NIGERIA HEALTH WATCH

Informed commentary, intelligence and insights on the Nigerian health sector

MEDIA ADVOCACY

TOOLKIT

FOR EPIDEMIC PREPAREDNESS

ABOUT NIGERIA HEALTH WATCH

Nigeria Health Watch is a not-for-profit health communication and advocacy organisation that seeks to advocate for better health for Nigerians. We provide informed commentary and in-depth analysis of health issues, aimed at advocating for better health for Nigerians as well as meeting the health information needs of patients and health professionals. Our advocacy efforts are evidence-driven and the organisation conducts research and surveys, which are used to inform advocacy efforts in the Nigerian health sector.

The Prevent Epidemics Project funded by The Global Health Advocacy Incubator (GHAI) aims to build and demonstrate public and policymaker support for epidemic preparedness and response funding at national and subnational levels in Nigeria.

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GLOSSARY AND DEFINITIONS

1. Media Advocacy: A strategic approach that uses various media channels to disseminate information and shape public opinion, aiming to bring about change in policies or societal perceptions regarding specific issues.

2. Epidemic Preparedness: Actions and measures taken by governments, healthcare systems, and communities to mitigate and respond to outbreaks of infectious diseases, reducing their impact and spread.

3. Traditional Media: Conventional forms of media such as newspapers, television, radio, and magazines, which have long been used to convey information to the public.

4. Digital Media: Electronic platforms, including social media, websites, blogs, and online news outlets, utilized for information dissemination and engagement.

5. Infographics: Visual representations of information or data designed to make complex information easily understandable and shareable.

6. Stakeholders: Individuals or groups with a vested interest in a specific issue, often including government agencies, healthcare professionals, NGOs, and the general public.

7. Advocacy: Public support for a particular cause or policy, often involving efforts to influence decisions and policies to create change.

8. Policymakers: Individuals responsible for creating, influencing, and implementing policies at various levels of government or organizations.

9. Media Landscape: The entire spectrum of available media outlets and channels, encompassing traditional, digital, and social platforms.

10. Health Literacy: The capacity of individuals to access, understand, and use information to make health-related decisions.

11. Andragogy: A teaching method aimed at adults, focusing on self-directed learning and practical applications.

12. Tone and Sentiment: Assessing the mood and feelings conveyed by media coverage.

WELCOME AND INTRODUCTION

When it comes to health crises like epidemics, they don't play favorites. They can show up out of the blue and cause massive disruptions in societies and economies. Look at the chaos caused by the COVID-19 pandemic, Ebola outbreaks, and other health emergencies. Lives lost, economies shaken, societies left to pick up the pieces. But what if there was a way to soften these blows? What if we could be better prepared not just by gathering resources but also by shaping how people think and influencing policies? That's where the power of media advocacy steps in.

The media has this incredible ability to shape how we see things, especially when it comes to health. Through TV, radio, the internet, newspapers—basically, all the ways we get information—it doesn't just tell us what's happening but also influences what we think and care about.

Over the past four years, Nigeria Health Watch, with support from partners, have been implementing the Prevent Epidemics Project aimed at increasing awareness and funding for epidemic preparedness.

We had a bunch of approaches to make this happen: We worked extensively with the media. We trained journalists to report on health crises, gave awards for outstanding reporting, organized discussions between journalists, experts, and policymakers, and even created videos and documentaries to spread the word.

We also, with various stakeholders, ranging from pulling civil society organisations together, to talk about how to handle epidemics, and engaging policymakers, to push for more funding for epidemic preparedness.

Our efforts made a real impact. We improved the quality of reporting on epidemics, built a community of media professionals dedicated to health security, and made people and policymakers more aware of the importance of responding effectively to epidemics.

But this is just the tip of the iceberg. We've put together this toolkit on media advocacy based on some of the lessons and insights gained from implementing this project. It's aimed at empowering individuals and organizations to use media to raise awareness, gather resources, and influence policy decisions crucial for public health.

This toolkit is for anyone interested in this field—advocates, healthcare professionals, policymakers, and even communicators in public health. It's packed with resources that can be applied on a local or global scale.

As you dive into this toolkit, you'll get the lowdown on how to effectively use media advocacy for epidemic preparedness. You'll find guidance on working with the media, maximizing digital platforms, engaging communities, and creating impactful content. The toolkit's got case studies and resources to support your journey in advocacy.

So, welcome aboard! Get ready for a transformative journey in media advocacy in public health where your voice and actions can help shape health outcomes.

Ibukun Oguntola,
Programme Manager, Nigeria Health Watch

ABOUT
THIS TOOLKIT

Media advocacy emerges as an indispensable tool for raising awareness, mobilising resources and shaping the critical policy decisions essential for safeguarding public health. This toolkit is born from the need to empower individuals and organisations to harness the full potential of media advocacy in this vital domain.

This toolkit is designed to equip individuals and organisations with the insights and strategies needed to embark on a multifaceted journey of media advocacy. Leveraging on insights and learnings from the implementation of the Prevent Epidemics Project, this toolkit empowers you to understand, plan, and seamlessly execute impactful media advocacy campaigns that can translate to lives saved. The insights and strategies provided in this toolkit are not just theoretical constructs but are deeply rooted in real-world experiences from implementing the #PreventEpidemicsNaija project in Nigeria. This project served as the crucible in which these lessons were learned and distilled into the comprehensive toolkit you are about to explore.

Who Will Benefit from this Toolkit?

This toolkit is intended for a diverse audience that includes advocates, activists, healthcare professionals, policymakers, civil society organisations, academia, and public health communicators. It contains resources that can be applied at local or global scale.

What to Expect

In the pages that follow, you will discover the essential elements of effective media advocacy for public health. You will find guidance on building relationships with the media, enhancing media capacity, maximising digital media's potential, engaging communities, and crafting impactful content. The toolkit also offers valuable case studies and a repository of resources to bolster your advocacy journey.

How to
Use this Toolkit

1 Understanding the Toolkit's Structure

Glossary and Acronyms: Familiarise yourself with the terminology and abbreviations relevant to media advocacy, campaign strategies, and communication tactics.

Content Categories: The toolkit covers various areas such as building relationships with the media, drafting press releases, leveraging social media for advocacy, creating a social media calendar, engaging social media influencers, and sustaining and adapting media advocacy.

Case Studies and Best Practices: Real-world examples from the Prevent Epidemics Project provide insights into successful media advocacy strategies.

2 Tailoring Your Campaign

Identify Campaign Goals: Define your objectives, whether it's raising awareness, driving engagement, or advocating for a specific cause.

Audience Analysis: Understand your target audience's demographics, preferences, and behaviors. Use this information to customise your strategies to resonate with them.

Selecting Strategies: Choose the sections that align with your campaign objectives and the media channels you plan to utilise.

3 Crafting Your Advocacy Campaign

Adopting Best Practices: Refer to the step-by-step guides for drafting press releases, using social media effectively, creating content calendars, and engaging influencers to structure your campaign.

Implementing Techniques: Incorporate tips such as leveraging hashtags, creating engaging content, and evaluating media coverage for effective advocacy.

4 Evaluating and Measuring Success

Metrics and Tools: Utilise the provided metrics (e.g., media mentions, website traffic, social media engagement) and recommended tools for measuring the impact of your advocacy campaign.

Feedback and Analysis: Engage with your audience, analyse social media metrics, and track media coverage to understand the success of your campaign.

5 Long-term Strategy and Adaptability

Building Relationships: Learn to maintain long-term relations with media professionals by supporting them and providing valuable content consistently.

Adapting to Change: Regularly update your strategies by monitoring media trends, remaining agile, and adapting to the evolving media landscape.

Continuous Learning: Embrace feedback and refine your tactics based on data and insights gathered from your campaigns.

6   Case Studies and References

Drawing from Case Studies: Apply the learnings from the Prevent Epidemics Project's journalism fellowships and
other media advocacy strategies to enhance your own campaigns.

Additional Readings: Explore recommended links for further insights and guidance in the realm of media relations and advocacy.

By following the structure and advice laid out in this comprehensive toolkit, you can build a robust and effective media advocacy campaign while adapting to the evolving media landscape and measuring the impact of your efforts effectively.

Brief Introduction to
HEALTH SECURITY AND EMERGENCY PREPAREDNESS

What is Health Security?

Health Security[1] encompasses actions that mitigate the impact of public health emergencies and ensure the well-being of the population. It necessitates the development of resilient health systems capable of preventing, detecting, and responding to infectious disease threats. Nigeria has faced a range of infectious disease outbreak,[2] including Lassa fever, cerebrospinal meningitis, Ebola, COVID-19, and resurgences of yellow fever and monkeypox. The Ebola Outbreak[3] in the Democratic Republic of Congo was the second-largest outbreak of its kind, underscoring the global nature of such threats. The COVID-19 pandemic has further highlighted the critical need for epidemic preparedness and response.

