



Communication, Health and Environment

Media Literacy and Healthy Public Policy

Are the news media contributing (or not) to the process?



Charles-Antoine Rouyer, BA, MES

carouyer.net

President, Hygeia Healthy Communication saine Inc.

Course Director, Glendon College, York University

Environment and Health Seminar Series
University of Toronto - Thurs. Nov. 22nd 2007, 4:10 pm

Media Literacy and Healthy Public Policy



www.environment.utoronto.ca

- . A graduate and undergraduate teaching and research centre
- . *Environment Seminar Series*
- . *Health & Environment Seminar Series*

Environment and Health Seminar Series
University of Toronto - Thurs. Nov. 22nd 2007, 4:10 pm

Media Literacy and Healthy Public Policy

Co-sponsor



- . Focused on linking urban health research with community and policy-makers
- . *Food for Talk Seminar Series* (co-organizer)
Dec. 7, 2:00, Foodsheds, Footprints and Foodmiles

Environment and Health Seminar Series
University of Toronto - Thurs. Nov. 22nd 2007, 4:10 pm

Media Literacy and Healthy Public Policy

Background

- . **Economics (Psychology)**, B.A., Glendon College, York U., 1990
- . **Journalism**, Cont. Ed., Ryerson Polytechnic U., 1992-98
- . **Urban Environmental Health Journalism (Healthy Cities)**,
MES, Fac. Environmental Studies, York U., 1998
- . **Urban Health, Sustainable Cities, Urban Ecology, Ecotourism**
Freelance journalist, Hygeia Healthy Communication saine Inc. (1999)
- . **Communication, Health and Environment**, Course Director
Environmental and Health Studies, Multidisciplinary Department
Glendon College, York University , 2004/2005 onwards.
- . Toronto-based (in Toronto half of my life), Bordeaux, France native

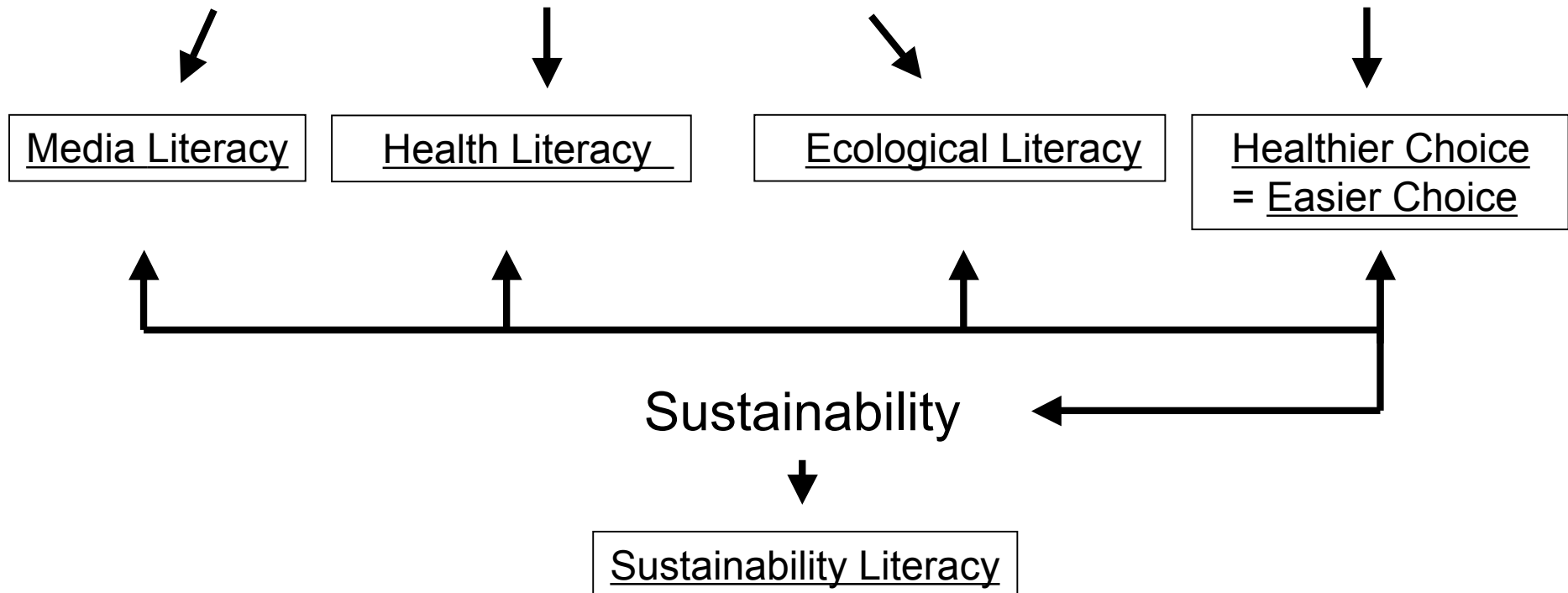
Media Literacy and Healthy Public Policy

COMMUNICATION, HEALTH & ENVIRONMENT

*Environmental and Health Studies - Multidisciplinary Department
Glendon College - York University*

Course Overview

Communication + Health + Environment = Healthy Public Policy?

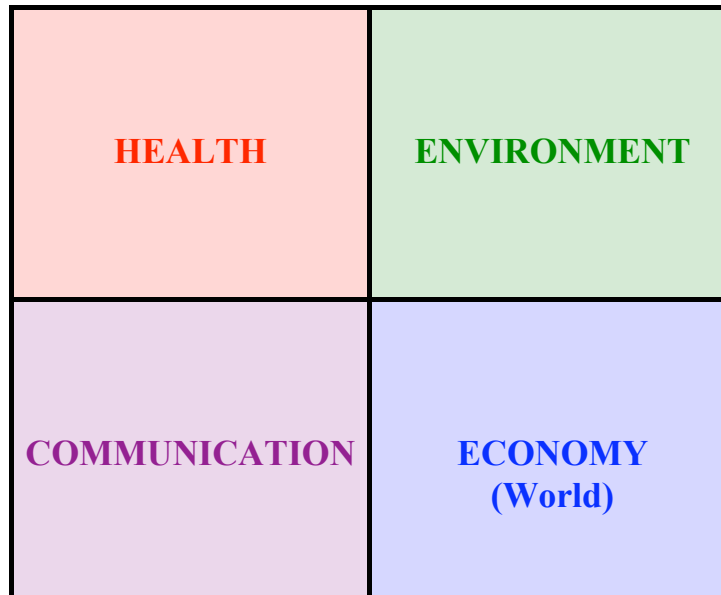


Media Literacy and Healthy Public Policy

COMMUNICATION, HEALTH & ENVIRONMENT

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Course Quadrants





Communication, Health and Environment

Media Literacy and Healthy Public Policy

Are the news media contributing (or not) to the process?

