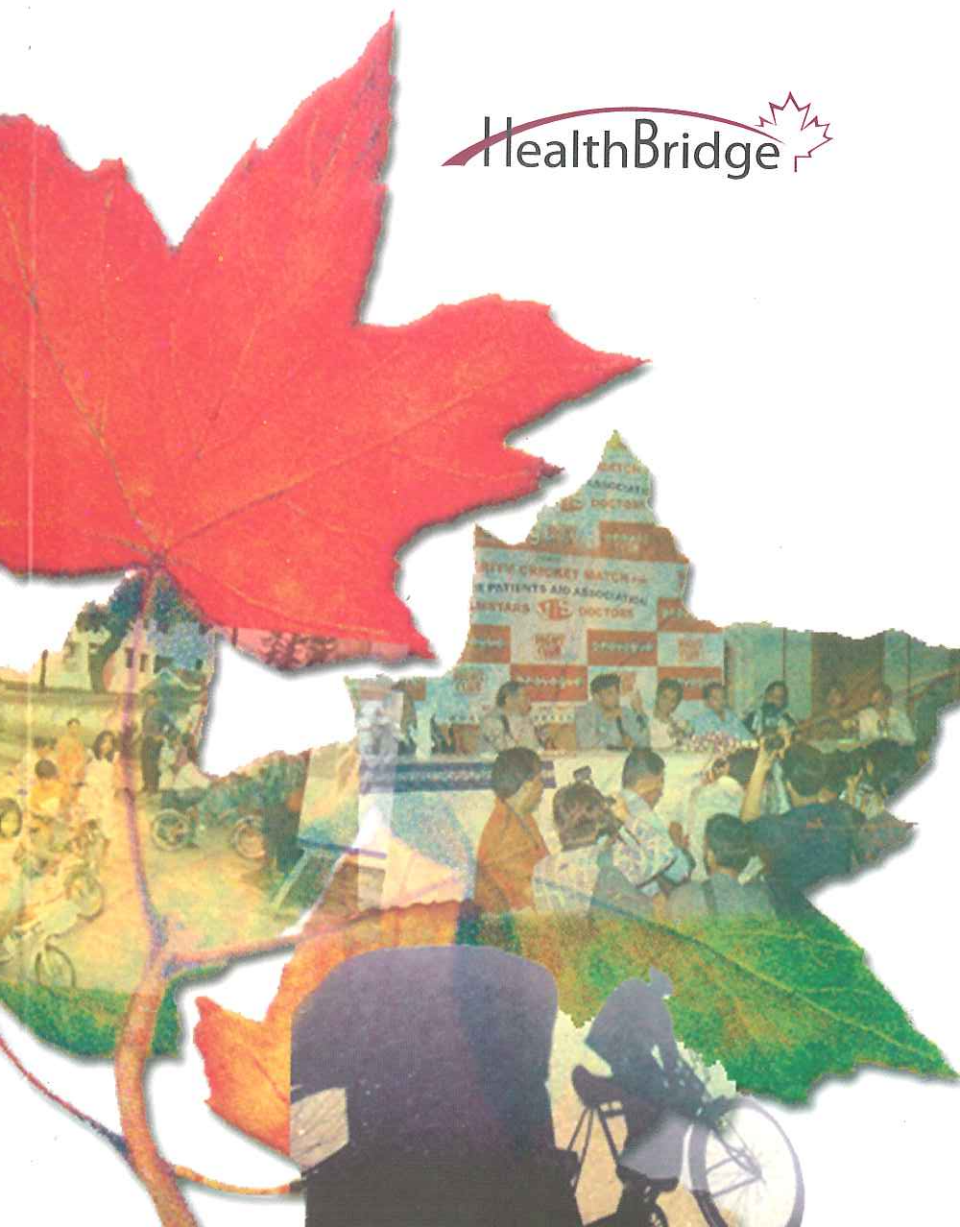


# Using Media and Research for Advocacy: Low Cost Ways to Increase Success

HealthBridge 



**Using Media and Research for Advocacy:  
Low Cost Ways to Increase Success**

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## *Foreword*

HealthBridge (formerly PATH Canada) has produced separate guides on using research for advocacy, and working with the media. This guide combines information from those previous guides and incorporates new and updated information.

While the original guides were focused exclusively on media and research for tobacco control, this guide also addresses various other issues, particularly transport. After all, advocacy through low-cost research and media is needed on a number of issues, not just tobacco; and those who have spent many years working on tobacco control can usefully put their experience to bear on other issues as well.

Transport is particularly highlighted because it affects so many aspects of our lives, and because its' effect on health and the environment, on individual and government spending for transport and fuel, on the global climate, and on city life are equally devastating and avoidable.

Availability of low-cost transport will increase access of vulnerable groups to education, jobs, and health care; fuel-free and public transport are often major sources of employment; and expenditure on transport can be a major burden on the poor. Women are particularly affected by poor transport, as they may simply avoid going out, so that their low mobility further decreases their access to needed services.

Relatively few NGOs are addressing transport and urban issues, yet much could be done that would have an enormously positive impact. To learn more, read on...

## **I.**

## **INTRODUCTION**

### **Purpose of this guide**

This guide is intended for people who wish to work with governments for positive change and who are interested in obtaining new ideas for expanding media coverage or conducting research that will support their advocacy goals.

The guide aims to:

- explain why using the media and targeted research can help secure better policies in your country, on a range of issues;
- suggest various ways to make news, with lots of practical guidelines such as how to write a press release or organize a press conference;
- offer practical tips on ways to use the media for free or very low cost;
- show how you can monitor the media;
- explain the different types of research that can be used for advocacy; and
- propose guidelines for and concrete samples of research that can be used to meet advocacy objectives.

Note that no information is completely definitive, and we often succeed by breaking the rules. It is far more important to try what will work in your circumstances than to follow advice to the letter.

### **What is advocacy?**

Governments have great power to influence personal behavior. Much of what people do is based not on their individual characteristics, but on the surrounding environment. If the environment encourages social interaction, people are friendly; if it encourages isolation, people lead more lonely existences. If it is easy to get about by foot, bicycle, and public transport, people will use those means, especially if car use is also discouraged through high parking fees and other measures; if the easiest way to get about is by car, then people will drive. In countries where taxes

are high on cigarettes, tobacco advertising is banned, and most public places are smoke-free, smoking rates are lower than in countries with weaker tobacco control policies.

In an ideal world, governments would always try to act in the best interest of their citizens by carefully weighing the effects of their policies and actions and choosing those most likely to contribute to the public good. In a more realistic scenario, NGOs and individuals encourage governments to act in the public interest and plan their work so as to increase the chance that the government will adopt positive policies and programs.

Public policies are not always based on existing evidence of what is best for health, the economy, or the environment. If they were, then the world would be a very different place. After all, there is a plethora of information available on issues such as the environment and the harm of tobacco use; yet public policies often appear to be more directed at encouraging private business - however harmful the results may be to public health, the environment, and even the overall economy - than at making life better for the vast majority of citizens. If governments were naturally inclined to act on behalf of the public, our advocacy efforts would be far easier, or indeed unnecessary.

This is not to say that governments are naturally uncaring, but that they tend to act in response to *pressure*. If businesses exert the most pressure, then they will have the most influence on the result. While information certainly is important, what is often needed is pressure - including pressure by the media directly through articles pointing out failures in government policies, or perceived pressure by the public (which is seen through media coverage).

While it is easy to complain about the government's reluctance to act in the best interests of the population, we must remember that it is our responsibility to encourage the government to do what is right. This encouraging—and sometimes pushing—of the government or other institutions to pass laws and policies or

implement programs that will most benefit the public is called *advocacy*. Given that we must often overcome great resistance on the part of governments to act for the public good, and convince government officials that in fact no other course is possible, advocacy could be defined as the art of converting the impossible into the inevitable.

For example, if the government is considering raising fares on public transport and lowering taxes on private cars, NGOs might meet together and create an advocacy plan. They would start by identifying their objectives: to raise public protest against the proposed changes, to inform the government of their opposition, and finally to convince the government to reverse its decision. They would determine those activities that are most likely to lead to the desired result - such as asking experts to write letters to local or national newspapers about the likely effects of the policies on traffic jams, highlighting the problems faced by commuters, holding a meeting at which government representatives could discuss the changes with NGOs, etc. If their advocacy effort is successful, the government would withdraw its plan, or possibly even decide to do the opposite—raise taxes on private cars, and lower public transit fares. This would represent an effective advocacy effort, and the result would be a benefit to the general public (and a few upset auto manufacturers and salesmen).

### **Why use the media for advocacy?**

As NGOs or individuals concerned with bringing about positive social change through people-friendly, pro-environment policies, we need to have access to the government. But how can we gain that access? Not all of us are so fortunate as to have a direct connection that allows us to visit government officials personally to put our case forward. We can send government officials letters and reports, but will they actually read and act on them?

The media is an extremely powerful tool for reaching governments to work for change. Government officials watch TV, perhaps listen to radio, and read the newspapers. Media helps

government officials understand what issues are “hot” and need to be addressed; media can shame government officials into behaving better, and offer information on problems and solutions that otherwise might be ignored. Of course in the process, this information will reach not only government officials but the general population as well, further strengthening our advocacy work.

News coverage itself is not the objective of advocacy; it is the effect of the news coverage which is important, although that may not always be easy to measure. The news media influences the government agenda in most countries. The more an issue is reported in the news, the more people will be aware of and concerned about it, and the more the government will be forced to take notice. If you have no direct access to your country’s policymakers, one effective way to reach them is through the media; even if you do have direct access, media can strengthen your case. In order to ensure that they see the coverage, be sure to collect it yourself and send it regularly to the policymakers who have influence over the matters you are working on.

Media coverage will also encourage the general public to realize that your issue is important. To keep our issues in people’s minds, we have to keep them in the news. To do this we have to get journalists’ attention, understand what they want, and make our issues newsworthy.

Keep two points in mind. Your story or message should be newsworthy – containing something interesting that will catch the attention of the reporters and editors. But it must also contain an advocacy message. Repeating statistics on deaths is not media advocacy; using those statistics to push for strong laws (or enforcement of existing ones) is.

**Media-NGO partnerships: possible and fruitful!**

As in much of the world, a tobacco-friendly environment prevails in the Newly Independent States (NIS), of which Kazakhstan is one. But using the media can help NGOs achieve government support despite the pro-tobacco

bias, as the national coalition “For a smoke-free Kazakhstan” has shown. Dzhamilya Sadykova shows how a well-planned media campaign achieved good results, including a local government budget for a special city program for tobacco control:

In February 2005, the advocates of the Coalition developed a low-budget media advocacy campaign. The key components of this campaign were monitoring of the national tobacco law by special groups, and the production of video and briefing material for top decision-makers at the local level. Monitoring groups consisted of journalists, local parliamentarians, police, health professionals and coalition advocates. All media channels were invited to participate directly in this public event. Mass media had free access to interview all the group members and broadcast every aspect of the monitoring; in addition, they were provided with the final official monitoring report.

During the six days of the monitoring campaign, 107 venues covering every region of the city of Almaty were monitored in regards to implementation of national law prohibiting smoking in public areas, including shops, markets, restaurants, cinema, government and public buildings, schools, hospitals, the airport, stations, buses, and police offices. Significant mass media coverage created public pressure and resulted in smoking being identified as the city’s biggest problem.

Public pressure supported by the media campaign resulted in official approval in April 2005 of a special city program called “Smokefree Almaty” by the Council and tobacco control as a city priority. The total “Smokefree Almaty” program budget is US\$315,000 for the years 2006 and 2007<sup>1</sup> with further budget increases planned for the future. It is the first financially-supported tobacco control initiative in Kazakhstan and the whole NIS region. The National Coalition plans to run similar campaigns in six more regional centers across Kazakhstan over this year.

Mass media has become a key partner of the National Coalition “For a smoke-free Kazakhstan”. The coalition keeps them motivated through public

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<sup>1</sup> For comparison, the annual budget for Almaty’s healthy life style center that runs all health promotion and healthy life style programs is US\$60,000, suggesting that the health promotion program could benefit from similar media advocacy as benefited the tobacco control program.

awards, and informed and updated through a monthly tobacco control bulletin and press conferences. The National Coalition recognizes the important role of media in tobacco control advocacy and has decided to establish a resource and media tobacco control center to increase public awareness and access to information.

### Why use research for advocacy?

The world is full of researchers who conduct studies on a variety of subjects. Research can have a variety of aims, though in general it is used to gain better understanding of a particular subject, or to be able to say with authority what has been observed or believed. But research for advocacy has a more targeted aim: to provide specific evidence of the need for a certain policy or program, or to demonstrate that a certain government action will prove popular.

Research for advocacy, then, is not simply about learning more about a given subject. While existing research projects can often be used for advocacy purposes, this guide looks specifically at fairly small, inexpensive, rapid, and targeted research projects aimed at a specific government policy. Thus while volumes of research on the deadly harm brought by cars, tobacco, or guns, or economic losses by not allowing women a fair share in the job market, or the ways in which bicycles can improve living conditions of the poor may be helpful to our cause, they are not necessarily directed at achieving a specific policy. We can use such information, but in some cases, we will need something more specific and pointed to answer an objection or point to a need.

Research for advocacy can thus:

- Provide needed information to convince government of the importance of a specific cause;
- Answer a specific objection that is raised about a proposed policy change;
- Demonstrate popular support for a specific policy or program.

### Getting started

We know that often the most effective way to change behavior is through laws and policies, including price policy. For instance, decades of experience and research on ways to reduce tobacco use have made it clear that the most effective means are not public education and awareness, but rather the passage of strong legislation (banning all forms of tobacco advertising, making public places smoke-free, and placing strong and pictorial warnings on tobacco products) and raising tobacco taxes. We know that improvement of conditions for walking, cycling, and public transport, combined with measures to reduce car use, can induce people to move about in ways that are better for their health and for the environment. We know that governments should respect human rights, and create situations in which women can live up to their potential.

But we do not have the power to make these changes happen by ourselves. We need to move government, and possibly other institutions. Two tools we can use are the media and targeted research.

To start, we need to define the problem, the solution(s), and the audience we wish to reach.<sup>2</sup> While the overall problem may be lack of conditions to encourage commuting by cycle or foot, or the presence of conditions that encourage tobacco use, we can identify more specific problems: advertising of dangerous products, taxation that fails to encourage positive purchases but does encourage harmful ones, lack of knowledge about the harm and benefit of different products or choices. The solutions could then be a ban on ads for cars or tobacco, higher charges for parking and higher taxes on all tobacco products, and better warnings on tobacco products and cars. The audience we need to reach is the policymakers who can push for those changes. In addition, we

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<sup>2</sup> Lawrence Wallack, Katie Woodruff, Lori Dorfman, and Iris Diaz, *News for a Change: an Advocate's Guide to Working with the Media*. SAGE Publications 1999.

may want to reach the general public, so that they will support the laws—and thus increase the chance that they are passed and enforced.

Once the problem, solution(s), and audience are clear, we can begin to identify our strategy. As our goal is not only to illustrate the problem, but also to point to a solution, we need to be sure that our research and messages include both. When designing research or planning activities suggested in the A to (almost) Z list, remember to include not only why we are angry or what we are protesting, but also what we want the government to do.

We will know how well we are succeeding when we see whether the research is being used and quoted, and when we gather the news coverage (see Appendix 5, How to Monitor the Media). We are interested not only in the quantity, but also the quality, of the news coverage. If the *solution* to the problem is not being mentioned, we need to work to increase attention to our recommendations. As we progress with our work, we can revise our sense of the problems and solutions, and thus rework our media strategy.

### **The media can be very cheap—and often free!**

When people think of the media, they tend to think high cost. Paying for ads on television, radio, or in the newspaper, or renting billboards, is extremely expensive, and is generally beyond the reach of most NGOs. But this does not mean that we cannot access the media. Many of the suggestions from A to Z involve little or no cost.

Think of a newspaper as a lot of paper that needs to be filled each day. It takes a lot of work to figure out what to put on all those pages! The same is true of the evening news on television, and of radio programs. Editors are always looking for news, or interesting items to include in their programs. By giving news editors *interesting* news—with colorful images for TV, or interesting sound bytes for radio, or new and catchy information for newspapers, we are actually doing them a favor. So instead of

thinking of how expensive it is to buy time on the media, look at ways to gain access for free!

### **Research does not need to be lengthy or costly**

When we think of research, we may think of decades-long epidemiological studies that show the connections between lifestyle behaviors and disease, or how watching TV in childhood affects behavior in young adulthood. But while much research takes many years and is very expensive, research for advocacy can be performed quickly and delivers information that is sometimes more directly relevant to policymakers than longitudinal studies.

The question we need to ask ourselves in considering whether to conduct an advocacy-focused research project is, why is the government not acting in a positive way on this issue? If abundant information already exists about the nature of a specific problem and the necessary solutions, yet one more piece of information on the subject is unlikely to be useful. But evidence that people *support* a particular solution, or an interesting angle that has yet to be investigated and that points directly to an important policy, may be effective in swaying an otherwise reluctant government.

So while research does not have to take a lot of time or money to be effective in our advocacy campaigns, it does require *creative* and *strategic* thought. Fortunately those should be easier to come by than enormous research budgets and years in which to carry out our research!

### **Conclusion**

At some point everyone is tempted to complain about government policies that aggravate serious problems, and the reluctance of government agencies to listen to people's views. Those complaints, though possibly valid, are unproductive. We may make the mistake of overestimating the obstacles to achieving positive change, when in fact more strategic thinking on our part would be successful in overcoming those obstacles.

Media and research are two extremely valuable tools which can increase our chances of success, and which require few resources other than time and people.

This guide seeks to help shift the balance of power between people and major corporations. By strengthening our skills in media and research for advocacy, NGOs can increase the influence of the mass people in policy matters, thereby proving worthy Davids to enter into battle with even the fiercest Goliaths.

*A note on references to websites: To make your search easier, we have included the full link in many places, but information at websites often moves around. If the full link we provide does not work, try just entering the name of the organization, and using a search engine to find the information.*

## II.

### LOW-COST MEDIA ADVOCACY

Rules for working with the media vary from country to country, so it is important to treat this document as a guide, rather than as a strict set of rules. You can adapt the suggestions for use in your own country. Do not be put off if the process seems intimidating, as there are lots of ideas here for easy activities which can help you gain confidence and experience in working with the media.

Also, remember that one of the most important ways to learn how to work with the media is by being analytical in your own observations of the media in your country or locale. What news gets printed? What demonstrations get covered? Are there articles in the paper that are more interesting to read than others, and if so, what is the difference? Which issues gain little attention, and which ones get a lot? Are there journalists (electronic or print) who seem particularly interested in social, environmental, or health issues? Through our own reading of newspapers, listening to radio, and watching TV, we can see what gets covered and how the information is presented.

#### **How to make news: from A-Z...**

Making news is all about stories – doing or publicizing something that is worth telling a story about. It can be as simple as releasing a report or a statement, circulating your organization’s newsletter, or distributing a press release urging action by a government representative on a particular issue. Or you could hold a press conference, stage an event, or write an article. Below, in alphabetical order, is a hands-on guide to some of the most tried and tested ways in which your organization could make news on a range of issues.

## A

### Articles written by you (see also Appendix 3, Tips on Writing a News Article)

- Some newspapers welcome articles written by NGOs.
- Think what you would like to write about, then call the editor of the relevant section of the newspaper and talk it through with her/him. Often editors are eager to publish articles written by others, if they contain something new and interesting.
- If the newspaper editors are interested, they will tell you how long the article should be, and may make other suggestions about its content.
- Like 'op-eds' and letters to the editor (see below), articles written by you are an excellent way to communicate your views in your own words. All three forms give you more space to explain your views than a single quote in an article written by someone else.
- Your article will stand a greater chance of success if you think carefully about the audience that will read the publication in which you hope the article will appear.
- If you can, find a 'hook' to hang your article from; that is, aim to have your article published to coincide with a particular date. WBB Trust got an article published in a major newspaper following a Muslim holiday (Eid-al-Fitr) by writing about the fact that many of the deaths from road accidents that occurred during the holiday could be avoided if the rail network were better utilized (fewer cars, buses and trucks on the roads means fewer traffic fatalities).

## B

### Briefing seminars

- Hold a briefing seminar for the media to inform journalists

about a particular and *specific* issue, such as international approaches to car control, or the role of bicycles in poverty reduction, or how men can be encouraged to work to reduce domestic violence. This will of course involve preparation and coordination on your part, to ensure you have adequate information and are prepared to answer journalists' questions.

- Briefing seminars can be held formally with a panel of speakers at the front of a room and journalists in the audience, or informally, with everyone seated round a table and perhaps providing the journalists with breakfast or lunch.

## C

### Celebrities<sup>3</sup>

One effective way of gaining media attention is through the use of celebrities. The media loves to cover even trivial aspects of celebrities' lives. A well-known figure with personal experience of illness from tobacco, for example, may make a good spokesperson, or a good story. But be sure to treat the issue with sensitivity—if the celebrity is alive, contact the person to see if they are willing to have their case discussed, and avoid putting across messages that suggest that the celebrity behaved foolishly by using tobacco.

#### **Celebrities and cricket, a winning combination**

May 2005: It was time for yet another World No Tobacco Day. But the theme for the year's observation "Role of Health Professionals in Tobacco Control" appeared a tad dull for the media managers at Cancer Patients Aid

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<sup>3</sup> This section adapted from Chapman S, Lupton D. *The Fight for Public Health: Principles and Practice of Media Advocacy*. London: British Medical Journal Books, 1994.

