

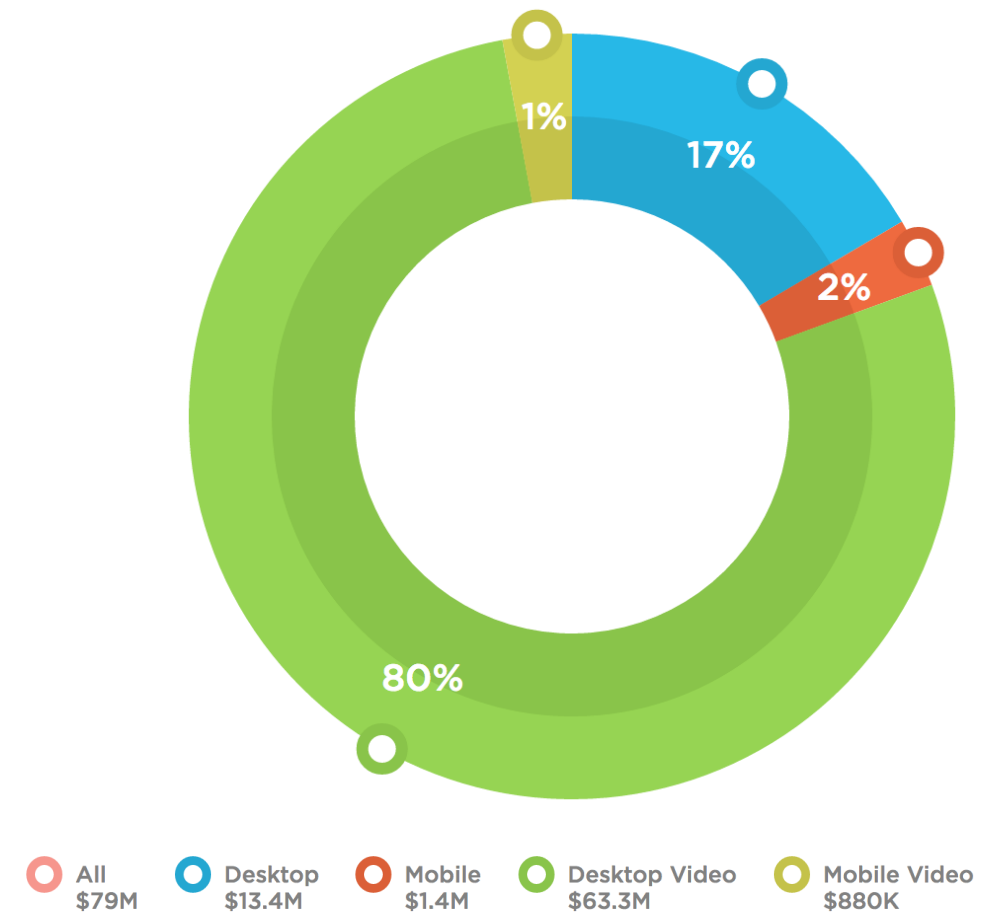
Understanding the use and role of media and communication for effective advocacy

by

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Brain teaser 1

- ❑ How much of budget is spent on communication by Apple?
- ❑ As the 18th highest digital advertising spender in 2016, Apple spent more than \$78 million on digital ads. However, this massive budget doesn't even come close to Apple's 2015 digital spend of \$131 million
- ❑ A majority, 80 percent, of 2016 ad spend went to video advertising on desktop, with display/desktop at 17 percent and mobile at just 1 percent



Source:
<https://www.pathmatics.com/blog/apple-wont-disclose-its-advertising-spend-but-we-will>

Brain Teaser 2 – Trace to 2010

❑ Who spends more on media engagement in Nigeria?

❑ Where is health?

❑ Let us discuss why health is missing as we may not just conveniently attribute it to being a part of public service, which is indeed ambiguous

❑ Any need for media engagement in health?