Emergency Preparedness: Building Resilience

While addressing every infectious disease outbreak may be impossible, nations and communities can take steps to reduce the likelihood of epidemics. Emergency preparedness[4] involves a program of long-term development activities aimed at enhancing a country's capacity and capability to efficiently manage all types of emergencies, leading to a smooth transition from relief to recovery and sustainable development.

Epidemic preparedness[5] empowers governments and health agencies at all levels, from the national to the community, to effectively detect, contain, respond to, and halt disease outbreaks.

https://www.who.int/health-topics/health-security/ 1
https://ncdc.gov.ng/diseases/sitreps 2
https://www.who.int/news-room/fact-sheets/detail/ebola-virus-disease 3
https://www.who.int/environmental_health_emergencies/preparedness/en/ 4
https://preventepidemics.org/preparedness/ 5

INFECTIOUS DISEASE THREATS DO NOT RESPECT BORDERS...

36 HOURS

...it takes just 36 hours for an outbreak to spread around the world

In our interconnected world, we are only as safe as the weakest link. Countries must strengthen their systems to detect and respond to public health threats quickly.

Prevent

COVID-19 reminded the world that a disease threat in one country can be a threat to all. Countries that prioritise and invest in systems to find, stop and prevent epidemics are better prepared- saving lives and protecting economies.

Detect

Diseases spread quickly and do not respect borders. Countries must have the infrastructure to detect infectious disease threats when they emerge in order to prevent them from becoming epidemics.

Respond

How quickly and effectively countries respond to a new outbreak matters. Countries that use their preparedness systems and can trust and rely on leaders who communicate clearly, engage with their people and use data-driven policies to slow the spread are most likely to save lives.

SOURCE: PreventEpidemics.org

STEPS IN MEDIA ADVOCACY IN PUBLIC HEALTH

PART ONE

PLANNING YOUR MEDIA ADVOCACY STRATEGY

PART TWO

IMPLEMENTING A MEDIA ADVOCACY STRATEGY

PART THREE

EVALUATING MEDIA ADVOCACY EFFORTS

PART FOUR

SUSTAINING AND ADAPTING MEDIA ADVOCACY

PART ONE
PLANNING YOUR MEDIA ADVOCACY STRATEGY

A successful media advocacy campaign hinges on careful planning and foresight. In this pivotal step, you will lay the groundwork for your entire advocacy journey. Here, you will set clear objectives, assess the landscape, identify your target audience, and craft compelling messages.

a Setting Smart Objectives

To chart a successful course for your advocacy campaign, you must define specific, measurable, achievable, relevant, and time-bound objectives. These are called SMART objectives.

Specific:

Your objectives should be crystal clear, leaving no room for ambiguity. Vague goals can lead to confusion and misalignment. Be explicit about what you intend to accomplish in your media advocacy campaign.

Measurable:

Measuring progress and success is pivotal. Define metrics or indicators that will allow you to gauge how close you are to achieving your objectives. Quantifiable data provides valuable insights and demonstrates the impact of your advocacy.

Achievable:

While ambition is admirable, your objectives must be attainable within the confines of your resources, time, and influence. Setting achievable goals ensures that your efforts pay off.

Relevant:

Your objectives should align with the broader purpose of your media advocacy campaign. They need to make sense in the context of the public health issue. A relevant objective directly contributes to your advocacy's overarching goals.

Time-bound:

Setting a timeframe for achieving your objectives injects a sense of urgency and accountability into your advocacy efforts. It provides a clear deadline and prevents your objectives from becoming indefinite aspirations.

SMART *Objective Development Worksheet*

Use this worksheet to fill in the details for each section, ensuring your objective meets the SMART criteria. Adjust the objective as needed to ensure it aligns with each criterion.

OBJECTIVE:
[WRITE DOWN YOUR OBJECTIVE]

Specific:

What exactly needs to be accomplished?	
Who is involved, what is the scope?	
How can the objective be accomplished?	

Measurable:

What metrics or data can be used to evaluate the progress?	
How will you know if the objective is achieved?	

Achievable:

Is the objective realistic within the given constraints (time, resources, etc.)?	
Can it be feasibly accomplished given current conditions?	

Relevant:

How does the objective align with the larger goals and mission?	
What is the overall purpose or impact of this objective?	

Time-bound:

When will the objective be achieved? Specify a timeline or deadline.	
Are there any interim deadlines or milestones?	

b Assessing the Landscape/ Media Mapping

Before embarking on your media advocacy journey, it's crucial to take stock of the current media landscape. This step includes a comprehensive analysis, including:

Media Landscape: Understanding the channels, outlets, individuals and platforms relevant to your cause, such as traditional print and broadcast media, as well as digital and social media.

Stakeholder Interests: Identifying the various stakeholders who have a vested interest in the public health issue. This could include government agencies, healthcare professionals, NGOs, and the broader public.

How to Conduct a Media Landscape Analysis

Before you can effectively plan your media advocacy strategy, you must gain a deep understanding of the current media landscape. A comprehensive media landscape analysis involves evaluating various facets to ensure that your advocacy efforts align with the right channels and platforms. Here's how to do it:

Step 01 — Identify Key Media Channels and Outlets

Traditional Media: Begin by identifying traditional media outlets such as newspapers, television, and radio stations that have a significant influence on your target audience. Look for those with a track record of covering health and public policy issues.

Digital Media: Explore digital media outlets, including news websites, online publications, and blogs, known for their coverage of health topics. Pay attention to their online reach and reader engagement.

Social Media: Examine prominent social media platforms where discussions related to your advocacy area are active. These platforms include Facebook, Twitter, Instagram, LinkedIn, and others. Identify key influencers and groups in these spaces.

Analyse Media Relevance

Determine the extent to which each identified media channel or outlet is relevant to your specific advocacy objectives and target audience. Some questions to consider:

- Does the media outlet have a history of covering health issues?

- Does the outlet's demographic align with your target audience?

- Does the outlet's geographical coverage match your advocacy's scope (local, national, or international)?

Assess Media Influence

Evaluate the influence and credibility of the identified media outlets. Consider their reputation for accurate and ethical reporting. Research their audience size, reach, and engagement to gauge their impact.

Step 04
Identify Key Journalists and Reporters

Within each media outlet, identify key journalists, reporters, and editors who have a track record of covering health, epidemics, or related topics. Note their areas of expertise and their editorial preferences.

Step 05
Understand Media Content Patterns

Analyse the types of content that each media outlet typically produces. For instance, do they focus on news articles, opinion pieces, investigative reports, or features? Understanding their content patterns can help you tailor your advocacy materials to their preferences.

Step 06
Stay Updated on Emerging Media Trends

The media landscape is constantly evolving. Keep an eye on emerging trends in journalism, media consumption, and the use of technology in reporting. Being aware of these changes can inform your media advocacy strategy.

Step 07 — Utilise Media Monitoring Tools

Consider using media monitoring tools and services that track media coverage related to health topics. These tools can help you identify relevant platforms and channels and keep an eye on the media landscape in real-time, providing insights into the topics and narratives gaining attention.

Step 08 — Gather Stakeholder Insights

Seek input from key stakeholders in your advocacy efforts, including healthcare professionals, policymakers, and community leaders. They may have valuable insights into which media outlets and channels are most trusted and influential in your field.

Step 09 — Benchmark Against Competing Issues

Analyse how other advocacy efforts, especially those related to health and public policy, have utilized the media. Understanding the media strategies of competing issues can help you identify gaps and opportunities for your own advocacy.

Step 10

Create a Media Landscape Profile

Consolidate your findings into a comprehensive media landscape profile. This profile should provide a clear overview of the media outlets, channels, and influencers that are most relevant to your advocacy campaign.

A thorough media landscape analysis sets the stage for effective media advocacy. It ensures that you engage with the right media outlets and influencers, tailor your messages to the preferences of your chosen channels and leverage the most impactful platforms to achieve your advocacy objectives. This foundational step is crucial for a strategic and well-informed approach to media advocacy.

Please see the media mapping template below for more information.

Media Mapping Exercise

A. Media Platforms

Popular media platforms: What types of media (online, print, television, radio) most effectively reach government leaders and the public?

_____

_____

_____

_____

B. Influential outlets

What specific media outlets are the most influential and popular?

_____

_____

_____

_____

C. Influential Reporters

Are there specific journalists who are influential and widely followed that could be engaged for your campaign?

