

Using social media to advance health equity

A webinar for the San Joaquin Valley
Public Health Consortium

July 31, 2019

berkeley **media** studies group

Katherine Schaff, DrPH
Shaddai Martinez Cuestas, MPH

Today's presenters



Katherine Schaff, DrPH, is the Health Equity Coordinator with BMSG.



Shaddai Martinez Cuestas, MPH, is a Strategic Communications Specialist with BMSG.

- Research on news coverage of public health issues
- Media advocacy training and strategic consultation for community groups and public health advocates
- Professional education for journalists

berkeley **media** studies group

Technical assistance

If you experience any technical difficulties,
please:

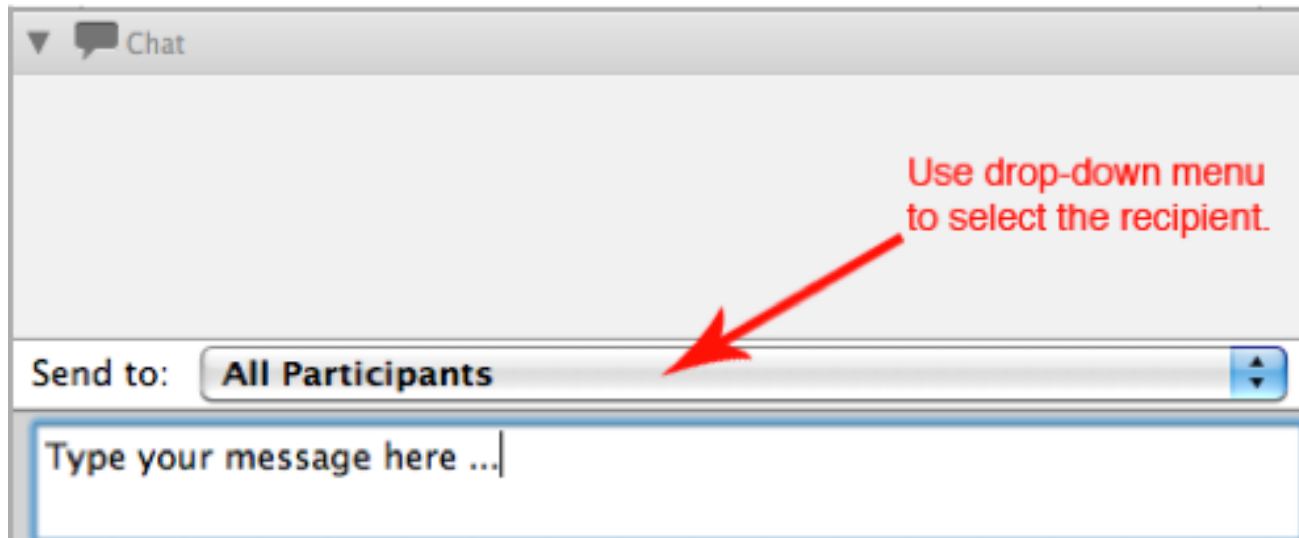
- Call WebEx: **1-866-229-3239**

or

- Send a message through chat box to our host,
Heather Gehlert (select “Berkeley Media”)

Chat

To ask questions or send a message, use the chat function:



Webinar objectives

- Describe how an **overall strategy** drives your social media strategies
- Identify **social media best practices** you can implement to establish your online presence
- **Outline media tactics** you can use to advance advocacy and mobilizing goals

