

Module 6: Making the campaign visible

Introduction

For a campaign to gain traction, it is essential that people know about it. A media engagement and visibility approach will get people talking about the campaign and energize them to join the cause. By using the approaches contained in this module, you can increase the amount of people that hear about your work, make sure that they are hearing the right things, and inspire them to get involved and support the effort.

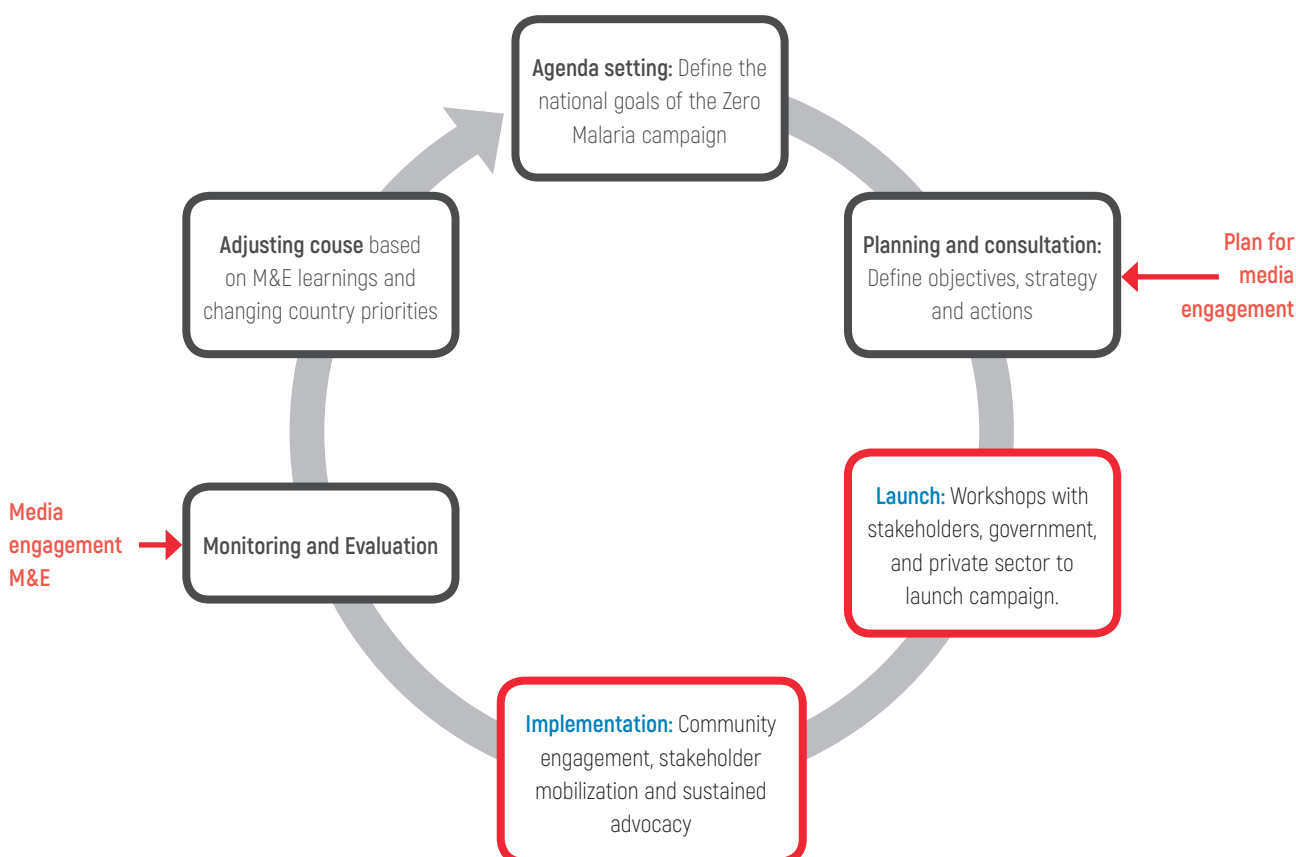
Making your campaign more visible will increase its influence among all audiences. When decision-makers see news stories about malaria or about your work to eliminate malaria, they will know that it is important to their constituents and that they need to pay greater attention to the issue. Generating stories and partnering with supporters on ways to raise visibility can help ensure that efforts to fight malaria are prioritized. More visibility means more

people will learn how to prevent and seek treatment for malaria. Finally, greater visibility creates pressure on and accountability for policy makers to take more action—e.g., through increasing funding and access to life-saving tools to prevent and treat malaria—and prioritize the malaria fight in the country's health and finance agendas.