Category	Value (N'Billion)
Telecommunication	15.096
Banking & Finance	6.176
Personal Paid	5.278
Public Service	3.806
Corporate	3.359
Entertainment, Leisure & Tourism	3.339
Lager Beer	2.644
Motor Vehicles	1.719
Religion	1.588
Milk & Dairy	1.302
Malt	1.224
Cocoa Beverages	0.929
Soft Drinks	0.920
Education & Imparting Knowledge	0.892
Telecom Accessories	0.888
Noodles/Pasta	0.733
Transport & Travel	0.669
Skin Cleansing	0.659
Electrical & Electronic	0.649
Seasonings, Herbs & Spices	0.603

Above-the-line advertising expenditure – Top 20 product categories of 2009 Source: Media Monitoring Services Ltd (MMSL)

Source:

<https://www.howwemadeitinafrica.com/mobile-operators-nigerias-biggest-advertising-spenders/2770/>

Brain Teaser continues!

- ❑ By 2020, the following sectors emerged as top-5 on media spending
1. The Brewery
 2. Telecommunication (MTN)
 3. Cement (Dangote)
 4. Banking (Access and Fidelity Banks)

Again, where is health?

Can we further discussions on the implications of poor media spending on health?

What if we see health as business?

Source: <https://kennysoftstudio.com/blog/biggest-advertising-budget-in-nigeria/>



Oh! The Government is aware!!

Media Engagement Strategy for Health Promotion in Nigeria 2020 - 2025 |



MEDIA

ENGAGEMENT STRATEGY

FOR HEALTH PROMOTION IN NIGERIA

Source: <https://nurhi.org/en/wp-content/uploads/2021/01/MEDIA-ENGAGEMENT-STRATEGY.pdf>

Vital info from the government's health media engagement strategies

- ❑ Consistent engagement of the media to promote health in the country
- ❑ Media and telecom groups are allied stakeholders for health promotion
- ❑ The Nigerian media landscape is fast-changing and users of the landscape must move along with it
- ❑ Acknowledges drop in usage of mass media (TV and radio) and spike in usage of social media
- ❑ Details a framework for active and credible engagement of media for health