Using Twitter during the webinar

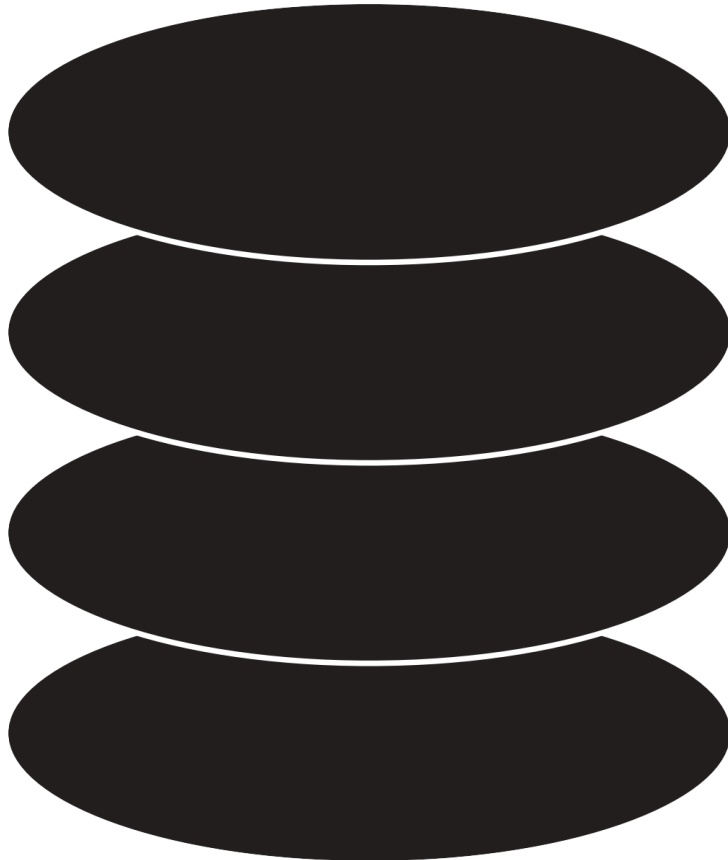
- Tell us what you are learning
- Use the hashtag #BMSGtips
- Tag us @BMSG



What is media advocacy?

Media advocacy is the **strategic** use of mass media to **support** community organizing to **advance** a social or public policy initiative.

The layers of strategy



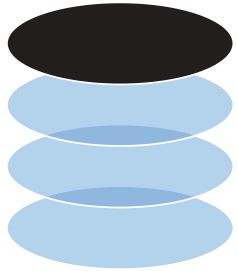
Overall strategy

Media strategy

Message strategy

Access strategy

Overall strategy



- Define the **problem** you want to address
- Clarify the **policy solution** for which you'll advocate
- Identify the **target** with the power to make the change
- Enlist the **allies** who can help make your case
- Identify what **actions** you'll take to influence the target

Putting it into practice: Alameda County Place Matters



Oportunidades para conectar con organizaciones enfocadas en servicios legales, inmigración, relacionarse con la policía, y más

CONOZCA SUS DERECHOS
Una reunión con recursos para servicios legales y conocer sus derechos

Martes, el 10 de Mayo, 5:30-7PM en Youth UpRising (8711 MacArthur Blvd)
Tendremos rifa, cuidado de niños, y aperitivos

Interested in the latest research on how racism impacts health?

Brown Bag University with Amani Nuru-Jeter

Dr. Amani Nuru-Jeter's work seeks to examine racial inequalities in health as they exist across populations, across place, and over the life-course. For more information on Dr. Nuru-Jeter's work, visit <http://sph.berkeley.edu/amani-nuru-jeter>.

Sponsored by Place Matters

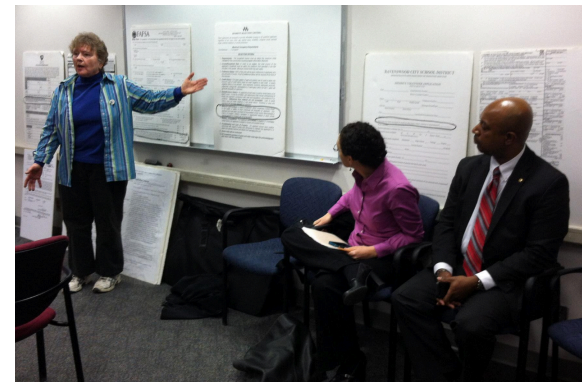
date Wednesday, March 19
time 12:00pm - 1:00 pm
place Alameda County Public Health Department
1000 Broadway, 5th Floor, Room 5000A, Oakland

place matters

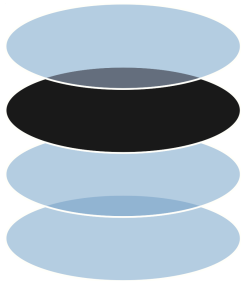
community engagement | criminal justice | economic | education | housing | land use | transportation

REBUILDING NEIGHBORHOODS, RESTORING HEALTH
A report on the impact of foreclosures on public health

PRODUCED BY A PARTNERSHIP BETWEEN
Causa Justa • Just Cause &
Alameda County Public Health Department



