



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.

Name of organization and its purpose

Media Campaigns

Type of media:

charity golf tournament

Purpose:

to raise funds for research

Celebrity involvement: [Name of celebrity] sponsors the event and encourages media to attend. Type of media:

TV game show

Purpose:

to raise money and public awareness

Celebrity involvement: [Name of celebrity] enters game show as a contestant to win money for the cause. Type of media:

Purpose:

Celebrity involvement:

Type of media:

Purpose:

Celebrity involvement:

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.

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.