CONTENT

1. What makes people healthy?

Health Promotion & Healthy Public Policy

2. Healthy Public Policy Process Model

Communication, Health and Environment

3. Healthier Food for Thoughts?

Media Literacy, Media Advocacy, Public Relations

4. Questions & Answers

Media Literacy and Healthy Public Policy

QUOTES

Jane Jacobs

*“I live on Albany St., in the Annex, in Toronto, in Ontario
In Canada, in North America, on Earth, in the Milky Way.”*

Amory Lovins

(Natural Capitalism)

“... rearranging our mental furniture.”

(Change)

[Can't teach new tricks to an old dog?]

Media Literacy and Healthy Public Policy

Biases

(Disclosure / Premises)

- . **Journalists: Doctors of Democracy**

Public Square / Agora-Ancient Greece /

Info for public debate

- . **Information: Food for Thoughts**

Public Policy / Democracy / Elections-Voting

- . **Health: Physical, Mental, Social Well-being** (WHO, 1948)

Health-Care vs. Sick-Care

Health Promotion, Health Determinants

Upstream from Disease,

⇒ ***Quality of life***

*What
makes
people
healthy?*



What is health?

Personal Health *(Individual)*

**“ Health is a state of complete
physical, mental and social well-being. ”**

World Health Organization, 1948

What is health?

Societal Health *(Collective)*



Trevor Hancock, 1993, Health Promotion International, Vol. 8, No. 1

Healthy Cities - Healthy Communities Model

The Determinants of Health

Story:

“Why is Jason in the hospital?”

Source: <http://www.phac-aspc.gc.ca/ph-sp/phdd/determinants/index.html#determinants>



Public Health
Agency of Canada

Agence de santé
publique du Canada

Canada



The Determinants of Health

“To a large extent, factors such as:

- where we live,
- the state of our environment,
- genetics,
- our income and education level,
- our relationships with friends & family

all have considerable impacts on health .../...”



World Health Organization



Organisation mondiale de la Santé

The Determinants of Health

.../... whereas the more commonly considered factors such as access and use of health care services often have less of an impact.”



World Health Organization



Organisation mondiale de la Santé

The Determinants of Health

The determinants of health include:

- the **social** and **economic** environment,
- the **physical** environment,
- the person's individual characteristics and behaviours.



World Health Organization



Organisation mondiale de la Santé

What makes people healthy?

Health Determinants

LAYERS

- . Genes (Biology)
- . Physical Environment
- . Social Environment
- . Behaviour (Lifestyle)
- . Health Care (Sick care) system

DYNAMIC
BALANCE

The Determinants of Health

Key Health Determinants



- Income and Social Status
- Social Support Networks
- Education and Literacy
- Employment/Working Conditions
- Social Environments
- Physical Environments
- Personal Health Practices and Coping Skills
- Healthy Child Development
- Biology and Genetic Endowment
- Health Services
- Gender
- Culture



Source: http://www.phac-aspc.gc.ca/ph-sp/phdd/determinants/index.html#key_determinants