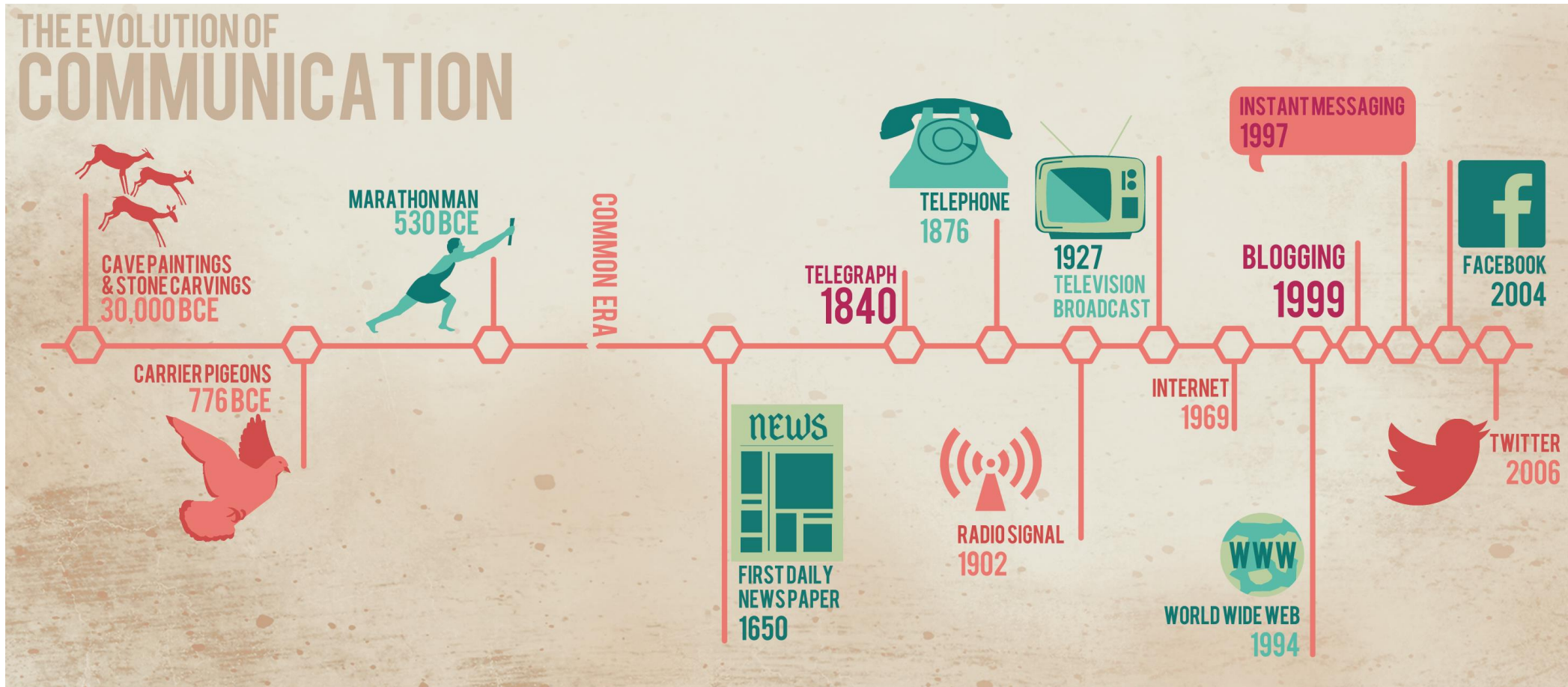
We define communication now

- ❑ Communication is a two-way street of exchanging information between a sender and a receiver through verbal, non-verbal, written and visualization means.
- ❑ The elements include: a sender, a message, a medium/ a channel, a receiver, a feedback.