Media strategy



- Identify the best **methods to communicate** with your target
- Decide if engaging with the **media will advance** your goals
- Find the media that will **reach your targets**
- Compile the **media tactics** you will use

Role of social media site

PUBLIC EDUCATION

(PSA & risk comms)

Individual focus

Warns & informs

Personal change

Message

Information gap

SYSTEMS CHANGE

(Policies)

Issue focus

Pressures & mobilizes

Policy change

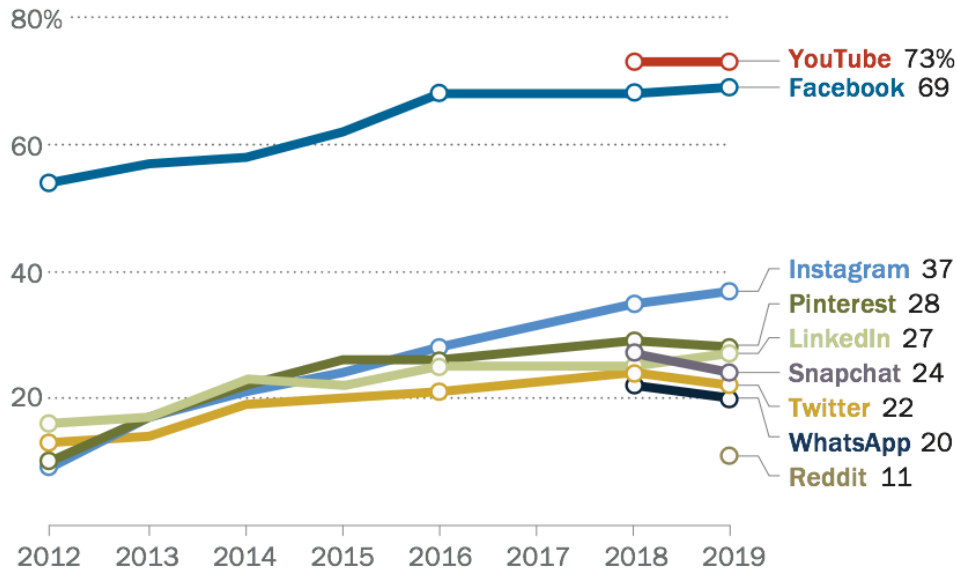
Voice

Power gap

Social media 101: Most-used platforms

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone

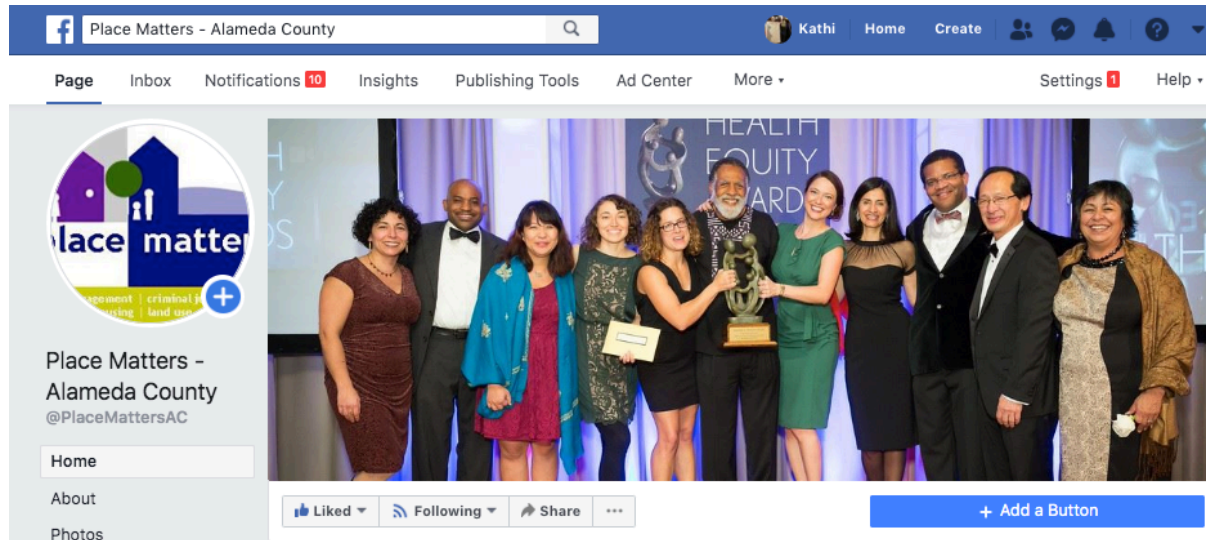


Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER



Putting it into practice: Place Matters



Goals

- Connect to partners & residents
- Build understanding of connection between racism, classism, other isms, and the social determinants of health
- Create a base that can be mobilized for call to actions