Public Health
Agency of Canada

Agence de santé
publique du Canada

Canada

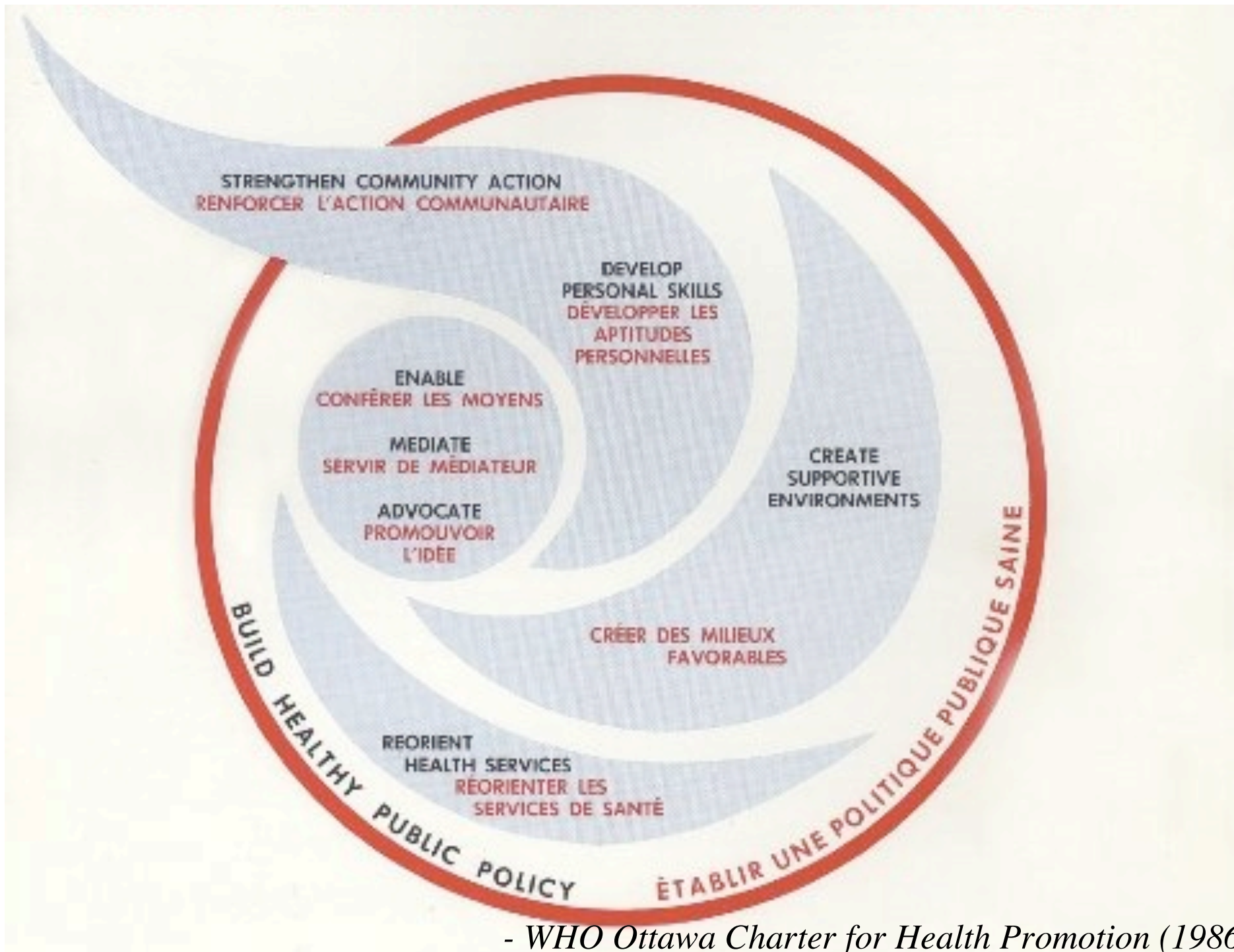
The Determinants of Health

PREREQUISITES FOR HEALTH

The fundamental conditions and resources for health

- **Peace**
- **Shelter**
- **Education**
- **Food**
- **Income**
- **A stable eco-system**
- **Sustainable resources**
- **Social justice**
- **Equity**

Improvement in health requires a secure foundation in these basic prerequisites.



- WHO Ottawa Charter for Health Promotion (1986)

The Determinants of Health

Health Promotion

“ *Health promotion* is [...] concerned with not only those [determinants] which are related to the actions of individuals, such as ***health behaviours*** and ***lifestyles*** .../...



World Health Organization



Organisation mondiale de la Santé

The Determinants of Health

Health Promotion

.../... but also factors such as income and social status, education, employment and working conditions, access to appropriate health services, and the physical environments.”



World Health Organization
Organisation mondiale de la Santé



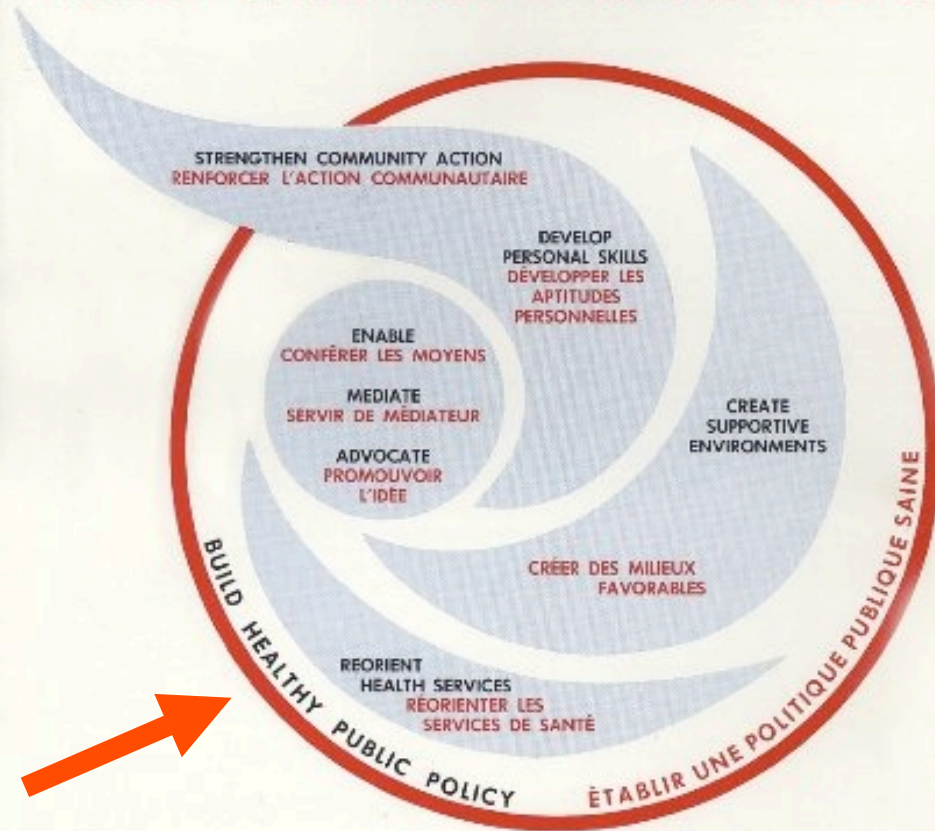
Health and Welfare
Canada
Santé et Bien-être social
Canada



Canadian Public
Health Association
Association canadienne
de santé publique

OTTAWA CHARTER FOR HEALTH PROMOTION

CHARTRE D'OTTAWA POUR LA PROMOTION DE LA SANTÉ



AN INTERNATIONAL CONFERENCE
ON HEALTH PROMOTION
The move towards a new public health

November 17-21, 1986 Ottawa, Ontario, Canada

UNE CONFÉRENCE INTERNATIONALE
POUR LA PROMOTION DE LA SANTÉ
Vers une nouvelle santé publique

17-21 novembre 1986 Ottawa (Ontario) Canada

1986

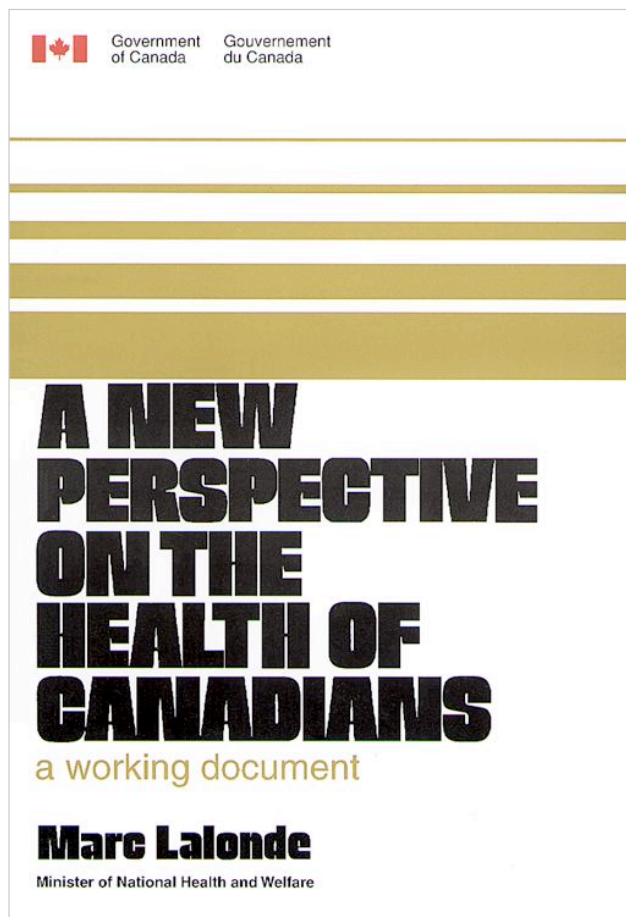
- . World Health Organization
- . Health and Welfare Canada
- . Canadian Public Health Association

➤ **Socio-Ecological Health Promotion**
(Sustainable Health-Care vs. Sickness Care)

- WHO Ottawa Charter for Health Promotion (1986)

The Determinants of Health

What makes people healthy?



