

Evidence Based Practices Workgroup

Media Approaches – Glossary of Terms

These are definitions only for the purpose of clarification, and are not in and of themselves effective or evidence-based strategies. These are to be used as components of other evidence-based strategies approved by the Evidence Based Practices Workgroup.

	Definition	Purpose	Example	Additional Reading
Public Information Campaign	The dissemination of information through a variety of community-based channels.	To saturate the community with consistent, recognizable messages related to a desired behavior.	Information about the dangers of flushing medications sent through flyers in city water bills, messages printed on pharmacy bags, PSAs on local radio and info boxes in high school football programs all disseminated <i>at the same time in a coordinated effort.</i>	http://www.cdc.gov/healthcommunication/ http://www.thecommunityguide.org/healthcommunication/campaigns.html
Media Literacy	Being competent, critical and literate in all media forms so that the person controls the interpretation of what they see or hear rather than letting the interpretation control them.	Build capacity to analyze and evaluate messages in the media.	A program that teaches underage youth how to evaluate images and messages in tobacco ads. For example, Joe Camel is a cartoon character designed to entice youth to smoke.	http://namle.net/publications/media-literacy-definitions/
Media Advocacy	The strategic use of earned media to advance a public policy goal; includes a call to action.	1. Set agendas and frame messages based upon social and political science. 2. View individuals and groups as advocates, not as a passive audience. 3. Develop public policy / social change and package	Develop a relationship with local media to <u>regularly</u> publish news features regarding the scope of the underage drinking problem, proposed solutions, and specific action to be taken by the reader.	<i>Media Advocacy and Public Health (Wallack et al)</i>

		<p>immediate concerns <i>as part of this context</i>.</p> <p>4. Do not focus on the individual, but rather the environment in which the individual acts.</p> <p>5. Become a partner in the news-making and gathering process rather than simply asking for limited public service time.</p> <p>6. Judiciously use paid media placements for a specific message to a clearly defined audience.</p>		
Social Marketing	The use of commercial marketing strategies to address social issues for the benefit of society.	The goal is to encourage targeted population behaviors relevant to social good (smoking, recycling, etc.).	For example, a campaign that promotes and reminds people to get regular check-ups and all of their vaccinations when they're supposed to encourages a long-term behavior that benefits society.	<i>Hands-On Social Marketing: A Step-by-Step Guide to Designing Change for Good (2nd Edition). Sage Publications</i>
Social Norms Awareness Campaign	An environmental approach intended to increase public knowledge of descriptive community norms.	The goal is to increase awareness of current normative behavior with no attempt to change it. This is accomplished through the creation of environments which communicate accurate normative information about certain behaviors or beliefs.	A media campaign in which the public is informed that most adolescents do not engage in high-risk drinking behaviors. The goal here is not to change that norm, but rather to make the public more aware of it (and therefore influence behavior of a minority who might perceive drinking as normative). This approach is frequently used on college campuses, such as with	http://www.nrepp.samhsa.gov/ViewIntervention.aspx?id=60

			NREPPP 30 – Challenging Collegiate Alcohol Abuse from the University of Arizona).	
Social Norms Change Campaign	An environmental approach intended to change the current normative behavior of a population.	The goal is to change what is considered typical or even acceptable behavior (as in the case of injunctive norms).	Tobacco-free policies in schools and communities, combined with enforcement of legal retail sales and education to youth about tobacco, with the intent of affecting the overall public acceptability of tobacco use. This is not dependent upon tobacco use initially being a minority behavior.	<i>Berkowitz, A. D. (2004). The Social Norms Approach: Theory, Research and Annotated Bibliography.</i>