Social media best practices

Establish your social media presence

- Develop your guidelines
- Spend time online
- Post regularly
- Engage with audience
- Monitor metrics
- Build network

Putting it into practice: Place Matters

Guidelines

- Delineate admin roles
- Check before posting anything that has a cost
- No postings supporting/opposing elected officials
- Only post call to actions policies that have gone through approval process
- Know your departmental/agency/county process



Place Matters - Alameda County

Published by Kathi Schaff [?] · November 2, 2017 ·

Place Matters - Alameda County's Tram Nguyen will be presenting at The California Endowment's event on Nov. 13 along with staff from Causa Justa Just Cause and East Bay Alliance for a Sustainable Economy!

More about CITY RISING:

Gentrification arrives with promises of revitalization but is an invading force whose momentum has developed out of a history of discriminatory laws and practices in the United States. City Rising is a documentary showing how gentrification is the result of a web of decisions made by those in power.



EVENTBRITE.COM

City Rising: A Special Documentary Screening and Panel on Gentrification

Social media mobilizing tactics

- Use hashtags
- Provide sample messages
- Ask followers to share their story
- Tag reporters / partners
- Live tweet meetings
- Stage a tweet storm
- Host a tweet chat

Putting it into practice: Place Matters

Mobilizing residents: Share your story on tenant protections



Place Matters - Alameda County
Published by Kathi Schaff · 19
Page Liked · March 18, 2014 · 0

The Tenant Justice Campaign allies and endorsers are gathering for a rally outside of the first council meeting to be held on the changes to Oakland's rent law. — at Oakland City Hall.

Tag Photo Edit

Like Comment Share

Write a comment...



Place Matters - Alameda County
Published by Kathi Schaff · 19
Page Liked · March 15, 2014 · 0

Ashley is a single mom of a seven-year-old child with special needs. "We're struggling to find affordable housing." They are staying with her aunt in San Leandro and commuting to Oakland for work. "We've tried three or four housing lists and the wait list is so long."

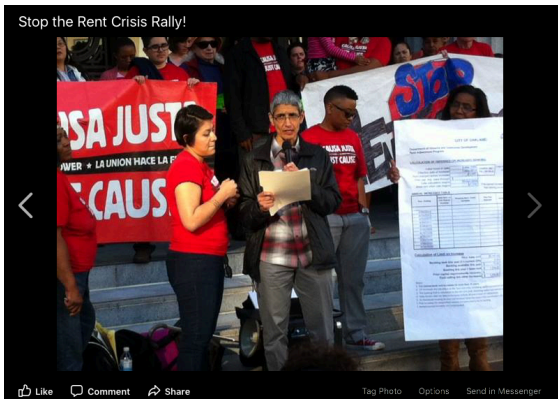
What's your housing story? Come tell us on March 18 at Oakland City Hall (near Broadway and 14th at Frank Ogawa/Oscar Grant Plaza) at 5pm. Also make sure you are connected to our great partner Causa Justa. Just Cause and make your voice heard online: <http://chn.ge/1fGmPD>

Tag Photo Add Location Edit

Like Comment Share

Kathi Schaff

Write a comment...



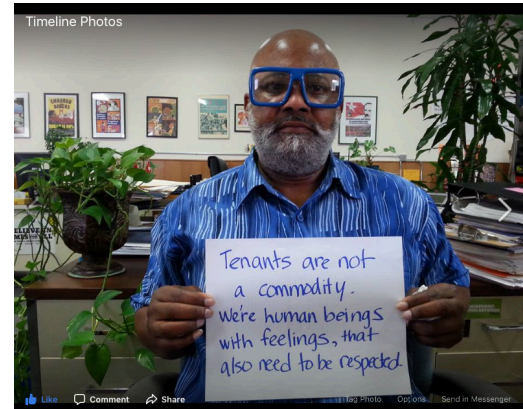
Place Matters - Alameda County
Published by Kathi Schaff · 19
Page Liked · March 18, 2014 · 0

Wendy Georges from Alameda County Public Health Department's Healthcare for the Homeless talks about how displacement and gentrification harm health. — at Oakland City Hall.