Association (CPAA) in India. CPAA, with its close ties to Bollywood (India's film industry in Mumbai), decided to piggyback on Mumbai media's two major crazes - Cricket and Movies.

In keeping with the day's theme, they organised a friendly Cricket Match between the leading doctors and film stars in the city, with over 2,000 people thronging the ground to cheer their favorite stars in action. No less than 30 newspapers, 15 magazines, 20 television channels and 10 radio stations took to the stands to cover the event! The match was interspersed with interviews of celebrities and doctors who provided "sound bytes" on major tobacco concerns in the city. Broadcast live by several television channels, the average viewership of the event was no less than a million, and various business houses vied to sponsor the event.

The event increased the attention of policy makers on the need for tobacco control regulations and helped the organisation to raise money for its further activities in tobacco control.

Celebrities can also be helpful by providing a voice for your issue—sports figures, actors, models, all can speak for an end of sponsorship and promotion by car and tobacco companies, for public places becoming smoke-free, for popular public places to become car-free, etc. If you see that a celebrity seems to be sensitive to the issue—perhaps has worked with NGOs on other issues (such as HIV/AIDS), or is known to be a non-smoker (as are virtually all athletes) or cyclist, then try to contact the person. How? Ask around...it is likely that if you ask enough people, someone will have a contact with a celebrity. You will probably also have to brief them specifically on what to say—do not expect the person to be an expert on the issue.

### **Creative Epidemiology<sup>4</sup>**

Numbers are important tools, but we must remember that sometimes they have very little meaning to the public and to

policymakers. When the numbers are very large, they are particularly difficult to absorb. Complicated data is even more difficult to understand. Australian public health advocate Mike Daube first used the term "creative epidemiology" to describe the process of translating epidemiological data into terms more easily understood by the media and general public. It can also mean putting a new, interesting twist on complicated or old figures. One way is by making comparisons with familiar figures. It allows advocates to put forward their data in a way that makes sense, feels real, and is interesting to others.

Examples include:

- If annual incidence numbers seem relatively small and unimpressive, multiply them over a longer period. For instance, if the WHO estimates that 1.2 million people die on the roads every year, and this number sounds unimpressive, then consider that cumulative deaths for 1995-2030 are estimated at 50 million.
- Correspondingly, if the numbers you are dealing with are very large, these can sometimes be more dramatically expressed if they are placed in perspective against short time-frames—such as the statistic of one person dying every eight seconds from tobacco (much easier to grasp than millions of people a year). You can also give statistics a local perspective—how many people in your area alone are affected by passive smoking or traffic fatalities. Such calculations often present a new and interesting angle on a seemingly remote story.
- When trying to give some sense of meaning to extremely large sums of money (for example, the annual cost of treating a preventable disease), consider translating this sum into how many socially beneficial alternatives this sum could buy (for example, how many schools, public housing units, shelters for the homeless etc.).

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<sup>4</sup> This section adapted from Chapman S, Lupton D. *The Fight for Public Health: Principles and Practice of Media Advocacy*. London: British Medical Journal Books, 1994.

- Try to give some *relativity* to numbers by contrasting the new and unfamiliar with the old and familiar. Time-honored examples here are to compare losses from particular diseases with losses during wars. But be careful in your comparisons to be sensitive to tragedy: a remote event is generally a better comparison than a recent trauma.
- For more ideas on comparing numbers, see the Research section of this guide.

### Choose the right media outlets

In addition to popular media (radio, TV, and newspapers aimed at the general public), there are also specialized media, such as urban planning and transport journals read by urban planners and transport officials, medical journals mainly read by doctors, economic and financial journals, and publications of different institutions, such as newsletters and magazines put out by the Consumers' Association or other groups. While we often think in terms only of the broadest audience, and thus use the popular media, we may sometimes wish to target a specific group, such as urban planners, architects, or doctors, in which case targeted media could be more appropriate.

### Create controversy

It may often be difficult to gain news coverage when we are discussing the need to control a particular product that newspapers make a lot of money promoting, such as cars and cigarettes. On the other hand, simply by flying in the face of accepted wisdom (he with the most money wins) and attacking a much-loved item, we can generate just the sort of controversy that newspaper editors love. Thus for example in Bangladesh *The Daily Star*, a newspaper which thrives on attacking rickshaws, seems happy occasionally to publish pro-rickshaw articles, quite possibly for the controversy they generate. The sample below is from the letters page, which was dominated by their rickshaw image.

#### Allow rickshaws (excerpt)

AZ, Dhaka

I strongly support the move to remove road restrictions on pedal rickshaw in metro Dhaka (NGO seminar, reported in DS 9/2).

As a double-retired resident, I sold my BMW car (can't drive in Dhaka), and use rickshaws for shorter trips. I can't use bus (hassle); and CNG auto rickshaws show disdain for the fare meter ...

Do not link the boots of the newly rich (1% of population). Where are the

## D

### Demonstrations

Jubo Sangram Parishad demonstrators show shoes at Dhanmondi Road 27 yesterday protesting 'fake' voters in the draft voter list while legitimate voters are left out. PHOTO: STAR

- ✦ Having an interesting issue helps, but so does colorful protest: the combination succeeded in gaining these demonstrators front page coverage in Dhaka.
- ✦ Holding a demonstration outside a relevant meeting or event being attended by a government representative, or at the same time as a relevant government announcement, is a very effective way of demonstrating public concern for an issue. For instance, if your local government is planning to invest millions of dollars in road building but many children do not have access to decent health care or schooling, you could stage a protest outside a meeting to decide on the details of the road building, drawing attention to the government's strange sense of priorities.
- ✦ Demonstrations can also be staged where the press is most likely to be. For example, in Bangladesh, when the government released its proposed budget, Manobik, a local NGO, staged a sit-in rally in front of the Press Club demanding higher cigarette taxes. Due to the focus on economics rather than health, and the specific nature of the

protest, the rally received a huge amount of coverage.

- ✦ A human chain—people standing in a line, holding banners—can also be effective, as can die-ins (a group of people “playing dead” for a certain period), or simply a march as pictured here from S.O.S. Tabagisme-Niger. Bangladesh has had great success in gaining media attention through cycle rallies.
- ✦ To protest the space given to cars—often at no cost to the drivers—try illustrating how much better that space could be used by people. Protests in some countries have taken the form of people putting money into a parking meter, then using the space for an outdoor office (“But we can not afford office space otherwise!!”) and having an outdoor breakfast, complete with table, tablecloth, and dishes, at a place otherwise used for free car parking.
- ✦ Even simple demonstrations can be effective. A protest in Dhaka (organized by the Sound Pollution Reduction Committee) in which people held their hands over their ears to represent the problems caused by noise gained coverage in 20 newspapers, including first page coverage in one leading English daily.
- ✦ Invite supporters of your cause. These arrangements should be reciprocal—if you regularly are able to produce a group of people for the events of other NGOs, they will be more likely to support yours. This also allows for interesting cross-germination of ideas, by which you may discover interesting linkages among programs or new approaches to your own work. That is, rather than always focusing on a single issue, consider campaigning for more than one issue at once, when an obvious relationship exists. For instance, when demanding higher taxes on tobacco products, simultaneously campaign for reduced taxes on bicycles (if it is an issue in your country), with a slogan such as “Which do we want for our youth, tobacco or bicycles?”
- ✦ Provide placards bearing catchy slogans and perhaps large photos of people affected by your issue. Encourage your supporters to make and bring their own signs. You can hold a “festoon-writing” party at your office before the event; provide paper and markers, or brainstorm what to put on banners. Be sure to give specific, interesting information (e.g. “Cars kill xx children a year” is much more interesting than “Let’s Work to Reduce Road Accidents”). You should also have banners expressing your demand, e.g. “Ban All Car Advertising”.
- ✦ Adapt research from other countries to your locale. For instance, calculate how many people will die or be permanently injured from car crashes in your community this year. You can then dramatize the numbers, for instance, by having people lie down to represent the bodies of the victims, or laying wreaths for them, or using empty shoes or other articles of clothing to symbolize the dead.
- ✦ Check with the regulations in your country. In some countries demonstrations are not acceptable; in others, they are fine as long as you inform the police in advance and receive a permit. It can pay off to maintain good relations with the police through polite and respectful behavior so that they will facilitate you when you hold demonstrations.
- ✦ Your demonstration will stand the greatest chance of being covered if it is outside an event which the media will already be covering:
  - placards and demonstrators are very visual and especially good at livening TV coverage as well as possibly appealing to newspaper photographers;
  - chanting is especially good at providing interesting sound content for radio and TV programs;
  - the overall effect will be to liven up an otherwise dull event for the media, and to generate controversy, and they will usually reward you with coverage.

## E

### Events (see also Demonstrations and Stunts)

- Organize, and inform the media about, a special event to highlight the issue of tobacco use, or gender-based violence, or the need for cycle lanes. This can have the additional function of motivating the community to work to support your cause.
- Examples of special events include a public meeting, a token hunger strike, a human chain (a line of people holding hands—and banners—in front of a significant building such as a tobacco company office or car dealership), a mini-marathon, and a youth rally.
- Advocates in Bangladesh have used simple visual symbols to visualize their cause and attract photo journalists: a line of people standing with their legs tied together to protest mobility loss due to government policies banning cycle rickshaws; a row of people holding empty bowls, protesting loss of income due to rickshaw bans; children and adults with their hands over their ears to protest noise pollution; and gags to question “Will we keep silent” about anti-people policies.
- Perhaps the award for creative media stunts should go to Grandmothers for Peace ([www.grandmothersforpeace.org](http://www.grandmothersforpeace.org)) for their anti-war protests, in which they tried to enlist for the military (better me than my grandson), and sang show tunes in Times Square in New York City.

#### The Columbia Journalist

February 21, 2006

#### **Grandmothers Rally in Times Square to Protest War in Iraq (excerpt)**

By Max J. Dickstein

Grandmothers kicked their legs, pointed their canes and sang reworded show tunes in Times Square yesterday during a boisterous protest against the war in Iraq.

“There’s no business like war business,” the women sang to a familiar tune as one of them performed her choreographed moves with the aid of a walker. ... The group, which calls itself the Granny Peace Brigade, staged the protest 15 yards south of the United States Armed Forces Recruiting Station. ... The women wore yellow buttons distinguishing them as members of the brigade, which has launched a series of protests advocating a swift withdrawal of troops from Iraq and holds weekly vigils at Rockefeller Center. ...

Eighteen of the grandmothers who demonstrated yesterday had pled not guilty to disorderly conduct charges resulting from a similar action outside the Times Square recruiting booth last Oct. 17. “If the DA wants to prosecute them and put them on trial,” said their lawyer, Norman Siegel, “then we’ll put the war on trial.”

In the earlier protest, the women, ranging in age from 49 to 90, attempted to enlist at the recruitment booth in place of young people who would otherwise die in vain, they said. When they found the door locked, as it was today, the women sat with their backs to the booth until they were gingerly handcuffed, driven to the Midtown North Precinct and held for four and a half hours, said Siegel, whose motion to dismiss the charges is pending.

After the song-and-dance routine, the grandmothers’ voices moved to a minor key. “Where have all the flowers gone?” they chanted. “Long time passing.” They placed flowers and black heart-shaped cutouts onto a mock coffin draped in a U.S. flag. ...

“It’s a free country,” said an Army recruiter in a green camouflage uniform, as he watched the assembly. “They can agree with or disagree with whatever they want.”

After the performance, aggrieved mother Sue Neiderer stood in front of the booth and attempted to enter, but she too found the door locked. Her son, Army 1st Lt. Seth Dvorin, was 24 when he died attempting to defuse an improvised explosive device in Iraq two years ago.

“Reality hurts,” said Neiderer, a Hopewell, N.J., resident arrested in 2004 for heckling Laura Bush at a campaign event. “I don’t know what else to tell you.” Draped over her shoulders were two color posters she’d made especially for the protest. One image showed her son slipping a ring onto the hand of Kelly Harris

Dvorin in 2003. Above the picture was written, "President Bush killed my son."

## Experts

- Publicize statements by academics, medical professors and other experts in your field. This adds authority to what you are saying.
- It also makes a change for the media from advocates "moaning on as usual".

## F

### Fact sheets

- Regularly distribute clear fact sheets on aspects of your cause.
- Fact sheets provide reporters with the data needed to support their story and are often greatly appreciated.
- You can include fact sheets on a range of issues, and can use material already available on the Web if you do not wish to produce your own. For example, the very comprehensive 11th World Conference on Tobacco Control Fact Sheets are available at: <http://tobaccofreekids.org/campaign/global/worldconference.shtml>
- For information on carfree and other transport issues, see Appendix 12: Useful Websites on Transport Issues.

### Free space in newspapers

- Sometimes newspapers will run advertisements and messages for free. You will not know till you ask and you may be surprised. Of course this is easier if they are not promoting what you are fighting, though you can argue for the justice of a tiny bit of free space to counter vast quantities

of otherwise uncountered advertising and promotion.

- Watch for regular slots in your newspaper which you could use to get across your messages. Ralph and Barbara Patterson of Oklahoma, USA write: *"In our community the newspaper has a page called 'Faces'. Anyone can submit a photo with a brief description. Our Coalition takes a picture of a Coalition member presenting an award to a restaurant owner/manager for being a smokefree restaurant. We submit it to the newspaper, and, so far, have had 100% publication. Sometimes it takes 4-6 weeks, but at least it's free."*

Members of the Bangladesh Anti-Tobacco Alliance (BATA) asked a major daily newspaper to run anti-tobacco messages in their paper daily for the month of May—at the newspaper's expense. Much to the surprise of the BATA members, they agreed!! The newspaper said they would run full-color ads on the back page each day, as long as BATA supplied the ads—which BATA was more than happy to do. The total value of the ads was estimated at about U\$2,500, for an actual cost of BATA of a few dollars. Having succeeded one year, BATA approached the newspaper again the following year, and they agreed to run a new set daily.

## G

### Good practice from other countries

- A very inexpensive and effective way of getting media coverage is to publicize examples of good practice from other countries. Keep an eye out on Globalink ([www.globalink.org](http://www.globalink.org)) and Sustainable Urban Transport Project ([www.sutp.org](http://www.sutp.org)) for new examples to use. Countries that are economically similar, or geographically close, to yours can be especially useful in pointing out the possibility of such actions for your own country (*"If neighboring South Africa can do it..."*). This shows in concrete terms what could be done in your country - such as explicit, graphic health warnings on cigarettes (see Appendix 10, Pictorial warnings on cigarette packs).
- South Korea recently tore down an elevated expressway and

revived the river that had been buried underneath. Such an example can be used to fight unnecessary, expensive, and destructive infrastructure in your own country – why build it only to tear it down later?<sup>5</sup>

- ◆ Publicizing victories in other countries “normalizes” the work in your own country, making *regulation* of cars or tobacco, rather than *consumption*, the norm. It also can give people the sense of “Why don’t we do that here?”

## H

### Helping journalists

Journalists are often in the position of needing information or good ideas for an article. By maintaining a positive attitude—not getting frustrated when journalists fail to understand us right away, or do not use the material we give them, or write something counter to what we wanted—and continuing to work with journalists to bring them to our side, we may eventually find that persistence pays off. Just as press conferences and demonstrations are important, so are one-on-one meetings, where we provide journalists with reports and information, but also take the time to explain the information and answer their questions. Being a good source of information and being helpful to journalists will almost always pay off.

## I

### Industry documents

- ✗ Publicize internal industry documents (to find a good tobacco company document, see Appendix 13, Useful Websites for Searching Tobacco Industry Documents).
- ✗ Many of these have the right ingredients to make a good

news story – including scandal. For example, when Philip Morris publicized its study in Czechoslovakia on early deaths from smokers reducing pension costs, the media in many countries attacked the tobacco industry. A similar backlash occurred when tobacco companies argued that high-fat foods are as dangerous as tobacco. If you see the industry making outrageous claims, challenge and publicize them!

- ✗ Give a trusted journalist a controversial industry document. Phone or meet them individually - to make them feel like the information is sensitive and important and that you have singled them out as the best person to run the story.
- ✗ When briefing the journalist, put forward some solutions to the problem highlighted by the document (e.g. if the document is about an outrageous marketing practice you can talk about the need for a comprehensive advertising ban, etc.).

### Industry events and promotions

- ◆ Cecilia Farren in the UK suggests reacting to tobacco industry events and promotions by using plays on words to attack the tobacco-sponsored events. For instance, a group in the UK responded to a Marlboro holiday promotion by picketing Thomas Cook with the MarbleRow Holidays—a chance to visit the cancer wards and graveyards of the world with the grim reaper as tour guide; or having the cough control unit outside a BBC concert sponsored by John Player.
- ◆ Benson & Hedges slogans are particularly easy to mock, for instance by displaying banners in the B&H colors with slogans like Cancer & Emphysema, or Disease & Death.
- ◆ Similarly, when a car company offered the chance to create an ad for their SUVs, advocates submitted their own versions, pointing out how inefficient, unnecessary, dangerous and space-consuming SUVs are.

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<sup>5</sup> ITDP *Sustainable Transport* Issue 17, Winter 2005  
<http://www.itdp.org/ST/index.html>

- ✦ At an exhibition or other event promoting cars, pass out leaflets with statistics on how many children and adults are killed and permanently disabled by cars each year in your country or around the world. But expect to be kicked out quickly!

### International statements by governments

- ✦ Publicize what the delegates from your country say at international meetings on climate change, human rights, the Framework Convention on Tobacco Control (FCTC), etc.
- ✦ Name the delegates, and say which government department or organization they come from (e.g. Ministry of Transport, Department of Health). The media can then contact the delegates themselves for comment.
- ✦ If what your country delegates said at the meeting was good, praise them by name, encourage them to keep up the good work and describe them as “taking a lead for (name of your country) on the international stage”. It will encourage delegates to do more the next time if the media report what they say.
- ✦ If what your country delegates said at the meeting was bad, criticize the position they took and say what position you want them to take in the next discussions.

## J

### Journalists

- ✦ Cultivate relationships with journalists. It can pay off more than you realize to have good relationships with journalists. Hamidul Islam Hillol, media officer for WBB Trust, explains that much of WBB’s current access to TV came about by befriending and working closely with print journalists who later got jobs with TV channels. Thus for World No Tobacco Day 2006, Hillol called his friends at different TV channels, asking if they could use footage or would like to interview

BATA colleagues.

- ✦ Informal meetings with journalists – over a lunch or coffee – can be a very effective way of building mutual trust and getting your ideas across. Reflecting on the success of a particular press release, Phillip Karugaba of The Environmental Action Network (TEAN) in Uganda says: “*It was very important to have lots of lunches with the journalists beforehand to get to know each other.*”

#### Winning over skeptical journalists

When WBB Trust started its *Roads for People* program, and began fighting rickshaw bans on city streets, journalists were highly skeptical. “Everything we were saying contradicted what journalists had heard for years, about how cycle rickshaws—despite being pollution-free—actually *caused* pollution because they slowed down cars!” explains Project Officer Maruf Rahman.

“One thing that helped us was that journalists already knew our organization well, from many years of working with us on tobacco control. Journalists actually told us, ‘We *want* to believe you, we just can’t!’ The existing relationship at least made them willing to lend an ear. We then kept asking them to think about their own experiences—how they travel within the city, following recent rickshaw bans. As they compared what we were saying to their practical experiences, they gradually acknowledged that what we said made sense, and a whole wave of pro-rickshaw articles appeared, after years of almost exclusively anti-rickshaw propaganda!”

## K

### Know your issues!

Be sure you have the facts clear. While this is always important, it is particularly so if you are going to be appearing on radio or television. More important than having a lengthy lecture prepared is being able to state your case in few words, but clearly and powerfully. A little bit of advance research and preparation can have a large pay-off when you make a media appearance!

## L

### Letters to the Editor (see also Appendix 2, How to Write a Letter to the Editor)

- Many newspapers have a Letters Page, or publish letters in the editorial section of the paper. This is an ideal space for you to put forward your own views in your own words, without risking being misquoted. The Letters Page also tends to be extremely popular – while readers may not get to every article, most will read the letters.
- ✚ Letters are great for creating public debate: other readers may write a letter in response and the issue can be kept alive on the letters page for several days.
- ✚ Published letters typically react to news stories, editorials or other letters that have previously appeared.
- Look out for articles in the press with which you strongly agree or disagree, or to which you could add a new angle. For example, if a recent automotive show has gained much media coverage, write an article pointing out how cars take away life, pollute our air, often make it impossible for children to play outdoors or for people of any age to walk or cycle comfortably and safely, and contribute to the obesity epidemic.
- Reporters may write news stories after reading an especially compelling letter to the editor.
- ✚ Your name and your organization's name at the foot of the letter will act as a "sign-post" for journalists who may see the letter (even some months later as they look back over old cuttings) and contact you for more information or perhaps an interview. Finn von Eyben from Denmark says that he has been *"writing to newspapers for several years based on ongoing debates."* He adds: *"In consequence from time to time I have been invited to participate in debates on TV and radio."* In other cases, the opposite may be the case – you may have less chance of being published if the editors recognize you. If you find that

you are having difficulty getting your letters published, try getting a colleague or friend to submit them in his/her name, and see if your chances are improved!

- It costs nothing to write a letter to a newspaper. As Dr Javaid Khan of Aga Khan University, Karachi, Pakistan – who has frequently had letters published in newspapers – points out: *"Most of us in developing countries are working in this field with no money. The great thing about these letters is that no money is required!"*

## M

### Make news

- ✚ Whether it is a meeting, a seminar, a protest, a press release, or any other event, find a low- or no-cost way to bring attention to your cause. Look in the newspaper and on TV to see what other organizations do to bring attention to their cause, and try something similar. While, for example, a picture of a protest does not contain much information about the problem of car use, it does send a message to policymakers and the public that car use is a concern; the more protests they see, the bigger an issue they will perceive it to be.