Section 1 describes how to think like a journalist when generating stories and provide tips for making a successful pitch to media outlets to cover the issue of malaria.

Section 2 contains tools for increasing your visibility, including template press releases, ideas for engaging in partnerships with "champions" to spread your message, and branding guidance.

This module is a complement for the launch and implementation phases of your campaign ([Module 3](#), [Module 4](#), and [Module 5](#)) and is equally important for reaching





political leaders, members of the private sector, and communities. Be sure to plan for media engagement and visibility approaches ([Module 2](#)) and develop Monitoring and Evaluation indicators to track your work ([Module 7](#))

Learning objectives

By the end of this module, you will:

- gain insights into how to choose the right stories to pitch to journalists;
- learn how to develop an effective press release and a powerful op-ed;
- learn how to recruit and leverage partnerships with key supporters, or “champions”;
- learn how to develop and use a campaign brand (or how to effectively use the Zero Malaria brand); and
- learn how to use social media to build a following

Section 1: Generating media

Partnering with media is an important component of your advocacy strategy. Media can set the public agenda, which in turn can set the policymaker agenda. By using media strategically, the campaign can create pressure and accountability for advocacy outcomes. When politicians look good in the press for supporting the malaria fight, they are likely to continue their support. When a problem affecting malaria in a country is given a media spotlight (for example – a lack of LLINs or drugs), decision-makers are more likely to take action. The media is a powerful tool and can be used to support and encourage stakeholders in the private sector and communities as well as the political sphere.

Just as politicians are regularly pressured by many people with their own agendas, journalists, too, face many influences, including editors, and competing media. Malaria advocates must think creatively about how to convince journalists to report on the impact that malaria has on communities and the country's health and progress; on ambitious goals set by policy makers, and on successes in the fight to achieve those ambitious goals.

Most journalists will tell you that they want a story that is “newsworthy.” Use the checklist below to determine if you have a such a story. Generally, you may have a story that is newsworthy if you have at least three items on the list.

Your story is newsworthy if:

- Your story is about something that affects a majority of people, or a minority of people who don't typically get attention or who are marginalized.
- It can be linked to a current issue or topic.

- You have a human-interest story to tell.
- You have new evidence on a current topic or a topic that impacts many people.
- You are calling for action.
- You are having a celebrity and/or high-profile policy maker, business or community leader conveying your message.
- You can identify an issue where public commitments are not being kept.

Tips for building and leveraging media relationships:

- **Determine your objectives for reaching out to media.** Are you trying to educate them; get them to write more stories generally; get them to write more positive stories; get them to hold policy makers accountable; maybe all of the above. Once you determine what's needed, you can better target your efforts to drive the outcomes you want.
- **Develop a media list.** Create a list of relevant reporters' and editors' names and contact information. Who writes about health issues? Offer yourself as a contact on health and malaria prevention and control, and elimination articles and ask if you can send them information.
- **Conduct press briefings.** Particularly during special malaria-related events (World Malaria Day, the launch of a new campaign, etc.), hold a press briefing between media and malaria experts.
- **Develop campaign messages.** It's important to determine what key points you want media to cover and to reinforce those points by repeating your messages in your materials, as well as by aligning spokespeople and partners around the same messages. Use these messages to inform your materials and outreach to the media.
- **Develop a press kit.** Include basic information/fact sheets about malaria and its impact on the community and country, on individual health and on the country's health system, on the impact on children going to school, people being able to work, etc.
- **Conduct site visits.** Take policy makers, celebrities, high profile business and community leaders and the media to programme or event sites and introduce the media to experts and people who have benefitted from life-saving interventions like bed nets, insecticide spraying of homes, early diagnosis of malaria and easy access to anti-malarial treatments.