Tag Photo Edit

Like Comment Share

Write a comment...



Place Matters - Alameda County
Published by Kathi Schaff · 19
Page Liked · March 12, 2014 · 0

If we want a healthy Oakland, we need to ensure Oakland residents can stay in their homes! One longtime Oakland resident and freelance photographer was evicted after an accidental kitchen fire and then had his rent raised 30% after repairs and deferred maintenance was done. He wants to fight to stay in Oakland, because "if we leave, then they win." What's your housing story? Come tell us on March 18 at Oakland City Hall (near Broadway and 14th at Frank Ogawa/Oscar Grant Plaza) at 5pm. Also make sure you are connected to our great partner Causa Justa. Just Cause and make your voice heard online: <http://chn.ge/1fGmPD>

Tag Photo Add Location Edit

Like Comment Share

1 Share

Write a comment...




Putting it into practice: Place Matters

Live tweeting: City Council meetings

ACPlaceMatters
@ACPlaceMatters Follows you


Tweets 963 Following 1,319 Followers 437 Likes 78

ACPlaceMatters @ACPlaceMatters · 30 Sep 2014
Tenant protection is a public health issue! #oakmtg oakmtg #healthequity #housingisahumanright



2

ACPlaceMatters Retweeted **Tram Quang Nguyen** @tramquang · 30 Sep 2014
Amy Sholinbeck of ACPHD's asthma program says she sees up to 10 cases a month of tenants facing harassment. #oakmtg



ev. Cmte.

ACPlaceMatters
@ACPlaceMatters Follows you

Tweets 963 Following 1,319 Followers 437 Likes 78

ACPlaceMatters @ACPlaceMatters · 12 Jul 2016
Proactive rental inspection in conjunction w/ strong renter protections matter for #publichealth #healthequity



2 3

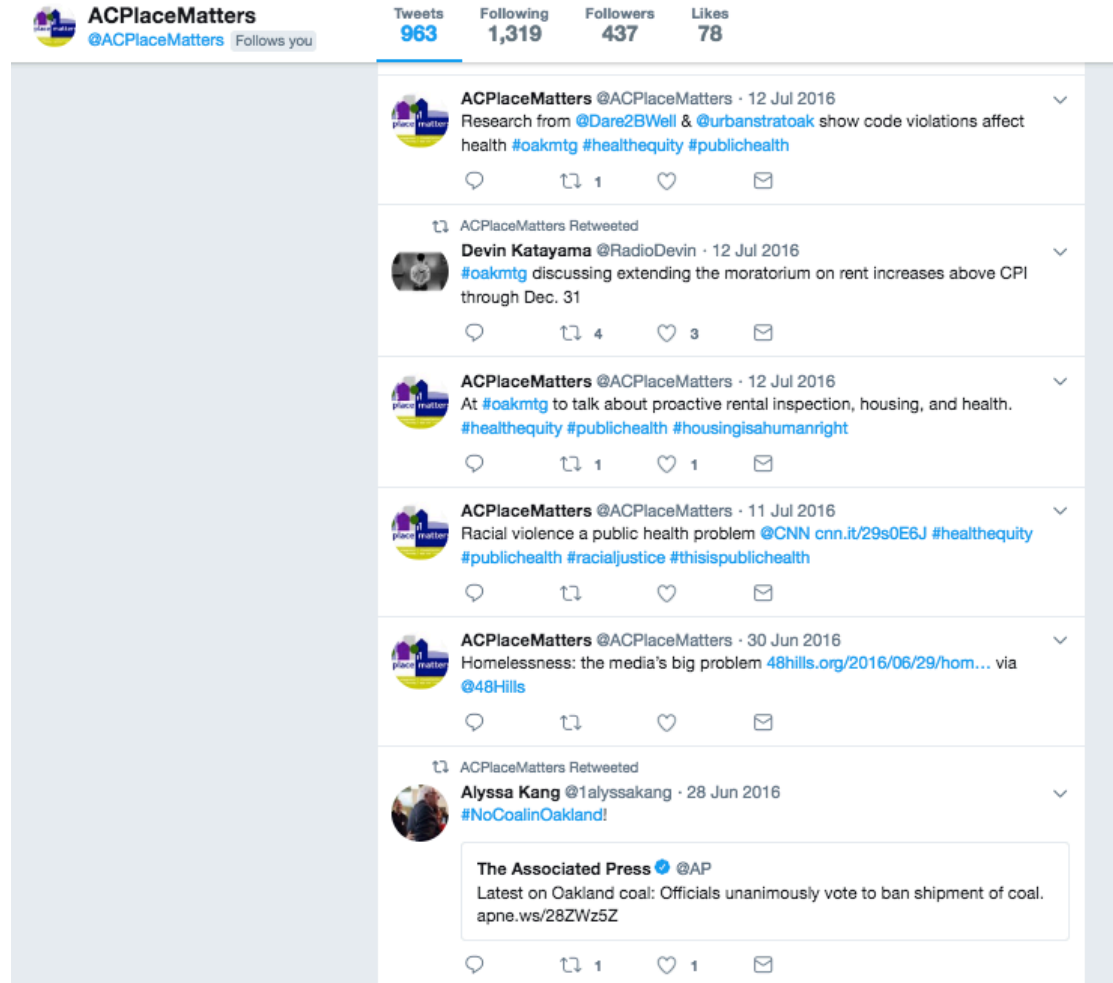
ACPlaceMatters @ACPlaceMatters · 12 Jul 2016
Habitability, rising rents, evictions & displacement are all #publichealth issues #oakmtg #healthequity



