
News For A Change: An Advocate’s Guide To Working With The Media

News for a Change - Lawrence Wallack 1999-06-18 News for a Change provides step-by-step instructions for working with the media to promote social change. The authors are seasoned activists in the use of media advocacy -- the strategic use of news media, advertising and community organizing to change public policy. In this media-driven age, strategic media approaches are vital to achieving visibility, gathering support, and challenging those in positions of power.

Advocacy for Social Justice - David Cohen 2001 * The first comprehensive guide for social and economic justice advocates * Supplies hundreds of resources and a toolkit for action * Based on work of The Advocacy Institute and Oxfam America Advocacy for Social Justice is the first guide for worldwide social and economic justice advocates. It is a direct and interactive response to the growing need for NGOs to assume new policy advocacy roles. The authors consider why it is essential to build a civil society and nurture democracy as a means of sustaining continued mainstream development. Ideal for practitioners, trainers, or students of activism, the guide uses the elements of advocacy and expounds on current issues using comprehensive case studies.

Doing News Framing Analysis II - Paul D'Angelo 2018-05-11 This volume presents original, 'big picture' perspectives on news framing. Each chapter in this volume will feature an individual or team of framing analysts who take a reflective look at their own empirical work. The editors' goals are to identify the influences that determine the use of different theoretical and methodological approaches, and to provide interpretive guides to news framing scholars regarding what news frames are, how they can be observed in news texts, and how framing effects are uncovered and substantiated in cultural, group, and individual sites. Doing News Framing Analysis II will continue the work of its predecessor by giving talented framing scholars the space to write about their work and bring readers closer to the framing research project.

Health Promotion Theory - Liza Cragg 2013-10-16 Part of the Understanding Public Health series, this book offers students and practitioners an accessible exploration of the origins and development of health promotion. It highlights the philosophical, ethical and political debates that influence health promotion today while also explaining the theories, frameworks and methodologies that help us understand public health problems and develop effective health promotion responses. The book focuses on the practical application of theory and implementation of health promotion activities in a variety of contexts, making it suitable for readers from a range of backgrounds. Case studies and activities are drawn from a variety of international settings to offer a global perspective and insights as to what effective practice looks like. The new edition has been comprehensively updated as follows: Additional, new and more challenging activities for readers to try out as they read Offers more in-depth coverage of key determinants of health and how these interact with health promotion Revised structure to allow more depth of coverage of health promotion theory Updated material and case examples that reflect contemporary health promotion challenges Health Promotion Theory, Second edition is an ideal resource for students of public health and health policy, public health practitioners and policy makers. Understanding Public Health is an innovative series published by Open University Press in collaboration with the London School of Hygiene & Tropical Medicine, where it is used as a key learning resource for postgraduate programmes. It provides self-directed learning covering the major issues in public health affecting low, middle and high income countries. Series Editors: Rosalind Plowman and Nicki Thorogood. Contributors: Franklin Apfel, Virginia Berridge, Sara Cooper, Liza Cragg, Maggie Davies, Nick Fahy, Adam Fletcher, Ford Hickson, Anis Kazi, Wendy Macdiowall, Alex Mold, Antony Morgan, Don Nutbeam, Mark Petticrew, Morten Skovdal and Nicki Thorogood. Health Promotion Theory authoritatively guides the reader through the history of health promotion, its underlying politics, values and theoretical perspectives. New information is introduced in easily digestible chunks, before being reinforced with simple, effective learning activities. The book will make an excellent contribution to foundational learning and teaching in Health Promotion." Dr Graham Moore, Research Fellow, School of Social Sciences, Cardiff University, UK "A readable and engaging overview of health promotion theory and practice from a public health perspective. This book offers an excellent starting point for those wanting to develop their appreciation of what health promotion entails." Professor Peter Aggleton, Centre for Social Research in Health, The University of New South Wales, Australia