- ❑ Context: Intrapersonal, interpersonal, public and mass communication.

We define media too

- ❑ It is a method of communication to reach a wide-range of people.
- ❑ Different forms of media
 - a. News media
 - b. Web media
 - c. Social media
 - d. Print media
 - e. Others

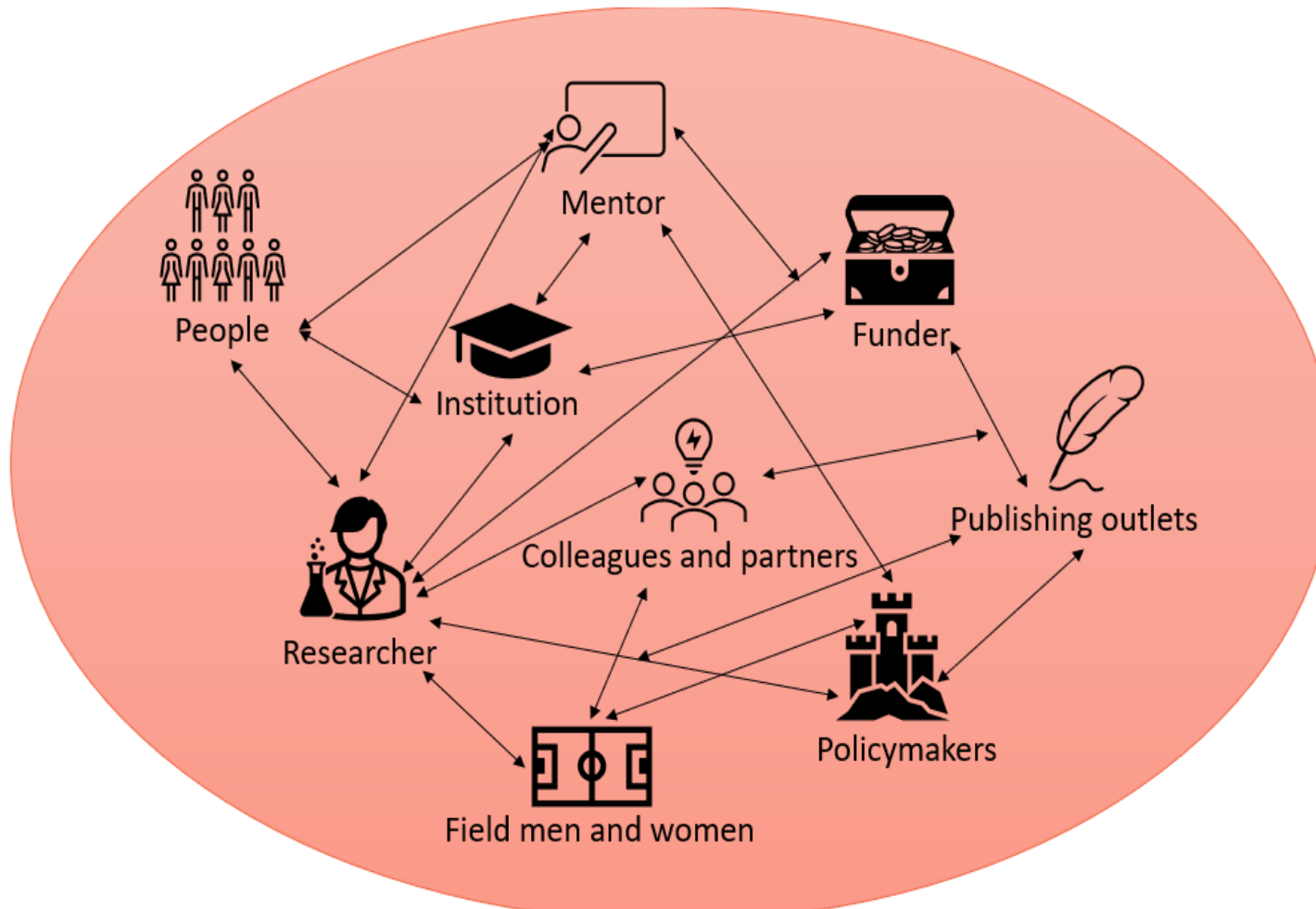
How we have fared in global communication