5 7

Putting it into practice: Place Matters

**Advancing
broader goals:**
Tracking policy
and building
relationships with
reporters



ACPlaceMatters
@ACPlaceMatters Follows you

Tweets **963** Following **1,319** Followers **437** Likes **78**

ACPlaceMatters @ACPlaceMatters · 12 Jul 2016
Research from @Dare2BWell & @urbanstratoak show code violations affect health #oakmtg #healthequity #publichealth

ACPlaceMatters Retweeted
Devin Katayama @RadioDevin · 12 Jul 2016
#oakmtg discussing extending the moratorium on rent increases above CPI through Dec. 31

ACPlaceMatters @ACPlaceMatters · 12 Jul 2016
At #oakmtg to talk about proactive rental inspection, housing, and health. #healthequity #publichealth #housingisahumanright

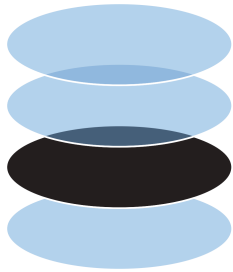
ACPlaceMatters @ACPlaceMatters · 11 Jul 2016
Racial violence a public health problem @CNN cnn.it/29s0E6J #healthequity #publichealth #racialjustice #thisispublichealth

ACPlaceMatters @ACPlaceMatters · 30 Jun 2016
Homelessness: the media's big problem 48hills.org/2016/06/29/hom... via @48Hills

ACPlaceMatters Retweeted
Alyssa Kang @1alysakang · 28 Jun 2016
#NoCoalInOakland!

The Associated Press @AP
Latest on Oakland coal: Officials unanimously vote to ban shipment of coal. apne.ws/28ZWz5Z

Message strategy



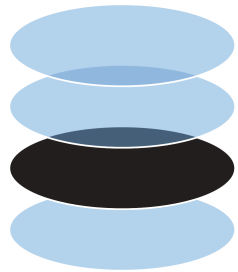
Framing: how we frame the issue

Message: what we say

Messenger: who says it

Target: who we want to hear it

Message development



Components of a message:

- Statement of problem
What's wrong?
- Value dimension
Why does it matter?
- Policy solution
Who should do what by when?

Why does it matter?