1974: The Lalonde Report on the Health of Canadians

“Set the stage by establishing a framework for the key factors that seemed to determine health status.”

<http://www.phac-aspc.gc.ca/ph-sp/phdd/determinants/index.html#determinants>

Public Health Agency of Canada / Agence de santé publique du Canada

Canada

The Determinants of Health

Health Fields Concepts

- . Lifestyle
- . Environment
- . Human biology
- . Health services (H-C Organizations)

- *A New Perspective on the Health of Canadians*
(Lalonde Report)

<http://www.phac-aspc.gc.ca/ph-sp/phdd/pube/perintrod.htm>

Healthy Public Policy

Making the healthier choice, the easier choice

“Such a policy makes health choices possible or easier for citizens. It makes social and physical environments health-enhancing.”

- *Second International Conference on Health Promotion,
Adelaide, South Australia, 1988
Adelaide Recommendations on Healthy Public Policy
(WHO/HPR/HEP/95.2)*

Healthy Public Policy

***Making the easier choice...
....the healthier choice***

Tobacco

Price of Cigarettes
At Work - In Bars

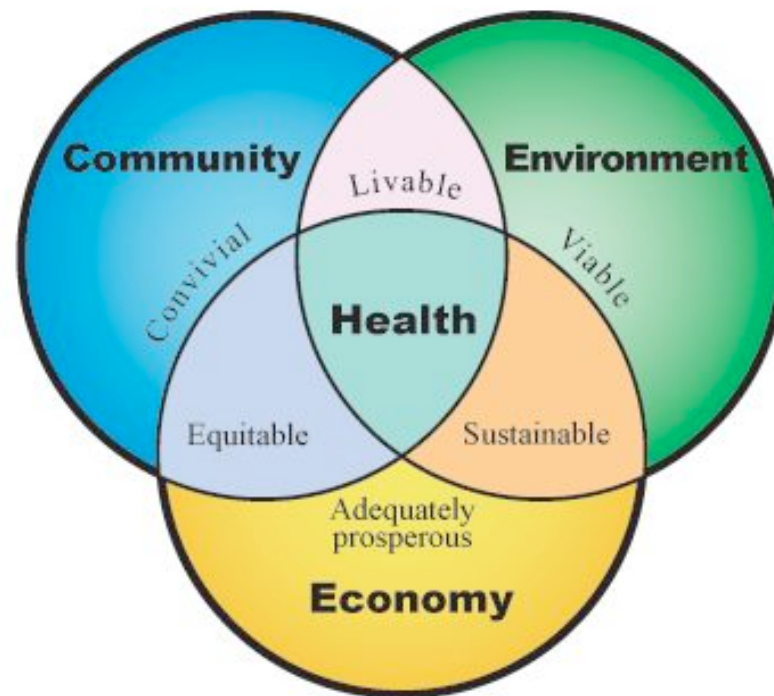
Food

Fast Food
Healthy Food
Cost / Availability

Tuition Fees

Car Licensing Fees
Highway Toll

Big Picture *(Systems)*



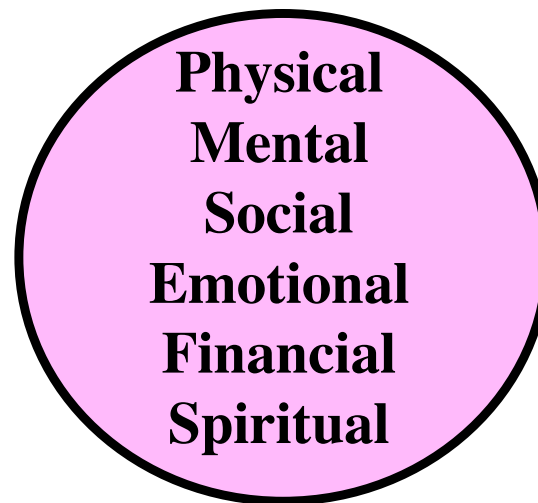
Trevor Hancock, 1993, Health Promotion International, Vol. 8, No. 1

Healthy Public Policy Process?