Do we think that all of these can still be relevant, or a few?

Should the new media eclipse the essence of the old?

Research ecosystem for communication target



- The designed ecosystem shows the complex web of research society and targets. It reflects directions for getting research from data to action, and sustainability of the research within spaces of funding and community.
- Let us think through this – this time, let us be specific to your organisation.

HPRG research communication tools (budget for them)

What should we add based on your context?

Policy Actors and Community leadership engagement (Workshops, Policy Dialogues, Debriefing of research findings eg using policy briefs, Summits, and Technical Working Groups)

Academic forums (Conferences, Course Teachings, Public Lectures, and Symposiums)

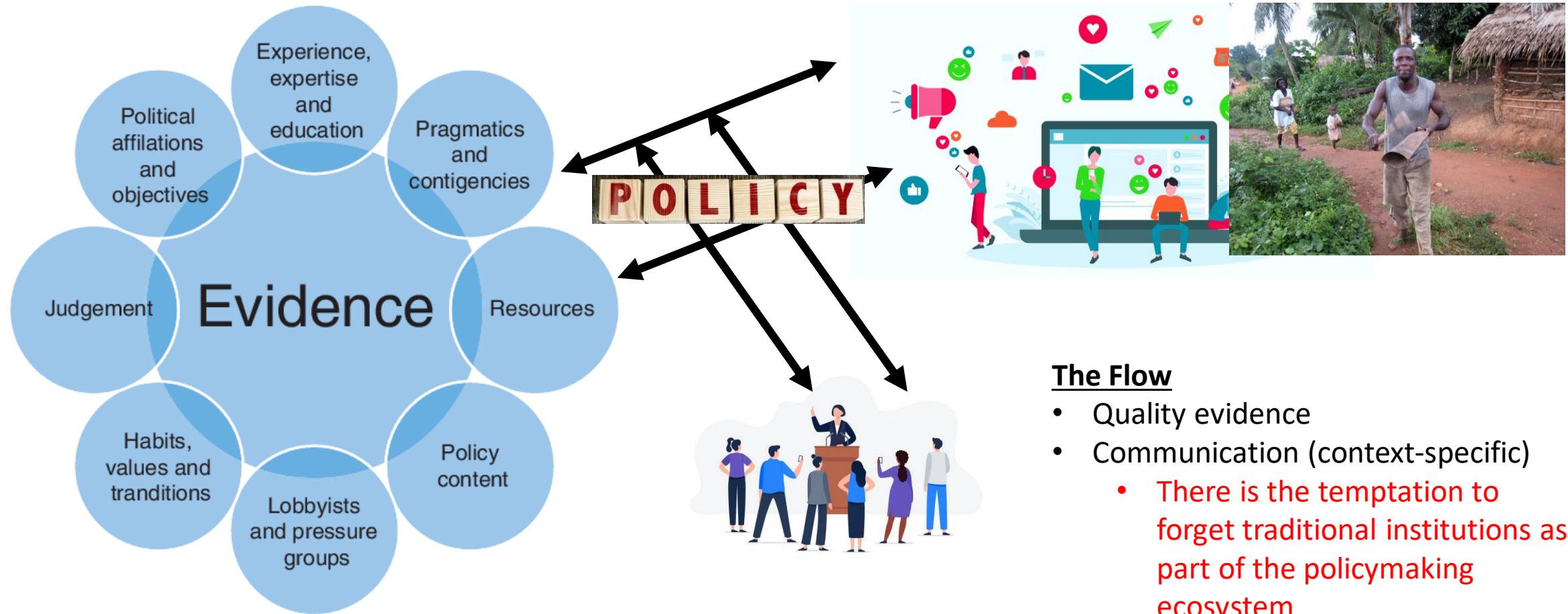
Publications (journals, technical reports, blogs, columns, chapters, policy briefs)