ASSIST - 2005

Community and Public Health Education Methods - Bensley 2018 Updated and revised to keep pace with changes in the field, the fourth edition of Community Health Education Methods: A Practical Guide teaches students to effectively communicate health education messages and positively influence the norms and behaviors of both individuals and communities. This text explores the methods used by health educators, including didactic techniques designed to guide others toward the pursuit of a healthy lifestyle.
Media Advocacy and Public Health - Lawrence Wallack 1993-10-07 Using the media to promote public health is an innovative and valuable approach. Media Advocacy and Public Health develops the concept of media advocacy as a central strategy for the prevention of public health problems. How we think about health problems, and what we do about them, is largely determined by how they are reported on television, radio, and in the newspaper. Often, crucial issues of public health policy are discussed and decided only after they are made visible by the media. A traditional communication strategy like social marketing focuses on giving people a message. Media advocacy gives people a voice. The first book of its kind, Media Advocacy and Public Health lays out the theoretical framework and practical guidelines to successful media advocacy strategies. Eight case studies, ranging from alcohol to AIDS, vividly illustrate how media advocacy has been successfully applied.


Communicating for Change - Edward A. Hinck 2004 This book explores the various ways social activists use media and communication strategies, including mass media, face-to-face/interpersonal communication, the telephone, group communication, events, papers or literature, and computer-mediated or online communication. Focusing on examples of advocacy against the death penalty, for universal health insurance, and for increased environmental awareness, the author looks at which communication methods are most successful in each case and draws theory-based conclusions for effective communication strategies for future activists—especially at the local level.

Prevention Is Primary - Larry Cohen 2010-08-20 The new edition of Prevention Is Primary provides models, methods, and approaches for building health and equity in communities. This comprehensive book includes the theory, concepts, and models needed to harness social justice and practice primary prevention of unnecessary illness and injury. Ideal for students as well as practitioners, this thoroughly revised and updated second edition combines an overview of advances in the field with effective approaches in the current economic and health care climate. With contributions from noted experts, Prevention Is Primary shows practical applications of intervention science to social and health problems and issues facing at-risk and vulnerable groups. The book describes the overarching framework and principles guiding prevention efforts, including a focus on social justice and health equity, and community resilience. It explores the transition from prevention theory to implementation and practice and from interdisciplinary collaboration to evaluation. Highlighting the book's usefulness as a teaching and learning tool, Prevention Is Primary has real world examples, learning objectives, and review questions for each chapter.

The Role of the Media in Promoting and Reducing Tobacco Use - 2008

Community Organizing and Community Building for Health and Welfare - Meredith Minkler 2012-07-16 The third edition of Community Organizing and Community Building for Health and Welfare provides new and more established ways to approach community building and organizing, from collaborating with communities on assessment and issue selection to using the power of coalition building, media advocacy, and social media to enhance the effectiveness of such work. With a strong emphasis on cultural relevance and humility, this collection offers a wealth of case studies in areas ranging from childhood obesity to immigrant worker rights to health care reform. A "tool kit" of appendixes includes guidelines for assessing coalition effectiveness, exercises for critical reflection on our own power and privilege, and training tools such as "policy bingo." From former organizer and now President Barack Obama to academics and professionals in the fields of public health, social work, urban planning, and community psychology, the book offers a comprehensive vision and on-the-ground examples of the many ways community building and organizing can help us address some of the most intractable health and social problems of our times. Dr. Minkler's course syllabus: Although Dr. Minkler has changed the order of some chapters in the syllabus to accommodate guest speakers and help students prep for the midterm assignment she uses, she arranged the actual book layout in a way that should flow quite naturally if instructors wish to use it in the order in which chapters appear.

Political Communication - Carsten Reinemann 2014-07-28 Against the background of an enormous expansion and diversification of both political communication itself and scientific research into its structures, processes, and effects, this volume gives an overview of some of the key theories and findings accumulated by political communication research over the last decades. In order to do so, the volume provides readers with review articles by renowned international authors on various aspects of (I) the normative, regulatory and conceptual foundations of political communication, (II) different situations of political communication (e.g., elections, referendums, social movements, media hypes, crisis and war), (III) the activities of and part played by political actors, (IV) mass media and journalism, (V) characteristics and typical features of media messages, (VI) the role played by citizens as well as (VII) various kinds of effects on citizens. Each section includes several chapters that address specific issues and research problems in the form of comprehensive overviews articles.

Health Promotion Practice - Macdowall, Wendy 2006-11-01 "This book will guide you through the philosophical, methodological, theoretical, ethical and political underpinnings of health promotion to enable you to become a more effective practitioner" -- Back cover.