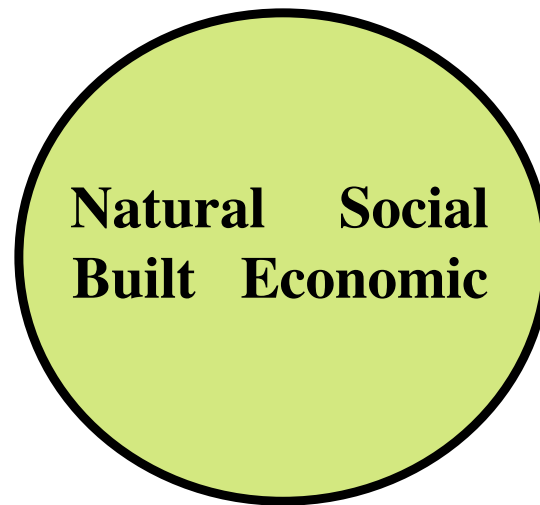
Healthy Public Policy

HEALTH



Healthy Public Policy

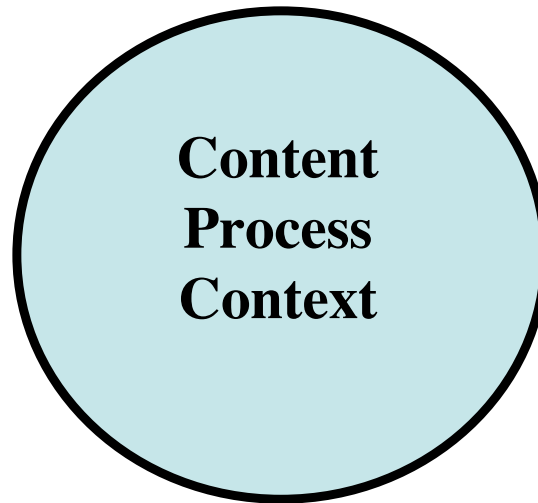
ENVIRONMENT



Healthy Public Policy and Technology at the Local Level

Healthy Public Policy

COMMUNICATION



Healthy Public Policy

GOVERNANCE



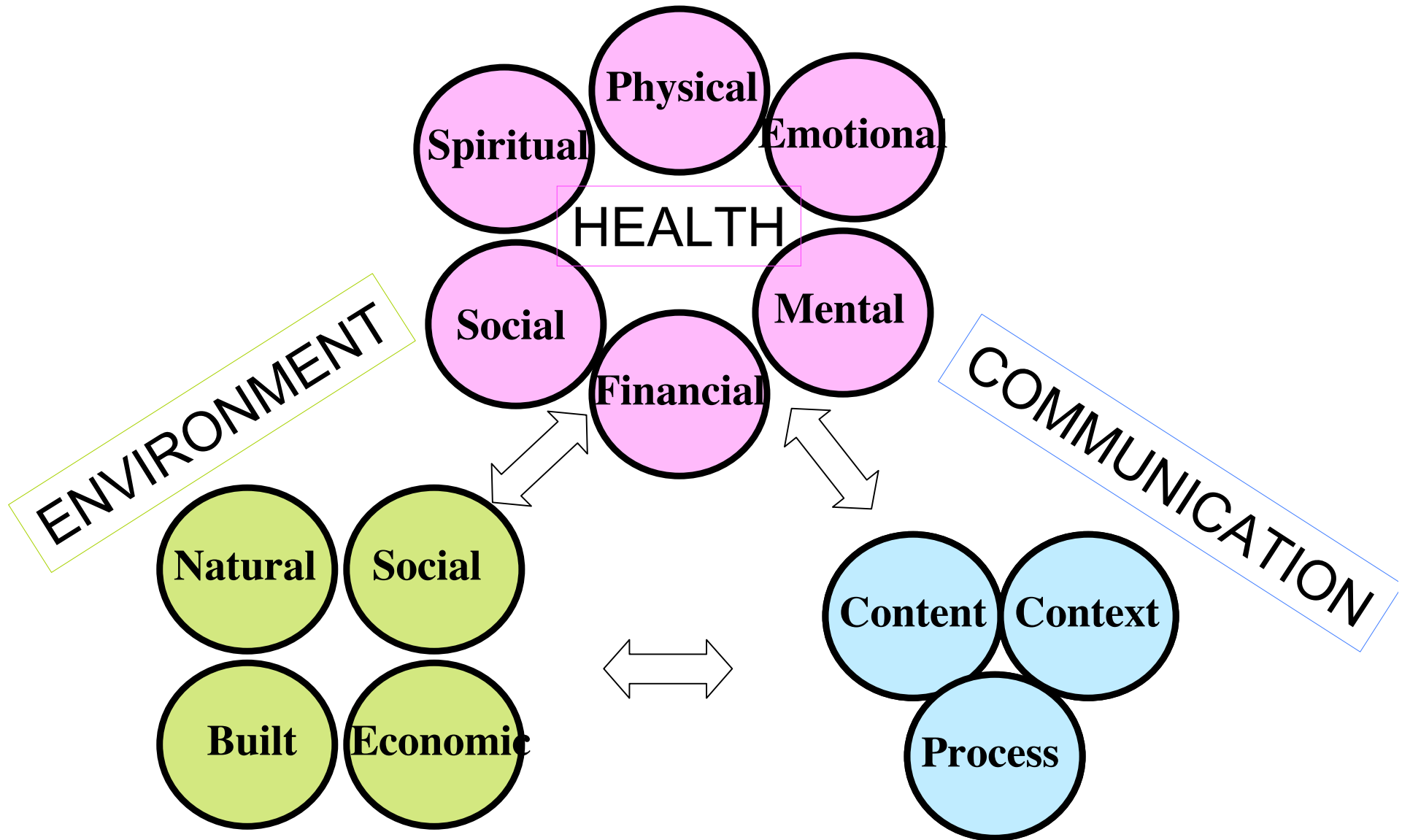
Healthy Public Policy

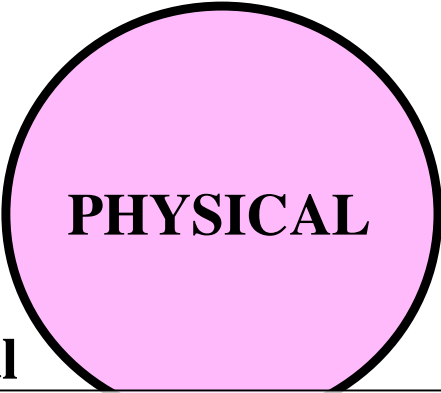
SCALE

- Local
- Regional
- Provincial/State
- National
- International

GOVERNANCE



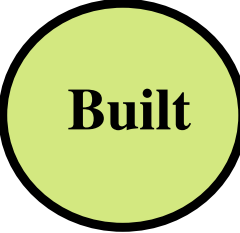




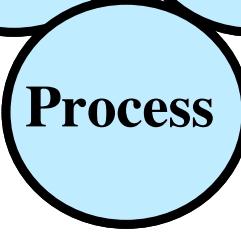
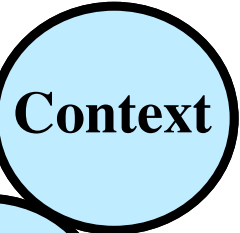
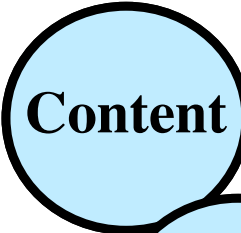
HEALTH-CARE RADAR SCREEN ?

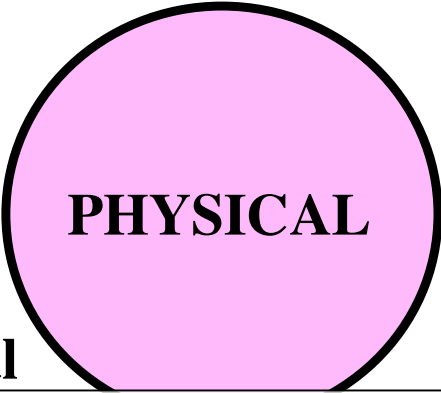


ENVIRONMENT



COMMUNICATION





Spiritual

Emotional

SICK-CARE RADAR SCREEN ?