- **Look for photo opportunities.** A picture is worth a thousand words. If you have field trips, send photographs to the media immediately after the trip. Include short captions that describe what is happening and who are the main people of interest in each photo.
- **Identify human interest stories.** Think of how your initiative impacted ordinary people – e.g., saved their or a family member's life, helped them or a family member be healthy enough to go to work or school – and tell it from their perspective.
- **Be selective and creative.** Don't bombard the media with letters and press releases about stories that are not news. Don't do what everyone else is doing. Think about new and innovative ways to tell a story about malaria's impact on an individual, family or community, or about a successful outcome(s) driven by your initiative.
- **Train journalists.** Organize workshops, webinars, conference calls or informal meetings with journalists to explain the issues. Hold story contests awarding journalists who write the most compelling stories about the fight against malaria.
- **Build media coalitions.** Make journalists part of a network. Be sure to support and recognize them.
- **Keep up regular communications with the media.** To gain sustained attention on an issue and/or to change perceptions around an issue, it's important to regularly reach out to media with updates of information, new statistics/research, upcoming events, etc. Being in regular contact keeps the issue of malaria's impact and malaria elimination top-of-mind for the media and increases opportunities for media coverage.

Media highlights

Ghana Innovations in Advocacy

In Ghana, getting accurate reporting on malaria was challenging due to previously poor relationships between the media and the NMCP. A media network of supportive journalists called the Ghana Media Malaria Advocacy Network (GMMAN) helped build a bridge between the media and the National Malaria Control Programme (NMCP), which resulted in positive, engaging media stories. The formation of the network was the result of a two-day malaria advocacy training held for 30 health desk officers and senior reporters from various media outlets in the country. This network further strengthened malaria prevention and control advocacy in Ghana. It motivated many respected journalists to commit to keeping malaria in the news, showcasing good

practices and highlighting recommended malaria prevention and treatment practices.

Advocates in Ghana also developed an *Action Alerts* newsletter, which for seven years was a regular publication on all things malaria. *Action Alerts* was circulated widely to policy makers and leaders from many different sectors, and leaders relied on it for policy updates.

Ghana advocates also launched the malaria control campaign, "Use your Power!" with TV and radio spots, billboards, posters, and events. This campaign encouraged leaders to use their power for increasing malaria prevention and control. The campaign's calls for action were specific—leaders were asked, for example, to invest in supply chain management so that commodities could more easily reach the field and to support subsidies to make drugs more affordable.

Recognizing African leadership: The African Leaders Malaria Alliance National Excellence Awards

In 2009, the African Leaders Malaria Alliance (ALMA) was launched as an intergovernmental forum for action against malaria. ALMA's advocacy mission is to keep malaria elimination high on the agenda of governments, regional organizations, and other partners; engaging at the highest levels to build commitment.

Every year, ALMA recognizes countries that demonstrate exemplary leadership in driving down malaria cases through the annual ALMA Awards for Excellence. The awards generate positive press for these countries and often receive comment by high-level stakeholders, such as the United Nations Secretary General. When Presidents are proud of their country's malaria success story, they are more likely to continue supporting actions to fight the disease.

Section 2: Media engagement and visibility tools

Engaging key stakeholders through the media

Many of the events and activities described in previous modules can be enhanced by increasing their visibility. The approaches listed below, from found elsewhere in the toolkit, create accountability and encourage stakeholders to commit to zero malaria.

Political engagement approaches. This tool describes different political engagement approaches to build support for malaria, including some that would benefit from media engagement. Getting press coverage of



a Zero Malaria Starts with Me awards ceremony, for instance, would increase its power to influence your advocacy targets.