_____

_____

_____

_____

D. Social Media

Which social media platforms are most popular locally? Who are the influencers and thought leaders on those platforms?

Platform	Influencers and Thought Leaders	Reach	Handles

HOW to Conduct a Target Audience Analysis

Understanding your audience's demographics, needs, interests, and communication preferences is essential for crafting messages that resonate and drive your advocacy forward. Here's how to conduct a comprehensive target audience analysis:

01 Identify Your Primary and Secondary Audiences

Begin by pinpointing the primary audience—those individuals or groups most directly affected by or influential in your advocacy. Then, identify secondary audiences who may indirectly influence or be impacted by your advocacy efforts.

02 Demographic Profiling

Collect data on the demographic characteristics of your audience, including age, gender, location, education, income, occupation, and cultural background. This information helps you tailor your messages to the specific attributes of your audience.

03 Health Literacy and Awareness

Assess your audience's level of health literacy and awareness about health issues. Are they well-informed, or is there a need for educational content? This information guides the complexity of your messaging.

04 Communication Preferences

Determine how your target audience prefers to receive and consume information. Some may prefer traditional media, while others are more engaged with digital and social platforms. Tailor your communication channels accordingly.

05 Needs, Concerns and Interests

Understand the specific needs, concerns, interests and pain points of your audience as they relate to the health objective. What challenges do they face, and how can your advocacy address them? What are their key areas of interest and how do they align with your advocacy objectives?

06 Advocacy Champions

Identify influential figures within your target audience who can serve as advocates for your cause. These individuals or groups may have the power to mobilize support and amplify your messages.

07 Potential Barriers to Engagement

Recognize potential barriers that could hinder your target audience's engagement with your advocacy. These may include misinformation, skepticism, or a lack of resources. Develop communication strategies to address these obstacles.

08 Feedback Mechanisms

Establish feedback mechanisms to continuously gather input and insights from your audience. This allows you to adapt your advocacy strategy in real-time based on audience reactions and needs

09 Test and Validate Assumptions

Whenever possible, test your assumptions and findings through surveys, focus groups or key informant interviews. This validation process ensures the accuracy of your audience insights.

10 Regularly Update Your Analysis

Target audience preferences and characteristics can change over time. Keep your audience analysis up to date to ensure that your media advocacy remains relevant and impactful.

A well-executed target audience analysis provides the foundation for crafting messages and designing advocacy strategies that resonate with your intended recipients. By understanding their needs, interests, and communication preferences, you can tailor your advocacy to meet their expectations and drive meaningful change for the advocacy objective.

Target Audience Analysis Worksheet

This worksheet is designed to gather comprehensive information about your target audience. By filling in each section with specific details derived from research, surveys, interviews, and ongoing feedback mechanisms, you can create a thorough understanding of your audience, which will guide the development of impactful advocacy strategies. Regular updates and maintenance of this analysis ensure that your advocacy remains relevant and resonant with your audience.

01
Identify Your Audiences

Primary Audience:
Description:
Relevance to Advocacy:
Key Characteristics:

Secondary Audiences:
Description:
Relevance to Advocacy:
Key Characteristics:

02
Demographic Profiling

Age Range:
Gender Distribution:
Geographical Location:
Education Level:
Income Level:
Occupation:
Cultural Background:

03

Health Literacy and Awareness

Level of Health Literacy:

Awareness on health issue:

04

Communication Preferences

Preferred Communication Channels:

Traditional Media Habits:

Digital and Social Media Engagement:

05

Needs, Concerns, and Interests

Specific Needs Related to health objective:

Key Concerns and Pain Points:

Main Interests aligned with Advocacy Objectives:

06

Advocacy Champion

Identified Influential Figures:

Role in Advocacy:

Reach and Impact:

Potential Collaboration Opportunities:

07

Potential Barriers to Engagement

Identified Obstacles:

Strategies to Overcome Barriers:

08

Feedback Mechanisms

Established Feedback Channels:

Utilization for Advocacy Adaptation:

09

Testing and Validation

Methods to Validate Assumptions:

Planned Surveys/Focus Groups/Interviews:

10

Regular Updates

Timeline for Updates:

Methods to Maintain Current Audience Analysis:

C How to Craft an Advocacy Message

> Message crafting is a critical component of your media advocacy strategy for public health issues. It involves developing compelling, clear, and persuasive messages that resonate with your target audience and drive home the importance of your advocacy. This step comes after setting objectives, conducting a media landscape analysis and a target audience analysis. Here's a step-by-step guide on how to conduct message crafting effectively:

Identify Key Messages

Determine the key messages you want to convey through your advocacy campaign. These messages should align with your advocacy goals and be relevant to your audience's concerns.

01 Craft Clear and Concise Messages

Keep your messages clear and concise. Avoid jargon or complex language that may confuse or alienate your audience. Your messages should be easy to understand and remember.

02 Appeal to the Emotions

Incorporate emotional appeals in your messages. For example, epidemic preparedness is not just about facts and figures; it's about saving lives and protecting communities. You can appeal to your audience's emotions to make the message relatable and memorable. This can be done by incorporating human angle storytelling in your messaging.

03 Highlight Benefits and Consequences

Clearly articulate the benefits of supporting the advocacy objective, as well as the potential consequences of inaction. How will your advocacy positively impact the lives of your audience, and what are the risks of neglect?

04 Tailor Messages to Audience Segments

Customize your messages for different audience segments into personas. These personas can guide you in adapting your messages to address the specific concerns and interests of each group.

05 Be Consistent Across Platforms

Ensure that your messages remain consistent across all communication platforms. Whether it's social media, press releases, or speeches, consistency reinforces the core message.

06 Test Your Messages

Before launching your advocacy campaign, test your messages with a small sample of your target audience. Collate feedback and adjust as needed to improve the effectiveness of your campaign

07 Consider Visual Elements

Visual elements, such as infographics and images, can enhance your messages. They make complex information more digestible and shareable on digital platforms.

08 Leverage Data and Evidence

Back your messages with data and evidence. Statistical information and research findings add credibility to your advocacy and make your messages more convincing.

09 Resources for Message Crafting

Use reputable resources and guidelines for effective message crafting, such as communication manuals, advocacy toolkits, and communication training programs. These resources offer valuable insights and best practices.

10 Continuous Evaluation

Continuously evaluate the impact of your messages throughout your advocacy campaign. Collect feedback, monitor audience reactions, and adjust your messages to improve their effectiveness.

> *Message crafting is both an art and a science. It requires creativity and an understanding of effective communication principles. By following these practical steps and utilising available resources, you can develop messages that resonate with your target audience and drive your media advocacy campaign to success.*

Illustration

Below is a social media toolkit developed for the Prevent Epidemics Project in July 2020.

Social Media Toolkit #PreventEpidemicsNaija

Infectious disease outbreaks are a fact of life and – from the 1918 Spanish Influenza which killed an estimated 50 million people globally, to the 2014 West Africa Ebola outbreak, which killed 11,310 in Guinea, Liberia and Sierra Leone - the world remains vulnerable.

Nigeria is not left out as the country is also in constant threat of locally and internationally occurring emerging and re-emerging infectious disease outbreaks. Nigeria suffered human and economic losses during the Ebola outbreak and is currently heavily affected by the COVID-19 pandemic.

We might not be able to create a disease-free world just yet, but with adequate preparedness and funding, we can prevent most outbreaks from getting out of control, thus limiting their impact.

Now is the time to support additional investments in NCDC and epidemic preparedness.

Please help support the campaign **#PreventEpidemicsNaija** by calling for more funding for the NCDC. Below are materials for usage on social media, prepared by Nigeria Health Watch for #PreventEpidemicsNaija

Please follow these social media channels:

twitter.com/nighealthwatch

instagram.com/nigeriahealthwatch

facebook.com/nigeriahealthwatch

Please use these hashtags: #PreventEpidemicsNaija (main campaign hashtag) #HealthForAll

Please consider tagging @NCDCgov, @FMOHnigeria, @MBuhari, @DrEOEhanire, @Chikwe_I, @femigbaja and your political representatives on Twitter

1. The #COVID19 outbreak has exposed Nigeria's health security weaknesses. It's time that our government develops and implements a well-funded plan to fill all epidemic preparedness gaps. **#PreventEpidemicsNaija**

2. The economic and human costs of the 2013-16 Ebola outbreak may have been as high as N20 trillion naira. It's time for government to invest in preparedness to reduce economic losses and **#PreventEpidemicsNaija** in the future.