Social

Mental

Financial

ENVIRONMENT

COMMUNICATION

Natural

Social

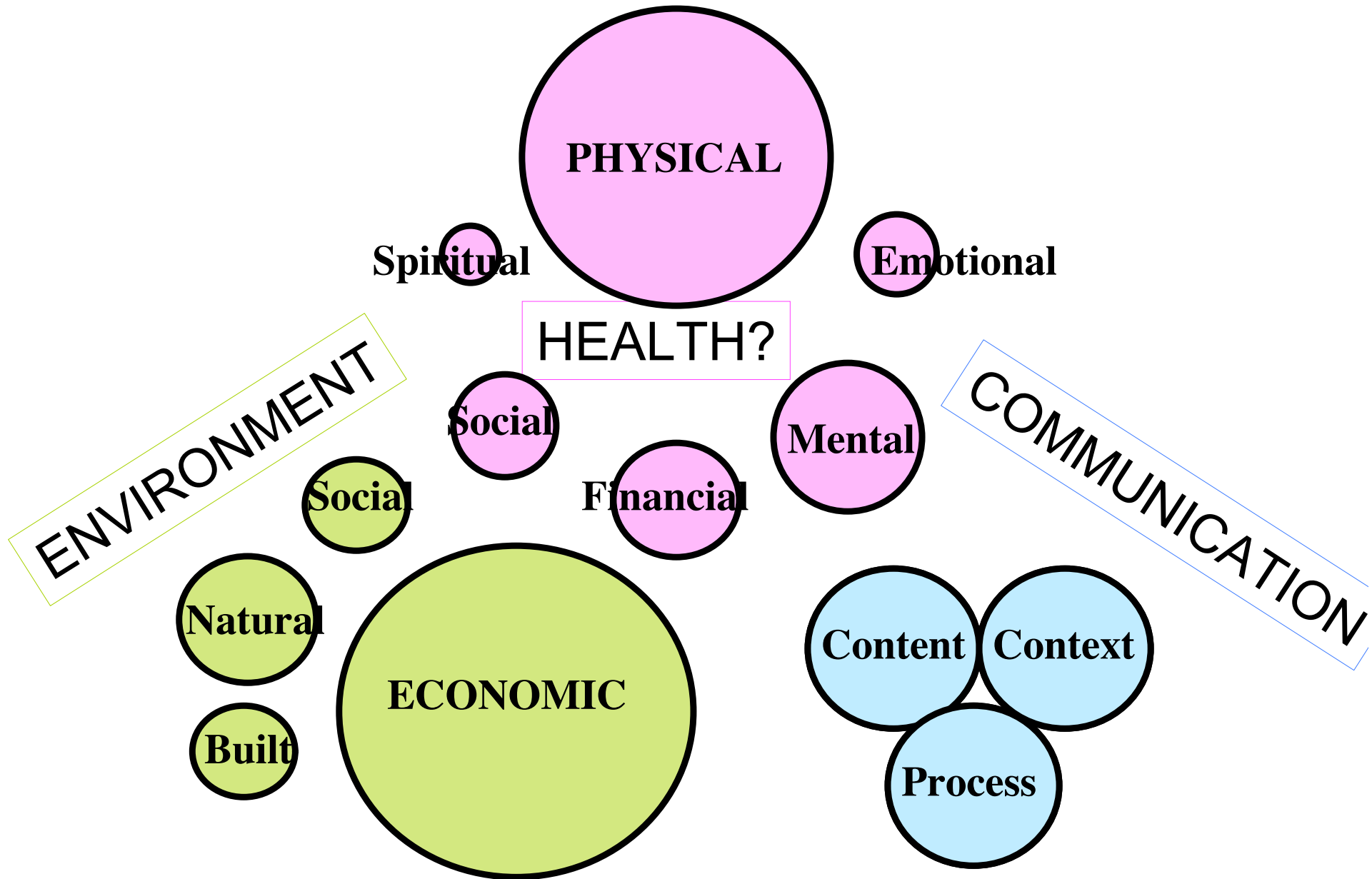
Built

Economic

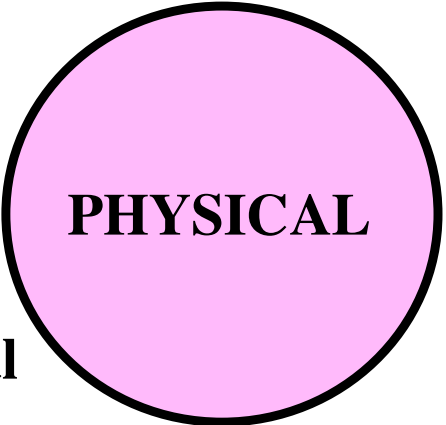
Content

Context

Process



HEALTH?



Spiritual

Emotional

Social

Mental

Social

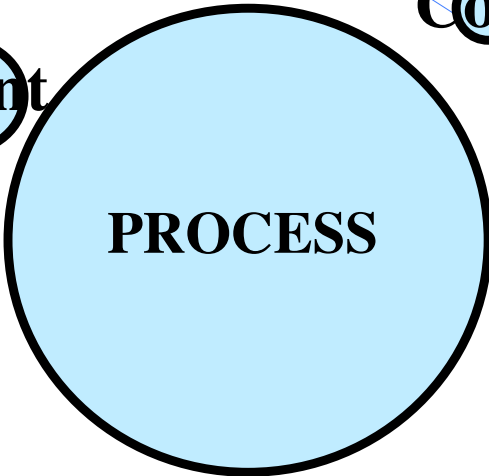
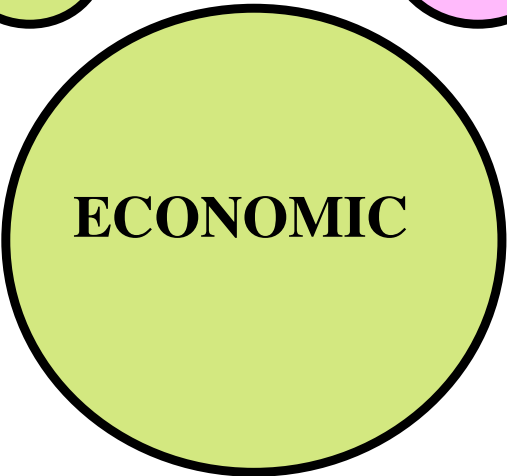
Financial

