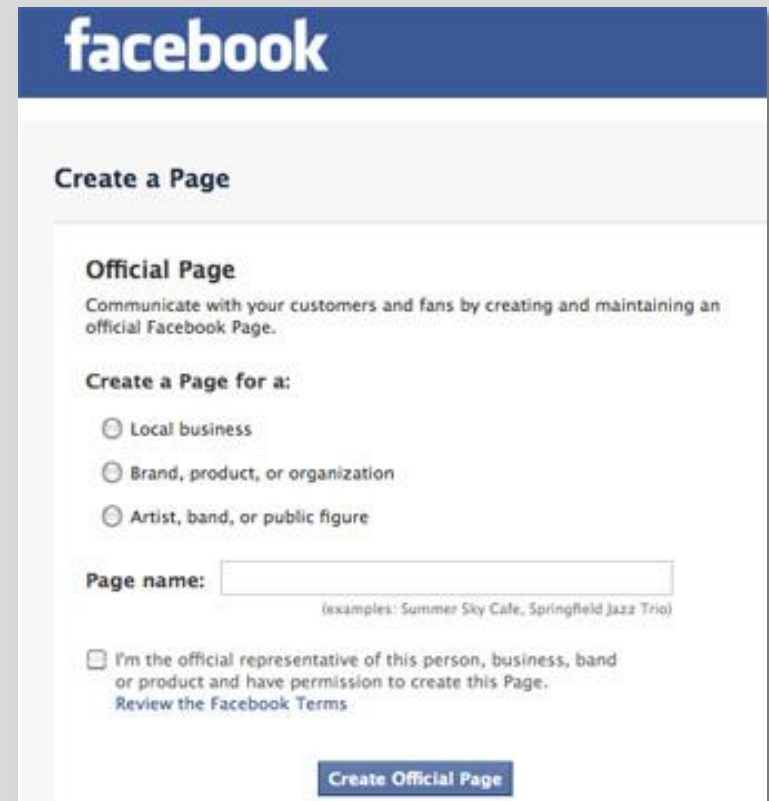
Contacting Fans Via Facebook



- Can *not* send individual messages
 - Pages don't have message in-boxes
- *Can* send to targeted groups of fans or all your fans
- Messages to fans appear as Updates

How to Create a Facebook Page

- Go to Facebook's homepage
- Click on the Advertising link at the very bottom of the page
- Click on Pages
 - You'll see this 
- Follow Facebook's step-by-step instructions



The screenshot shows the Facebook 'Create a Page' interface. At the top is the Facebook logo. Below it, the heading 'Create a Page' is displayed. The main section is titled 'Official Page' with the description 'Communicate with your customers and fans by creating and maintaining an official Facebook Page.' Underneath, the prompt 'Create a Page for a:' is followed by three radio button options: 'Local business', 'Brand, product, or organization', and 'Artist, band, or public figure'. Below these options is a text input field for 'Page name:' with a placeholder example '(examples: Summer Sky Cafe, Springfield Jazz Trio)'. At the bottom, there is a checkbox labeled 'I'm the official representative of this person, business, band or product and have permission to create this Page. Review the Facebook Terms.' and a blue button labeled 'Create Official Page'.

Questions?



Twitter



- Micro-blogging platform
- 140 characters maximum per “tweet”
 - Limiting to 120 makes it easier for followers to “re-tweet” (forward your posting to others)
- Use with desktop, laptop, or mobile device

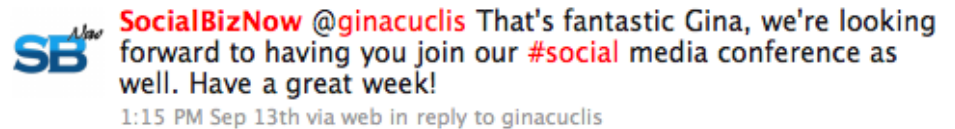


MarinInstitute Join the DAY of ACTION to support San Francisco's Charge for Harm alcohol mitigation fee.
<http://bit.ly/dmD4wN>

5 minutes ago via web

Interact With Twitter

- Reply to tweets, or mentioning a user, by using their Twitter handle (@ginacuculis)
- Re-tweet a tweet – appears as RT
- Send a direct message. Your other followers won't see it



How to Gain Followers on Twitter

- Don't just promote your events and services
 - Offer useful information
- Provide timely facts and information related to your expertise
- Re-tweet others
- Ask questions
- If someone follows you, follow them



How to Gain Followers on Twitter



Use the Reply feature to:

