

Description of strategy

Media advocacy is defined as the strategic use of mass media and community advocacy to advance environmental change or a public policy initiatives (Centers for Disease Control and Prevention, 2003). This strategy is typically employed to promote an issue in order to influence policy-makers and encourage social change (American Public Health Association, 2000). Unlike specifically designed public information campaigns, media advocacy works directly with local news outlets (radio, television, newspapers and magazines) to increase local attention to a specific public health problem and solutions (Niederdeppe, Farrelly, & Wenter, 2007). One key application is as a response to issues involving well-financed opponents who use money to shape the political and social environment. Compared with public relations, media advocacy is more focused on a particular policy goal, resulting in social change. It's also more decentralized, community based, and community owned (Centers for Disease Control and Prevention, 2003).

Discussion of effectiveness

Alcohol

Media advocacy efforts focused on alcohol have been found to be effective as part of a multi-component prevention program to reduce alcohol-related fatal crashes and drunk driving among adolescent and college populations (Hingson et al., 1996; Clapp et al., 2005).

Intervening Variables

Retail Pricing	
Retail availability	
Social availability	
Law Enforcement	
Community norms	
Promotion & media	

References for description of strategy

American Public Health Association. (n.d.). Media Advocacy Manual. Available at: http://www.apha.org/NR/rdonlyres/A5A9C4ED-1C0C-4D0C-A56C-C33DEC7F5A49/0/Media_Advocacy_Manual.pdf

Evidence base

Clapp, J. D., Johnson, M., Voas, R. B., Lange, J. E., Shillington, A., & Russell, C. (2005). Reducing DUI among US college students: Results of an environmental prevention trial. *Addiction (Abingdon, England)*, 100(3), 327–334. doi:10.1111/j.1360-0443.2004.00917.x

Hingson, R., McGovern, T., Howland, J., Heeren, T., Winter, M., & Zakocs, R. (1996). Reducing alcohol-impaired driving in Massachusetts: The saving lives program. *American Journal of Public Health*, 86, 791–797.

Further reading

American Public Health Association. (n.d.). Media Advocacy Manual. Available at: http://www.apha.org/NR/rdonlyres/A5A9C4ED-1C0C-4D0C-A56C-C33DEC7F5A49/0/Media_Advocacy_Manual.pdf

Holder, H. D., & Treno, A. J. (1997). Media advocacy in community prevention: News as a means to advance policy change. *Addiction*, 92, S189–S199. doi:10.1111/j.1360-0443.1997.tb02991.x