Engagement on key dates. Provides a list of dates conducive to discussing malaria with policy makers and in the press. Prior to every World Malaria Day, for instance, international and domestic journalists are on the lookout for something unique to say about malaria. A statement made by a political leader on this date is more likely to receive coverage. Look at the tool for other dates that may be appropriate for your campaign.

Committing to malaria elimination: The Zero Malaria Starts with Me pledge. The pledge gives stakeholders the opportunity to publicly signal their support for the malaria fight. Publicizing their commitment rewards them for their participation and can increase the pledge's effectiveness.

Private sector engagement approaches. This tool describes approaches to engage private sector stakeholders for malaria elimination. As with the political engagement approaches (see above), many of these activities would be more effective if covered by the media or otherwise made visible.

Special events for community engagement. Describes different types of community engagement events and a list of days when it may be appropriate to organize them.

Community engagement through mass media. Describes approaches for sharing malaria messages and building community support through radio, television, and digital communications.

Press release

The press release is a fundamental tool for media outreach. It typically announces a range of news items, such as events, awards, new research or products, and programmes, and it follows a standard format. A downloadable press release template and sample press release can be found at www.zeromalaria.africa.

How well a press release is written is almost as important as the information it contains. Tips for writing a good press release:

- **Use a compelling title.** This is the first thing people see so make it compelling but also captivating. Ideally, it should contain seven words or less.
- **Start with a concise lead.** This is your first paragraph. The most important information comes first (e.g., what, when and where). Ideally, it should contain about 35–40 words, with supporting and background information in later paragraphs.
- **Frame and bridge.** Link the new information with something the readers know and care about to propel it into the public agenda. Follow the principles of what makes a newsworthy story (see above) and be careful not to repeat misconceptions or contradict someone's narrative with numbers.
- **Report and verify the facts.** Make the press release evidence-based. Your credibility depends on the accuracy of the information. Pick the most important and hard-hitting facts and stick to those. Be careful not to use too many facts and figures as it can confuse the reader.
- **Make a statement.** Include a quote from an influential person or a someone who was personally impacted by the news you are sharing to clarify your position and frame the issue you are writing about.
- **Keep it simple and elegant.** Use action words and active language, as well as simple sentences with common language. Avoid jargon and acronyms. Also avoid adjectives such as "outstanding" or "interesting" that convey opinion rather than fact. Use the same formatting for dates, names, abbreviations, etc.
- **Help media recognize and find you.** Use a media release template with your logo, tagline (if you have one) and business address. Include information about your organization and what it does as well as link to its website. Include contact information.⁹

Op-Eds and Human-interest Stories

Getting an opinion-editorial (op-ed) published is a powerful way to deliver your messages directly to the reader. It can be effective in grabbing the attention of your target audiences, including elected officials, business and community leaders, and target populations in the public. When evaluating op-ed submissions, newspaper editors look for pieces that are of interest to the public and exhibit

9 Adapted from: Roll Back Malaria Partnership. August 2014. RBM Advocacy for Resource Mobilization (ARM) Guide.

originality of thought, timeliness, a strong argument, and expertise on the issue. They also give priority to people who are well-known in their field or who might be well-respected in their community.

Tips for writing a strong op-ed:

- The topic should be timely and newsworthy. Find a way to connect the issue to a broader issue that is of interest to the public.
- Determine the 3 messages you want the reader to take away from the piece and ensure that you clearly communicate and repeat these messages.
- The author should have a personal connection to the issue, as well as expertise on the issue, or be a well-respected or admired celebrity or leader. Notable names are more likely to have their op-ed published. Note, however, that key influencers may not have very much time or writing experience. The campaign can support them by providing a draft to assist in its timely delivery, as well as ensure that key messages are included in the narrative.
- Pieces should express a single, clear point of view and be supported by a select number of facts and statistics. Be careful not to overwhelm the reader with too many facts that can confuse readers and minimize the opportunity to deliver your strong message(s).
- Writing should be powerful and capture the attention of a broad target audience.
- Pieces should end leaving a lasting impression and with a clear call to action.
- Pieces should be concise—500 to 800 words maximum.