Media and Social Media engagement (Tweets and Twitter Spaces, LinkedIn, WhatsApp, Facebook, and Instagram for photographic info., podcasts, blogs and press meetings)

Comics, cartoons, podcasts, films, radio phone-ins, public speaking engagements, townhall, and infographics

Interviews and group discussions that encourage active conversations with respondents that can inspire awareness and action, when expedient

Research evidence, media, and policymaking

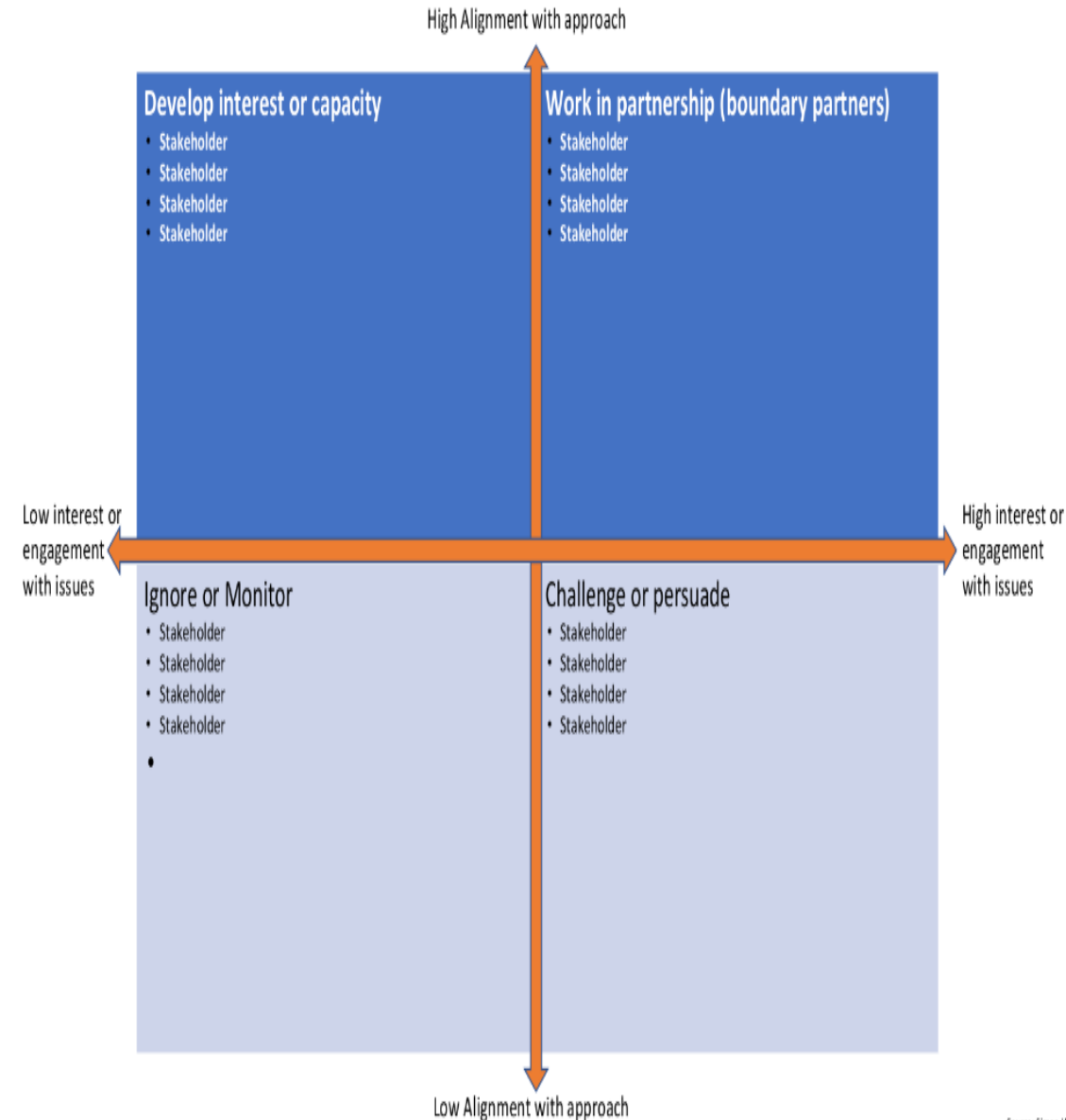


The Flow

- Quality evidence
- Communication (context-specific)
 - There is the temptation to forget traditional institutions as part of the policymaking ecosystem
- People and government

Who should you target?

- Sometimes people are obsessed with communication, that they forget targeted communication.
- Map the stakeholders, their locations, and their handles.
- The outcome mapping is a good tool for mapping the stakeholders.
- That way you know who to target, influence, convince, bargain, or even ignore.



Source: Simon Heath

What we should know about communication for policymaking

- As useful as media is for research, it could as well be destructive if not used well
 - E.g., policymakers working hard to curb open defecation, and the result of a research on open defecation goes completely silent on the efforts of the policymakers – if you make them dislike you, who will then use your evidence? It is important to know ‘what is done’, ‘what is not done well’, and ‘what is not done at all’.
- Policymakers are not technical people, and even if they are, they often lack the patience to read the very professional academic articles
 - Distilling research findings into easy-to-understand formats, e.g., blogs, policy briefs, animations, podcasts, radio phone-ins, among other easy-to-relate means.
- Policymakers google and they may not be patient enough to do more search beyond the first two pages of Google. So, how do you get research into the first or second pages of Google?
 - Search Engine Optimization (SEO) – the use of keywords for your websites and publications (you must think about the likely words people will want to use to look for your work)
 - Frequently use platforms with high SEO, e.g., ResearchGate, The Conversation, hprgunn.com (e.g., type “modelled evidence” into Google Search Box), etc.
- Will you add something?

75% of people will never scroll past the first page on a Google search, which is why you need to rank on page 1 of Google.

You can't afford to be ranking on the second, third, or fourth page.

Note again: Policymakers need you on the first page... They may not be as patient as you.



Neil Patel – SEO Guru

Let us build a communication plan for health

– Activity

- What issue do you wish to scale up?
- What is the quality of evidence available?
- Who do you want to reach? Mapping!
- What mediums are best?
- What capacities should be built to use the mediums?
- Do you need to hire or train?
- Craft the technical messages in very simple lines.
- Be sure it is captivating and “sweetened” where it is necessary to do so – don’t bury truth
- Spread in dynamic forms and targeted ways
- You can add to this



thank
you