- Answer tweeted questions
- Welcome new followers
- Say thank you for re-tweets

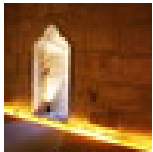


DailyAdvisoryCA Thank you for following DailyAdvisoryCA.
View & subscribe to the free morning headline digest at
<http://www.dailyadvisory.com/ca/subscribe>

7:47 PM Aug 17th

Twitter Hash Tags:

- Organizes tweets using keywords



[thevillagesite](#): Are you putting your kids in harms way?<http://ow.ly/2DpR7>
[#addiction](#) [#drugs](#) [#kids](#) [#teens](#) [#alcohol](#) abuse [#substance](#) abuse [#crisis](#)
about 14 hours ago via *HootSuite* · [Reply](#) · [View Tweet](#)

Keywords: addiction, drugs, kids, teens, alcohol abuse, substance abuse, crisis

- Intent is to bring order to users' tweets
- Makes it easier to follow a topic of interest

Twitter Clients

- Created by third-party vendors
- Free or low-cost
- Make replying, re-tweeting, and viewing your Twitter stream much easier
- Desktop and mobile phone applications
- Common choices:
 - TweetDeck
 - HootSuite



URL Shorteners

- Long URLs are hard to pass along due to Twitter's character limit
- URL shorteners shorten URLs quickly and easily
- Web page is then available using either the long or short URL
- Use on any platform



Examples of URL Shorteners

Some provide tracking analytics

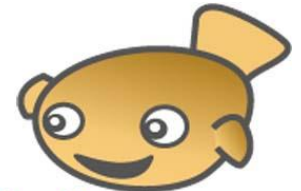
<http://bit.ly>

<http://budurl.com>

<http://cli.gs>

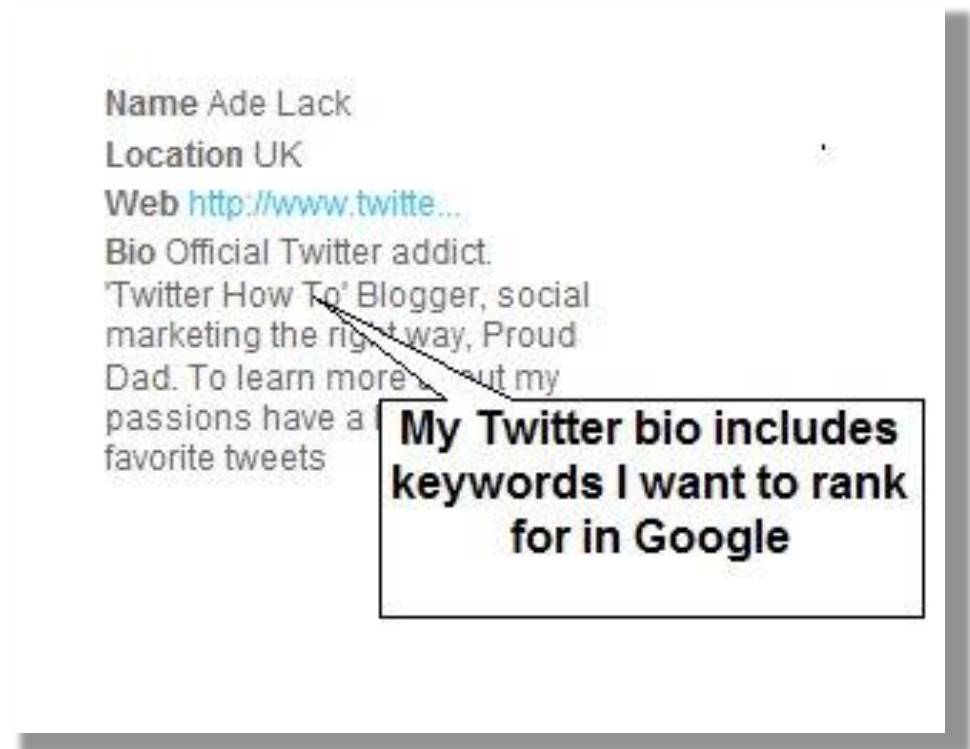
<http://is.gd>

<http://tinyurl.com>



Creating a Twitter account

- Identify yourself
- Upload a picture
- Fill out the bio
- Don't set privacy setting to "protect" your tweets



Integrating Your Social Media

- Keep message, positioning, color, and design consistent across all media types
- Make your Facebook page look like your website
- Put your Twitter handle, Facebook page, and blog address on all printed materials



Integrating Your Social Media

- Put Facebook and Twitter buttons on your
 - e-Newsletter
 - Blog
 - Website
 - Flickr photo sharing account
- Use a widget allowing your recent tweets to appear on your website and your blog



Integrating Your Social Media

- Leverage your blog:
 - Repurpose blog posts as newsletter articles
 - Promote your blog in your newsletter
 - Tweet blog posts
 - Link blog posts to Facebook page



Maintain Your Online Presence



- Curate your Facebook page
 - Update information
 - Delete offensive or detracting posts
- Share responsibility
 - Know password
 - Share tasks

How Much Time?