OSERS News in Print - 1994
Understanding Mental Disorders—American Psychiatric Association 2015-04-24 Understanding Mental Disorders: Your Guide to DSM-5® is a consumer guide for anyone who has been touched by mental illness. Most of us know someone who suffers from a mental illness. This book helps those who may be struggling with mental health problems, as well as those who want to help others achieve mental health and well-being. Based on the latest, fifth edition of the Diagnostic and Statistical Manual of Mental Disorders—known as DSM-5®—Understanding Mental Disorders provides valuable insight on what to expect from an illness and its treatment—and will help readers recognize symptoms, know when to seek help, and get the right care. Featured disorders include depression, schizophrenia, ADHD, autism spectrum disorder, posttraumatic stress disorder, and bipolar disorder, among others.

Advocacy in the Human Services—Mark Ezell 2000-09-27 Advocacy is needed now more than ever. Opportunities to engage in advocacy have increased due to changes at the federal level which are reallocating more and more human service funding and decision-making to the state and local level. The purpose of this text is to educate students and professionals so that they have a deeper understanding of advocacy practice in order to fully serve all. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Leading for Change Through Whole-School Social-Emotional Learning—Jennifer E. Rogers 2019-04-02 Develop and cultivate social-emotional learning to create a new school climate! As research on the positive outcomes of Social Emotional Learning (SEL) are emerging, schools and districts across the country are adopting the practices and processes to improve student outcomes and teacher capacity. The real-world experiences and evidence-based strategies outlined in this book will guide implementation of a practical and sustainable social emotional learning program. In addition to an integrated workbook readers will find: recommendations for steps with each strategy in an implementation rubric reflection questions to promote deeper thinking on SEL resources to explore at the end of each chapter.

Promoting Health—Lyn Talbot 2009-10-30 This new edition continues to build on the sound philosophical approach of the previous editions. Provides an even stronger global perspective whilst highlighting the inextricable ties between the health of populations with the social, environmental and political context of people's lives. Authors from La Trobe Uni, Australia.

Lobbying for Social Change, Third Edition—Willard C. Richan 2013-09-05 This step-by-step guide to lobbying covers it all—from the basics for beginners to specific techniques for experienced lobbyists “You and I may never achieve major public office, but we do not need to in order to affect public policy.” —Author Willard C. Richan To effect social change, any lobbyist’s case must be presented with skill, knowledge, and confidence. This reader-friendly book shows the way. It assumes no prior knowledge of the subject and provides the nuts and bolts of public policy advocacy (lobbying) in non-technical language. Lobbying for Social Change, Third Edition is organized in a way that easily lends itself to use in the classroom as well as by individual or group advocates, and it is packed with clearly presented case material that illustrates the lobbying process in action. This new edition provides updated case material, expanded coverage of electronic media, and two new chapters; one focusing on direct action for fundamental change, and the other presenting a case history of a grassroots lobbying campaign. Part I of Lobbying for Social Change, Third Edition, entitled “The Basics,” will show you how to: assess your political resources set an agenda for action understand whom to lobby—and how to gauge their power, motivation, and ability to effect or impede social change gather and use evidence to support your position Part II, “Practical Applications,” gives you nuts-and-bolts information about how lobbying is done. You’ll learn: how to work directly with policymakers-face-to-face, by mail, by telephone, etc. effective rules for to testify in a public hearing how to make use of the mass media-writing news releases, participating in panel discussions, what to do when being interviewed (and how to increase your chances of being a repeat guest on talk and news shows), and how to effectively work with print and electronic media, including the Internet ways to take on the system through direct action Part III, “Case History of a Grassroots Lobbying Campaign,” takes you inside an actual campaign (in this case, to amend the impending—at the time—welfare reform bill). You’ll see how a group of five Philadelphia area social workers and one feminist activist started the Delaware County Coalition to Save Our Safety Net—a coalition that would make a substantial impact on the specifics of welfare in the state of Pennsylvania. This new edition of the classic manual for lobbyists is packed with vital information for lobbying in the new millennium. We urge you to consider making it a part of your personal or teaching collection today!