Context

Natural

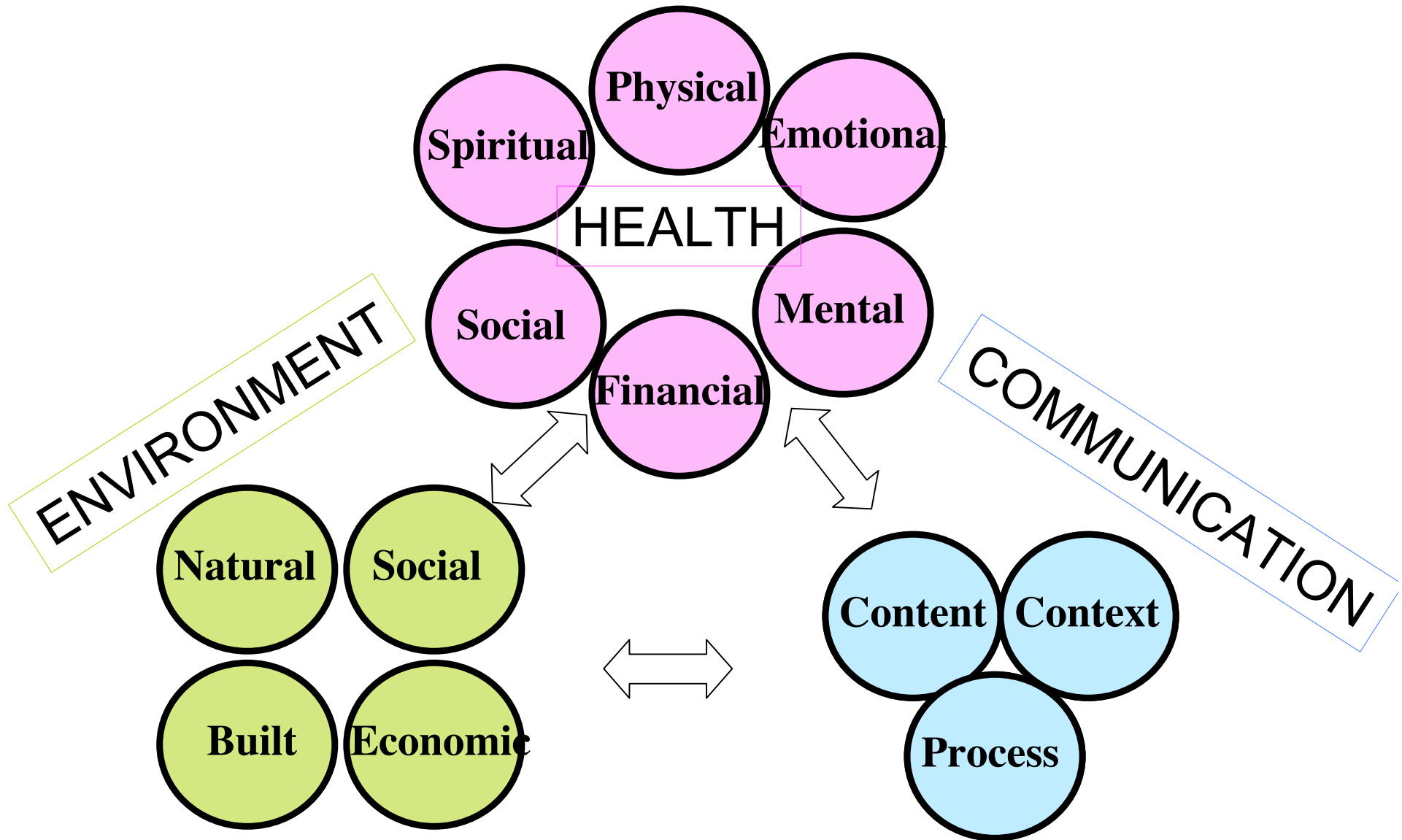
Content

Built



ENVIRONMENT

COMMUNICATION



Healthy Public Policy Process?

SCALE

- Local
- Regional
- Provincial/State
- National
- International

GOVERNANCE?

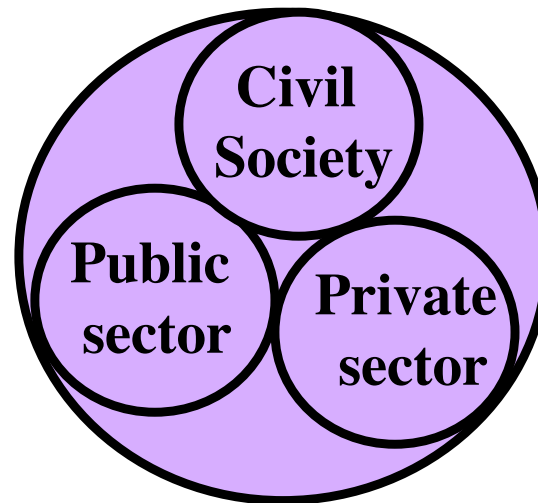


Healthy Public Policy Process?

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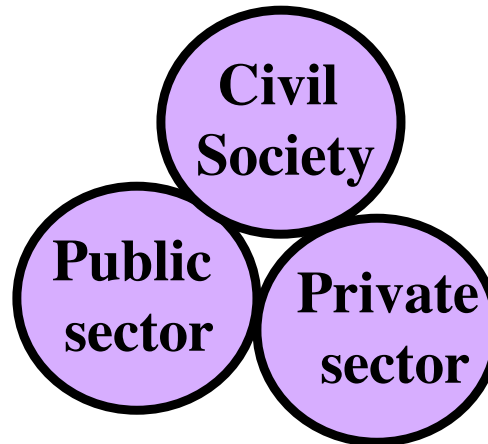


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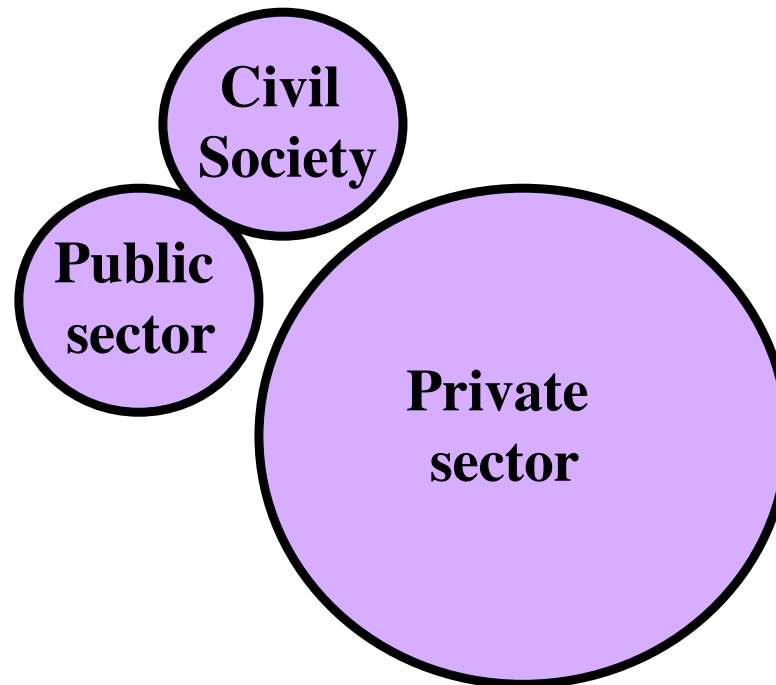


Healthy Public Policy Process?