3. Nigeria is estimated to lose at least N1.6trillion due to #Covid19 lockdown. We must invest in epidemic preparedness to prevent this from happening again. Fund Nigeria's National Action Plan for Health Security and protect the populace. **#PreventEpidemicsNaija**

4. The COVID19 pandemic could lead to a loss of 15% of total GDP which is estimated to be about N21 trn. These losses could have been prevented by investing in epidemic preparedness. Let's not repeat this same mistake again; it's time to fund **#PreventEpidemicsNaija**

5. Nigeria's economy is expected to take a significant hit this year due to COVID-19. The IMF has estimated that Nigeria's GDP growth is expected to fall to -3.4% in 2020. Continuous investment in epidemic preparedness helps to safeguard economic development. **#PreventEpidemicsNaija**

6. Ebola and the ongoing novel coronavirus pandemic have shown the importance of long-term investment in health systems and preparedness. Responding too late costs lives and affects economic growth, national security and the well-being of millions of people. **#PreventEpidemicsNaija**

7. Nigeria's National Action Plan for Health Security, which is meant to fill life-threatening preparedness gaps, remains woefully underfunded. Preparing for the next epidemic must become a clear and sustained focus in our federal and state budgets now **#PreventEpidemicsNaija**

8. Legislators must prioritize funding for the @Fmohnigeria and @ncdcgov to protect Nigerians from disease outbreaks before they get out of control. **#PreventEpidemicsNaija**

Communications Strategy Template

This template will guide you in creating a comprehensive communications strategy that aligns with your advocacy goals.

A. Communication Objectives

List your policy objectives below to frame what is needed for the communications plan.

- ⬤ _____
- ⬤ _____
- ⬤ _____
- ⬤ _____
- ⬤ _____
- ⬤ _____

Target Audience

Identify and list the groups and individuals who need to act to achieve your policy objective. Your target audience may include key representatives from government officials who may assist in the adoption of policies or the drafting of guidelines.

- ⬤ _____
- ⬤ _____
- ⬤ _____
- ⬤ _____
- ⬤ _____
- ⬤ _____

Messages

Consider what messages can you convey to the target audience through the media and other channels that are most likely to inspire action. Strong messages speak to shared public values, describe the problem and why it matters and the actions to be taken

- ⬤ _____
- ⬤ _____
- ⬤ _____
- ⬤ _____
- ⬤ _____
- ⬤ _____

Messengers

Who is the best person or organization to deliver the message to the target audience? The messenger must be credible and able to influence the target audience when the message is delivered via the media or other channels. If you want the messenger to communicate in person with the audience, the messenger must have access to the audience.

- ⬤ _____
- ⬤ _____
- ⬤ _____
- ⬤ _____
- ⬤ _____
- ⬤ _____

Communication Channels

Channels are the medium the message will be delivered to the audience. Channels can include print (newspapers), broadcast (TV or radio) or social (Twitter or Facebook) media; paid advertising (newspaper ads or billboards); meetings or round tables; public events; and much more. You should consider which channels have the best chance of reaching the target audience.

- ⬤ _____
- ⬤ _____
- ⬤ _____
- ⬤ _____
- ⬤ _____
- ⬤ _____

B. Key Milestones and Timeline

What will be considered a sign of success? When do these milestones need to take place to have the desired impact?

Key Milestones	Timelines/Deadlines

PART TWO
IMPLEMENTING A MEDIA ADVOCACY STRATEGY

In this phase of your media advocacy strategy, you'll take your well-thought-out plan and put it into action. Successful implementation requires careful execution and engagement with various media channels and stakeholders. Here's how to navigate this crucial stage:

A. Leveraging Traditional Media for Advocacy

Traditional media remains a potent tool for advocacy, and it's important to know how to effectively engage with it for your advocacy campaign. Here's a guide to engaging with traditional media:

01 Craft Compelling Pitches

Develop concise and engaging pitches and press releases tailored to the interests of the identified media professionals. Clearly convey the objectives of your campaign and its relevance and newsworthiness.

02 Provide Value

Offer yourself or your organization as a valuable resource for accurate information, expert opinions, and compelling stories. Provide data, statistics, and key messages that enhance their reporting.

03 Build Relationship

Foster strong relationships with journalists and editors by being respectful, reliable, and responsive. Remember to respect their deadlines and editorial preferences.

04   Leverage Events

Leveraging events as a key strategy to attract local media coverage and amplify the reach of your advocacy campaign involves meticulous planning and proactive engagement. To maximize the impact, strategically design events aligned with campaign goals, such as seminars, workshops, or community discussions. Tailor these events to be newsworthy, focusing on specific angles, statistics, or stories relevant to local media outlets. Develop comprehensive media kits and attention-grabbing press releases, containing essential information, key messages, and engaging statistics, which can be distributed to attending journalists before and during the event. Personalised invitations to targeted journalists, emphasising how the event aligns with their coverage areas, coupled with follow-up communication, are pivotal to ensure their interest and participation.

Incorporating visually appealing elements and interactive sessions within the event is crucial. Including visually captivating elements can attract photographers and videographers, enriching media coverage. Interactive sessions, like Q&A panels, offer direct engagement opportunities for journalists with experts, fostering interest and enhancing their coverage. Post-event releases summarising key highlights and outcomes, along with thank-you notes to attending journalists, reinforce appreciation and maintain rapport. Continuous engagement through updates and information sustains relationships, ensuring journalists remain engaged and informed for future stories, further extending the impact of the campaign.

05   Stay Informed

Stay informed about the current media landscape, including emerging journalists and new outlets. Keep your media lists updated for future campaigns.

How to Design a Media Advocacy Event with Policy Makers

01
Define your Objective
Clearly define the purpose of your media advocacy event. Is it to raise awareness about a specific issue, influence policy decisions, or advocate for a particular cause?

02
Identify your Target Audience
Determine which policy makers you want to reach with your advocacy message. This could include government officials, legislators, local representatives, or other key decision-makers relevant to your cause.

03
Formulate your message
Craft a compelling and concise message that communicates the core of your advocacy efforts. Your message should be easy to understand and resonate with your target audience.

04
Identify and select the right media channels
Identify the most appropriate media channels to reach your target audience and policy makers. This might include press releases, social media, blogs, newspapers, radio, or television.

05
Prepare Media Materials
Create press kits and information packets containing relevant data, statistics, and compelling stories related to your cause. This will help journalists and policy makers understand the importance of the issue.

06
Follow Up, Monitor and Evaluate
Follow up with attendees and policy makers to reinforce your message. Continue to engage with the media and share any post-event coverage or resources. Assess the impact of your media advocacy event. Measure media coverage, public engagement, and any policy changes or commitments that result from the event. Use this feedback to improve future advocacy efforts.

Case Study

Strengthening Health Security at Points of Entry; Oversight Visits with Federal Legislators

Background

 - International transport, travel, and trade contribute to economic development but pose public health risks.

 - High traffic at points of entry like airports, ports, and ground crossings can facilitate disease spread.

 - Strengthening capacity at Points of Entry is vital for health security.

Objective

 - Oversight visits by the Senate Committee on Primary Health Care and Communicable Diseases.

 - Assess preparedness at points of entry.

 - Gather firsthand information on resources and gaps.

 - Explore legislative contributions to filling gaps.

 - Engage with frontline workers for epidemic prevention.

 - Increase public awareness through media reportage.

Approach

 - *Senate Committees on Health and Primary Health Care conducted oversight visits at two international airports.*

 - *Comprehensive assessment of preparedness levels.*

 - *On-site data collection for insights into available resources.*

 - *Identification of resource needs and gaps through direct observation.*

 - *Exploration of opportunities for legislative involvement.*

 - *Engagement with frontline workers.*

 - *Media reportage to raise public awareness about epidemic preparedness.*

Building Relationships with the Media

Forging strong relationships with journalists and editors stands as a cornerstone for success. It is pivotal to identify and engage with the key figures in the media landscape who cover topics integral to your advocacy campaign.

Below are some tips in approaching journalists and editors:

★

- Identify key journalists and editors who cover topics related to your advocacy campaign.

★ ★

- Craft personalised pitches and press releases to grab their attention.

- Be clear, concise, and respectful in your communications.

★ ★ ★

- Offer yourself or your organisation as a resource for information and expert opinions.

How to Draft Press Releases

01

Start with a Strong Headline

Your press release should begin with a clear headline that summarises the main point of the release.

02

Write a Compelling Lead Paragraph

The first paragraph should provide the most important information. It should answer the who, what, when, where, and why of the story.

03

Follow the Inverted Pyramid

Arrange information in descending order of importance. Put the most critical details first, followed by supporting information.

04

Include Quotes

Incorporate quotes from key figures or experts related to the story. Quotes add a human element and provide context.