Carrying out protests on bicycle, instead of on foot (for a little variety; it also tends to attract a different type of person!) can be a great way to get media attention, whether for tobacco control, human rights, or the cause of cycling itself. If you live in a country where few women cycle, getting women to join the rally can make it much more attractive to the press; colorful costumes can also be put to good use.

- ✚ Rephrase your cause to emphasize the positive, or to put it in a way that makes it hard to resist. For instance, rather than talking about banning cars on narrow lanes – which can easily be read as making life difficult for drivers – talk about the rights of pedestrians and cyclists. If you write about an ad ban, talk about the right of children to grow up free from

the influence of tobacco advertising. If you write about raising taxes, explain how much better it is to raise taxes on a deadly, addictive product such as tobacco than on necessary, useful items such as bicycles—or how it is better to raise taxes than to deny poor children the right to attend school/have a decent meal. Rather than simply protest violence against women, work with the media to put forth positive images of how men *could* (and often do) behave, or how they can assume a more positive role in the family by taking a role in housework and being more involved with their children.

- Be sure always to state what it is you *want*. That is, every problem should come with a solution. Car parking on footpaths could be prevented by police; unsafe conditions for cyclists could be remedied through proper cycle lanes; unpleasant conditions for pedestrians could be addressed through a pedestrian priority policy.

#### From George Monbiot's guide to the media:

News, of course, is meant to be all about novelty, so emphasise what's new about your action. People are always coming up with exciting new approaches, so all you have to do is make sure the press hears about them.

Take the Birmingham Northern Relief Road protest, for example. A headline like "Protesters occupy trees along route of new road" will consign a press release straight to the bin, as most journalists will imagine they've heard it all before. But "World's longest sermon threatens to stop new road" (telling the story of the vicar who has discovered that it's illegal to interrupt a priest during his sermon, and intends to preach continually in front of the threatened trees) will make them sit up and wonder what it's all about. If you want to mention the tree-sit, you can do so further on in the text.

There might also be a new political aspect of the story you can use to attract the journalists' attention to your protest: "New road could destroy region's economy, experts say" would, for most journalists, be counter-intuitive and interesting. (George Monbiot, *An Activist's Guide to Exploiting*

the Media, [www.tlio.org.uk/pubs/agm2.html](http://www.tlio.org.uk/pubs/agm2.html))

- If you have access to popular figures who regularly appear on TV or in the newspaper, ask them to support your cause. An actress might be willing to appear on her show with an anti-tobacco slogan on her baseball cap, or to talk about how she wishes there were better conditions for cycling so she could get around town more easily by bicycle. A radio personality might make references to your pet issue while talking about other subjects. A sports personality might mention his successful quit attempt and how much stronger he feels, while giving an interview, or complain about how the constant blasting of car horns on the streets makes it impossible for his new baby to sleep or his older child to study.

#### Suing Makes Great News

As Manjari Peiris in Sri Lanka and Phillip Karugaba in Uganda, among many others, are aware, litigation can make great coverage. After all, media love controversy, money, and "David vs. Goliath" type stories of the little person trying to win against a giant. Here is an example of the coverage of a lawsuit filed in Sri Lanka, sent by Manjari:

Daily News - 26th April 2006

Widow sues CTC over husband's death (Excerpt)

Colombo: a widow has sued Ceylon Tobacco Company Limited before the District Court of Colombo claiming that her husband died of lung cancer caused by smoking.

Nayana Kumudini Ranasinghe of Indigolla, Gampaha filed the petition stating that her husband had been addicted to cigarettes for about 25 years and died on April 6, 2004 at the Maharagama Cancer Hospital. She claimed Rs. 5 Million as compensation.

The plaintiff cited Ceylon Tobacco Company Limited of Colombo 15, as the defendant.

...

Kumudini Ranasinghe stated in the petition that the Ceylon Tobacco Company

Ltd. was manufacturing and marketing cigarettes though it knows that their product was causing cancer and harming people's health.

## N

### Newsletters

- ❑ If your organization produces a regular newsletter, mail a copy each time to your list of media contacts, together with a short cover note with your name and contact details.
- ❑ The journalists can read it at their leisure and it will give them ideas for possible stories. For example, ASH Thailand publishes a monthly journal, SMART, which they send to the media; the Bangladesh Anti-Tobacco Alliance publishes a quarterly newsletter which goes to government, NGOs, international agencies, and the media; WBB Trust publishes a quarterly newsletter to send to policymakers, media, libraries, and others; S.O.S. Tabagisme-Niger regularly publishes Info-Tabac.

HealthBridge (formerly PATH Canada) Vietnam produced a fact sheet for the media to get their support for pictorial health warnings. To counter an argument that applying the new health warnings would be costly, apart from providing reasons and benefits of the pictorial health warnings, the fact sheet also gave evidence that smoking costs Vietnamese smokers over 8 billion VN dong each year, and that social costs for three major diseases caused by smoking are estimated at 804 billion VN dong, equal to 18% of the annual state budget for the health sector. This helped the media to understand that the investment in printing new pictorial health warnings was far less than the cost of smoking.

- ❑ Thomas Gyimah-Mensah of Environment and Development Association of Ghana (EDAG) writes that EDAG and its local partners have used interviews/press reviews on the radio, newsletters, drama and community drums (GONG-GONG), billboards, letter-writing, film-shows/tapes on the TV, debates on the TV and radio, records nights/social gatherings, and the internet, with tremendous impact.

## O

### 'Op-eds'

- 'Op-eds' are short essays written by outside contributors to a newspaper, and as they frequently run "opposite the main editorial page", they are referred to as 'op-eds'.
- Contact the editor to learn about exact specifications for these essays.
- The piece should be timely and provide a different and/or unique perspective on an issue of current importance.
- It is not necessary for an op-ed to be in direct response to an article that has appeared.

### Opinion polls and surveys

Opinion polls and surveys can be very inexpensive and effective ways to gain publicity for your cause. Locally-conducted research makes good news, particularly if your research is interesting and tied to an advocacy target. (For more examples, see the research for advocacy section of this guide.)

- Commission an opinion poll (a survey of the public's views on an issue, such as support for banning car ads, increasing the number of smoke-free places, fining drivers who honk unnecessarily and in designated "silent" zones (in front of schools, hospitals, and government offices), making a popular part of town carfree, raising tobacco taxes, putting pictorial warnings on cigarette packs, etc.) and publicize the results if they show strong public support for your measures. (If they do not, this indicates the need for you to educate the public more about your issue!)
- If opinion polls conducted by others show public concern about a problem but fail to mention a solution, then you can discuss the opinion poll with journalists, suggesting policy solutions to the concerns the public has highlighted (e.g. ad bans, car controls, higher taxes, etc.).

- Opinion polls can be used to demonstrate that the dangers of smoking are still not fully known, and that tobacco control is not old news. An opinion poll on impotence conducted for ASH (London) in 1999 found that 88% of smokers failed to identify smoking as a cause of impotence when asked without prompting. Even when prompted with a list of possible answers, 67% of smokers failed to identify this risk.
- Similarly, a survey on the risks associated with car users (to users themselves, non-users, and the environment) would likely reveal vast ignorance about the effect of cars, and an overestimation of cars' contribution to the economy (for more on this point, see the Research section of this guide).

## P

### Parliamentary motions

- Submit a parliamentary motion on an aspect of tobacco control or another issue, then publicize it by issuing a press release, holding a press conference, mentioning it in media interviews or in letters to the press, etc.
- Anything 'parliamentary' sounds official and important and will add authority and gravitas to your arguments.
- Work with a friendly Member of Parliament - usually they will have to put down the motion for you.
- Develop some suggested text for the motion. Maybe outline the nature of the tobacco problem in your country and urge support, or continued support, for a particular tobacco control measure, such as tobacco tax increases, or the FCTC.
- Ask your Parliamentary Information Office (if there is one) about the procedure for putting down a motion.

### Piggybacking

For those unfamiliar with the term, piggybacking refers to

carrying someone on your back. In this context, it means connecting your event to something else—generally something large and well known, so that you can gain from the attention going to the other event. You can “piggyback”...

...on events in the news:

#### *Concern over rises in fuel prices*

As people protested rising fuel prices following a cut in government subsidies in Bangladesh, and the government reinstated a two-day holiday to try unsuccessfully to reduce fuel use, *Roads for People* activists staged a protest with the message “Decrease dependence on fuel, increase dependence on bicycles.” The original nature of the event and unusual response to the situation gained good press coverage.

...or on a fixed date in the calendar:

#### *Utilizing National and International Days*

WBB Trust organized an in-house discussion on increasing men's involvement in housework on the occasion of International Family Day, 15 May. The discussion itself was highly educational and entertaining, as couples argued with each other about the extent to which men helped, and journalists enjoyed the chance to interact with the couples. As TV channels like covering “unusual” or less well-known days, both electronic and print media coverage resulted.

Similarly, *Roads for People* in Bangladesh regularly organizes cycle rallies on various days, including National Road Safety Day, to call attention to the hazards of cycling in a city designed more for the movement of cars than of people.

### Pitch letters

- A pitch letter is a compelling letter of introduction to a reporter or editor outlining a potential story.
- It should explain why you are contacting them, which organization you represent, and the significance of your story to their audience, as well as inviting the journalist to contact you for further information. Make sure to include your phone number(s).

- Do not forget to target electronic media as well as newspapers, but if you do so, be sure that the story has visual appeal (that is, something that will look good on camera).
- Depending on the situation, follow up may be necessary. When WBB Trust tried to interest TV channels in filming its cycle training program which turns semi-residential street space into a children's cycling playground in order to address the need for children's outdoor play space and to challenge the concept that streets are only for cars, one TV channel showed much interest. A reporter from the TV channel went to WBB's office to learn more—but without a TV camera, and failed to show up on a later date that she had arranged. Despair? Of course not. WBB made its own video about the program, and contacted other TV stations, which showed great interest in the footage.

### **Press conferences (see also Appendix 4, How to Organize a Press Conference)**

- Press conferences are an important tool for gaining media coverage, but they do require some work and need to be carefully planned to succeed. They also require having something newsworthy to report, in order to attract the press both to attend and to report on it.
- If you do not have the funds to rent a room at a prestigious hall or the press club or wherever else journalists commonly gather, consider other options. John Kapito of the Consumers Association of Malawi (CAMA) explains that he hosts press conferences in his office, finding that it is not only a cheaper but a friendlier atmosphere for working with the press. He has found that most journalists (newspaper, radio, and TV) are happy to come, and those who come repeatedly have gained much expertise and knowledge about tobacco control issues, through repeated sharing with CAMA staff and other guests.

- When the venue is informal, it is possible to consider the gathering as more of a discussion with the press than a formal press conference—and thus to call them regularly, without requiring anything especially newsworthy. For example, if there are associations of journalists in your country dedicated to issues of the environment or human rights, you could try to meet with them regularly to educate them about your angle on those issues, and encourage them to cover your views in their articles.
- WBB Trust found that it required repeated sessions with journalists, both in organized press conferences and in one-on-one sittings, to break the image journalists had of cycle rickshaws as negative, and convince them to write positively about them.

### **Press releases (See also Appendix 1, Tips on writing a press release)**

- A press release is the basic tool of the activist seeking to make news.
- Press releases should announce something new and current – an event, activity, survey results, or a particular stand on an issue.
- They may be issued in advance with an “embargo” (the time after which the information can be used by the media) or not. If you want the journalist to use the information right away, you might need to say so (“for immediate release”).
- The first paragraph should include the "who, what, when, where, and why" of your story—but remember, they are not all equally attention-getting. Journalists are usually more interested in what and why than who, when, and where, though exceptions include use of celebrities (who), special days (when) and noteworthy places (where).
- Press releases must be short: one or two pages. The more you write, the less the chance that the editor will read the

entire thing.

- Put the most important information in the first three paragraphs. Busy editors may not get to the end of a press release, especially if the beginning fails to interest them.
- Photo and interview opportunities also should be noted on the press release, perhaps in a separate box.
- Press releases should usually be followed up with a phone-call to each journalist, in which you can check that they have received the release as well as quickly verbally reinforcing the main elements of your story and, if you know the journalist/editor, a request to print it.
- See Appendix 1 for a sample press release and more tips on how to lay out a press release and the elements it should contain.

#### Using "Mail Groups" to spread the word

Hemant Goswami writes: We must not only reach reporters, but reach them within the deadline. Mailing to hundreds of reporters and newspapers within such a short time is not always possible. The easiest solution is to create an e-group of journalists. As you interact with more reporters, add their e-mail addresses. The group will save you the trouble of sending mails to all the journalists separately. This will not only save a lot of time, energy and money but also increase the efficiency with which you operate. Some of the popular mail groups are available on [www.yahoo.com](http://www.yahoo.com) and [www.google.com](http://www.google.com) portals.

In one specific case, this also involved networking with activists across India and also in Pakistan, Bangladesh, China, Canada, Australia, USA, New Zealand, etc. It took more than a fortnight to coordinate with all of them and ask them to release a news item on their listservs and to the media. So it took a little more effort than just flashing the release. In many cases media picked up the story when it came back from the USA, New Zealand, and so on.

- Various e-mail services exist to get news on a range of issues; they can be a good source of information to pass on to the press. It helps to remember that many journalists still are reluctant to use e-mail, so either confirm who uses it

before forwarding information, or forward interesting information by other means. Though simply sending e-mails (your own or forwarded) sounds too simple to make the news, sometimes journalists do not have the time or energy to write all their own pieces...at least in Bangladesh, newspapers commonly reprint articles verbatim that they have obtained over the Web or received through a listserv.

#### Public service announcements (PSAs) or ready-made short films

- PSAs are short films which address a particular issue, advancing the agenda in favor of the public good.
- Consider approaching the public affairs directors of your local TV or radio station about using public service announcements (PSAs) to advance your cause.
- Radio stations will usually air PSAs in a 30- or 60-second format, and accept both written text (the station will record the voiceover) and audiotape or CDs.
- In many cases, the television and/or radio stations will produce the piece for you, featuring local on-air talent to provide the narration. Contact a station's public affairs director to pursue this option.
- If you produce broadcast PSAs, remember that television requires videotape, and like radio, may accept both 30- and 60-second segments. Audiotapes and videotapes must be "broadcast quality" (check with the station for exact specifications).
- There may also be other arrangements possible in your country. In some countries, TV stations use rolling print with background music to fill extra time; they may be willing to include text about your issue.
- A private cable TV station in Bangladesh produced simple anti-tobacco messages using stickers given to them by a local organization, and runs the spots for free. Other stations

are willing to air, for free, text messages during other programs.

## Q

### Question what the car/tobacco companies say

One way of getting attention is by questioning the statements and motivations of multinational companies (usually the worst culprits but local ones could be targeted as well). Of course this need not be limited to cars and cigarettes; various multinational and local companies produce and heavily market products that are harmful to health and the environment. For example:

- If the auto industry talks about how many jobs it produces, show figures (see the Research section) on how many *more* jobs would be produced by investments in public transit, or by banning cars once a week or so on major roads and allowing vendors to occupy some of the freed space instead.
- If the tobacco company says that it benefits the environment by planting trees, find figures on deforestation related to tobacco (e.g. figures on deforestation caused by tobacco, by country: Geist, H. "Global assessment of deforestation related to tobacco farming." Tobacco Control 1999; 8:18-28. [www.tobaccocontrol.com](http://www.tobaccocontrol.com)).
- If the auto industry says that hybrid cars will solve environmental problems, remind them that it is impossible (economically and practically) to refit all existing cars and fueling stations, and that many alternate fuels have their own extreme limitations—e.g. only stores fuel, but is not itself an energy source; electricity needs to be produced by some other means, often coal; and ethanol actually involves more energy in its production than it delivers to cars. You can also point out that even a non-existent perfect alternative fuel will do nothing to solve other problems caused by cars—traffic congestion, fatalities and injuries, destruction of communities, and taking space away from healthier activities

like child's play and recreation for all age groups.

- If the tobacco company says that its youth smoking prevention program is meant to reduce smoking rates in youth, question their motives, using information from ASH London's report, Danger, PR in the Playground ([www.ash.org.uk/html/advspo/html/playground.html](http://www.ash.org.uk/html/advspo/html/playground.html)).
- If the fast food or soft drinks or TV industries say that their products do not contribute to obesity and physical inactivity, respond with information from the WHO (<http://www.who.int/topics/obesity/en/>) or Center for Science in the Public Interest (CSPI, [www.cspinet.org](http://www.cspinet.org)) or CECHE's Global Health Monitor (<http://www.ceche.org/publications/monitor/monitor.htm>).
- If a tobacco company announces the launch of a new brand that targets women (or minorities, etc.), ask whether women/minorities do not already have enough problems without being a target for the tobacco industry...

## R

### Radio

Radio is an inexpensive means to reach a large audience. A variety of methods can be used—short jingles and messages that can be played several times throughout the day, discussions, interviews, contests, plays, reading of letters from the audience, etc. In some cases, radio stations are eager to have material, and will use it without payment. Some examples:

- WBB Trust works with the government radio show (Bangladesh Betar) to produce and air 2-3 talk shows a month on various issues including tobacco control, transport, gender, and environment. Various well-known figures are happy to come to WBB's office to speak on the radio show, and students from a neighboring private university provide an endless source of comments from "the general public". By

having experts come to the office, WBB staff members are also able to form closer relationships with them.

- Dr. Rakesh Gupta explains that the Rajasthan Cancer Foundation (RCF) in Jaipur, India, works closely with All India Radio Station (Aakashwani Kendra), Jaipur. In addition to special programs with strong advocacy themes on successive World No Tobacco Days, in 2006 RCF took a proactive role and offered the station director tobacco control messages to broadcast throughout the month of May.

#### **Gaining access to radio through government channels**

ESAF, a community-based NGO in Gujarat, India, was trying to break new ground on gender equality issues using the media. The State, infamous for its high female foeticide and domestic violence rates, has low literacy, and many people don't have a television. Radio was the optimal media to reach out to illiterate, rural masses, but ESAF had little money to buy expensive media time.

ESAF discovered that the district Government (Zilla Panchayat) was sponsoring a media series on health issues in the national radio. Seeing an opportunity, the team positioned gender concerns such as selective sex abortions, domestic violence and bride burning as grave concerns to public health. They provided background documents on the issues to the local radio station, and the officer in charge was invited to visit the intervention sites. A convinced radio officer agreed to integrate these issues into the health series, at no charge!

-- Asutosh Tripathy

- HealthBridge (formerly PATH Canada) in Vietnam, working with VINACOSH, the Vietnam National Committee on Smoking and Health (an umbrella body composed of government ministries and non-governmental organizations concerned with reducing tobacco use in Vietnam), succeeded in getting their own radio scripts broadcast across the country. The scripts were recorded, then distributed on tape to

- three levels of media outlet

- the Voice of Vietnam in all 61 provinces
- more than one thousand district level radio stations
- commune-based loud speakers

- The DOVER YOUTH TO YOUTH coalition has developed a program with a local radio station where students, assisted by adult advisers, have been taught to write and record radio PSAs and ads. Important steps include:

- define the core message: what is the problem, what is the solution, and who is the target of the message
- package the message in a creative theme
- draft script, refine, finish script
- assign roles, practice, utilize effective presentation skills
- go to studio and record

The program is a great youth-adult joint venture; it engages the local media outlets, and radio is a very cost effective and creative means to spread your message.

#### **Recycled articles**

- Breathe new life into articles already published elsewhere.
- Send a likely article to a journalist contact.
- Some newspapers have relationships with newspapers in other countries, and can re-publish articles free of charge.

#### **Reports**

- Write a simple report, such as a survey of existing scientific literature on an aspect of tobacco control relating to your country, or results of a local survey or public opinion poll, then launch it.
- WBB Trust worked with NGOs around the country to conduct research on gender issues, such as circumstances in which men felt that it was acceptable to beat their wives. WBB has also produced several reports on transport (available at [http://www.wbbtrust.org/research/e\\_road.htm](http://www.wbbtrust.org/research/e_road.htm)). The

media have picked up on many of the reports, and also on the solutions that were included in the press releases.

- ◆ It may pay to give the reports to journalists more than once; often when journalists are looking for information, they are happy to receive a report even if it is not completely “new”.

#### **Making Noise about Noise Pollution**

In 2002, WBB Trust published a report about the problem of noise pollution in Dhaka. The report included results of surveys with students, drivers, and the general public, and focus groups with drivers and others. The report also included information about the various problems caused by noise pollution, accepted noise limits and the current noise situation in Dhaka, and recommendations and suggested actions to reduce noise.

The report gained tremendous press coverage, not only at the launching, but for weeks and even months afterwards. The success of the report led WBB Trust to print a second edition in 2005. WBB also worked with a local university to use a simple hand-held monitor to collect noise levels around Dhaka City, using the information to petition for regulations aimed at reducing noise pollution. The report, published in 2006, again generated much news coverage of the issue. The reports are available at: [http://www.wbbtrust.org/research/e\\_environment.htm](http://www.wbbtrust.org/research/e_environment.htm)

- ◆ Consider forming a temporary strategic alliance with other organizations to produce a joint report. Include their logos on the report too. For example, in March 2000, ASH (London) teamed up with the National Heart Forum and the Cancer Research Campaign to write a short report called *Tobacco taxation in the 2000 budget*. The report aimed to generate publicity to put pressure on the Chancellor of the Exchequer to increase taxes on cigarettes. The three groups publicized their report using a press release entitled *UK health groups call for radical tobacco tax budget*. The press release included quotes from senior figures in each organization.
- ◆ Alternatively you might wish to publicize a report written by an organization in another country but relevant to your country. This benefits everyone: you get a media hit for free

while the original authors get their report published internationally.