Value dimension

- Facts alone do not move people
- Evoke shared values first



Message sample

Values

Our country is stronger when we invest in the nation's health. However, through a proposed expansion of the "public charge" regulation, the Trump Administration wants to take away health care, housing, and food assistance from low-income immigrant families, including US citizen children. It's time to join together to fight back against the Trump administration's proposed "public charge" regulation—the latest attack on immigrant families. Three easy ways to protect immigrant families:

Problem

Solution

1. Submit a comment
2. Get at least 3 others to submit a comment
3. Share on social media

Message sample

Condensed for social media post

Evoking values

Illustrating success

Naming concrete solutions

After-school programs, camps, and sports programs help our kids excel. They can also help keep our kids safe and prevent abuse from happening, just by the monitoring and reporting they do and the training their staff members receive. Learn more about how we can make sure after-school programs meet high standards in protecting our kids [LINK]

Putting it into practice: Place Matters

Tips for post content

- Connect social issues to health
- Highlight racial equity
- Coordinate postings with other staff
- Local news or related national news
- Landscape frame & solutions
- Free opportunities
- Actions/advocacy events from partners
- Opportunities for community feedback
- Promoting our resources

 **Place Matters - Alameda County**
Published by Kathi Schaff [?] · October 27, 2017 · 

Yesterday, Alameda County Public Health Department, Centro Legal de la Raza, Supervisor Wilma Chan, and the Bay Area Regional Health Inequities Initiative held a press event to discuss the important connections between an intensifying climate around immigration and impacts to community health in Alameda County. Here's Univision 14 Studios coverage of the event, which highlighted that the health department believes in a strong and united Alameda County where immigrants are we... [See More](#)



UNIVISION.COM
Miedo y ansiedad causan males de salud a inmigrantes indocumentados

Let's practice

- Tell us what your takeaway is
- Tag us with @BMSG
- Use the hashtag #BMSGtips

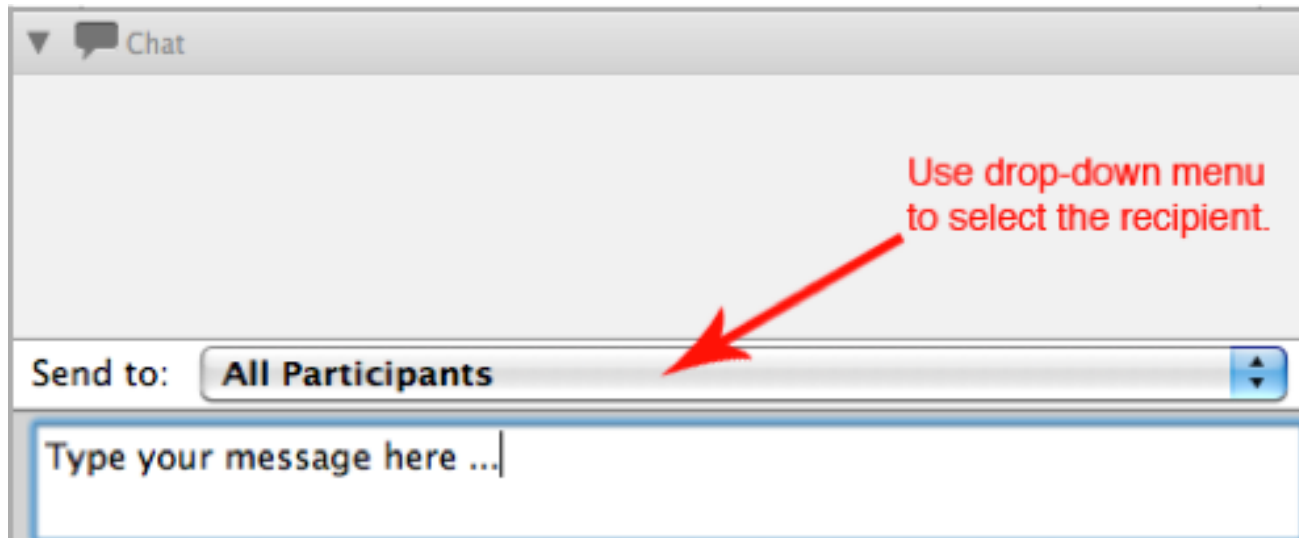


Summary

- Overall strategy is first
- Social media takes time and is ongoing
- Align social media with your overall strategy
- Know your audience
- Lead with values in all posts

Q & A

To ask questions or send a message, use the chat function:



berkeley **media** studies group

Thank you!



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