05

Provide Background Information

Offer background information on the issue, campaign, or event. Ensure readers have the necessary context to understand the significance.

06

Add Multimedia Elements

Embed images, videos, or links to additional resources that complement the story. Multimedia elements enhance engagement.

07

Use Clear and Concise Language

Avoid complex jargon. Write in clear and concise language that can be easily understood by a broad audience.

08

Boilerplate and Contact Information

Include a brief organisation description (boilerplate) at the end of the press release. Also, provide contact information for media inquiries.

09

Boilerplate and Contact Information

Review the press release for grammar, spelling, and formatting errors. It should be polished and error-free.

B. Leveraging Social Media for Advocacy

Social media is a dynamic platform for advocacy, offering a direct line of communication with a global audience. Here's how to leverage social media effectively for your campaign:

Create a Social Media Strategy

Develop a social media content calendar outlining when and what type of content to post. Consistency is key to maintaining an online presence. This calendar would have been informed by your landscaping and audience analysis, taking into account the best times to reach your target audience on social media

01

Craft Engaging Posts

Create social media posts that align with your campaign's messaging and objectives. Use visuals, infographics, and compelling language to capture your audience's attention.

02

Utilise Hashtags

Incorporate relevant hashtags in your posts to increase the visibility of your campaign. Hashtags make your content discoverable by a wider audience and helps you track the visibility and reach of your campaign.

03

04

Monitor and Engage

Continuously monitor social media platforms for mentions and discussions related to your advocacy. Actively participate in these discussions to engage with the online community.

*Refer to the section on evaluating media advocacy efforts for more detailed strategies on monitoring for social media campaign performance.

Leverage Social Media Influencers

Identify social media influencers with a strong following in the public health niche. Collaborate with them to amplify your message.

05

Tips to engaging Social Media Influencers

- *Research and identify relevant social media influencers in your field.*
- *Reach out to them with compelling proposals for collaborations, interviews, or feature stories.*
- *Emphasise the mutual benefits of the partnership, such as increased visibility or access to their audience.*
- *Maintain open and consistent communication to nurture these relationships.*

Promote User-Generated Content

Encourage community members and supporters to create and share content related to your campaign. User-generated content extends your reach.

06

07

Evaluate and Adapt

Regularly assess the performance of your social media posts and campaigns. Analyse metrics to understand what resonates with your audience and adjust your strategy accordingly.
*Refer to the section on evaluating media advocacy efforts for more detailed strategies on assessing social media campaign performance.

How to Create a Social Media Calendar

HOW

Creating a social media content calendar is essential for maintaining a consistent and strategic presence on social media. Here's a step-by-step guide on how to create one:

Step 01
Define Your Social Media Goals and Objectives

Before you start planning your content calendar, it's crucial to understand your social media goals and objectives. What do you want to achieve with your social media presence? Common objectives include raising awareness, increasing engagement, and driving website traffic.

Step 02
Identify Your Target Audience

Before you start planning your content calendar, it's crucial to understand your social media goals and objectives. What do you want to achieve with your social media presence? Common objectives include raising awareness, increasing engagement, and driving website traffic.

Step 03
Choose Social Media Platforms

Determine which social media platforms are most suitable for reaching your target audience and achieving your objectives. Focus your efforts on the platforms where your audience is most active.

Step 04
Content Categories and Themes

Create a list of content categories and themes that align with your campaign's messaging and objectives. These categories will help you diversify your content and keep your audience engaged. For epidemic preparedness and response, content categories could include public health tips, emergency preparedness, success stories, and data insights.

Step 05
Content Calendar Tools

Select a tool to create and manage your content calendar. There are various options available, from digital calendars to dedicated social media management platforms. Popular choices include Google Calendar, Trello, and social media scheduling tools like Hootsuite or Buffer.

Step 06
Content Scheduling

Now, it's time to schedule your content. Start by deciding how often you'll post on each social media platform. Consider the platform's best practices for posting frequency. For example, Twitter may require more frequent posts than LinkedIn.

Step 07
Create a Posting Schedule

Use your content calendar tool to create a posting schedule. Assign specific content to particular days and times. Ensure that your schedule aligns with your audience's online activity. Research the best times to post on each platform and consider time zone differences if your audience is global.

Step 08
Content Creation

Begin creating your content. Develop a variety of content types, including text posts, images, videos, infographics, and links to articles or resources. Make sure your content aligns with your chosen themes and categories.

Step 09

Write Captions and Copy

Craft engaging and informative captions or copy for your social media posts. Be concise, and include relevant hashtags, mentions, and calls to action (CTAs) when appropriate.

Step 10

Visual Assets

If your posts include images or videos, ensure you have the necessary visual assets. Use high-quality images and graphics that are relevant to your content.

Step 11

Schedule and Monitor

Once your content is created, use your social media management tool to schedule posts in advance. This ensures that your content is published consistently.
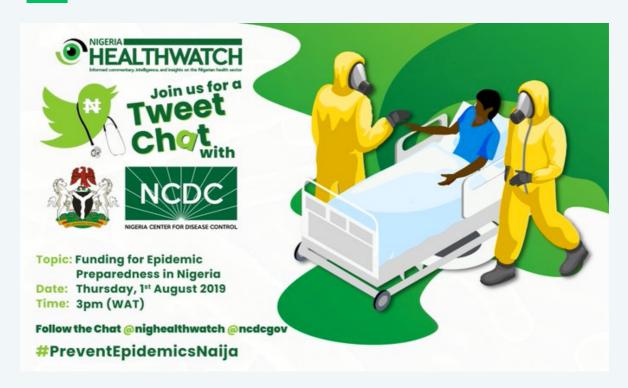
Step 12

Review and Adjust

Regularly review your social media performance. Analyse engagement metrics, such as likes, shares, comments, and click-through rates. Use these insights to adjust your content calendar and strategy as needed. Experiment with different content types and posting times to optimise your results.

Other Social Media Activities for Advocacy Campaigns

Aside from the common strategies like posts, hashtags, and influencer collaborations, various other social media activities can significantly amplify advocacy objectives and drive engagement.

Some of the activities the Prevent Epidemics Project leveraged include:

01 Live Chats and Q&A Sessions
Hosting live chat sessions or Q&A discussions where experts or advocates answer questions related to epidemic preparedness. This interactive engagement allows for real-time interaction and helps in addressing queries from the audience.

02 Webinars and Virtual Events
Conducting webinars or virtual events focused on educating the audience about epidemic preparedness. These sessions can include panel discussions, presentations, and audience engagement activities.

03
Live Chats and Q&A Sessions
Hosting live chat sessions or Q&A discussions where experts or advocates answer questions related to epidemic preparedness. This interactive engagement allows for real-time interaction and helps in addressing queries from the audience.

04
X(formerly Twitter) Spaces or Clubhouse Discussions
Utilizing audio-based platforms like Twitter Spaces or Clubhouse to hold discussions, debates, or informative talks on health-related topics. These real-time audio conversations foster direct engagement with the audience.

05
Interactive Polls and Surveys
Using polls and surveys on platforms like Twitter, Instagram, or Facebook to gather insights, opinions, and feedback from the audience. This engagement technique also sparks interaction and awareness.

06
User-Generated Challenges or Campaigns
Encouraging users to participate in challenges or campaigns related to epidemic preparedness, where they share their stories, tips, or experiences. This user-generated content not only engages the audience but also broadens the campaign's reach.

07
Facebook or LinkedIn Groups
Creating dedicated groups on social media platforms like Facebook or LinkedIn where professionals, advocates, and the public can engage in discussions, share resources, and stay updated on epidemic preparedness.

08
Trending Topics and Hashtag Campaigns
Capitalizing on trending topics or popular hashtags by aligning your advocacy messages with ongoing discussions. Jumping on relevant trends can significantly increase the visibility and reach of your campaign.

09
Podcasts and Audio Clips
Producing podcast episodes or short audio clips discussing various aspects of epidemic preparedness. These audio-based content pieces can cater to an audience interested in auditory learning.

By incorporating various types of social media activities, an advocacy campaign gains versatility and an enhanced ability to connect with a broader audience, fostering engagement and amplifying the advocacy objectives.