## **S**

### **Stunts (see also Demonstrations and Events)**

- ☀ Organize an eye-catching “stunt” and invite the media.
- ☀ Be creative, e.g. make “giant cigarettes” out of cardboard tubes, get fellow advocates to put on suits to represent the tobacco industry, and aim the cigarettes (like guns) at a map of your country or region.
- ☀ Stage a symbolic funeral procession, complete with coffins and mourning clothes; a cycle rally—either with adults on bicycles, or (better for getting press attention) small children on small cycles/tricycles; children in a sit-in protest.
- ☀ If possible, try to get accident victims (easy to find in your local orthopedic hospital) in wheelchairs and on crutches to join in calling for lower speed limits and bans on cars in various areas to increase safety for pedestrians and children.
- ☀ In Dhaka, Bangladesh, Sahik, Shundar Jiban, and WBB, jointly organized a protest in which hearing-impaired children (with visible hearing aides) demanded the rapid passage of noise pollution regulations. Other possibilities would include setting a scene of a school (children holding books but unable to concentrate) or a hospital (a patient lying on a simple bed holding her or his ears).

Brazil faced one of the more difficult battles in getting the FCTC ratified, and as in so many other countries, discovered that the media is often critical in moving reluctant governments. Paula Johns of REDEH - Rede de Desenvolvimento Humano, and coordinator of Tobacco Zero Network, explained that they had planned to conduct a press conference inside the national Congress to disseminate the “list” of senators against public health. They called all 81 senators in advance to ask whether they

were in favor of or against the FCTC ratification. But since only 24 responded positively, they decided to “turn the whole idea upside down” and wrote a press release saying that Brazil had only 24 senators committed to public health. The press release got excellent results, with the main Brazilian papers covering it, and “things started moving faster after that”—eventually leading to ratification.

To gain even more attention to their cause, Dr. Nise Yamaguchi, an oncologist and President of NAPACAN (a support group for cancer patients), arranged for actors to visit Congress dressed up as a cigarette pack, a seductive cigarette lady, and a lung chained by the cigarette lady, named Ms. Nicotine. Together they went to the media area between the Chamber of Deputies and the Senate. On that day there was a huge scandal as the President of the lower chamber was being impeached; the colorful outfits got the media’s attention—thus bringing their attention to the FCTC as well, despite its being otherwise a very low priority.

☀ Stage street theatre. London's COUGHIN held a demonstration outside Royal Festival Hall in August 1985 where the London Festival Ballet was dancing to the sponsorship of John Player Special cigarettes. Ballet music from a portable cassette was played while Death danced and gave out cigarettes to other COUGHIN dancers who promptly fell about dying, whereupon doctors dressed in white coats, stethoscopes, colored tights and tutus rushed in with medical help. The ballet fans loved it, took some 1,000 leaflets and gave donations.<sup>6</sup> Such a colorful demonstration would no doubt attract TV channels as well, if they are informed in advance.

\* \* \*

### *How to organise a stunt*

- ☀ Decide on the purpose of the stunt and the key message
- ☀ Agree on the best time for the stunt to suit the media
- ☀ Decide on where to hold the stunt (e.g. outside a meeting of decision-makers)
- ☀ Plan how the stunt will look visually, in particular:
  - ☀ set up a scene which will look good as a photograph - try to keep it simple
  - ☀ ask all those taking part to dress appropriately
  - ☀ think up slogans for the banners
  - ☀ think up slogans to chant and decide whether the chanting will be led by musicians, drummers, someone with a megaphone, etc.
  - ☀ decide whether you need to have extra involvement from actors, partner organizations, supporters, celebrities, etc.
- ☀ If necessary seek permission from the police to hold the stunt
- ☀ Hire a photographer or ask one of your group to take photographs
- ☀ Consider video and/or audio taping the stunt
- ☀ Prepare materials in advance: props, press releases, banners, short flyers or leaflets to distribute during the stunt (to explain your message to passersby and journalists)
- ☀ Clarify people's role:
  - ☀ nominate one person to have overall responsibility for the logistical side of the stunt
  - ☀ make sure one person is responsible for both setting up the photograph on the day and dealing with the photographer(s)
  - ☀ nominate one person to deal with members of the press on the day (identifying and greeting them, noting their names and contact details, handing out press releases, etc.)
  - ☀ agree on one or two press spokespeople who are knowledgeable about the cause and easily accessible by phone.

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<sup>6</sup> Chapman S, Lupton D. The Fight for Public Health: Principles and Practice of Media Advocacy. London: British Medical Journal Books, 1994.

## Television

- TV will not be easily accessible in every country, but it may be easier than you thought. When private TV stations exist in large numbers, they need to find new angles and issues to cover. Businesses are aware of this, and frequently provide TV stations with video footage that appears to be informative, and is in fact an ad. We can do something similar, though of course with a different goal, by offering a TV station *exclusive* footage of something that will highlight our cause, and/or information that the TV channel can use in covering the issue.
- Sometimes we are aware of a colorful event and can make a video of it, when TV cameras were not present; why not offer the video to a TV station, and see if they will air it?
- WBB Trust has convinced private TV channels to air videos of tobacco control and transport issues by offering the channels the videos with other information about the program, allowing the news editors to combine WBB's footage with their own takes and discussion. It can involve lengthy conversations with reporters to get them to see our side of the issue, but it can pay off with excellent coverage.
- We should also remember to invite TV channels to our events. In some countries and situations, they will be willing to come even to a small press conference, if the issue is sufficiently colorful, interesting, or different. They may also be quite happy to come to record an interesting demonstration—but remember to be specific and accurate about the timing (that is, if the TV cameras arrive on time but we start late, it may make it difficult to convince them to come again in future.)

## Timing

- ➔ The right time has two meanings: the right time of day to

increase the chances of media people being present, and in terms of timing your event around other events of major importance. Bad timing can mean too early in the day for media people to be present, or too late for them to cover it the next day. Get to know the schedule of media people in your country, and time your events accordingly.

- ➔ Bad timing can also mean competing with major news stories, such as huge sports events or national elections. Good timing can mean linking your event to something of broader significance and planning events or press conferences during periods when not much else is happening. While World No Tobacco Day (31 May) or World Carfree Day (22 September) are a great time to hold events related to tobacco and carfree issues, it is also important to plan them for other times in the year, to remind the public that your issue is not only important once a year.
- ➔ Tie-ins to other events could include:
  - Marching with banners on women's mobility problems, or the harm of tobacco to women, on International Women's day (8 March). In Bangladesh, the Acid Survivors Foundation has received much media attention for organizing a march in which *men* protest violent attacks against women.
  - Organizing an "In town without my car" day or a cycle rally to promote fuel-free transport or releasing a report on tobacco's harm to the environment around the time of World Environment Day (5 June).
  - Utilizing Road Safety Day or Traffic Safety Awareness Week to remind people that the more motorized vehicles on the road, the more people die in accidents, and that reducing the use of cars should thus be a part of any road safety campaign.

### **There's more to Christmas than commercialism (or should be)**

Anna White and friends are protesting commercialism and its many ill effects through a colorful campaign in which they hand out free samples of "nothing" at a shopping mall around Christmas time. While this form of protest has the unfortunate side effect that they keep getting arrested, it is great at making news, though the news doesn't necessarily focus on what the campaign is all about. This of course always a hazard of our protests—that the media may choose to report on a different aspect from what we are trying to emphasize! ([info@buynothing.biz](mailto:info@buynothing.biz)).

- Holding a demonstration to mourn people dying from tobacco on the same day as a major tobacco company holds an annual meeting or other event.
- Celebration of a legal victory. Rarely do people celebrate when a law is passed or a tax raised, and if you do so in the fashion of sports fans, you are likely to get great coverage, as people in Bangladesh discovered when using face paint (no-smoking signs and the Bangladeshi flag) to celebrate law passage in Bangladesh.

### **Try, try, try**

One key lesson to working with the media is not to assume ahead of time that certain things are impossible. For instance, the assumption that media is expensive is often not true. By building your media contacts, and trying different ideas suggested here, you will soon learn that it is often possible to get good media coverage for free.

### **Persistence (and research) pays off**

I am essentially a community worker. I have been working on gender concerns for almost a year now. But this is my first experience working with media. When I started work with media - both print and radio - I faced a lot of difficulties in building a good relationship with them.

Once I mustered courage and took an appointment with the Editor of our most popular local daily, "*Kutch Mitra*". I explained to him ESAF's activities to promote Gender equality. I told him about the challenges specific to Bhuj and showed our research report on the issue from the district. He was quite impressed by the study. Then he referred me to his Senior Reporter who covered the research in the paper. Thereafter I regularly meet him and keep updating him about our work. I also shared with him the impact of publishing our research report in getting the attention of the local Government. He liked to hear that.

Sometimes I get frustrated trying to get our news published in various papers. But our constant relation has helped us to keep the rapport with this particular paper - *Kutch Mitra*. After some time they had confidence in us and now they constantly contact us for data on various gender-related issues.

-- Ashutosh, ESAF Samaan Project Coordinator, Bhuj, Gujarat, India

### **Overcoming industry influence on media**

- In some situations, getting media access may seem impossible, due to heavy industry influence on the media through advertising. Do not give up, as it is highly unlikely that *all* media outlets in your country are controlled by the industry, and even those who take tobacco or car advertising may from time to time run articles highlighting the negative aspects of the products they promote.
- Be persistent, as sometimes media outlets can "change sides". A new owner or editor, or a fight with their advertiser, may cause a pro-industry newspaper to develop an interest in running anti-industry pieces!
- If there are government-run media in your country, try to get the Ministry of Health to lobby for more pro-health, anti-tobacco, anti-car, etc. coverage in those media, including radio and TV. The government may also be able to pressure private media to run anti-tobacco or pro cycling spots for free or greatly reduced cost, as a public service.

- When you still can not get the media to pay attention...or when they publish pro-tobacco articles, there are other ways to get your point across, as illustrated by Véronique Le Clézio of ViSa in Mauritius. When the Acting High Commissioner of the UK attended an event to welcome the new director of BAT-Mauritius, she called a journalist to ask him to publish a letter...but she did not stop there. She also wrote to all those invited to the event, and enlisted the support of ASH (London), by which means the affair went all the way to External Relations in England. So remember, while the media is a very important ally, they are certainly not our *only* one.

## U

### Use popular figures/idols

Through your networks, you may be able to identify popular figures from sports, entertainment, or even politicians, to support and give a voice to your cause. For more information, see Celebrities.

## V

### Videos

Sometimes you can get a video aired on TV, for free! This may work best if you can get a letter of support from your Ministry of Health or other agency; ask around, and see if you do not find it is easier than you thought! See Public service announcements and Television above for more ideas.

#### *Airing of 'Making a Killing' in Vietnam*

INFACT's film about Philip Morris focused on a few countries, including Vietnam. Advocates were eager to have it shown on TV in Vietnam, but they didn't have the funds to pay for it to be broadcast. Mrs. Thu of HealthBridge (formerly PATH Canada) approached the Vietnam National Committee on Smoking and Health (VINACOSH), explaining the purpose of the film, and the advantage of being able to air it on 31 May (World No

Tobacco Day). Mrs. Thu also had a connection, through her husband, with someone at Vietnam Television (VTV). Her husband's friend agreed to help. HealthBridge paid for the video to be dubbed into Vietnamese - about US\$300 - and the friend negotiated for VTV to air it for free. With the help of connections, an important victory was achieved: the video was broadcast across more than 60% of the country, reaching millions of people, at almost no cost.

## W

### Work with others

- ◆ If you do not have media contacts, or know popular figures, see if your colleagues do, and work together on expanding media coverage. This is in fact one of the great assets of coalitions—someone is bound to have something important and useful to offer, that you would not have access to if you worked alone.
- ◆ If the government of your country has free access to the media, consider partnering on a media program. The Ministry of Health, for instance, may be interested in using the media, but not have the resources to design appropriate messages. In Vietnam, partnering with the MOH allowed HealthBridge to air tobacco control messages on TV and the radio for only the cost of production. WBB Trust has also worked closely with the Government of Bangladesh to air TV spots on tobacco control. Sometimes this may mean not putting your NGO's name on the spot.
- ◆ Meet with others working on your issue, and jointly put together some media plans. Get a group of people together to brainstorm; invite people from other NGOs who have good success in getting media coverage (e.g. on issues such as HIV/AIDS, violence against women, etc.).

### Conclusion

Do not let the array of possibilities overwhelm you. This guide is meant to offer suggestions, encouragement, and new ideas. You

certainly do not need to try everything suggested here, but it does help to remember that the media can surprise us. “That won’t work here” can often become “Hey, that worked great!”

In the words of George Monbiot, “*All campaigning is hard work, and exploiting the media is just as hard as any other aspect. We've tended to neglect it in the past, and then wonder why no one comes to our actions. Our movement needs specialist media workers... The more there are, the more clearly our message will come across, and the more people will be attracted to our cause. This is how small rumblings turn into earthquakes. The revolution will be televised, but that doesn't mean that it won't also be live.*” (George Monbiot, *An Activist’s Guide to Exploiting the Media*, [www.fl.io.org.uk/pubs/agm2.html](http://www.fl.io.org.uk/pubs/agm2.html))

Keep the work lively, be creative—and you may well discover that the more fun you have, the more effective you are!

### **III. RESEARCH FOR ADVOCACY**

#### **What is research for advocacy?**

International experience demonstrates that the best way to reduce tobacco use is not through public education but rather through strong tobacco control legislation and high taxes on tobacco products. Reducing the harm caused by cars to our cities, health, economy and environment will also require strong policies and infrastructure changes, not just public awareness. But how do NGOs successfully campaign for such legislation, taxation, and other changes? One way is by undertaking and publicizing research that demonstrates the need for such laws and taxes, public support for them, and the likely results of their passage.

What distinguishes *research for advocacy* from other types of research is its focus on changing laws and policies. The research is conducted with specific policy aims in mind, as part of an overall strategy to obtain the passage of laws and policies. While other research contributes to the overall understanding of an issue, research for advocacy has very narrow and specific aims. While a study on the reasons for youth choosing to use tobacco may have important repercussions for programs working with youth, it is not likely to influence policy, and is thus not research for advocacy. Research showing that children are highly aware of tobacco advertising, or that people support a ban on tobacco advertising, feeds directly into your advocacy work, and *is* research for advocacy.

This section of the guide is meant for NGOs and other agencies which may or may not have much experience conducting research, and may not have many resources to do so. The guide therefore attempts to include only research projects that are fairly easy and inexpensive to conduct. Much of what needs to be done to move forward the debate on policies for social issues can be

accomplished with little money, and by organizations without vast experience in research. Research that is focused on a policy goal, is interesting, and is appropriate to the issue can have tremendous value for your advocacy campaign.

#### **Getting Started**

When planning research for advocacy, it is important to keep in mind a few questions:

1. *What policy goal does this research address?* Since research for advocacy is so closely linked with policy goals, your goals should be clear **before** you plan the research to help you achieve them. This guide offers suggestions on research projects targeted to specific advocacy goals.
2. *Is this research appropriate to the policy goal?* Research for advocacy should be targeted and should meet specific objectives. If a particular policy issue is being debated, it is important to have results specifically addressing that issue. In order to determine what sort of research will be useful, it is important to understand the political climate.

If the government is reluctant to pass tobacco control legislation due to fears of revenue loss if tobacco use declines, then a large study showing the number of people likely to die from tobacco may be of little use. It may be more important to produce a study or do some calculations showing the likely economic impact of tobacco control on government revenues, accompanied by some global estimates adjusted to your country of deaths from tobacco. One excellent reference is World Bank 1999, *Curbing the epidemic: Governments and the economics of tobacco control* ([www.worldbank.org](http://www.worldbank.org)). If the government is afraid that raising taxes or making more places smoke-free will be unpopular, then demonstrations of public support are key.

Similarly, if government is reluctant to pass controls on car use due to fear of economic impacts on the car

manufacturing industry, then discussions of how car exhaust exacerbates global warming will be of little use. More helpful would be information on the comparatively small number of jobs created by investment in cars versus, say, investment in public transit (see GTZ Sustainable Transport: A Sourcebook for Policy-makers in Developing Cities Module 3e, *Car-Free Development*, [www.sutp.org](http://www.sutp.org)). If the government believes that car controls are necessary but nobody will support them, then opinion polls showing that even drivers favor curbs on parking and measures to improve the situation for pedestrians and cyclists—perhaps after first being educated on how such measures would reduce traffic congestion—would be more helpful. Or perhaps opinion polls on how satisfied people feel about making their daily commute would show that drivers also want change.

3. *Will my research be completed in time to meet my policy objectives?* Research for advocacy responds to actions in the policy arena. If the response takes too long, then its utility will be drastically reduced. It is often important to consider the benefits of quick results, as opposed to a more impressive study that will take much longer (and require much more money).
4. *How will I use the results to advocate for that policy goal?* When planning your research, be sure that you have a plan for releasing your results. The nature and size of the research, as well as the format of your presentation, will depend on the target audience. Research for advocacy can be an important part of your media advocacy campaign. Gaining media attention to your issue is critical, and new research findings can be one way of gaining publicity. Creative results may be more successful than repeated “body counts” in attracting the media to your issue.
5. *Is there another (cheaper, easier, more effective) way to gain the same results?* Do not reinvent the wheel, or repeat research that already exists and can serve your purposes. Always

start with what is already available. There is a huge amount of existing information and research on various subjects. The obvious first place to start is the Web; although some information requires subscription, most does not. Also beware of officials who say “but we need a local study” — while it may be true, it may simply be an excuse to procrastinate. Since resources for our work are limited, it is always important to consider the wisest use of whatever funds are available.

Collecting existing national statistics to demonstrate the need for action, and the effects thereof, can be important advocacy tasks. However, the lack of such data, and the inability to collect it, should not deter anyone from doing advocacy!

## **Types of Research for Advocacy**

### *Opinion polls/Surveys*

Opinion polls can be useful to show — when it is the case — that the general public supports the policy you seek. Evidence of public support can reassure the government that they will not lose popularity if they enact laws to protect public health or save the environment. If the public is not supportive, then it may be your task to educate people about the importance of those policies, so that they will support their passage and obey the laws when they are passed, or support the new measures.

Numbers can be very important tools for responding to industry arguments, or for persuading politicians to take action. But don’t collect more than you need. When drafting surveys, be sure you understand what you plan to do with the answers to each question. If you do not know, then you can probably delete the question. Unnecessary data costs much time and money.

Be careful how you phrase your questions. You need to be clear and specific. Only ask for as much as you need: e.g. “Do you think places where children commonly gather should be smoke-free” is a better question than “Do you think everywhere should be

smoke-free?" The answers may surprise you; in Bogotá, Colombia in 2000, 63% of voters approved a referendum to make the first Thursday of every February a Car-Free Day. Such a specific question allows for specific action. (A full 51% approved a measure calling for a daily six-hour ban on private vehicles during peak travel times, but it was nullified due to a technicality.)

Try to phrase your question to be unbiased but realistic. If support for your measure is still limited, see if support for partial measures exists; that is, rather than making all streets, or a street at all times, car-free, a partial measure may get more support and should, if advocacy efforts continue, contribute to bigger changes in future.

Look at the difference between the questions: "Do you think smokers have the right to enjoy a cigarette when they go out to eat?" versus "Do you think people have the right to breathe smoke-free air?" Or, similarly, "Should the manufacturers of a legal product be allowed to advertise?" versus "Given that tobacco is addictive and deadly, and that tobacco ads are aimed mainly at young people, do you think tobacco should be advertised?" Likewise consider "Should drivers have the right to enter all streets they want at all times?" versus "Should pedestrians and cyclists have priority on same streets so they can move about the city safely?", or "Should some minor streets be blocked a few hours a week to give children a safe outdoor place to play?"

While you may fear that providing background information will bias your answers, remember that some information is needed to weigh the importance of different policies. If you polled people who had never heard of CFCs, or did not know that they harm the ozone layer (and why the ozone layer is important!), then you would find a very low level of support for banning CFCs. If you first provided the basic information, you would be much more likely to find public support. This would simply indicate that it may be helpful to provide at least minimal information on the

issue at the time of passing public policy, in order to ensure public support.

### *Collecting basic statistics*

Sometimes a few numbers that are easy to collect can have a large impact. Numbers can help give precision to your argument and make your case more credible; and journalists and editors love them. How big is the problem of cars parking illegally on sidewalks? Get a few friends to join you in making counts of parked cars in a neighborhood, and, based on these numbers, estimate the total throughout your city.

Not enough cyclists to justify making special provisions for them? Try doing a road count, with one person on each side of a few streets counting the number of cyclists who pass in an hour. Noise pollution not considered a problem? See if you can borrow a noise monitor and collect decibel counts around schools and hospitals. Concerned about the deluge of car advertising on TV? Count the ads, and make some calculations, just as researchers have shown how many murders and other acts of violence children are exposed to on TV, and how much of cartoon time is devoted to ads for junk foods. The following examples come from [www.screenblock.com/data.htm](http://www.screenblock.com/data.htm):

- By the time the average person reaches age 70, s/he will have spent the equivalent of 7-10 years watching TV.
- Nine out of 10 food ads on Saturday morning TV in the US are for junk food.
- The average American child watches 8,000 murders and 100,000 other assorted acts of violence before finishing elementary school (grade six).