Constitutionalism and Legal Change in Myanmar—Andrew Harding 2017-01-26 Myanmar’s Constitution of 2008 was the ‘road map’ for the reform process that began in 2011. Despite extensive criticism of this Constitution for its emphasis on the role of the military, much progress has been made towards constitutional government and law reform. With the election of the opposition NLD to government in the general election of November 2015 and the presidential electoral college election of March 2016, now is the time to consider the Constitution, and prospects and needs for constitutional change as Myanmar moves towards democracy and the rule of law. Much has been made of the Constitution’s rigidity, which is seen as an obstacle to reform and inconsistent with embracing the rule of law, human rights and multi-party democracy, especially with a rapidly transforming state and society. Nonetheless, the Constitution is also seen as having potential to be a very positive force for reform. Many issues arise now for constitutionalism and constitutional change: presidency; federalism and territorial governance; the status of minorities and freedom of religion; civil liberties in what is described as a ‘discipline-flourishing democracy;’ the courts, justice and the rule of law; the electoral system; and many more. This book is an attempt to gauge the extent and potential for the entrenchment of constitutionalism in Myanmar in a rapidly changing environment.

Prevention of Intimate Partner Violence—Sandra M. Stith 2006 Presents a comprehensive overview of the wide range of efforts and approaches that have been successful in preventing physical, emotional, and verbal abuse.

Empowering Workers and Clients for Organizational Change—Marcia B. Cohen 2013-08 Empowering Workers and Clients for Organizational Change teaches students to effectively engage in organizational change
at the service delivery level ... The contributors discuss strategies for assessing the structural characteristics of agencies, organizational culture, and empowerment, and provide information on the use of force field analysis as an assessment framework that can help bring about change within human service agencies"--Back cover

The New York Times Manual of Style and Usage-Allan M. Siegal 2015 "The official style guide used by the writers and editors of the world's most authoritative news organization."

Welfare Law News- 1971

Prevention, Policy, and Public Health-Sarah Moreland-Russell 2016-01-19 The greatest public health victories of the last century -- public sanitation, vehicle safety measures, limits on smoking and tobacco use -- have all been facilitated by public policies. While policy is an unparalleled tool for effecting change in public health, most professionals are unprepared to plan, apply, or study policy in a consequential way. Prevention, Policy, and Public Health provides a basic foundation for students, professionals, and researchers to be more effective in the policy arena. It offers information on the dynamics of the policymaking process, theoretical frameworks, analysis, and policy applications. It also offers tools for advocacy and communication, two integral aspects of shaping policies for public health. Organized around the leading risk factors for premature death and supplemented with illustrative case study examples, this book will help professionals and researchers understand the dimensions of policy, which can in turn inform the conduct of research and evaluation. These skills, combined with an understanding of opportunities and limitations within governments, can be highly applicable to designing effective policies and programs. With current pressures to implement broad and sustainable public health improvements, policies are more important than ever for anyone in the study and practice of public health. This book can be considered a primer to truly understanding the connection between prevention, policy, and public health.

The Power of Community Engagement for Educational Change-Diana H Gärtner 2015-09-01 Effective schools engage a wide range of families and community members to support their award-winning programs. This monograph highlights exemplary examples of communities, including foundations, community organizers, non-profit organizations, community agencies, as well as school districts, that lead successful group, school, district and state level initiatives to improve educational outcomes. Practitioners and scholars join hands to share promising practices and research-based examples of community initiatives that have had positive impacts on families, schools, and communities. This monograph is vital to educational leadership preparation programs; education policymakers at the local, state, and national levels; school and district level administrators; and a broad range of community leaders.

Leading Business Change For Dummies-Christina Tangora Schlachter 2012-06-22 Direct change expertly and lead your business to success Change is natural and good, but it can incite fear if not managed properly. Leading Business Change For Dummies arms mid- to senior-level managers with trusted guidance on leading, managing, responding to, and implementing change in the workplace. Packed with helpful advice and straightforward information, it gives you the skills needed to recognize the need for organizational change, deal with unexpected change, properly communicate a vision, prepare for structural change such as Mergers & Acquisitions, and address emotional responses to downsizing. Leading Business Change For Dummies serves as the ultimate roadmap for integrating and consolidating a multitude of personnel and organizational change initiatives. With tools for managing stress levels and advice on gathering and sharing information during times of transition, Leading Business Change For Dummies covers everything you need to know to achieve successful leadership in a challenging work environment. Sound, practical guidance on how to understand, lead, and manage change in the workplace Covers operational and cultural elements that can ultimately affect the success of a transaction over time Information and tips for implementing change in the workplace If you're one of the thousands of managers who face change every day, Leading Business Change For Dummies has you covered.