GAINING MEDIA ATTENTION

- *Leverage community engagement events to attract local media coverage.*

- *Prepare press releases and media kits to distribute to journalists attending these events.*

- *Encourage community members to share event updates and media coverage on social media platforms.*

MESSAGE CONSISTENCY

- *Ensure that all media materials align with your campaign's core messages and objectives.*

- *Tailor content to specific media outlets and platforms while maintaining consistency in messaging.*

HARNESSING THE POWER OF SOCIAL MEDIA INFLUENCING

Social media influencers wield remarkable influence over their audiences, making them invaluable partners in your media advocacy strategy. To maximise their impact and strengthen your advocacy efforts, consider the following steps:

Identifying Social Media Influencers

Understanding Your Target Audience

- *Conduct audience research to gain insights into the demographics, interests, and behaviours of your target audience.*

- *Identify the platforms where your audience is most active and engaged.*

Appropriate Influencer Selection

- *Seek influencers whose followers align with your campaign's target demographics and interests.*

- *Ensure influencers have credibility and a genuine connection to the issues you advocate for.*

- *Consider the reach and engagement rates of potential influencers when making your selections.*

Audience Alignment

- *Choose influencers whose followers closely match your campaign's target demographics. Metrics: Compare follower demographics with campaign audience.*

Example: If your campaign focuses on promoting healthy eating among young adults, select influencers with a significant following in the 18-35 age group.

Relevance and Credibility

- *Prioritise influencers who have a genuine connection to the issues you advocate for. Metrics: Review past advocacy work and alignment with your cause.*

Example: If your campaign is about climate change, collaborate with influencers known for their environmental activism or knowledge.

Reach and Engagement

- *Consider the reach and engagement rates of potential influencers when making selections. Metrics: Evaluate follower count and engagement metrics like likes, comments, and shares.*

Example: *If you want to maximise visibility, partner with influencers who have a large following and a history of high engagement with their content.*

Engaging Social Media Influencers

Building Authentic Relationships

- *Approach influencers with personalized and sincere outreach, expressing your appreciation for their work.*

- *Highlight the alignment between your advocacy goals and the influencer's interests and values.*

- *Be transparent about your campaign's objectives and the potential benefits for the influencer's audience.*

Creative Collaboration Strategies

Co-create content

- *Collaborate with influencers to develop content that resonates with their audience while conveying your advocacy message.*

Live events and takeovers

- *Host live events or takeovers on influencer channels to engage their followers directly.*

Challenges and contests

- *Create challenges or contests that encourage audience participation and promote your advocacy message.*

Storytelling

- *Encourage influencers to share personal stories or experiences related to your campaign, fostering a deeper connection with their followers.*

Maximising Social Media Impact

Leverage influencer networks

- *Encourage influencers to share campaign-related content and amplify your reach.*

Monitor and analyse influencer performance

- *Track metrics such as engagement rates, impressions, and click-through rates to assess the impact of influencer collaborations.*

Adjust strategies based on insights

- *Use data to refine your influencer engagement strategies and continuously improve your advocacy efforts.*

C. Building Media Capacity for Advocacy

Effective advocacy reporting by the media is crucial in championing causes such as epidemic preparedness. Key principles such as accuracy, balance, and ethics must be highlighted. Furthermore, offering guidance on how to cover advocacy issues is essential. This involves providing background information, key contacts, and various story angles. Hosting training sessions or workshops for media professionals can familiarize them with advocacy goals and messages, paving the way for comprehensive and impactful reporting.

CASE STUDIES FROM THE PE PROJECT

The Prevent Epidemics (PE) project successfully implemented journalism masterclasses and fellowships. These programs equipped journalists with specialised skills and knowledge in health crisis reporting.

BACKGROUND/ INTRODUCTION

The media plays a critical role in increasing awareness and influencing community opinions and actions around health in the country. They play a critical role in providing up-to-date information about the COVID-19 response, and other infectious disease outbreaks. This momentum should be sustained, and every opportunity taken to report on and highlight Nigeria's ability to respond to and prepare for future infectious disease threats, if adequately funded.

The Prevent Epidemics Journalism Fellowship is focused on fostering journalists' understanding of the importance of writing about preparedness in reporting on epidemics, the place of the media in shaping the narrative and drawing policymaker and public attention to the importance of epidemic preparedness and showing them how to advocate for adequate and sustained funding for epidemic preparedness in story pitches.

#PREVENTEPIDEMICSNAIJA JOURNALISM FELLOWSHIP

– Strengthening Reportage of Epidemic Preparedness and Response Funding

WORKSHOP DESIGN/ METHODOLOGY

The workshop design was learner-centered, and an active learning method and approach were used to increase engagement such as "learning by doing" approaches.

Approaches for Identifying Potential Journalists

Identifying potential journalists keen on advocating public health issues involves strategies such as maintaining a database of journalists, utilizing social media platforms to engage with reporters, attending media conferences, and nurturing relationships with media outlets.

Curating a Journalism Fellowship

Establishing a journalism fellowship program is a potent method to cultivate media capacity. Fellowships can focus on skill enhancement, nurturing in-depth knowledge, and fostering specialized reporting on health crises.

Content Development

Providing resources, tools, and templates for effective content development can aid journalists in framing stories. This includes offering data repositories, expert resources, and story leads to facilitate comprehensive reporting.

Training Approaches

Interactive andragogic training approaches play a pivotal role in building media capacity. Engaging media professionals through workshops, interactive sessions, and hands-on experiences like field trips, on-the-ground reporting, and content creation can significantly enhance their reporting skills and understanding of health-related advocacy.

1

Pre-tests and post-tests were administered to gauge knowledge gaps, before and after the workshop.

2

Group discussions- interactive sessions and facilitator-led presentations.

3

Participants had to deliver story pitches during the training, that were peer-reviewed in-house.

4

Sessions had two components, technical and practical – the more technical sessions focused on increasing participants' knowledge on identifying epidemic preparedness stories opportunities and how to write compelling epidemic preparedness stories.
We achieve this through a media tour of the NCDC's Public Health Emergency Operation Centre (PHEOC) and the National Reference Laboratory (NRL).

PART THREE
EVALUATING MEDIA ADVOCACY EFFORTS

Effective evaluation is vital to gauge the impact of your media advocacy efforts and refine your strategies for maximum effectiveness. Here's how you can comprehensively evaluate your efforts:

Monitoring Media Coverage: Tools and Techniques

Utilise media monitoring tools such as Google Alerts, or specialised media monitoring services to track the reach and frequency of your advocacy campaign in the media.

Employ media analysis techniques to assess the tone and sentiment of media coverage, identifying positive, negative, and neutral mentions.

Create a media coverage report that compiles all relevant news articles, broadcasts, and online mentions related to your campaign.

Feedback Collection: Engaging with Audiences to Gauge Impact

Foster direct engagement with your target audience through surveys, focus groups, and feedback forms to understand their perception of your advocacy campaign.

Monitor comments, discussions, and reactions on social media platforms to gather real-time feedback and sentiments.

Conduct post-campaign interviews or surveys with key stakeholders, including journalists, policymakers, and community members, to assess their awareness and opinions regarding your advocacy efforts.

Success Metrics:
Quantifiable Measures to Evaluate Campaign Effectiveness

Define specific key performance indicators (KPIs) aligned with your advocacy goals, such as increased media mentions, website traffic, or social media engagement.

Measure the growth in your online and offline audiences, including website visitors, social media followers, and email subscribers.

Analyse the click-through rates (CTR) and conversion rates for online content, assessing the effectiveness of your calls to action.

Track changes in public perception or awareness through pre- and post-campaign surveys or sentiment analysis.

Assess the impact on policy change, if applicable, by tracking legislative or regulatory actions influenced by your advocacy efforts.

Examples of Success Metrics for Campaign Evaluation:

Media Mentions
- Metric: Count the number of times your campaign is mentioned in media outlets.

- Measurement: Monitor news articles, TV/radio segments, and online publications featuring your campaign.

Sample Metric
Achieve a 50% increase in media mentions compared to the pre-campaign period.

Website Traffic
- Metric: Track the increase in visitors to your campaign website.

- Measurement: Use website analytics tools to monitor the growth in unique visitors and page views.

Sample Metric
Double the website traffic compared to the previous year

Social Media Engagement
   - Metric: Measure likes, shares, comments, and overall interaction on social media platforms.
   - Measurement: Utilize social media analytics to assess engagement rates and trends.

Sample Metric
Achieve a 20% increase in social media engagement over the campaign period**.**

Sample Metric
Increase the email subscriber list by 1,000 new subscribers during the campaign.

Audience Growth
   - Metric: Calculate the rise in your online and offline audiences.
   - Measurement: Track the growth in social media followers, website subscribers, and email list members.

Conversion Rates
- Metric: Analyse the click-through rates (CTR) and conversion rates for online content.
- Measurement: Use web analytics tools to assess the effectiveness of your calls to action.

Sample Metric
Achieve a 10% CTR for the campaign landing page, leading to a 5% increase in conversions.

Sample Metric
Increase positive sentiment from 60% to 75% in post-campaign sentiment analysis.