Of course we should always start by seeing what information and statistics are already available, and be sure we are not taking too complicated an approach to the problem. Often a very simple study will yield great results, if we follow the principles of research for advocacy.

### Counting ads, a simple and effective advocacy tool

As tobacco advertisements across India were pulled down in 2003 due to national legislation, scenes of smoking in movies seemed to increase dramatically. In order to curb this alarming trend, Burning Brain Society (BBS), a Chandigarh-based NGO, decided to collect some data to back up their observations.

BBS reviewed all movies released since the advertising ban and found that the display of tobacco brands in movies tripled after the ban. One-third of the films showing tobacco use mocked or contradicted the health warnings on tobacco packs. The study was timely, as the Indian Government had just announced further regulations clearing all tobacco imagery from future films and broadcast programs.

In the heated media debate and subsequent legal challenge that followed, the study was published extensively by media across the country. The explosion of displays of tobacco brands in films following the advertising ban helped challenge the film industry's claims that it can be trusted to "self-regulate".

(Based on information available at [www.burningbrain.org](http://www.burningbrain.org))

Deccan Herald

**Monday, January 23, 2006**

I & B Part of anti-smoking lobby: Ramadoss (**excerpt**)

New Delhi, PTI:

Still fighting a stiff battle to ban on-screen smoking, Health Minister Anbumani Ramadoss feels that some officials in the Information and Broadcasting Ministry are part of the anti-ban lobby, an apparent reason for his efforts not succeeding. ...

"We have already an Act called Cigarettes and other Tobacco Products Act 2003 and in that Act it is clearly stipulated that no direct or indirect advertisements of any tobacco products will be allowed," he said.

"Movie is an indirect advertisement. We are going to ban on-screen smoking under anti-tobacco Act which is under the Health Ministry. If anybody transgresses, we are going to take action under anti-tobacco Act," Ramadoss warned.

He cited a Chandigarh-based NGO's study on children taking up smoking after seeing their heroes in movies.

Similarly a study published in the journal "Lancet" showed that 52 per cent of

children take up smoking in the wake of films, he said, adding "when children in the age of 12, 13, 14 start smoking because they see their heroes smoking, then it is my duty to stop them from smoking."

### *Economics research*

Politicians often need to see research or statistics illustrating that the measures you recommend will not destroy the economy, and could in fact be beneficial.

Research possibilities include (see more details below):

- Loss of foreign exchange (comparing import and export figures on tobacco, for the majority of countries where far more tobacco is imported than exported).
- Comparisons of spending on roads vs. the comparable number of bicycles that could be bought for that money.
- Comparisons of government budgets for fuel subsidies vs. various aspects of development.
- Various comparisons on the value of parking (see Appendix 9: Parking, the Key to Car Control: Interesting and Useful Comparisons).

### *Review of internal tobacco industry documents*

Useful excerpts from tobacco industry documents are available at [www.ash.org.uk](http://www.ash.org.uk) and many other websites. References to tobacco industry behavior in your country can be very useful for attracting the attention of media and politicians. If you are not experienced at searching tobacco industry websites, see Appendix 13 for websites which can help you get started.

### *Qualitative research*

It can be very helpful to have quotes and stories with which to illustrate your argument. Qualitative research is also helpful when addressing issues that cannot be measured appropriately through numbers. For instance, numbers of deaths do little to convey the misery of the survivors; statistics on injuries do not indicate the suffering for those who have lost a leg or are chronically incapacitated from breathing difficulties. Similarly, benefits from the policies you seek may be best expressed in words, not numbers, such as the pleasure of being able to cycle safely to work, school, and errands; running into neighbors on the street and having a pleasant environment in which to chat; fresh air; a quiet environment in which to sleep, work, and study; and the pleasure of a leisurely stroll in an attractive and unpolluted area.

WBB Trust and its partners gathered many such interesting quotes when asking about the value of women's work. This made the research report more interesting to read and more likely to be picked up by the media.

Various methods of qualitative research exist; entire books are written on the subject. For the purpose of advocacy, what you are looking for is quotes or stories that illustrate a truth you may or may not also be illustrating through quantitative research. In some cases, one person's story may be more "real" and convincing than numbers, and help add the personal perspective to otherwise dry statistics. For example, illustrating the way women are undervalued partly due to not counting the unpaid work they do (see Appendix 7 and 8) will come across much more strongly if a few women's individual stories are told about how hard they work and how much that work is trivialized, or the hopes they have that if their work were valued, so would their opinions be: *"If I could do something [earn money], then my word would have value."*

Quotes can illustrate different points, such as:

- ◆ Support for setting aside street space for children to cycle in: *"...poor children ... may only get one meal a day. ... We can't help them to eat, but at least when they come to the bicycle programme, they are enjoying themselves, laughing, forgetting their hunger and other problems."*<sup>7</sup>
- ◆ The need for better policies to reduce violence against women:
  - "When a husband beats her, the woman has to take it like a tied cow."*
  - Woman participant in focus group discussion, Bangladesh<sup>8</sup>
- ◆ The deceptiveness of tobacco companies pretending they want youth not to smoke (to campaign against allowing the industry to run youth prevention campaigns):
  - "If any cigarette company told me not to smoke, I'd think it was some sort of slyness on their part."*
  - 13-year-old male student, Bangladesh<sup>9</sup>
- ◆ How creating safe conditions for cycling, and making bicycles more affordable, could help the poor:
  - "I've been riding this bicycle about 20 kilometers a day and have saved a fortune in bus fares, but every time I ride I take my life in my own hands."* --cycle commuter, Dhaka<sup>10</sup>
- ◆ Support for strong warnings on cigarettes:

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<sup>7</sup> Debra Efroymsen and Ziaur Rahman Litu, "Taking School into the Streets" in *Carbusters* Issue 26, March-May 2006.

<sup>8</sup> WBB Trust, "The Role of Men in Improving Husband-Wife Relations", in *HealthBridge Promoting Male Responsibility for Gender Equality, Research from Bangladesh, India, and Vietnam*, 2006. [www.HealthBridge.ca](http://www.HealthBridge.ca)

<sup>9</sup> Debra Efroymsen, Raton Deb, Aminul Islam Sujon, et al. *British American Tobacco's Youth Smoking Prevention Campaign: What are its actual objectives?* Work for a Better Bangladesh, Bangladesh Anti-Tobacco Alliance, and PATH Canada, Dhaka, August 2001.

<sup>10</sup> Source: WBB Trust

*"I think that it's very necessary to print information about the dangers on the pack, and maybe they should be printed in big, clearer letters." --43-year-old male doctor, Vietnam<sup>11</sup>*

Other issues may be best portrayed with photographs, for example<sup>12</sup>:

- ◆ Ability of children to play on a street without fear of vehicles
- ◆ Ability of children to walk independently on the street
- ◆ The value of sitting in a public place

### Presenting your research

You may, for your own uses, wish to have an exhaustive research report which goes into great detail about your methodology, presents many detailed tables, and references hundreds of documents. But often you need to present your results quickly, and to people who are unlikely to read a lengthy report. A useful tool may well be a short report with a few charts and graphs that illustrate your findings, rounded out with some quotes and/or case studies.

Focus on what is directly relevant to the policy issue at hand, rather than on information that may prove interesting to you and other researchers, but that may not interest the media or politicians. Remember, media workers and politicians are busy people, and are more likely to be intimidated and dissuaded by large reports than to read them carefully. You may also wish to have a summary report, or even just fact sheets, which quickly and easily explain your main findings, with an extensive research report that is available for those who are interested.

When presenting your research findings, be sure to link them

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<sup>11</sup> Debra Efroymsen, Vu Pham Nguyen Thanh, Dao Tran Phuong, *It's Rude to Say No: Vietnamese opinions about tobacco control*. Report for the International Tobacco Initiative (now RITC), Hanoi, January 1998.

<sup>12</sup> Taken from GTZ Sustainable Transport: A Sourcebook for Policy-makers in Developing Cities Module 3e, *Car-Free Development*, [www.sutp.org](http://www.sutp.org)

explicitly to the policy issue. For instance, if you are showing that children have no access to outdoor play space, use the results not only to remind parents of the problem, but to convince lawmakers to consider car restraint measures or temporary/permanent car-free areas. If you are highlighting the negative economic impact of tobacco cultivation and/or use, use the results to press for various tobacco control measures. A newspaper headline "*Study shows more children know Marlboro than the name of the Vice President*", with the article emphasizing the need to ban tobacco advertising, is much more useful than "*Study conducted among 500 students in the capital*" that goes on to discuss the findings, without mentioning your call for an ad ban.

Depending on the significance of your findings, and the size of your budget, ways of presenting your research include:

- Communicate the results directly with policymakers. If your report is long (more than a few pages), be sure to include a summary highlighting the key findings and the policy relevance (e.g. people support higher charges for parking if some of the money is returned to the community/used to improve public transit; people support expanding the smoke-free law to include restaurants and bars, etc.).
- Hold a press conference. If possible, invite well-known people in the field covered by the research to discuss the significance of the finding (assuming that they support your cause!) It is a good idea to brief them well, prior to the press conference; in some cases, they may be so busy as to be willing to read a speech you have written for them.
- Invite members of the press to come to a meeting at your office to discuss the results. This can work well if you have little money available, if you fear the media will not attend a press conference, or if you have good relations with some members of the press.
- Call one journalist with whom you have a good relationship, or who has written on the issue, and give him/her

“exclusive” rights to the research, with the possibility that it will then be an important feature. Of course if the reporter fails to use the information, approach someone else!

- Write a press release and fax/send it to various media. Be sure to make it interesting as well as policy relevant—a press release, not a scientific abstract, highlighting the key findings of the research *and* the policies it points to.
- Refer to your findings in letters to the editor, letters to politicians, speeches, and in banners at rallies.
- Share your results—if not a formal report, at least the key findings, which may be all that most people read anyway—with other organizations potentially interested in your cause and those actively working in the area. Be sure to send it to those who oppose as well as support you. After all, new information may help change people’s minds. Enclose a letter encouraging them to join your alliance, to write to newspapers or politicians, to cover the issue in their newsletter, and/or to get in touch with you for collaborative action.

### **Specific suggestions on research to meet your advocacy objectives**

#### *General guidelines when conducting research*

- ✿ Your advocacy objectives should guide your research. Start with what information you need to press for a certain policy change and then plan your research.
- ✿ Use the information presented here as a guide only; always adapt the questions to your local context.
- ✿ Test the questions before use to make sure they are clear.
- ✿ Decide which questions you need and which you do not.
- ✿ Plan your data analysis in advance—if you will use a computer, set up the form on the computer before you

conduct the survey. Make sure you have the time and ability to do the analysis.

- ✿ Only do the survey if you know how it will be useful for you.
- ✿ When possible, share information about the topic with the people you interview, *after* you finish the questions; also explain to them how you will use the information. If there is not time to do this by conversation, and your research is with literate people, give them a leaflet or handbill explaining the issue—giving them something back in return for their time.
- ✿ Remember to tie the results in to your policy initiatives!

#### *Promoting laws/policies in general*

Public opinion polls can demonstrate to the government that certain laws, policies, or infrastructure changes will be well accepted among different population groups. This can ease concerns about the unpopularity of such actions, and thus greatly increase the chances that politicians will support such measures. If policymakers still oppose the measures, then you can use the results to question in whose interest the government is acting: the mass people, or the car/tobacco industry?

Public opinion polls are also quite simple and fairly inexpensive to conduct. It may be possible to get other organizations and/or volunteers to assist in the data collection and analysis, in which case the study may be basically free. This is a powerful tool, which should not be neglected in your advocacy campaign! In all cases, you may wish to start with qualitative research (focus group discussions or some in-depth interviews) to gain an idea where people are at, then turn it into a survey to gain an idea of the *quantity* of people giving different responses.

#### **Sample questions**

Support for car-free areas (temporary or permanent)

- Do you think we should create more outdoor recreational areas for children?
- Would you enjoy having an area in which you could safely walk/cycle at least once a week without fear of being hit by cars?
- Cars occupy a lot of space in our city, and almost everywhere is accessible by car. Do you think we should designate a few areas exclusively for the use of pedestrians, children, and cyclists?

#### Support for cycle lanes

- If there were a network of cycle lanes throughout the city, would you cycle more?
- Do you think that having cycle lanes in the city would encourage people to get more exercise and help reduce expenditures on transport?

#### Support for higher parking charges (see also Appendix 9: Parking, the Key to Car Control: Interesting and Useful Comparisons)

- If a vendor wishes to occupy road or footpath space, they have to pay a fee, but car owners can park their vehicles for free as long as they wish almost everywhere in the city. Do you think it is fair for vendors, who sell useful items at low price, to have to pay for public space while car drivers can access it for free?
- Research has shown that higher parking fees reduce the amount of time people spend parked, so that fewer spaces can serve more cars, thus reducing the problem of illegal car parking on roads and footpaths. Given that fact, do you think that fees for parking should be raised (yes/no)? That people should pay by the amount of time they park (yes/no)?

#### Support for tobacco control

- Do you think more areas should be smoke-free?

- Do you think people have the right to protection from second-hand smoke?
- Do you think all public transport should be smoke-free?
- Do you think taxes on tobacco products should be increased?
- Do you think tobacco advertising should be banned?

#### *Promoting a comprehensive ban on promotion of cars/tobacco*

When arguing for a comprehensive ban on car or tobacco advertising, the most effective way to gain attention, in addition to opinion polls (see above), may be to highlight the exposure of children to promotions. The harm of advertising extends to all ages, but children are particularly vulnerable because they are less able to distinguish advertising and reality. In addition, it is easier to promote a policy which has children as its beneficiary.

All kinds of companies—tobacco, soft drinks, fast food, etc.—deliberately market their products to young people. In any case, it is almost impossible to market a product to adults only. As a result, one effect of advertising is that children are highly knowledgeable of different products, and often can describe various ads in detail. The younger the children, the stronger the impact of your findings. Knowing that very young children are as aware of major cigarette brands as they are of cultural or political icons can have a huge impact on people's perception of the acceptability of tobacco advertising.

One study in the US on Camel cigarettes (advertised with Joe the Camel) illustrates this point perfectly:

*"Nearly one-third of 3-year-olds correctly identified 'Old Joe' as representing cigarettes. As many 6-year-olds recognized Old Joe as recognized Mickey Mouse, 94% of all secondary school pupils recognized it, compared to only 58% of adults over 21."<sup>13</sup>*

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<sup>13</sup> UICC Tobacco Control Fact Sheet 1, "The Case for Banning Advertising and Promotion of Tobacco".  
[http://www.globalink.org/tobacco/fact\\_sheets/01fact.htm](http://www.globalink.org/tobacco/fact_sheets/01fact.htm)

Similarly, in most countries it would not be difficult to show that children are more aware of brand names of cars and motorcycles—and more fascinated by them—than they are of bicycles.

If tobacco advertising is still allowed in your country, it is safe to assume that children are highly aware of the ads. First, test this premise among some children—your own, your neighbors', or at a school. Ask children to name different cigarette or car brands, and to describe tobacco or car ads (if your country still allows tobacco advertising on TV, you may find that even small children can describe the ads in great detail and sing the songs). Then ask a few questions about other products that are also commonly advertised, such as toothpaste, and integral parts of your country's culture, history, etc., or aspects of popular culture that are almost universally known among adults.

### Sample questions

- What year did our country gain independence?
- What is the name of our President/Prime Minister?
- Who is Meena/Mickey Mouse/Doremon/other cultural icon?
- How many cigarette/car/motorcycle brands can you name?
- What is our country's form of government?
- What is Marlboro/Dunhill/Toyota/Honda?
- Where do you see cigarette/car/motorbike advertising? (TV, radio, billboards newspapers, posters, etc.)

The questions need to be appropriate to the children's age and to your country's circumstances. After talking to several children, you are ready to draft your pre-test. Draw up several questions. You may wish to prepare two different versions of the survey, one for very young children (pre-school), and the other for slightly older children (e.g. aged 8-11). With pre-school children, you may wish to ask them for recognition of brand names (what is Marlboro, what is Colgate), while with older children, you can ask

somewhat more sophisticated questions (how many cigarette brands can you name, how many world leaders can you name, etc.).

The point is to demonstrate that children are similarly or more aware of tobacco products/cars, from the advertising, as they are of basic cultural and historical facts that one would actually *want* or *expect* children to know. Conducting a pre-test among a small sample will allow you to further modify your survey before conducting a larger study. When you present your results, remember to highlight your policy objective: the current situation means that children are highly aware of cigarette/car/motorcycle advertising, and the only solution is a comprehensive ban on all forms of cigarette/car/motorcycle promotion.

### *Lobbying for stronger warnings on tobacco packs, or warnings on cars*

What do people understand from the current warning? Would people prefer stronger warnings? Should cars/motorbikes come with warnings about their effects on health, the environment, and climate change?

In addition to opinion polls (see above), a simple study can demonstrate the need for stronger warnings on tobacco packs, or for introducing warnings on some motorized vehicles. If cigarette packs in your country contain only a vague sentence about the health consequences of smoking, you can measure how many people are only vaguely aware that smoking harms the health, how many people can list specific diseases, and how many are aware that smoking harms others.

If the level of knowledge in your country is fairly high, and/or if your packs already list specific diseases but do not go into detail, you can ask about the magnitude of risks involved in smoking. For instance: "What percentage of people who get lung cancer are cured?", "How many years on average do smokers lose as a result of smoking?", and "After quitting smoking, how long does it take before the risk of a heart attack is greatly reduced?" These sorts of

questions typically show that the ‘everyone knows it is risky’ argument is insufficient to guarantee informed consent. Inability to answer the questions shows that packs need to display a good deal of information, such as is provided with Canadian packs, to begin to give the consumer adequate information to make an “informed choice”.

Similarly, the need for warnings on cars/motorbikes could be established through asking basic questions about the contribution of motorized (fuel-dependent) transport on obesity, climate change, air pollution rates, etc.

### Sample questions

#### Warnings on cars/motorbikes

- ✿ Are cars inherently dangerous, or are deaths from car crashes mostly due to other factors such as weather, poor road conditions, driver ability, etc.?
- ✿ Do cars contribute to climate change, and is this a small, medium, or large concern?
- ✿ Are you concerned about the chemicals in car emissions (such as carbon monoxide, nitrogen oxide, hydrocarbons, lead, fine particulate matter, acid deposition, chlorofluorocarbons, carbon dioxide)? (a lot, some, a little, not at all)
- ✿ How big a role do you think cars and motorbikes play in causing air and noise pollution? Is the solution to limit their use, or to find other ways to lessen the negative impacts of use?
- ✿ Following are some statements. Do you believe them, disbelieve them, or are unsure/do not know?
  - ⦿ Car crashes kill an estimated 1.2 million people each year worldwide
  - ⦿ Car crashes injure an estimated 50 million people each year worldwide

- ⦿ Car and motorcycle use contribute to obesity, which is a major cause of disability and death
- ⦿ The average car emits more than 1,000 pollutants
- ⦿ Cars are a major contributor to climate change

#### Stronger warnings on tobacco packs

- ✿ Is tobacco harmful to the health?
- ✿ What diseases does tobacco cause? (open-ended; on your questionnaire, list diseases/health problems that you can tick off, but do not mention them when you ask the question, as you want to know what diseases people can spontaneously list)
- ✿ Is smoking addictive?
- ✿ Does exposure to tobacco smoke cause disease in nonsmokers?
- ✿ Do you think that cigarette packs/other tobacco products should contain strong, clear warnings about the health problems caused by the use of the product? Or Do you think that cigarette packs/other tobacco products should carry specific messages about diseases caused by smoking, such as “Tobacco causes lung cancer” and “Tobacco causes death”?
- ✿ Do you think that tobacco products should have pictures included in the warnings, so that even the illiterate have an idea of what may happen to them if they use the products?
- ✿ Do you think that tobacco users have a right to know what dangerous chemicals are contained in the products that they buy, and that those chemicals should be listed right on the pack, the way ingredients are listed on foods?

#### *Lobbying for better conditions for women*

If you are lobbying for improved education or job opportunities for women, or better child care arrangements for women, or equal pay for equal work, or anything else directly affecting women, it may be important to show the value of women’s work to the

national economy. Politicians and others often mistakenly believe that since women contribute nothing to the economy, any money spent on women is essentially a waste, or merely a social measure, but with no return to the country. Such misleading ideas are countered in such documents as the World Bank publication *Engendering Development Through Gender Equality in Rights, Resources, and Voice* (World Bank and Oxford University Press, 2001) and Marilyn Waring, *If Women Counted: A New Feminist Economics* (HarperSanFrancisco: 1998).

Simply put, if women did not engage in unpaid domestic labor, men would be unable to make the economic contributions they do, and the sum value of women's unpaid work is a major portion of the economy. Therefore, investments in programs for women will increase the economic performance of the country, resulting in a direct economic benefit—far more than can be said for many government expenditures.

**Sample questions to calculate women's economic contribution** (see Appendix 7 and 8 for more information)

- ✱ How many hours a day do women spend on unpaid labor? (Multiply this across the female population, and over a year.)
- ✱ What tasks are typically performed by women without pay, and what is their market value (that is, if you had to pay someone to do it, how much would it cost)? (Use these figures and the hours worked to come up with a net figure of women's economic contribution.)

