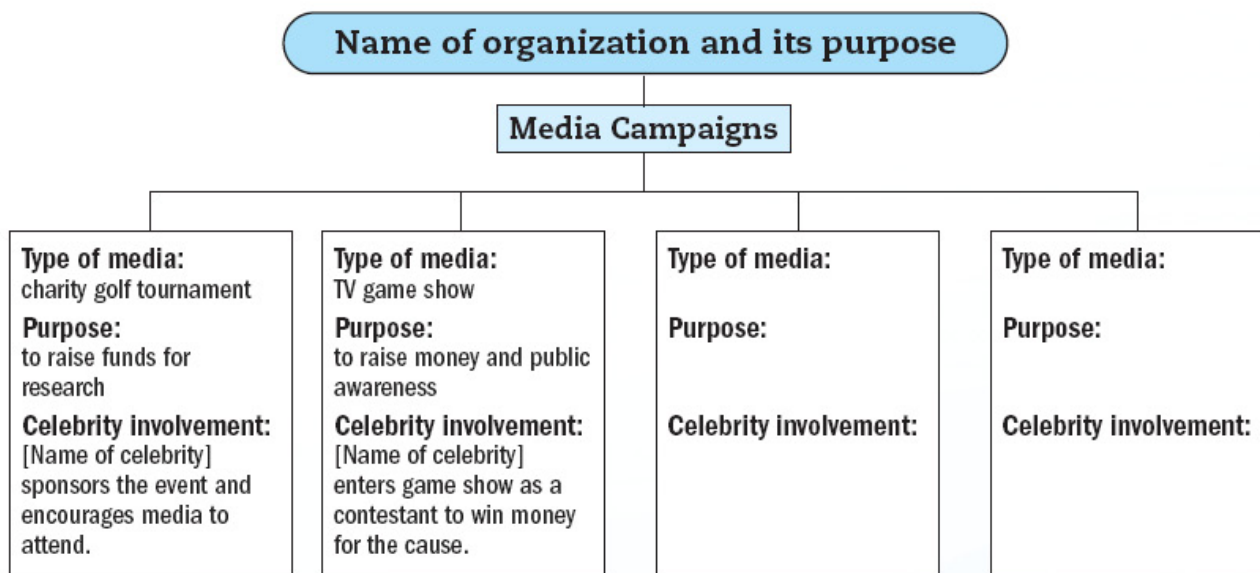


Health Advocacy in the Media

Advocacy organizations are usually nonprofit companies that raise awareness about and money for different social, political, or health causes. A high-profile media personality can benefit the cause of an advocacy organization by bringing attention to the cause. In this activity, you will examine how good citizenship and media attention can have a positive impact on various public health issues.



ACTIVITY

Identify a high-profile media personality who is involved in a health advocacy organization or cause. Research the purpose of the organization and the role the celebrity plays in advocating for its cause. Review the media attention the organization gets and by what means. Organize the information you collect into a chart like the one above.

EXPRESS YOUR VIEWS

Write a proposal that suggests how you can help bring local attention to the cause of the health advocacy organization you have researched. Include strategies on how to use local media to help raise awareness or to help raise money for the issue or cause.