Public Perception and Awareness
- Metric: Measure changes in public perception or awareness regarding your advocacy topic.

- Measurement: Conduct pre- and post-campaign surveys, sentiment analysis, or social media sentiment tracking.

Policy Impact
- Metric: Assess the influence on policy change, if applicable.
- Measurement: Track legislative or regulatory actions that align with your advocacy efforts.

Sample Metric
Advocate for and witness the passing of a new bill supporting your campaign's cause.

Types of Indicators

Process Indicators
Measure the progress of activities, such as the number of media outreach efforts or social media posts during the campaign.

Output Indicators
Quantify tangible results, like media mentions, website traffic, and social media engagement.

Outcome Indicators
Evaluate the broader impact of the campaign, including changes in public perception, audience growth, and policy impact.

By implementing comprehensive monitoring, feedback collection, and success metrics, you can gain valuable insights into the effectiveness of your media advocacy efforts. These insights will enable you to make data-driven decisions, refine your strategies, and continually improve your advocacy campaigns to achieve your desired outcomes.

Sample Media Coverage Report

Media Analysis Template:

Sample Media Coverage Report	(*Campaign Name)
Date of Report	
Prepared by:	

Executive Summary:

> Provide a concise overview of the key findings and highlights of the media analysis report.

I. Introduction:

> Briefly introduce the advocacy campaign and its objectives.

II. Media Coverage:

> **1. Media Channels Analysed:**
> - List all media channels monitored (e.g., newspapers, TV, radio, online news sites, social media platforms).
>
> **2. Media Mentions:**
> - Provide a breakdown of the total number of media mentions related to the campaign.

Media Mentions:

Engagement	Calculate the estimated engagements generated by the campaign based on reactions; shares; likes etc across media platforms.
Reach	Calculate the estimated reach of the campaign based on the circulation, viewership, or online readership of the media outlets.
Other media metrics (likes, republications, citations etc)	

3. Tone and Sentiment:

- Analyse the overall tone and sentiment of media coverage (e.g., positive, negative, neutral).
- Provide specific examples or quotes that illustrate the tone.

4. Key Messages

- Identify and assess the effectiveness of key messages conveyed in media coverage.
- Highlight key messages that received significant attention.

III. Audience Engagement:

1. Social Media Engagement:

- Analyse social media engagement related to the campaign (likes, shares, comments, mentions).
- Identify any influential social media users who amplified the campaign.

2. Audience Feedback:

- Summarise feedback and reactions from the audience on social media platforms.
- Include noteworthy comments, questions, or concerns raised by the audience.

IV. Online Metrics:

1. Website Traffic:

- Analyse website traffic during the campaign period, including page views, unique visitors, and referral sources.

2. Conversion Rates:

- Evaluate the effectiveness of calls to action (CTAs) on the media platforms by measuring conversion rates (e.g., shares; petition sign-ups, follow up requests etc, downloads of advocacy tools).

V. Policy Impact (if applicable):

To effectively measure the impact of a media advocacy campaign, it is crucial to monitor the extent to which the campaign has raised public awareness and support on the challenge and the resulting changes in policy

VI. Recommendations

1. Key Insights:
- *Summarise the main takeaways from the media analysis.*
- *Identify strengths and weaknesses of the campaign's media presence.*

2. Actionable Recommendations:
- *Suggest areas where the campaign can be enhanced for future advocacy efforts.*
- *Provide actionable recommendations to optimise media engagement.*

VII. Appendices:

1. Media Coverage Samples:
- *Include samples of media coverage (e.g., newspaper clippings, screenshots of online articles).*
- *Highlight notable mentions and visuals.*

2. Data and Metrics:
- *Attach tables or charts displaying data related to media coverage, website traffic, and social media engagement.*

3. Contact Details:
- *Provide contact information for inquiries or further discussion.*

Part Four

SUSTAINING AND ADAPTING MEDIA ADVOCACY

In today's rapidly evolving media landscape, it is important to be flexible and adaptable when implementing strategies. Keeping up with industry changes and being able to adjust quickly can have a significant impact on achieving desired outcomes. The sustainability and relevance of media advocacy efforts, particularly in the context of epidemic preparedness, require continuous efforts and the ability to adapt to the changing media landscape. In this section, we will discuss key factors that can help ensure the success of media advocacy initiatives.

Maintaining Media Relationships: Cultivating Long-term Collaborations

Building and sustaining relationships with media professionals is crucial to ensure the continued visibility and impact of media advocacy work in the public health space. Building a solid connection with media outlets not only fosters a sense of trust between the public and public health officials but also strengthens the chances of controlling the story/narrative. Nurturing these relationships goes beyond merely reaching out during campaign periods. It involves:

Maintaining an accurate list of media contacts: It is crucial to manage and update this list to ensure that key contacts are readily accessible, and the latest information is available at all times.

Regular Engagement: Keep media professionals abreast of your ongoing projects and successes, even outside of specific campaigns.

Mutual Support: Engage with their content, understand their needs, and offer expert insights when relevant.

Appreciation: Acknowledge their contributions and collaborations, and ensure they feel valued and respected.

Transparency: Ensure open communication and provide access to reliable information and expertise. This will bolster your credibility.

Updating Strategies: Keeping Abreast of Media Trends and Adapting Accordingly

The media landscape is in constant flux, affected by technological advancements, shifting audience behaviour, and global events. Staying abreast of this landscape will require:

Monitoring Trends:
Regularly identify and analyse emerging media trends. This will ensure that your strategies remain relevant and impactful.

Agility:
Be willing and ready to pivot your strategies to align with new media platforms, techniques, and audience preferences.

Innovation:
Continuously explore new methods, platforms, and narratives to communicate your message effectively.

Data-driven decision-making:
Utilise data analytics to understand the reach and impact of your campaigns and identify areas for improvement and innovation.

Continuous Learning: Embrace Feedback and Refine Tactics Over Time

The longevity of your media advocacy is intertwined with your ability to learn, evolve, and innovate in your strategies:

Feedback Mechanisms: Implement systems to regularly gather feedback from your team, media partners, and audience.

Reflective Practice: Engage in regular reviews of your campaigns and analyse your successes and areas for development.

Skill Development: Ensure continuous professional development for your team. Keep them versed in the latest media advocacy skills and tools.

Iterative Improvements: Utilise insights and learnings to refine and enhance your media advocacy efforts systematically.

In summary, sustaining and adapting media advocacy requires a combination of ongoing relationship management, strategic agility to changing media dynamics, and an ingrained culture of continuous learning and improvement. Always rooting your strategies in the current context while maintaining a foresight for future developments, will position your media advocacy for long-term impact and success.

For further readings, visit:
Media Relations, Everything You Need to Know.
Link*: https://www.pr.co/media-relations*

What is Media Relations? How to Control the Narrative Quickly
Link*: https://www.g2.com/articles/media-relations*

Other Case Studies
Case Study: #PreventEpidemicsNaija Social Media Campaign

NIGERIA HEALTH WATCH

ADVOCATING FOR EPIDEMIC PREPAREDNESS FUNDING THROUGH MEDIA ENGAGEMENT

Vivianne Ihekweazu
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INTRODUCTION

Epidemics threaten public health security in Nigeria and the last few years, the country has dealt with a series of outbreaks including measles, cholera, Lassa Fever, COVID-19 and now Monkeypox. The national public health institute (NPHI) and other relevant stakeholders must have the necessary funding support for outbreak response. The COVID-19 pandemic reiterated the need for countries to prioritize epidemic preparedness, ensuring readiness for the next pandemic. This will require improving funding for sustained epidemics preparedness, as well as increasing public awareness and support for epidemic prevention.

AIM

The project aimed to build public and policymaker awareness and demand for epidemic preparedness funding increase at the federal level, through advocacy and communications.

METHODOLOGY

Advocacy was conducted via media (TV, radio, print), social media, policy dialogues (virtual and in-person) with policy makers, and direct engagement with journalists to increase reporting that prioritises epidemic preparedness funding, delivered through media sensitisation, roundtables and information dissemination.

#PreventEpidemicsNaija

We engaged with journalists by conducting journalism masterclasses, media fellowships to provide close support and mentorships to select journalists and two editions of the #PreventEpidemicsNaija Journalism Award to recognize journalists that consistently reported accurately on the importance of epidemic preparedness in Nigeria. We also organized breakfast meetings, media roundtables and field trips to points of entry with federal legislators and the media to assess preparedness at points of entry, creating opportunities for the media to engage with policymakers.