***Demonstrating the connection between transport policies, poverty reduction, and social equity***

While people-oriented transport policies would benefit virtually everyone in society, they are likely to have a particularly beneficial impact on the poor, who suffer the most from bad conditions. The poor are the most likely to live in the areas with the most noise and air pollution from vehicles, and to spend a higher percentage of their income on transport, while being forced

to use inadequate public transport or to walk and cycle in unpleasant and unsafe conditions. Transport difficulties among the poor also make it more difficult for them to access the education, jobs, markets, and health care they need to improve their situation, especially since the poor often must live far from city centers in areas with few public services.

Encouraging mixed-use areas in which employment, housing, shops, schools, health care, and recreation are all within easy walking or cycling distance would go a long way towards increasing access and decreasing transport costs, as well as making more pleasant living areas. Better conditions for walking, cycling, cycle rickshaws and public transit, combined with measures to reduce the attractiveness of cars and motorbikes, would similarly benefit all, especially the poor. But such policies will always come under strong attack by certain groups, not the least of them transport and city planning authorities.

#### **Comparing jobs generated by cars and fuel-free transport**

A survey in 2004 in Bogotá found a total of 1,517 vendors along the 120 kilometers of their Car-Free Sunday event. Total employment was estimated at 2,033, using an average of 1.34 employees per stall. Along the same corridor, 70 establishments catered to motorized vehicles (filling stations, car sales centers, car repair, etc.) accounting for 274 jobs—or just 13% of the employment generated during a Car-Free Sunday.

*Source: GTZ Car-Free Development, [www.sutp.org](http://www.sutp.org)*

Various bits of information may be helpful in overcoming resistance to such policies.

- ✱ Using local prices, look at the cost of government car purchases or road investments versus what it would cost to purchase a bicycle, and compare the number of people who would gain mobility thereby. For example, \$10 million for a flyover which will help car drivers (try to find an estimate of the number of people using it each day), versus buying 200,000 bicycles (assuming a cost of \$50 per bicycle).

- In Bangladesh, the money spent importing 100 cars and buying a year's worth of fuel for them could purchase 20,000 bicycles, thereby improving the mobility of up to 200 times more people. As opposed to the impact of cars, bicycles would do virtually no harm to the environment, and bring significant health benefits to the users.
- "In the United States, some \$5 billion per year is spent on car advertising, more than the total spent on mass transit."<sup>14</sup>
- "The typical American male devotes more than 1,600 hours a year to his car. He sits in it...parks it and searches for it. He earns the money to put down on it and to meet the monthly installments. He works to pay for fuel, tolls, insurance, taxes and traffic tickets. He spends four out of his sixteen waking hours on the road or gathering his resources for it. And this figure does not take into account the time consumed by other activities dictated by transport: time spent in hospitals, traffic courts and garages; time spent watching automobile commercials or attending consumer education meetings to improve the quality of the next buy. The model American puts in 1,600 hours to get 7,500 miles; less than five miles an hour."<sup>15</sup>
- In France, smoking causes 65,000 deaths each year, and alcohol causes 45,000. While car-related deaths are "only" about 10,000 a year, a further 50,000 people each year are handicapped for life, and another 200,000 are injured.<sup>16</sup>
- Measurements: a car takes up about 50 times as much space as a pedestrian.<sup>17</sup> You can then calculate the number of people who could walk in a space devoted to parking.



<sup>14</sup> Wolfgang Zuckerman, *End of the Road*, Vermont: Chelsea Green Publishing Company, 1992.

<sup>15</sup> Ivan Illich, *Energy and Equity*, cited in Zuckerman.

<sup>16</sup> Zuckerman

<sup>17</sup> Zuckerman

### TV and children: promoting outdoor play spaces

WBB Trust conducted a survey among middle- to high-income school children to see whether they had access to outdoor play spaces, whether their schools included a play period, and what leisure-time activities they engaged in. To the surprise of the researchers, most of the students had no regular play time in school and no access to outdoor play spaces. Watching TV was a major recreational activity, and some children said they never played. Combined with information about the harm of excessive TV watching to children, WBB is using the information to further its demands for reducing car use on minor and dead-end streets to convert them at least part-time into outdoor play space for children ([www.wbbtrust.org](http://www.wbbtrust.org)).

### *Lobbying for a ban on misleading terms on cigarette packs*

*What people understand by the term "light" or "mild" on cigarette packs*

Abundant research exists to demonstrate that "light", "mild", and "low-tar" cigarettes are no less dangerous to health than "regular" cigarettes. In order to lobby to ban misleading terms on cigarette packs, a few steps may be in order. First, present the existing research demonstrating that the terms are misleading; second, include industry documents showing that the industry itself was aware of the deception; third, show that the public is misled by the terms in your country, and fourth, show public support for the ban of such terms. You may not have to go through all the steps, depending on how willing the government is to follow international experience!

Sample questions:

- Do you know of any cigarettes termed "light", "mild" or "low-tar" (depending on what is available in your area)?
- What do you think those terms mean? (open-ended)
- Do you think "light" etc. cigarettes are less addictive? (Y/N) less likely to cause disease? (Y/N) less likely to kill the smoker? (Y/N)
- Do you smoke? (If yes: which brand; specify whether regular or light/mild)

- Do you think it is worth spending more money on light/mild cigarettes?
- If someone close to you were a smoker who has been unsuccessful at quitting or reluctant to quit smoking, would you recommend that s/he switch to light/mild?
- (Final question) “Light” and “mild” cigarettes have been shown to be no less harmful than other cigarettes, but they may convince smokers to switch to them rather than quitting. Given that fact, do you think that terms such as “light” and “mild” on cigarette packs should be banned?

### *Support for tax increases/increased parking charges*

People usually object to tax and other price increases, so it is great news to governments to hear that a certain tax or charge will be popular, even among the users of that product. In Thailand, the government was so pleased with the revenue it gained from raising taxes on cigarettes, it has continued raising the taxes repeatedly of its own initiative.

In order to encourage your government to raise tobacco taxes or fees on parking, you may wish to highlight the fact that governments gain revenue by doing so, as well as improving health and the environment. Use the experience of other countries, or of your own if available. The experience of Canada and South Africa show that tobacco consumption decreases as price increases—and vice versa. Given the price elasticity of tobacco, governments can continue to raise prices quite high and continue to generate revenue.

A study in Massachusetts, USA showed that most people would support an increase in the cigarette tax *if* the money were to go for tobacco control or health programs, but *not* if it were to go for general government purposes.<sup>18</sup> If this is the case in your locality, you have a stronger argument for convincing the government to

use a portion of the tax to support tobacco control, programs for the poor, or health programs!

In Bangladesh, Manobik surveyed 1,000 low-income people about a potential increase in tobacco taxes, yielding much useful information to lobby for an increase in tobacco taxes, which are sometimes opposed on the grounds that they will hurt the poor.

Questions included:

- Do you want your children to use tobacco products?
- Given that the experience of other countries shows that price increases on tobacco are particularly important in preventing youth from smoking, do you think that the tax on tobacco products should be raised?
- If the price of tobacco products went up, which do you think you would be most likely to do?
  - Decrease use
  - Quit
  - Switch to a less expensive form of tobacco
  - Spend more on tobacco and less on other items (personal, family, other)
- Do you think the price of the following items should go up, come down, or stay the same: bicycle, private car, food, other essential items

You could also see if people support the use of public space for the storage of private possessions (cars) or would prefer to put the space to better use, by reducing parking through higher parking charges. Research in England has indicated that by charging more, fewer people park for longer times, so it is actually easier for drivers to find parking spaces, making the charges popular. Of course simply asking “Do you think the price of --- should increase?” is unlikely to generate a positive response without some additional information as to the why, and how that money would be used. For instance, money generated from parking fees could be used partly for improvements in that neighborhood—planting trees, improving sidewalks, putting unsightly power lines underground—and partly to support public transport and

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<sup>18</sup> Abt Associates Inc., *Independent Evaluation of the Massachusetts Tobacco Control Program*. Second Annual Report, January 1994 to June 1995.

bike paths.

You can also put your polling questions into a context that is politically 'hot'. If there is a debate about increasing funding for schools a question can be "Would you support a cigarette tax increase of x cents a pack if it went to fund the proposed education initiative?" If there are proposed cuts to a popular or important program, you could ask: "Would you support an increase of ---- in the registration fee for cars and motorbikes rather than the proposed reduction in child nutrition programs/increase in public transit fares/etc.?" Basically you are asking people to choose between tobacco/car tax increases and other tax increases or service reductions. These choices simply reflect the political reality of funding, and can help politicians understand the consequences of their actions, and choose those most likely to gain public support.

### Sample questions

- Do you think tobacco taxes should be increased, so as to discourage youth from starting to use tobacco?
- Would you support an increase on tobacco products if a portion of the increase went to programs to help people quit, or to fund other health/well being programs for the poor?
- If taxes must be raised, which tax raises would you support:  
 \_ petrol \_basic foods \_clothing \_ private cars \_alcohol \_tobacco

### *Showing the need for strong tobacco control laws and policies to reduce tobacco use among the poor*

In low-income countries, a range of health and other problems compete for attention from governments and NGOs. Tobacco control can be considered a problem mainly of wealthier countries, or a luxury to be addressed later, when the burden of death from tuberculosis, malaria, and HIV/AIDS is reduced. This of course ignores WHO statistics showing that the burden of death from tobacco use will soon be mostly on low-income countries. It also ignores the fact that with economic development will come a surge in health costs, and that one must act *now* to

reduce *future* health costs from treating tobacco-related disease.

One way to focus the attention of policymakers and NGOs in low-income countries on the harm caused by tobacco is to address the effect of tobacco expenditures on the poor. When the poor spend their money on tobacco rather than on basic needs, they suffer *now*.

One of the most effective ways to reduce tobacco use, especially among youth and the poor, is to raise the price of tobacco products. While this may at first sight seem likely to harm the poor, as they will be forced to spend a higher portion of their income to maintain their addiction, this is not in fact the case. Most users will either stop using tobacco altogether, or switch to cheaper products. Fewer poor people will start, so that the *net result* will be a decrease in diversion of money from basic goods to tobacco. This is particularly true if a comprehensive ban on all forms of tobacco promotion, and other measures, accompanies the tax increase, so that incentives to use tobacco are removed at the same time that the price disincentive is established.

One fairly easy way to bring attention to the issue is to collect what statistics are available; you may be able to gain interesting information using national statistics, or perform calculations using the price of popular tobacco products and of basic goods. You may also wish to conduct a survey among the poor to compare their spending on food, tobacco, and other items. Depending on what is available, possible analyses/comparisons include (these could easily be adapted to address other issues, such as nationwide imports of car and car parts, spending on transport versus basic needs by the poor, etc.):

- At the national level, imports versus exports of tobacco.
- Per capita spending on tobacco versus important foods.
- Average spending on tobacco by users, versus average household spending on basic needs. In Bangladesh, the average male cigarette smoker spends almost as much per month on cigarettes as the per capita expenditure for food,

and far more than the per capita amounts for health, education, clothing, and house rent.

- Potential increase in consumption of a high-nutrient food, if tobacco were not purchased and the money went to the food instead. If you know roughly how much tobacco is consumed in one year, you can calculate the average price of tobacco; use that sum of money to calculate the amount of another food that could be purchased instead.
- Number of eggs (or quantity of other high-nutrient food) that could be purchased with one tobacco company's advertising budget, or with what people in the country spend on tobacco in a year (or whatever other relevant number is available) and what that then translates into in terms of the number of poor children in your country who would have access to that food.

*"BAT Bangladesh's gross turnover in cigarettes in 1998 was over \$293 million. That figure could have purchased over 4.7 billion eggs, enough to feed almost 13 million children an egg a day. Meanwhile, egg consumption in 1996 (latest year in which statistics are available) averaged one egg per person per month."*<sup>19</sup>

- Changes over time in consumption of food and of tobacco. In some cases, increases in income bring little change in consumption of basic foods but an increase in the consumption of tobacco. You can also compare the amount of food that could be purchased with average tobacco expenditures, over time.
- How much food a smoker of a pack a day of a popular brand could buy, by day, week, month, or year.

- Comparison of food and of tobacco prices; for instance, a chart comparing the price of various popular brands of cigarettes with eggs, milk, and other food.
- Comparison of prices of tobacco and other goods, such as school fees, a visit to a health clinic, a pair of shoes, school notebooks, etc.
- Percentage of total income spent on tobacco, and ratio of expenditures on tobacco/health and tobacco/education by income level. That is, what percent of the income of the poorest, middle class, and higher class goes to tobacco vs. health and education.

### *Opposing industry-sponsored youth smoking prevention campaigns*<sup>20</sup>

If the tobacco industry in your country is running youth smoking prevention campaigns, one effective way to counter them is by publicizing research showing that the campaign is a sham. This need not involve a complicated longitudinal study to determine whether the campaign reduces youth smoking rates over time. While such a study may be useful, it will take time to complete, and it is important to act quickly. In many cases, simply publicizing the hypocrisy of the industry in taking on such a task may be sufficient. If not, a simple analysis of the campaign, accompanied by information (such as from the excellent report Cancer Research Campaign and Action on Smoking and Health [London], *Danger! PR in the Playground: Tobacco industry initiatives on youth smoking*, 2000. [www.ash.org.uk](http://www.ash.org.uk)) can be useful in attacking the campaign, and trying to get it stopped. An in-depth analysis should include both quantitative and qualitative research. For an example, see the publication *BAT's Youth Smoking Prevention Campaign: What are its actual objectives?*

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<sup>19</sup> Debra Efroymsen, Saifuddin Ahmed, Joy Townsend, et al. "Hungry for Tobacco: An analysis of the economic impact of tobacco on the poor in Bangladesh." *Tobacco Control* 2001;10:212-217. [www.tobaccocontrol.com](http://www.tobaccocontrol.com)

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<sup>20</sup> This section is taken largely from Debra Efroymsen, Raton Deb, Aminul Islam Sujon, et al. *British American Tobacco's Youth Smoking Prevention Campaign: What are its actual objectives?* Work for a Better Bangladesh, Bangladesh Anti-Tobacco Alliance, and PATH Canada, Dhaka, August 2001. [www.wbbtrust.org](http://www.wbbtrust.org)

([http://www.wbbtrust.org/program/tobacco/reser&public/bat\\_youth\\_eng.pdf](http://www.wbbtrust.org/program/tobacco/reser&public/bat_youth_eng.pdf)).

Qualitative questions could be conducted through a focus group. Select people of the age targeted by the industry campaign, and show them both tobacco industry prevention materials and that company's cigarette advertising.

### Sample qualitative questions

- ✘ What do you think of the ads of this company (showing them different ads)? Are they attractive? Do they appeal to you? Are the people pictured in their material well-known, attractive, interesting, fun?
- ✘ What are the messages in their prevention material (showing them the material)? Are the people pictured in their material well-known, attractive, interesting, fun? What is the content of the message—does it say anything about the harm of tobacco? If so, what? Do you think these messages would be convincing to people your age? Why?
- ✘ Which do you find more attractive—the ads, or the youth prevention material?
- ✘ What do you think about a tobacco company telling youth not to smoke?

### Sample survey questions

- ✘ Do you smoke?
- ✘ Which brand do you usually smoke?
- ✘ (if TV ads are still allowed in your country) Have you ever seen cigarette ads on TV?  
Y/N (if yes, which brand?) \_\_\_\_\_
- ✘ Have you ever seen (mention some major, youth-oriented promotional activity of the company that is running the prevention campaign, such as a rock concert)?
- ✘ Do you think that such promotional events encourage young people to smoke? Y/N

- ✘ Have you ever seen an ad for (a heavily advertised cigarette marketed by the company running the prevention campaign)? Y/N
- ✘ Where have you seen these ads?  
Poster: Y/N TV: Y/N  
Newspaper: Y/N Billboard: Y/N
- ✘ Do you find these ads visually appealing?  
- Like them a lot - Like them  
- Like them a little - Do not like them
- ✘ What would you think if a tobacco company told you not to smoke? (open-ended)

### Other measures

Be creative! Small research projects can be a simple, inexpensive, and effective way to counter your opponents' arguments. When your opponents make claims that are obviously untrue, you can counter them with information from other countries, other research projects, formerly secret industry documents, and targeted research projects.

### Conclusion

Research for advocacy—targeted, focused, inexpensive, and rapid—can be extremely useful in achieving our policy goals. The possibilities are only limited by the imagination. Starting with the question “What evidence do I need to change the minds of those responsible for this decision?”, we can then consider whether a small research project will make a difference in our advocacy campaign. The above suggestions are meant as guidance and inspiration. Each advocacy situation will require its own response, but often we turn to overly complicated solutions to problems that could be addressed more simply. Before planning a major research project to further our advocacy campaign, we should always ask ourselves whether something smaller, faster and simpler will not serve our needs just as well—or better.

A word of warning—any tool can have the opposite of its intended effect, so that we unintentionally serve the tool rather

than the tool serving us. We have allowed cars to change radically our city fabric, often find ourselves stuck in traffic jams rather than getting quickly to our destination, and spend a significant source of our income buying and operating cars – that is, we often find that we serve cars, cars rather than cars serving us. So too we can become slaves to research, rather than research serving us. If the research consumes so much of our time that we can no longer focus on our advocacy campaign, we need to reconsider our direction...and reflect whether or not a research for advocacy project, such as those described in this Guide, may not better serve our purposes.

#### **IV. SUMMARY**

This guide to using media and research for advocacy contains information and ideas meant to encourage and support activists in their cause. By learning how to use media for advocacy, and learning how to design and conduct targeted research for advocacy, we can become stronger advocates for positive change. Although the work is not easy and we may often become discouraged, many aspects of the work are themselves rewarding—seeing our article printed in a newspaper, our demonstration covered on TV, or our research report mentioned by a government official. Small successes along the way can provide us with the energy and incentive we need to continue our work.

As with the warning about research, so for media—the tactics we use should not so overwhelm us that we have no energy left for other important activities such as writing letters to policymakers and holding strategic meetings with our colleagues to check whether we are on track for meeting our policy goals—and whether those goals are in fact appropriate. There is of course much more to conducting advocacy than using the media or research, but by improving our skills with those two key tools, we improve our chances of achieving our goals.

This Guide is intended to serve as an ongoing reference, a book to return to repeatedly as we question what new ways we might try to gain the attention of policymakers and further our cause.

The author welcomes your comments and suggestions: [debra@HealthBridge.ca](mailto:debra@HealthBridge.ca) or [anima1205@yahoo.com](mailto:anima1205@yahoo.com)

## **Appendix 1: Tips on Writing a Press Release**

### *Basic elements to include when writing a press release*

#### **1) Logo of your organization**

- Gives quick identification to the press about who the press release is coming from. It is needed as members of the press receive many press releases from different organizations. The journalist will quickly decide whether or not it is worth reading when they see the logo.

#### **2) 'Press Release' heading**

- Identifies the type of document to the journalist. Journalists deal with a lot of incoming papers, so it is important that this heading be large enough to be easily identifiable.

#### **3) Title of press release**

- Provides the focus, grabs attention, tells in a few words what the story is about.
- Must be eye-catching/interesting. Perhaps use a figure or shocking statistic in the title.
- Must be short – two lines maximum.

#### **4) 'Embargo' and date**

- An 'embargo' is the date and time at which the press release can first be published.
- Since the press needs to plan in advance which stories they may wish to cover, it will often be helpful to send information in advance. If you are providing a press release and do not want it published before a certain date or time (perhaps because it is timed to coincide with a specific event) you must include an embargo, otherwise the press has the authority to use the story at any time.
- Keep in mind that the press may not always honor the embargo, although they generally do.
- Alternatively you may write "For immediate release" at

the top of the press release if you do not require a delay before publication and if your press release is related to hot, current news.

- The media will often use the information contained in a press release immediately after an embargo, with the aim of being the first to use the new information.

#### **5) Specifically structured first paragraph**

- The first paragraph should answer the questions 'why', 'what', 'where', 'when', 'who' about the information you are providing.
- It should entice the reader to continue reading whilst nevertheless containing all the key information if the reader should choose not to read any further.
- It should be written in short, clear sentences (this also applies to the rest of the press release).
- It should be not more than about two or three lines, or two sentences, long.
- Avoid repetition. Saying the same thing over and over and over will turn off your reader, so don't repeat yourself endlessly.

#### **6) Quote or statement from a named individual**

- Journalists like stories which include named people. By including a quote in the press release, you are enabling the journalist to easily 'humanize' their article.
- Including a quote in the press release also gives the press a named source that they can contact for further information, opening up the possibility of dialogue with them.
- Always clear quotes with the individuals named before sending out your press release.

#### **7) Specific information, statistics**

- Journalists enjoy getting specific information, especially statistics. Including precise but not overly-publicized facts

can increase the likelihood of the press release being used.

- Numbers that have been used repeatedly, such as WHO's estimates of deaths from tobacco now and in the year 2020, may be less attention-getting than less well-covered issues. WBB Trust found that in a press release on the demand to raise the tax on tobacco and lower the tax on bicycles, the newspapers that used the information mostly cited the statistics given on current tax rates and prices. Much of the narrative about the protest itself was ignored.

#### 8) 'Notes to Editors'

- This is further information for editors contained in footnotes at the end of the press release to avoid cluttering up the main text.
- Details such as the full address of a press conference venue or the full title and authors' names of a report mentioned in the main text are best left to these footnotes. Website addresses where further information can be found can also be included.

#### 8) Contact information

- Names and phone numbers of spokespeople that can be contacted for further information. Include out-of-hours contact information.
- More than one contact should be listed.
- Make sure that the numbers given work and that you (or someone knowledgeable about the issues in the press release) are accessible on the numbers stated.
- You can also include e-mail addresses of contacts, although the press will normally phone as it is more immediate.