Try to share real-life stories of ordinary people, celebrities or other high-profile government, business or community leader. Many times, it helps if the author has personally been impacted by malaria – whether directly or indirectly. The story of one person with malaria or who has been touched by the impact of malaria on their family or community can create a lasting impact than dry statistics of 200 million cases. While telling the story, weave in a select number of facts and figures about malaria. Bridge the story with malaria prevention and control and the benefits of eliminating malaria. Take it even further and include broader development issues such as improving education, gender equity, greater access to all healthcare. Emphasize the duty of the government to mobilize domestic funds for malaria prevention and control and to follow through on the

commitments they've made to eliminate malaria for their country.

A tragic story alone will not always lead people to conclude that a change in the system is required, or that the government should do something about it. Without addressing accountability, the burden of malaria might be interpreted as a need for charity, or the blame might be put on the victims (e.g., more parents could protect their children from malaria if they tried harder). An effective story should connect an isolated case to evidence and trends, as well as to policy interventions and the need to prioritize government and private sector spending on preventing and treating malaria and ending malaria for good. This can help non-expert audiences related to complex government financing and public health issues.¹⁰

Example: Human Interest of a Football Star and Malaria
Didier Drogba, an Ivorian footballer who is the captain and all-time top scorer for the Côte d'Ivoire National Football Team, has suffered from malaria. In 2013, the international, UK-based media outlet The Guardian published an article about how malaria affected Drogba and how he committed to fight the disease. The media are more inclined to raise awareness about malaria when the burden is associated with such an iconic player.¹¹ To read the story for yourself, use this link: <https://www.theguardian.com/global-development-professionals-network/2013/feb/06/didier-drogba-anti-malaria-campaign>

Recruit Champions to Convey Messages and Represent the Campaign

Create a list of leaders who can speak about the importance of fighting and ending malaria, including their names, their affiliation and contact information. Champions could include private sector leaders, philanthropists, community leaders, celebrities, politicians, sports figures or any other influential public or private figure.

A well-respected champion who believes in the fight against malaria can open important doors and raise awareness about your issue. That is the champion's most important job in this early stage of advocacy. The champion can help facilitate a meeting between policy-makers so that more in-depth discussions and negotiations can take place, as well as raise visibility of malaria messaging among the key audiences/the public.

10 Adapted from: Roll Back Malaria Partnership. August 2014. RBM Advocacy for Resource Mobilization [ARM] Guide.

11 Smedley, T. (2013, February 6). Didier Drogba joins the anti-malaria campaign as Africa mounts big drive. The Guardian. Retrieved May 16, 2018, from <https://www.theguardian.com/global-development-professionals-network/2013/feb/06/didier-drogba-anti-malaria-campaign>



When recruiting champions, a personal investment can make a big difference. Having shared interests other than work can help. Building a relationship with them helps ensure that they stay committed when facing competing requests for their time, contacts/networks and energy. Consider the following when brainstorming personalities who could become a champion:

- What links are already established with policy-makers?
- Who do you know who might know or have influence on one – or ideally several – of your policy-makers?
- Is the champion known and respected among them?
- What other potentially useful connections/networks does the champion bring to the campaign?
- What does the champion know about the programme and issue? Or is the champion open to learning about the programme and issue?
- How personally invested is the champion in the cause? If they have a personal connection, that is great. If they don't, are they interested in learning more, by meeting survivors of malaria or seeing health workers in action to fight malaria, etc.
- Will the champion require payment, or will their time be volunteered?

Campaign branding

Organizations spend considerable effort and time creating a brand, which is a name, a tagline and a visual representation of who they are and what they do.

A strong brand improves recognition of the campaign and what it represents. This recognition can help you get the attention of your priority audiences and the media, and to gain access to powerful influencers and decision-makers. A good brand name can help your work and ensure that your message will be heard and remembered.