RESULTS

Within two years, the #PreventEpidemicsNaija campaign garnered about half a billion impressions on social media: online engagement increased significantly with the spread of COVID-19, making the campaign hashtag one of the most popular hashtags in social media conversations about the pandemic.

#PreventEpidemicsNaija Campaign garnered over
500,000,000
IMPRESSIONS ON SOCIAL MEDIA IN 2 YEARS

Through our campaign, the Nigeria Centre for Disease Control (NCDC) funding increased to 2.9 billion Naira (US$7.7 million) in 2021, more than double the 1.4 billion Naira allocated to the agency in the preceding two years. NCDC will also receive funding from the Basic Health Care Provision Fund (BHCPF), providing the agency with a long-term funding stream beyond the annual appropriations.

NCDC
2019   2020   2021

In our engagements with the media, about 70 journalists were trained on informed and accurate reportage of epidemic preparedness. Through the #PreventEpidemicsNaija Journalism Fellowship, 7 journalists were also mentored by seasoned facilitators for 3 months during the last 3 years.

The media sensitisation to increase journalists' knowledge of epidemic preparedness and awards recognising outstanding reporting significantly increased media coverage and public discourse on the need to ensure sustained epidemic preparedness funding.

MEDIA ENGAGEMENT
70 JOURNALISTS

#PreventEpidemicsNaija JOURNALISM FELLOWSHIP
07 JOURNALISTS

CONCLUSION

Through the Prevent Epidemics Project, we have consistently leveraged our social media platforms and advocacy activities to share key messages on improving health security in the country as the response to the COVID-19 pandemic continues. The media sensitisation to increase journalists' knowledge of epidemic preparedness and awards recognising outstanding reporting significantly increased media coverage and public discourse on the need to ensure adequate epidemic preparedness funding, which enabled media advocacy on epidemic preparedness funding to be more effective.

For more information, please contact us at info@nigeriahealthwatch.com

CASE STUDY:
#PREVENTEPIDEMICSNAIJA
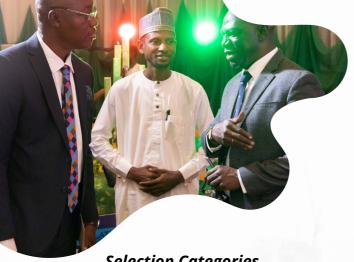## JOURNALISM AWARDS (PEJA)

Introduction

The media played a pivotal role in shaping public awareness and influencing community opinions and actions, particularly in the realm of public health. In Nigeria, the media's role in disseminating up-to-date information regarding the COVID-19 response and other infectious disease outbreaks could not be overstated. Sustaining this momentum and seizing every opportunity to report on Nigeria's capacity to respond to and prepare for future infectious disease threats was crucial, contingent upon adequate funding. Starting in 2021, Nigeria Health Watch took the lead in recognising and rewarding journalists for their exceptional reporting on Epidemic Preparedness and Response (EPR) through the #PreventEpidemicsNaija Journalism Awards (PEJA). The awards ceremony served as a unique platform to convene key stakeholders in Nigeria's health security landscape, including Heads of Ministries, Departments, and Agencies responsible for the implementation of the National Action Plan for Health Security. This event showcased EPR activities aimed at bridging health security gaps within the country.

Objective

The primary objective of the award was to acknowledge and celebrate journalists for their outstanding reporting, specifically focusing on raising awareness about the critical need for funding in epidemic preparedness. Adequate funding was imperative for enabling an effective response to infectious disease outbreaks.

Selection Categories

Journalists were eligible for nomination in the following categories:
- Print News/Online News
- Radio
- Television

Eligibility Criteria

For any nominated article or show, eligibility criteria included coverage in at least one of the following categories:

- Epidemic Preparedness and Response to disease outbreaks in Nigeria.

- Community Awareness: Enhancing community awareness regarding infectious diseases while delineating the roles of citizens and stakeholders in epidemic preparedness and response.

- Budget and Funding: Stories that shed light on the funding available for health/epidemic preparedness and response, funding gaps, and the appropriate steps forward.

Achievements

The three editions of the #PreventEpidemicsNaija Journalism Awards (PEJA) served as platforms to recognise and honor journalists for their invaluable contributions in spreading awareness about the critical importance of epidemic preparedness and response. They also played a significant role in disseminating current information regarding COVID-19, Nigeria's response to the pandemic, and other infectious disease outbreaks. Previous award recipients hailed from esteemed Nigerian newsrooms and media organisations, including Africa Independent Television (AIT) and Nigeria Info FM.

Lessons Learnt

Through the #PreventEpidemicsNaija Journalism Awards (PEJA), several key lessons emerged:

Media as Change Agents: The media served as a potent force for change, capable of shaping public perception and galvanising action on critical health issues.

Acknowledging Excellence: Recognising and celebrating journalistic excellence in health reporting encouraged a more informed and engaged public.

EPR Awareness: The awards played a pivotal role in raising awareness about epidemic preparedness and response, underscoring its significance for public health.

Engaging Partnerships: Collaborations between media, public health entities, and government agencies had a far-reaching impact in promoting health security and resilience.

Resources
and *Templates*

Ensuring your media advocacy initiative is both efficient and effective involves having accessible resources and templates at your disposal. The following section offers guidance on developing and utilising resourceful materials that can expedite your media advocacy activities while maintaining a consistent and professional approach.

Contact Lists: Database of Relevant Media Personnel

Compiling and maintaining a robust database of media contacts is needed for timely and targeted communication. This should not only encompass journalists but also editors, broadcasters, and digital media influencers across various platforms relevant to your cause.

Essentials of a Media Contact List:

Name:
Full name of the media professional.

Organisation:
The media outlet or platform they represent.

Position:
Their role within the organisation.

Email & Phone:
Direct contact details for communication efficiency.

Interests/ Specialisations:
Area of focus, e.g., health, policy, local news, etc.

Previous Interaction/Notes:
Any prior engagement or relevant notes for personalised communication.

Utilisation Tips

"
Regularly update the list to account for changes in positions or contact details.
"

"
Categorise contacts based on their specialisation or media platform for targeted outreach.
"

"
Ensure the list is accessible to relevant team members to foster synchronised communication.
"

Templates

Having pre-formulated templates is vital to ensure consistent adherence to brand guidelines and to expedite content creation processes, especially during time-sensitive situations.

Press Release Template

Logo	*Having pre-formulated templates is vital to ensure consistent adherence to brand guidelines and to expedite content creation processes, especially during time-sensitive situations.*
Contact Information	*Provide the name of the company as well as the name, phone number and email address of the contact person.*
Release Date	
Headline	*A compelling title that succinctly highlights the main news*
Lede	*A summary that captures the essence of the story.*
Body	*Detailed information, providing depth and context to your news.*
Quotes	*Insightful statements from relevant spokespeople, adding a human element.*
Boilerplate	*A brief about your organisation, providing background information.*
End Notation ("###")	*This signals to the printer that there is no more copy to come. Nowadays, the use of printing has decreased, but it is still recommended to include end notation as a formality.*

See template below:

CONTACT INFORMATION:
[Company Name]
[Contact Name]
[Phone Number]
[Email Address]

Your Logo

RELEASE DATE:
[Date]

[MAIN PRESS RELEASE HEADLINE {*ALL CAPS*}]

[Optional Subhead {*Title Case / Italicized*}]

Dateline: [CITY, STATE, Month Date] — Lede: [Briefly and explicitly state the information you need to share. Include who, what, when, where, why, and how and lead with the most important information.]

Body paragraphs: [Background information, rich quotes, etc.]

[Boilerplate]

[Call to Action]

###

Source: [www.smartsheet.com]

Media Pitch Template

Understanding how to constructively craft a media pitch is crucial for media advocacy. A standard media pitch would include the following:

Lede

This pitch should start with an attention-grabbing lede that is relevant to the reporter or editor's beat. This reiterates the need to have an updated media list that captures media professionals' specific interests.

Call to Action

This is the action you want your audience to take. It is important to make your intention here as clear as possible.

Value Proposition

This is where you can showcase the value of what you are offering and why they should be interested in it. It is essential to differentiate yourself from the hundreds of other pitches they receive.

Conclusion

This is where you recap your call-to-action and thank them for their time and consideration.

Utilisation Tips

Tailor the template according to different media platforms and outlets.

Ensure the template adheres to your brand's voice, style, and guidelines.

Regularly revisit and revise templates to ensure they align with evolving strategies and media trends.

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Contact Information for Support
Do you require any specific assistance or support regarding your advocacy campaigns?

Please feel free to share any challenges you're facing, areas where you seek further guidance, or specific information that could enhance your advocacy strategies. Your input will aid us in tailoring our support to better meet your needs.

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