



“Working with the media” - A practical guide

**As part of the media seminar organised by
SENSOA for NGOs working on HIV/AIDS**

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European Public Health Alliance

- A network of 100 non governmental and not-for-profit organisations across Europe working on health and health-related issues
- Our mission is to improve the health of European citizens and to increase their participation in EU policy-making



How does EPHA work?

- Advocacy
- Information exchange
- Membership services
- Lobbying
- Networking
- Tracking policy issues
- Representation of NGO and citizen interests



Why this guide

- Health NGOs often lack the skills and ability to capture media attention
- There is a need for reliable, credible, ethical, evidence-based health information
- This requires knowing the ‘rules of media engagement’



Highlights of “Working with the media”

- **Media strategy: no matter how big/small your organisation is**
- **Understand the media (journalists)**
- **Learn the techniques: press releases, press conferences and media interviews**
- **Prepare your message, prepare a campaign**
- **Evaluation of the campaign**



Ethics

- **Ten ethical guidelines for health communicators**
- **Media advocacy and the role of messages**
- **Make sure the messenger has ‘got the message’ and uses it in ways that are consistent with your own ethical guidelines**
- **Sensitise the media e.g., against stereotyping**
- **Raising awareness without causing undue fear**



Ten ethical guidelines for health communicators

- **Try to do no harm**
- **Get it right**
- **Do not raise false hopes**
- **Beware of vested interests**
- **Reject personal inducements**
- **Never disclose sources**
- **Respect the privacy of the sick**
- **Be mindful of the consequences**
- **Never intrude on private grief**
- **If in doubt, leave it out**



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