- Wide variation
- Diminishes with practice
- Time invested should align with degree of importance to advocacy goals



Questions?



Agenda

1. Overview of Media Advocacy

2. Traditional Media

3. New Media

4. Planning a Media Campaign

Developing Your Strategy

1. What is the problem?
2. What is the solution?
3. Who has the power to make the necessary change?
4. Who must be mobilized to apply the pressure for change?
5. What message would convince those with the power to act for change?

Goal

1. What is the problem?
2. What is the solution?



Audience



3. Who has the power to make the necessary change?
4. Who must be mobilized to apply the pressure for change?

What Media Does My Audience Use?

Consider:

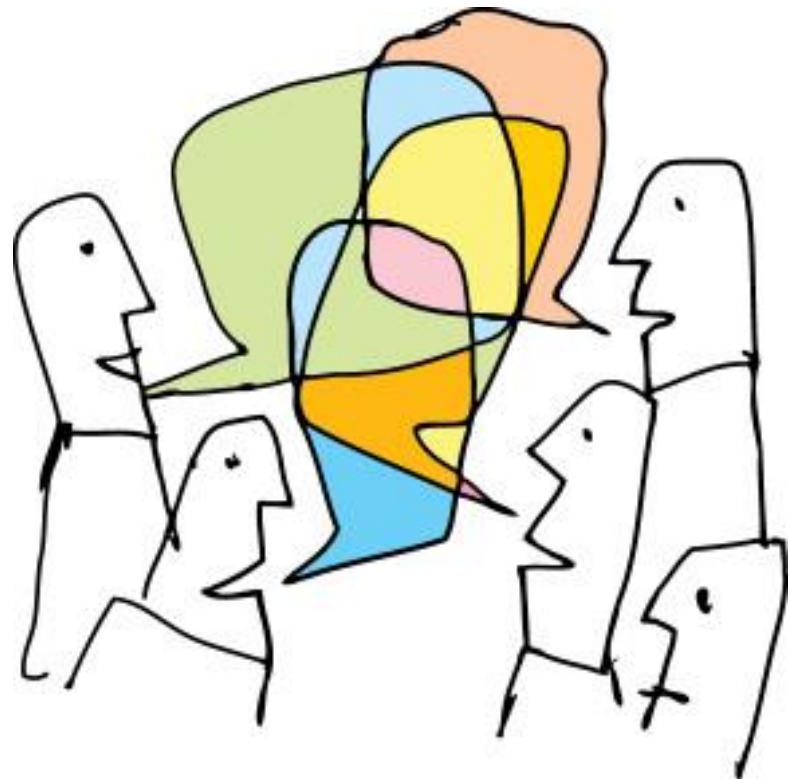
- Age
- Education
- Language
- Socio-economic factors
- Culture and ethnicity



Message

5. What message would convince those with the power to act for change?

- Be concise
- Consider framing and reframing strategies



Activity: Analyzing the Issue

Instructions

1. With your small group, choose a good subject for a media advocacy campaign.
2. Answer the questions on Worksheet 2.

Who Will Help?

- Who would be effective as spokespeople and op-ed writers?
- Who are prospective partners and influencers?
- Why will they want to get involved?



Channel and Tactics



- What types of media does your target audience use?



- What local media market conditions do you need to consider?

Implementation Plan

- Budget
- Human resources
- Development of materials
- Selection and training of spokespeople
- Responsibility for activities
- Internal communications plan
- Timeline



Monitoring and Evaluating

- Plan for evaluation from beginning
- Use specific, measurable objectives
- Check progress and fine-tune strategy
- Look for ways to build on successes and reinforce accomplishments



Progress Indicators



- Public awareness and support
- Media support
- Policymaker support
- AOD behavior and attitudes

Questions?



Activity: Planning Your Strategy

Instructions

1. With your small group, continue to develop a strategy for the issue you selected.
2. Answer the questions on Worksheet 3.
3. Write the five main points of your strategy on a flipchart page:
 - Problem, Goal, Message, Audience, Channel
4. Be prepared to report to the rest of the group.

Action Planning

1. Take a few minutes to plan at least three things you will do back on the job to improve your agency's use of media advocacy.
2. Note them on Worksheet 4.

Please complete evaluations!