#### 9) 'Photo Opportunity' box

- An optional element is to include a box headed 'Photo Opportunity' containing the date, time, place and brief details about a stunt or event. This should be placed near

the top of the press release, and certainly on the first page. It will indicate to a media organization that they should send a photographer along with a reporter to cover an event. If you include a Photo Opportunity box, also fax your press release to Photo Editors.

#### *Example of a press release*

May 30, 2006

PRESS RELEASE (excerpt)

#### **GROUPS SEEKS SPEEDY DOMESTICATION OF TOBACCO TREATY**

As Nigerians join the rest of the world today to mark the World No Tobacco Day (WNTD2006), the Nigerian Tobacco Control Alliance (NTCA) has urged the Federal Ministry of Health and the National Assembly to step up the domestication of the World Health Organisation (WHO) - Framework Convention on Tobacco Control (FCTC).

In a statement issued in Lagos yesterday, the NTCA, an alliance of over 30 tobacco control groups spread across the country, said the Nigerian government needs to speedily complete the domestication of the treaty to demonstrate to the world that it places priority on public health as against the profits of tobacco corporations.

Besides, the group urged the Federal Government to, as an immediate measure, increase taxes on tobacco products by about 500 percent, begin effective enforcement of the smokefree public places law and expansion of places designated as such to include restaurants and bars.

"We are using today to urge all the government agencies concerned and the parliament to conclude the domestication of the FCTC. The tobacco control community in Nigeria is worried about the slow pace of work in that regard. Everyday our people are dying from tobacco use. We want to prevent those deaths. They are preventable. We want to reverse the trend," says NTCA National Coordinator and Programme Manager, Environmental Rights Action/Friends of the Earth, Nigeria, Mr Akinbode Oluwafemi.

"If this government is committed to achieving the Millennium Development

Goals (MDGs) as it publicly professes, it must control tobacco use among the citizens and promote healthy lifestyles," Oluwafemi added.

The WNTD is marked globally to draw attention of policy makers to the health, social and environmental tolls of tobacco use and measures that could reduce tobacco consumption and the attendant costs.

...

"There is a global movement to reduce tobacco consumption. Governments are raising taxes on tobacco products, they are expanding smokefree places among other measures, we want the Nigerian government to end the foot-dragging and act fast enough so as to prevent a tobacco epidemic," says NTCA Steering Committee Member and Executive Director of Peoples Against Drug Dependence and Ignorance (PADDI), Barr. Eze Eluiche.

According to the WHO over five million people die annually as a result of tobacco use. The FCTC is a global response that promises to reverse the trend and other costs associated with tobacco.

Adeola Akinremi  
Acting Secretary  
080236032525

## **Appendix 2: How to Write a Letter to the Editor**

There are no hard and fast rules, but here are some pointers:

- Check the letters page in the newspaper you are targeting for the maximum permitted word length. Also count up the words in one or two of the letters already published to give you an idea of what length to aim at – generally the shorter the letter, the more likely you are to get it published.
- Use an article, editorial or another letter which has already been published in the paper as the ‘springboard’ for writing your letter. In many newspapers it is conventional to refer to the article you are responding to in the first sentence of your letter.
- Summarize as briefly as possible your main argument very early on in the letter.
- You should aim to use your letter to ‘move the issue on’, that is, to add new information or a new angle or a new demand for action to what has already been published in the newspaper on the subject.
- It is often effective to include one or two hard-hitting facts or statistics, especially from a reputable source such as the World Health Organization.
- If relevant, you could use examples of better practice by governments elsewhere to act as a lever on your government to act.
- Make your letter interesting and lively by using a specific example to back up your main point. Colorful images or references to people are effective ways of keeping the reader’s attention and making your argument come alive.
- End your letter with a specific “call to action” – for example demand that your government takes a specific course of action to tackle a problem you have highlighted.

### Appendix 3: Tips on Writing a News Article<sup>21</sup>

Some basics:

- Make your article clear. Include all needed information.
- Tie in the problem to a solution—whatever aspect of the issue you wish to emphasize, make clear what you want, e.g. strong law, or higher taxes, or pro-people transport policies.
- Do not try to write about everything in one article. Pick a theme and stick to it. If you have a lot to say, try to write a series. If the issue is sufficiently interesting to the media, you may be able to convince them to run several articles.
- Make it interesting, relevant, unusual, “new”. Do not just repeat death statistics, or talk about health effects; try to tie it into your locale or country, though sometimes an international angle/international news is interesting.

Shakila Ruma, Project Officer for gender at WBB Trust, says: “Newspapers are happy to publish our articles if the information is authentic and interesting, and our points are clear. The articles are more interesting if we include quotes from others, not just experts but also general people who speak from their own experience. Building relationships is helpful; if a newspaper publishes something I sent them, I call to thank the editor, and often that leads to a request for me to write more. But the relationship won’t get our writing published if we don’t produce interesting, clear articles with good information that gain people’s interest and sympathy.”

- Put a human face on it, by including personal stories—a person’s name, for instance, can make a story more interesting. Be sure to use the individual to advance a cause, rather than suggesting that the problem is limited to individuals; e.g. if using a person’s tragedy to write about traffic accidents, be sure to point out the moral: the more we prioritize cars over people on the streets, the more such tragedies will occur.

- Get a famous person to “write” the article (e.g., write it for them, and ask if they will let you send it in their name), or at least get quotes from them.
- Research your market for the article: decide which publication you are writing the article for, and in which section you hope the article will appear. Think about when you want it to appear. Read the publication you are aiming at carefully to check that your article is of a similar style to others they have published.
- Possibly ring the editor of the section of the publication you are aiming at in advance to briefly outline the idea for your article to see if they would be interested, or to see if they have any alternative ideas.
- Put the most important information first. Do not build up to the main point; start with it, right in the first sentence.
- The lead should emphasize one or two—but no more—of the key questions (who, what, when, where, why, how).
- Arrange the events in terms of newsworthiness, not by chronological order. Start with the most interesting and newsworthy aspects, and leave the least interesting parts to the end.
- Remember that your reader may not make it to the end of the article, if the article is not interesting.
- As a general rule, no sentence should contain more than 20 words, and no paragraph more than 35.

#### Leads

Keep the lead short; if you are at a loss what to write, then pick a question from the following list.

- ◆ A “who” lead uses a well-known name, such as the country’s Prime Minister, or a famous actor, or gives information that makes an unknown name suddenly significant: “The man responsible for placing a cigarette billboard directly over a children’s playground...”
- ◆ A “what” lead is used when the event is more important than the persons involved: “Plans to build a new

<sup>21</sup> Extracted and adapted from “Writing a News Story” by Anthony Cox.

expressway through a local neighborhood was protested by grandparents saying they want a better legacy for their grandchildren...”

- ◆ A “*where*” lead is only used if the place is highly significant: “Seoul, Korea, which for years has been building elevated expressways to deal with its traffic problems and has served as a model for other countries in their transport policies, has made a sudden and drastic reversal and slated many of them for destruction, upon realizing that new roads in fact only increase traffic...”
- ◆ “*When*” occurs in most leads, but is rarely the most important aspect.
- ◆ “*Why*” describes the motive or cause of the event being described.
- ◆ “*How*” provides the explanation of an event, but is generally too wordy for the lead.

After you have a lead that gains the reader’s interest and introduces the subject, the rest of the article will spell out the details—from most important to least. Be sure that you have answered the who, what, when, where, why, and how—or as many as are necessary for your article—but avoid going into boring details (such as specifying exactly the font size and type used in new warnings on car ads). With a little practice, you will find writing news articles easy and enjoyable—especially when you have the pleasure of seeing your feature in print!

#### **Appendix 4: How to Organize a Press Conference**

*Location:* It is best to use a location that is accessible by the press and/or has relevance to the press event, such as a hall in the central business district or near parliament.

*Time:* This will vary according to what is customary in your country. For example, in India an evening press conference with food and refreshments may be most effective, whereas in the UK you must usually hold it mid-morning to stand the best chance of coverage on both the mid-day and evening news reports, as well as in the press the following day. Think also about which is the best day of the week to fit in with the media you are aiming at. Try to avoid holidays and times where other events are dominating the media.

*Participants:* To ensure media attendance at your news conference, it is recommended that you have at least one high profile participant. Place a clearly visible name card in front of each participant so that journalists can easily identify each person as they speak. Someone should take responsibility for chairing the press conference and invite questions from journalists at the end.

Be sure to keep presentations fairly short—supplemented by written information—and give plenty of time for questions. If others are attending, make it clear at the start that only journalists can ask questions; you will be happy to discuss the issue with others later. Ask the journalists to identify themselves by name and newspaper/radio station/etc. when they ask a question.

*Props:* Speakers may wish to use visual props, especially for television. If you are campaigning for stronger warnings on tobacco products, then examples of packs from different countries, or photos of them, can be helpful. If you are presenting results of research showing children’s high level of knowledge of tobacco ads, then a video clip showing small children rattling off names of different cigarette brands, and singing cigarette jingles, can have a powerful impact.

*Materials:* Prepare press packs with statements from the speakers, the press release, and any other background information you would like to include. Include the full name and designation (title, organization) of each speaker. You should also include a phone number where journalists can reach you that day/evening if they have follow up questions as they write their article or put their program together.

*Press release:* Be sure to follow up by sending (by fax, e-mail, or other means) a press release describing the press conference: the key messages, any important speakers, and your demands. If you have photos, you can deliver them with the press release in person to the news desks of different newspapers.

Follow-up phone calls to ask if they have received the press release and if they will run it can also increase your chances of being published.

\* \* \*

### A CHECKLIST FOR PRESS CONFERENCES<sup>22</sup>

- ✓ Have the date, time and place been cleared with all speakers?
- ✓ Are the time and place suitable for the reporters you are most concerned to attract to the event or media conference?
- ✓ Are there any predictable media conflicts (i.e. other major events or media conferences you know about)?
- ✓ Is the room large enough?
- ✓ Are there phones nearby and plenty of electrical outlets for television lights?
- ✓ Will you need a public address system?
- ✓ Have people been assigned to clean up the room before

and after the conference?

- ✓ Do you plan to serve refreshments? Has this been arranged?
- ✓ Have cards been prepared with the name and organisation of each speaker? (These should be placed in front of each speaker and should be large enough to be visible from the back of the hall).
- ✓ Who is sending out the media releases?
- ✓ Have you checked to see that the fax numbers for the releases are still current?
- ✓ Who is making follow-up calls to editors and reporters? Are these people properly briefed about the event and the issue?
- ✓ Are visuals, charts etc. required for the media conference?
- ✓ Does each speaker know what the other speakers are going to say?
- ✓ Has a chairperson been allocated to introduce the speakers, to invite questions from journalists, and to close the proceedings?
- ✓ Is someone drafting a question and answer sheet for anticipated questions at the media conference?
- ✓ Has provision been made for each speaker to rehearse their presentations and answers to the anticipated questions?
- ✓ Are materials being prepared for a media kit (media release, background information on speakers, fact sheet, organizational background, copies of speakers' statements)?

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<sup>22</sup> Adapted from Bobo K, Kendall J, Max S. Organize! Organizing for social change. A manual for activists in the 1990s. Washington: Seven Locks Press, 1991:123 and from Chapman S, Lupton D. *The Fight for Public Health: Principles and Practice of Media Advocacy*. London: British Medical Journal Books, 1994.

## **Appendix 5: How to Monitor the Media**

In order to evaluate our work, and to know which activities are most likely to produce positive news coverage, we need to keep track of the *quantity* and *quality* of the coverage we receive. *Quantity* includes how many media cover our event, and the frequency of the coverage. *Quality* refers to the way in which our events are covered: whether they receive a brief mention only, whether our solutions are highlighted or even mentioned, whether the coverage supports or opposes us, etc.

Monitoring the media need not be time-consuming. You can keep a chart in which you write down the date, media name (name of newspaper/TV channel/radio program), the title and/or main content of the article, and notes on whether the news was positive or negative to your cause (or mixed). Or you can just keep a scrapbook of newspaper coverage of your event, in which you paste the article, newspaper name, and date, and also a note if it was printed on the first page or inside. This allows you to review later how much coverage you got for different events and the quality of the coverage; it can also be useful for including clippings in your organization's newsletter, annual report, etc.

If you stage an event that you expect will be covered on that evening's news, but cannot yourself monitor all the TV stations, ask friends with TVs to watch different channels and if possible videotape the coverage. If different groups work together to organize a rally, you can ask them to collaborate on gathering and sharing press coverage.

Monitoring, however, should be more than just collecting or documenting coverage. It should include some evaluation of a) which events got more or less coverage and your guess as to why; b) whether the media simply published a photo of the event, or wrote an article about it; c) whether the coverage is "with" us or "against" us. Further notes may be made when you gain a particularly attractive spot, e.g. front or back page coverage or a lengthy slot on TV.

If we do not get the media attention we hoped for, we should not assume that it is because the media is against us because, for example, they gain so much advertising revenue from the products we are working to control. While that may be the case, we should always first assume that if we do our work well the media will respond, for the love of controversy if nothing else. Below are some possible reasons for media coverage not matching your expectations:

1. If few journalists turned up at your event:

- ✎ Your topic presentation was not sufficiently interesting for them to come
- ✎ Your time or venue was inappropriate
- ✎ The information about the event was not clear
- ✎ There was not enough follow-up (phone calls, faxes) to journalists

2. If journalists came, but you got little or no coverage:

- ✎ It was not clear what message they should cover
- ✎ There was a lack of clarity in the materials/press release, or they were not sufficiently interesting
- ✎ There was a lack of data, facts, or controversy
- ✎ There was nothing "new"

3. If most of the coverage was negative:

- ✎ Your information was not convincing
- ✎ You should spend more time educating journalists (perhaps hold a series of informal events in which they can express questions and doubts)

Whether or not our news gets covered, and gets covered the way we want, will not always be in our control. But there is much we can do to increase our chances of getting positive press coverage, and since different methods work in different countries and different situations, the only way to improve is by keeping track of how we are doing—and our guesses as to why.

## **Appendix 6: Further Reading and References**

HealthBridge has produced a range of materials on tobacco control that can be useful for your work. All our materials are available at: [www.HealthBridge.ca](http://www.HealthBridge.ca) or [www.wbbtrust.org](http://www.wbbtrust.org). To obtain a hard copy, please write to [debra@HealthBridge.ca](mailto:debra@HealthBridge.ca)

In addition to other references mentioned, this Guide draws on the following materials:

Chapman S, Lupton D. *The Fight for Public Health: Principles and Practice of Media Advocacy*, London: British Medical Journal Books, 1994.

FAIR, *Media Activist Kit*, [www.fair.org/activism/organize.html](http://www.fair.org/activism/organize.html)

Framework Convention Alliance, *Framework Convention on Tobacco Control: Media Advocacy Manual*, 2001.

Southeast Asia Tobacco Control Alliance, report of *Workshop on Working with the Media for Tobacco Control and Public Policy*, 26-28 March 2001, Phnom Penh, Cambodia.

Wallack L, Woodruff K, Dorfman L, Diaz I, *News for a Change: an Advocate's Guide to Working with the Media*, Sage Publications, 1999.

## **Appendix 7: Research on Women's Economic Contribution through Unpaid Work, Guidelines and Suggestions**

### Introduction

Throughout the world, women's work is undervalued. Since women everywhere engage in housework, housework is considered untrained work, despite the fact that a wide range of skills are required to perform it well – skills which women usually begin learning as small girls. The work women perform is also among the most vital work to a nation. While no country would fall apart if various businesses shut down or various jobs ceased to exist, nobody could survive without women cooking, cleaning,

caring for children and the elderly, and performing the many other vital tasks they perform each day. In fact, the most essential jobs in all countries are performed by those who are valued the least: women and farmers.

By assigning an economic value to women's work, the importance of women's contribution to the nation through their unpaid labor can be made clear. Why is this important? Among others, there are three main reasons:

- Show men (and others) the economic importance of women, to raise women's value in society (reduce violence, improve treatment of women);
- Improve women's self-esteem;
- Show governments that investments in women are not a cost, but rather a return on what we get from women.

If women's situation is to improve, then the value of women's unpaid work must be recognized. Only then will women be seen as fully participating members of society, whose work is absolutely essential to the proper functioning of families, societies, and nations. When women's importance to the society and economy are understood, they have some hope of being respected and treated fairly.

Attributing value to women's work means women's contribution to the economy will be recognized. Unpaid work in Canada is estimated to be worth up to 41% of GDP; globally, the economic value of unpaid work is estimated at **US\$11 trillion**. Most unpaid work around the world is performed by women.<sup>23</sup> Our rough estimate for Bangladesh is that women contribute **\$20 billion** per year through their unpaid labor in the home and fields. If the figure is that high just for Bangladesh, imagine what women contribute worldwide!

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<sup>23</sup> <http://unpac.ca/economy/unpaidwork.html>

Sample table to calculate value of women's unpaid work<sup>24</sup>

Job	Hours per week	Rate per hour	Value per week
Nursemaid	44.5	2.00	89.00
Housekeeper	17.5	3.25	56.88
Cook	13.1	3.25	42.58
Dishwasher	6.2	2.00	12.40
Laundress	5.9	2.50	14.75
Food buyer	3.3	3.50	11.55
Gardener	2.3	3.00	6.90
Maintenance man	1.7	3.00	5.10
Seamstress	1.3	3.25	4.22
Dietician	1.2	4.50	5.40
Nurse	0.6	3.75	2.25
<b>Total</b>	<b>97.6</b>		<b>\$251.03</b>

Sample Survey Instrument for Housewives

ID#:

Age:

Occupation:

Monthly income:

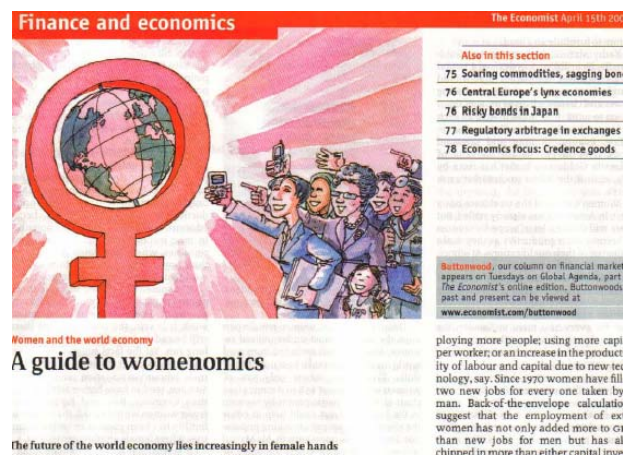
Educational level:

Area (rural/urban):

1. What time do you go to sleep at night?
2. What time do you get up in the morning?
3. Do you have any household help (a maid/ anyone to help with housework)?
  - a. If yes, what does the person do?
  - b. How much do you pay that person?
4. What do you do in your free time?
5. Do you get any vacation?
6. How many hours a day do you work?
7. Does your husband help you at all with your work?
8. Is there any economic value to the work you do (in her opinion)?
9. Please tell us whether you do the following tasks:

<sup>24</sup> Source: Marilyn Waring, *If Women Counted: A New Feminist Economics*. HarperSanFrancisco: 1998.

Other potential items to include: Collect firewood/fuel, Collect water, Help children with schoolwork, Visit sick friends, Visit the elderly, Agriculture, Take care of children, Shop for food, Shop for other items, Take care of husband, Help with family business/piecemeal work, Prepare children for school, Take care of the sick, Raise vegetables, Raise houseplants, Raise animals (cows, goats...), Pay bills, Clean around the house, Study/self-development, Community/volunteer work, Household planner (organizing activities and expenses).



## Appendix 8: Press Coverage of the Value of Women's Unpaid Work

Study: US mothers deserve \$134,121 in salary

Wed May 03, 08:11 AM EST

By Ellen Wulforst

NEW YORK (Reuters) - A full-time stay-at-home mother would earn \$134,121 a year if paid for all her work, an amount similar to a top U.S. ad executive, a marketing director or a judge, according to a study released Wednesday.

A mother who works outside the home would earn an extra \$85,876 annually on top of her actual wages for the work she does at home, according to the study by Waltham, Massachusetts-based compensation experts Salary.com.

To reach the projected pay figures, the survey calculated the earning power of the 10 jobs respondents said most closely comprise a mother's role -- housekeeper, day-care teacher, cook, computer operator, laundry machine operator, janitor, facilities manager, van driver, chief executive and psychologist.

"You can't put a dollar value on it. It's worth a lot more," said Kristen Krauss, 35, as she hurriedly packed her four children, all aged under 8, into a minivan in New York while searching frantically for her keys. "Just look at me."

Employed mothers reported spending on average 44 hours a week at their outside job and 49.8 hours at their home job, while the stay-at-home mother worked 91.6 hours a week, it showed.

An estimated 5.6 million women in the United States are stay-at-home mothers with children under age 15, according to the most recent U.S. Census Bureau data.

NOT 'JUST A MOM'

"It's good to acknowledge the job that's being done, and that it's

not that these women are settling for 'just a mom,'" said Bill Coleman, senior vice president of compensation at Salary.com. "They are actually doing an awful lot."

According to the U.S. Bureau of Labor Statistics, some 26 million women with children under age 18 work in the nation's paid labor force.

Both employed and stay-at-home mothers said the lowest-paying job of housekeeper was their most common role, with employed mothers working 7.2 hours a week as housekeeper and stay-at-home mothers working 22.1 hours in that role.