The Church Advocate- 1879

NASA Spaceflight-Roger D. Launius 2017-10-11 This book presents the first comprehensive history of innovation at NASA, bringing together experts in the field to illuminate how public-private and international partnerships have fueled new ways of exploring space since the beginning of space travel itself. Twelve case studies trace the messy, risky history of such partnerships, exploring the role of AT&T in the early development of satellite technology, the connections between the Apollo program and Silicon Valley, the rise of SpaceX, and more. Some of these projects have succeeded, and some have failed; all have challenged conventional methods of doing the public’s business in space. Together, these essays offer new insights into how innovation happens, with invaluable lessons for policymakers, investors, economists, and members of the space community.

New Media Influence on Social and Political Change in Africa-Olorunniwola, Anthony A. 2013-06-30 While transitioning from autocracy to democracy, media in Africa has always played an important role in democratic and non-democratic states; focusing on politicians, diplomats, activists, and others who work towards political transformations. New Media Influence on Social and Political Change in Africa addresses the development of new mass media and communication tools and its influence on social and political change. While analyzing democratic transitions and cultures with a theoretical perspective, this book also presents case studies and national experiences for media, new media, and democracy scholars and practitioners.
Judge Advocates in Combat - Frederic L. Borch 2001 A narrative history, includes actions in Vietnam, Grenada, Panama, the Persian Gulf, Somalia, and Haiti, as well as eleven non-combat deployments such as resettlement operations, disaster relief, and civil disturbance operations. Presents the thesis that the role of the military lawyer in military operations has gradually evolved into an "operational law" (OP LAW), which has enhanced mission success.

News Narratives and News Framing - Karen S. Johnson-Cartee 2005 News Narratives and News Framing is a revealing look at how the media's construction of news affects our political, economic, and social realities. In this introduction to the theory behind news framing, Karen Johnson-Cartee pulls together elements from communication, journalism, politics, and sociology to create a picture of how news forms these realities for the public. With its comprehensive reference section and suggestions on how to influence the news agenda, this is a beneficial resource for students in political communication, media criticism, and communication theory.

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The Chronic Psychiatric Patient in the Community - R.D. Budson 2012-12-06 The purpose of this book is to present an integrated approach to the treatment of the chronic psychiatric patient living in the community. This requires that topics as diverse as pharmacokinetics, psychotherapy and community organization be appropriately coordinated. Such an approach is partly complicated by the wide range of differences among patients, in terms of social skills, intellectual capacity and psychiatric diagnosis. In addition, unclear, insular or overlapping roles of various mental health disciplines further confound integrated treatment efforts. Given such complexity, any single clinician's point of view is subject to the distortion inherent in specialization. Too often a volume in the field of mental health focuses either on only one aspect or presents only one clinician's unique perspective of a task that is, in fact, multifaceted. We have tried to avoid this pitfall by having representatives from many of the concerned professions present a variety of treatment approaches and associated issues in one text. Further, the editors have attempted to illuminate the relevant clinical and/or administrative interrelationship between the subjects of each section through a succinct introductory commentary. The book is divided into five sections. The first section represents an attempt to address some of the interactive sociological, psycho logical and pharmacological background issues common to all at tempts at treatment of this population.

King Cotton's Advocate - Lawrence J. Nelson 1999 "One of the largest cotton planters in the United States, Oscar G. Johnston of Mississippi (1880-1955) became King Cotton's most effective advocate during the New Deal era. Nelson explores Johnston's long career and the critical role he played in shaping public policy toward a vital but depressed industry". -- Jacket.

Advocates and Persuaders - Mark J. Sheehan 2019-03-29 The authors of Advocates and Persuaders aim to demystify the political practice of lobbying. They believe that lobbying has a significant role to play in a healthy democracy, and they examine it closely in the contexts of federal, state and local government. They also shine a spotlight on the involvement of the media, regulators and pollsters in lobbying and include as case studies analyses of lobbying by a diversity of organisations, ranging widely from large corporations to grass roots activists.

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