Countries are welcome to use the Zero Malaria Starts with Me name, logo, and associated materials if they think it will resonate in their language and with their target audiences. If your country already has a named campaign, however, there is no need to change the name.

If you are choosing a name for a new campaign, branding strategists suggest considering the following¹²:

- Make sure the name is pleasing to the ear.
- Make it easy to remember.
- Initials aren't names.

- Think multilingual.

Keep in mind that your brand reflects your messaging (see [Message development](#) guide (pg. 28). Paint your campaign as a winning cause that others will want to join; avoid words that imply victimization, vulnerability or despair.

Logos should be recognizable and reflect your campaign's goals and values. Think about the most memorable logos used by different companies and organizations. Even without knowing that much about an organization, a good logo helps people remember who they are and what they do.

Logos are also important instruments in alliances and coalitions. Displaying partners' logos on materials allow you to recognize your partners for their contributions. Always use partners' logos with consistency and care. Alternatively, the logo for your country's campaign could represent all partners involved and be a tool that they can use on their materials to show their support for zero malaria.

Logos should not be too sophisticated. The best logos are based on simple, clever ideas. Even simple designs created on your computer can work well. The most important thing is that the image may be easily recognized, remembered and understood by those who know little or nothing about you. Over-designed logos tend to make little impact, the very opposite of what they are supposed to achieve.

Social media

Social media channels, like Facebook, Twitter and Instagram, can help your campaign reach a wider audience and interact with them in a familiar way.

Maintaining a social media presence takes consistent effort. An effective social media account is regularly updated with relevant, interesting, and engaging content.

The most popular platforms for social media advocacy are **Facebook**, **Twitter**, and **Instagram**. Note that social media trends can change quickly. Don't be afraid to experiment with a new platform if it will help you connect with your audience.

- **Facebook** allows you to create a social media page where you can share photos, text posts, videos, and external links. Users who follow your page will see your posts in their newsfeed and can interact through liking your content, sharing it with their networks, and commenting.

12 Adapted from: Jack Trout, Steven Rivkin (1996). *The New Positioning*. New York: The McGraw Hill companies. 1996.

- **Twitter** also allows you to share short text, photo, or video posts with your followers through “tweets”. As of 2018, Twitter allows users to post 280 characters at a time, though the average length is still closer to 140 characters. Twitter is a platform for conversations. Use it to interact with stakeholders, share thoughts on news, and respond to questions or comments from your audience.
- **Instagram** is primarily a tool for sharing images with short descriptions or captions. Your followers can like your content. It is more difficult to share links on Instagram, but you are allowed to include a link in your profile to drive traffic to a website that you manage.

Posting content without an advertising budget will enable you to reach those who already follow you or those you are interacting with, known as “organic reach.” These platforms have advertising options that can greatly expand your reach at a relatively small cost. If you are new to social media advertising, however, this option might not be worth your time, so consider this step optional.

Paid content will appear in the newsfeeds of new audiences. Additionally, both platforms allow you to target who will be reached by your ads, filtering by location and interests. Be creative in your approach—you can target communities in a certain geography for malaria messages, private sector or political actors in major cities, or a general national audience.

For information about advertising on social media, use the following resources:

- **Facebook:** <https://www.facebook.com/business/products/ads>
- **Twitter:** <https://business.twitter.com/en/solutions/twitter-ads.html>
- **Instagram:** <https://business.instagram.com/advertising/>

Media engagement and visibility resources

Engaging with the Media: A companion to the advocacy toolkit for influencing the post-2015 development agenda:

A guide to support media engagement on development issues. Available at: <http://www.stakeholderforum.org/fileadmin/files/Engagingwiththemedi.pdf>

Graphic resources: Campaign logos, stock photos, and graphics ready to use on social media to support your campaign. Available at www.zeromalaria.africa

Social Media Advocacy: How to Build a Brand Advocate Programme:

A short guide by Hootsuite, a company providing tools for social media, on how to use platforms for maximum effect. Available at: <https://blog.hootsuite.com/social-media-advocacy-brand-advocate/>