"Every husband I've ever spoken to said, 'I'm keeping my job. You keep yours.' It's a tough one," said Gillian Forrest, 39, a stay-at-home mother of 22-month-old Alex in New York. "I don't know if you could put a dollar amount on it but it would be nice to get something."

To compile its study, Salary.com surveyed about 400 mothers online over the last two months.

Salary.com offers a Web site (<http://www.mom.salary.com>) where mothers can calculate what they could be paid, based on how many children they have, where they live and other factors. The site will produce a printable document that looks like a paycheck, Coleman said.

"It's obviously not negotiable," he said.

On average, the mother who works outside the house earns a base pay of \$62,798 for a 40-hour at-home work week and \$23,078 in overtime; a stay-at-home mother earned a base pay of \$45,697 and \$88,424 in overtime, it said.

In a Salary.com study conducted last year, stay-at-home mothers earned \$131,471. The potential earnings of mothers who work outside the home was not calculated in the previous study.

## **Appendix 9: Parking, the Key to Car Control: Interesting and Useful Comparisons<sup>25</sup>**

If you want to reduce reliance on cars and increase use of walking, cycling, and public transit, one important point to start with is parking fees. Parking fees are probably the single most effective single measure to convince people to use forms of transport friendly to health, environment, and the pocketbook. Much of the following information can easily be adapted with minimal local research to show the size of the problem of car parking in your city.

*Parking vs. moving:* On average, cars are parked 95% of the time. Think about it: most people park their cars all night and most of the day. A 1995 study found that the average time drivers spent driving on a typical day was 73 minutes (1.2 hours); if a driver has one car and drives it 5% of the time in a day (1.2/24), then the car must be parked the other 95% of the time. Other surveys find that cars are parked 97% of the time; even trucks have been shown to be parked 95% of the time. Thus space for parked cars is even more significant an issue than space for moving cars.

*Parking vs. fuel-free transport<sup>26</sup>:* Following a rickshaw ban on Mirpur Road in Dhaka, which passes in front of major markets and many shops, at least two lanes of the road are now being used for car parking. How many people would benefit from using those lanes for rickshaws versus parking? In its current use, the lanes are likely to serve fewer than 40 cars an hour. According to vehicle occupancy data for cars, which is 2.2 passengers per car,

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<sup>25</sup> Most of this section comes from Donald Shoup, *The High Cost of Free Parking*. Chicago: American Planning Association, 2005, available for purchase at <http://www.planning.org/bookservice/description.htm?BCODE=AHCF>. A summary of this excellent book is available at [www.wbbtrust.org/research/e\\_road.htm](http://www.wbbtrust.org/research/e_road.htm)

<sup>26</sup> Mahbubul Bari and Debra Efroymson, *Dhaka Urban Transport Project's After Project Review: A Critical Review*. Roads for People, Bangladesh, June 2006. Available at [www.wbbtrust.org/research/e\\_road.htm](http://www.wbbtrust.org/research/e_road.htm)

the lanes at most serve only 88 people per hour. If the lanes were used instead for rickshaws, 9,077 rickshaw passengers could use the two lanes each hour, which are currently being used for car parking. This means the mostly unused lanes could be utilized 103 times more efficiently by designating them as rickshaw-only.

**Allocation of Road Space for Rickshaws vs. Car Parking on Mirpur Road**

Number of rickshaws that could travel using two lanes of Mirpur Road	10,012
Number of passengers @ 1.36 per rickshaw for three lanes	13,616
Number of passengers @ 1.36 per rickshaw for two lanes	9,077
Number of passengers served by car parking in two lanes	88
Number of times more people that could be served if space were used for rickshaws rather than for car parking	103

*Space for cars vs. space for people:* In the US, zoning can mean that parking gets more space than people. It is common in the US to require four parking spaces per 1,000 square feet of office space. This means that 1,200 square feet (including ramps and access lanes) will go for parking for each 1,000 square feet of office space, giving 20% more space for parked cars than for the office space where the drivers work. While 300 square feet go to park their car, most senior executives sit in offices not much bigger, and perhaps smaller, than the space given to their car. Since many office buildings in the US must provide one parking space per worker, 1.5 times as much space goes to cars as there is office space for drivers. Most commuters sit in cubicles that are far smaller than their parking spaces. Free parking for cars, but limited space, and little affordable housing, for people.

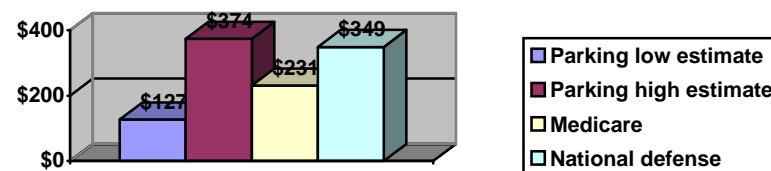
***High density cities, extremely high opportunity costs for parking***

A wig seller in New York City paid \$400/month to use 4 square feet of sidewalk for his wig stand. In the curb lane next to his stand, a diplomat would park his Mercedes every weekday, all day. For using 180 square feet

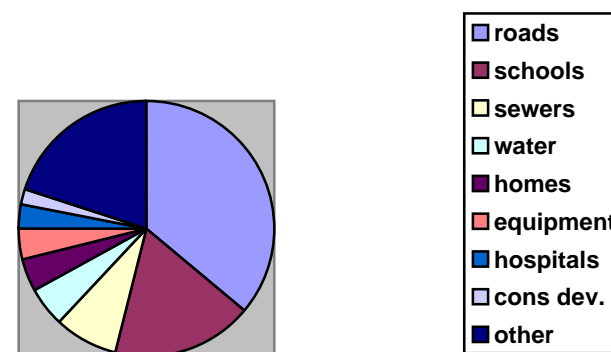
of space, he paid nothing. If he had paid to park his Mercedes at the same rate per space as the wig seller, he would have paid \$18,000/month for his parking. Free curb parking in densely populated cities has a high opportunity cost.

*Subsidy for parking possibly higher than Medicare or national defense?:* In the US in 2002, the total subsidy for off-street parking was between \$127 and \$374 billion. The subsidy for off-street parking as a share of the economy was between 1.2% and 3.6%. For comparison, in the US in 2002, the federal government spent \$231

**Low and high estimates for US subsidy for parking vs federal spending for Medicare and national defense**



**Value of roads and highways vs. all state and local infrastructure**



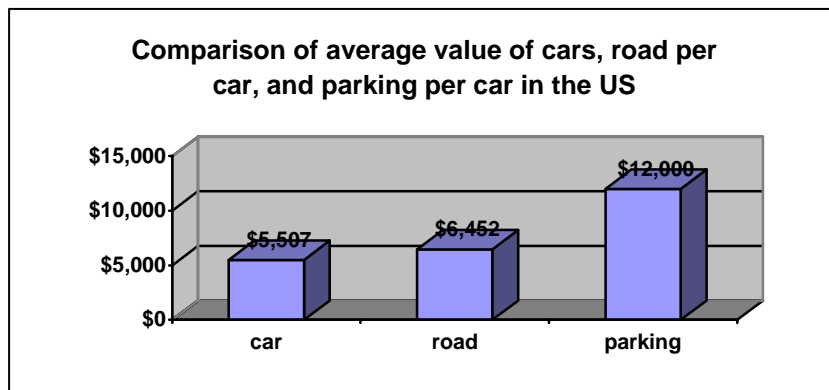
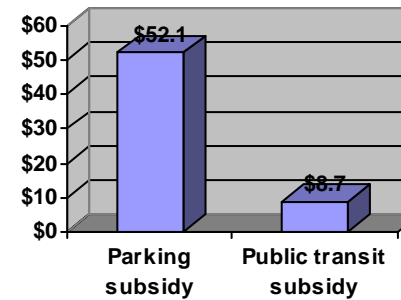
billion for Medicare and \$349 billion for national defense.

*Costliest infrastructure in the US is roads and highways:* The following figure compares the value of roads and highways (\$1.3

trillion) and all state and local infrastructure (valued at \$3.7 trillion). Roads and highways amount to 36% of the total value of all other infrastructure. The figure for roads and highways is an underestimate since land cost is not included, but roads take more land than other uses. Cons dev. refers to conservation and development.

*Parking spaces for each car are worth more than the car itself:* If one assumes three parking spaces per car (at the office, at home, and at a shop – though the usual assumption is eight parking spaces, given the wide availability of parking at so many uses) and a low estimate of the value of each parking space, then in the US, one can conservatively estimate that the value of parking available per car is \$12,000. Meanwhile, the average value of a car in the US is only \$5,507. Thus, the total parking supply is worth more than twice the value of the total vehicle stock. The parking supply is also worth almost twice the value of all roads, which amount to “only” \$6,542 per vehicle. That is, more infrastructure goes to idle cars than to moving ones. Parking spaces may be worth more than all roads, but in the US motorists pay only 7% as much for parking as they do for road-use taxes and tolls.

transportation in the US was only \$8.7 billion. That is, the parking subsidy for people to drive to work was 6 times the operating subsidy for all public transportation trips for *all* purposes.



*Subsidies for parking vs. subsidies for public transit:* In 1989, the annual capital plus operating cost of parking spaces provided free to car commuters in the US was \$52.1 billion. Meanwhile, total federal, state and local government subsidies for public

## Appendix 10: Pictorial Warnings on Cigarette Packs

*Opinion poll on Canadian cigarette pack warnings* TORONTO, April 1 - Three out of four Canadians, including a majority of smokers, support the new picture-based warnings on cigarette packages in Canada, according to a new survey released today by the Canadian Cancer Society.

In a survey of 2,014 Canadians conducted in March 2002, 76 per cent of Canadians said they support the precedent setting picture-based health warnings that were launched a year ago in Canada. Among smokers, 59 per cent expressed support.

Eighty-three per cent of Canadians and 72 per cent of smokers also supported the detailed health information, including tips on quitting, that is found on the inside of cigarette packages. The survey was conducted by Environics Research Group on behalf of the Canadian Cancer Society.

"Earlier studies have shown that the warnings have been effective at discouraging smoking," says Ken Kyle, Director, Public Issues, Canadian Cancer Society. "Now we know that smokers themselves support the warnings as a way to reduce tobacco use."

The survey builds on a study released by the Canadian Cancer Society in January 2002 showing that 43 per cent of smokers were more concerned about the health effects of smoking because of the new warnings. Forty-four per cent of smokers in the study also said the new warnings increased their motivation to quit smoking.

For more information, visit the Canadian Cancer Society website:

[http://www.cancer.ca/ccs/internet/mediareleaselist/0,3172\\_210504898\\_339315\\_langId-en.html](http://www.cancer.ca/ccs/internet/mediareleaselist/0,3172_210504898_339315_langId-en.html) and

[http://www.cancer.ca/ccs/internet/standard/0,3182,3172\\_334419\\_436437\\_langId-en,00.html](http://www.cancer.ca/ccs/internet/standard/0,3182,3172_334419_436437_langId-en,00.html)

Photos of new and old warnings on Canadian cigarette packs are found at:

[http://www.cancer.ca/ccs/internet/standard/0,3182,3543\\_334419\\_436451\\_langId-en,00.html](http://www.cancer.ca/ccs/internet/standard/0,3182,3543_334419_436451_langId-en,00.html)

## Appendix 11: No-smoking Sections in Restaurants

*Excerpted from:* TH Lam, B Chan, SY Ho, "A second report on exposure to environmental tobacco smoke (ETS) in restaurants and the demand for smoke-free eating places in Hong Kong." Hong Kong Council on Smoking and Health (COSH), Public Opinion on Smoke Free Restaurants in 2000, Report No. 6, March 2000.

A survey of 1,078 people in Hong Kong revealed high support for smoke-free areas in restaurants, or restaurants becoming entirely smoke-free. Highlights of the study include:

- Almost all respondents (98%) agreed that either half or all seats in restaurants should be smoke-free. 69% felt that *all* seats in all restaurants should be smoke-free.
- 76% thought that current legislation designating at least one-third of seats as non-smoking in restaurants with more than 200 seats, was insufficient.
- 71% said all restaurants should have non-smoking areas.
- People reported a range of problems from secondhand smoke: 83% said that "tobacco smoke smelt bad", 63% that they "thought of finding another seat to avoid the smoke", 61% that "tobacco smoke affected appetite and mood", 58% said they finished meal fast and left that restaurant", 51% that "tobacco odour would be left on clothes and hair", 28% "got bad impression of that restaurant", and 25% "thought of avoiding that restaurant in future".
- Respondents also listed a range of health problems from secondhand smoke, including nose and throat irritation, cough, phlegm, eye irritation, breathing difficulty, headache, dizziness, and asthma/wheezing. About one-quarter often experienced at least one of those problems, and 47% often or sometimes experienced those problems.
- If all restaurants became smoke-free, 20% would go out more often, 77% would not be affected, and only 3% would go out less.

- Over half (52%) of respondents had left a restaurant because of too much tobacco smoke, while only 4% said they had left a restaurant because smoking was not allowed.

Andrew Hyland, Associate Member, Dept of Health Behavior, Roswell Park Cancer Institute (New York) writes: "*Some recent work we've done conducting air monitoring studies in worksites, restaurants, bars, and other places has proven to be a very inexpensive and powerful mechanism for educating people about the dangers of secondhand smoke and the benefits of smoke-free policies. We have done air quality assessments in hundreds of venues in at least 25 countries. It's very inexpensive and the results collected by local advocates and practitioners are used to generate media attention.*"  
For more information: [www.tobaccofreeair.org](http://www.tobaccofreeair.org).

Other questions covered support for different types of legislation, knowledge of current legislation, exposure to secondhand smoke (often, sometimes, seldom, or never exposed), whether they would go to a smoke-free restaurant (in general, and if accompanied by children), whether they would sit in a non-smoking area if available, and knowledge of diseases caused by active and passive smoking.

The results presented a strong case for advocating the government to strengthen the legislation on smoke-free areas in restaurants, and for persuading businesses that they would not lose money if the no-smoking areas in restaurants were increased.

\* \* \*

### Simple surveys to press home demands

Marta Patoprsta, Programme Director, Stop Smoking, Bratislava, Slovakia wrote about the survey they conducted to press for stronger enforcement of an existing law to protect non-smokers:

In March the NGO Stop Smoking, in cooperation with Slovak PR agency, organized a survey focused at secondhand smoking. The results will be presented at the press conference on 30th May by

the occasion of World No Tobacco Day. The phone survey was held on 800 non-smokers aged 18 to 60 living in Bratislava, capital city of Slovakia. The aim of this survey was to alert the public and lawmakers about the insufficiency of the Non-smokers Protection Law, because a lot of people are exposed to tobacco smoke at places where it is forbidden. Here are some most important findings from the survey in Slovakia:

- 8.1% stated smoking is permitted everywhere in their workplace.
- 16.7% students stated smoking is allowed in some places at their school.
- Non-smokers are mostly exposed to tobacco smoke in these means of transport: private car (45%), bus station or bus stop (42%), and tram station (41%).
- Non-smokers are exposed to tobacco smoke during their leisure time mostly in these places: bars/cafés (47%), restaurants (35%), in shopping centers (29%).
- 48.4% avoided going to place during the last 12 months because they knew they would be exposed to tobacco smoke.

## **Appendix 12: Useful Websites on Transport Issues**<sup>27</sup>

*Carfree Cities:* [www.carfree.com](http://www.carfree.com)

Much useful information on carfree issues, including a specific vision for a car-free city. The “Carfree Times” newsletter provides a periodic update on carfree news. The website also offers extensive links on many transport and related issues.

*World Carfree Network:* [www.worldcarfree.net](http://www.worldcarfree.net)

The World Carfree Network is a focal point for car-free information and inspiration. They organize an annual conference, Towards Carfree Cities, and the network encourages new initiatives and provides technical support as possible. The periodic electronic newsletter provides an update of worldwide activities. The website also contains a “green pages”, giving links to organizations throughout the world involved in promoting alternatives to the car.

*Institute for Transportation & Development Policy (ITDP):* [www.itdp.org](http://www.itdp.org)

ITDP, a US-based NGO working exclusively on sustainable transport projects in developing countries, can be a useful partner in project implementation.

*Sustainable Urban Transport Project (SUTP):* [www.sutp.org](http://www.sutp.org)

A wealth of information on fuel-free transport, public transport, transportation demand management, and other aspects of sustainable transport, as well as a potential source of direct technical support to cities.

*Victoria Transport Policy Institute (VTPI):* [www.vtpi.org](http://www.vtpi.org)

This site contains much useful information on sustainable transport issues.

*Living Streets:* [www.livingstreets.org.uk](http://www.livingstreets.org.uk)

Living Streets supports the cause of improved conditions for pedestrians, and publishes a periodic newsletter available electronically.

*WBB Trust (Work for a Better Bangladesh):* [www.wbbtrust.org](http://www.wbbtrust.org)

Through its Roads for People alliance and Ecocities program, WBB demonstrates how an NGO can affect policy and infrastructure to create people-oriented cities. The website has useful information and reports.

*HealthBridge (formerly PATH Canada):* [www.HealthBridge.ca](http://www.HealthBridge.ca)

HealthBridge supports livable city and transport programs in various countries through its Ecocity initiative, and regularly posts useful documents on its website.

*Project for Public Spaces (PPS):* [www.pps.org](http://www.pps.org)

PPS is dedicated to improving the quality of public space in cities around the world. The website offers guidance on creating better urban places, and PPS publishes an electronic newsletter.

*The Commons:* [www.ecoplan.org](http://www.ecoplan.org) and [www.WorldCarfreeDay.com](http://www.WorldCarfreeDay.com)

Extensive information and a chance for cities and individuals to exchange experiences.

*International Car-Free Day Campaign:* [www.22september.org](http://www.22september.org)

This website is the focal point for activities related to the international Car Free Day on 22 September.

*Autofrei wohnen (“Car-free living”):* [www.autofrei-wohnen.de](http://www.autofrei-wohnen.de)

Some of the information is only in German, but there are many useful documents and links in English.

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<sup>27</sup> Adapted from GTZ Sustainable Transport: A Sourcebook for Policy-makers in Developing Cities Module 3e, *Car-Free Development*, [www.sutp.org](http://www.sutp.org)

## **Appendix 13: Useful Websites for Searching Tobacco Industry Documents**<sup>28</sup>

Note: If you do not have much time, you can use the documents cited on these websites, which contain many useful quotes from the tobacco industry, rather than trying to conduct your own search. If you want documents specific to your country, and can not find them on these websites, then you need to invest some time to learn how to search the industry websites directly. Probably the best place to start is the ASH London website, which has a wealth of material on many aspects of tobacco control: [www.ash.org.uk](http://www.ash.org.uk)

Action on Smoking and Health (London). June 1998. 'Tobacco Explained: the truth about the tobacco industry in its own words'. [www.ash.org.uk/html/conduct/html/tobexpld0.html](http://www.ash.org.uk/html/conduct/html/tobexpld0.html)

Campaign for Tobacco-Free Kids and ASH (London). 2000. 'Trust Us, We're the Tobacco Industry'. [www.ash.org.uk/html/conduct/html/trustus.html](http://www.ash.org.uk/html/conduct/html/trustus.html)

Committee of Experts on Tobacco Industry Documents. July 2000. 'Tobacco Company Strategies to Undermine Tobacco Control Activities at the World Health Organization'. [http://www.who.int/tobacco/policy/who\\_inquiry/en/](http://www.who.int/tobacco/policy/who_inquiry/en/)

ASH (London), Cancer Research Campaign, 2000, 'Danger! PR in the playground: tobacco industry initiatives on youth smoking'. <http://www.ash.org.uk/html/advspo/html/playground.html>

More useful websites on the tobacco industry documents:

ASH (London) and The Center for Public Integrity (USA) include material on BAT's involvement in global cigarette smuggling, together with links to the relevant internal tobacco industry documents, on their websites at [www.ash.org.uk](http://www.ash.org.uk) and

[www.publicintegrity.org](http://www.publicintegrity.org) respectively (use a search engine to find the material).

The Centers for Disease Control and Prevention (CDC) in the USA have a very comprehensive site with access to many of the thousands of internal tobacco industry documents now available on the web, at [www.cdc.gov/tobacco/industrydocs/](http://www.cdc.gov/tobacco/industrydocs/)

Glantz, S et al. University of California Press. 1996. 'The Cigarette Papers'. [www.library.ucsf.edu/tobacco/cigpapers](http://www.library.ucsf.edu/tobacco/cigpapers) Stan Glantz also has a site on restaurants and the industry: <http://www.tobaccoscam.ucsf.edu/>

The Tobacco Documents Online site, which enables you to search through a large number of documents, is at [www.tobaccodocuments.org/](http://www.tobaccodocuments.org/)

Tobacco Free Asia has a useful links page, including to tobacco industry journals, at <http://www.tobaccofreeasia.net/industry.htm>

The Legacy Tobacco Documents Library has 7 million documents: <http://legacy.library.ucsf.edu/>

*Tobacco Control* journal also has a lot of document-based articles and papers. If you are in a low-income country, you can log on without a subscription: [www.tobaccocontrol.com](http://www.tobaccocontrol.com)

For tips on how to search for industry documents and where to find further information see:

11th World Conference on Tobacco or Health. 2000. 'Tobacco Fact Sheet - Searching Tobacco Industry Documents: Basic Information, Steps and Hints'. [www.tobaccofreekids.org/campaign/global/docs/searching.pdf](http://www.tobaccofreekids.org/campaign/global/docs/searching.pdf)

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<sup>28</sup> Adapted from Debra Efroymsen, Emma Must, and Flora Tanudyaya, *A Burning Issue: Tobacco Control and Development; A manual for non-governmental organizations*. PATH Canada, October 2001.