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GOVERNANCE?

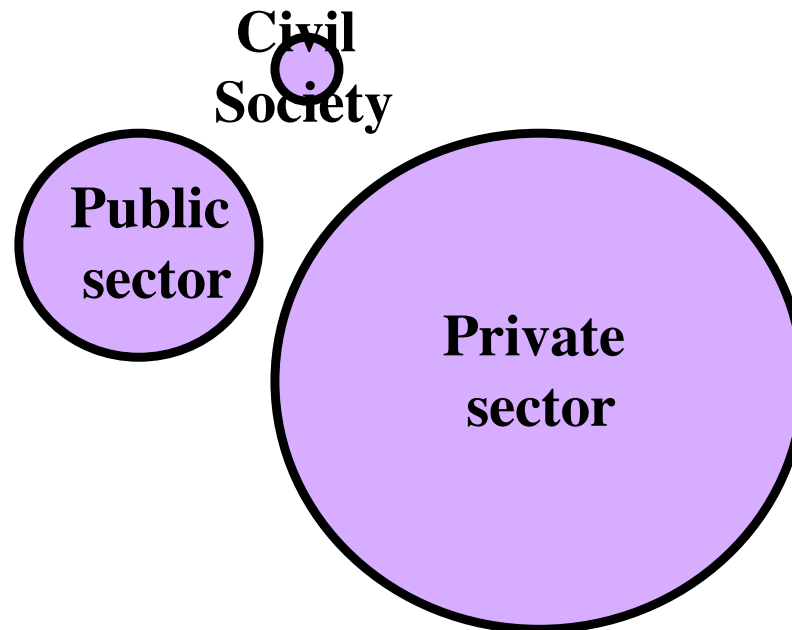


Healthy Public Policy Process?

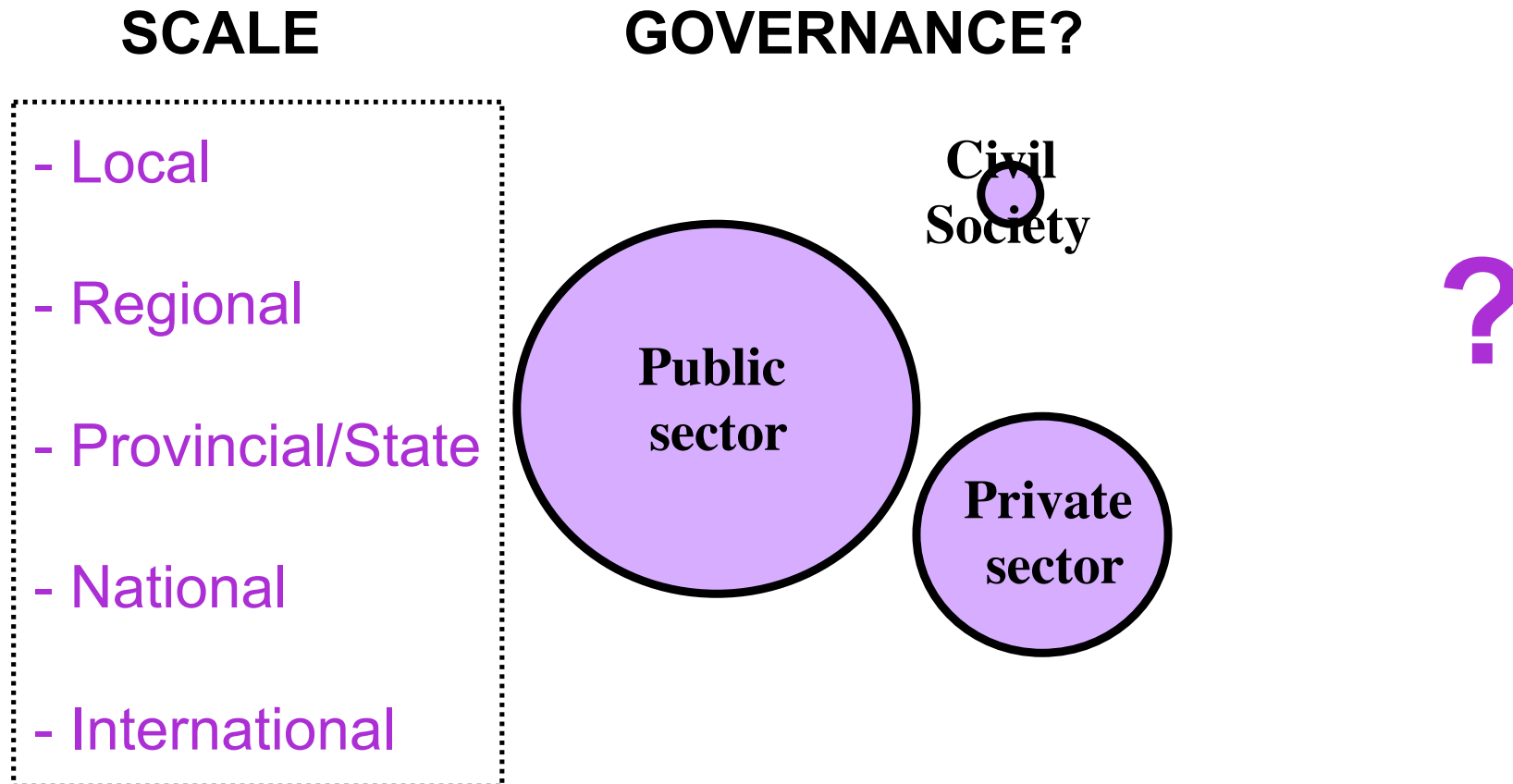
SCALE

- Local
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- International

GOVERNANCE?



Healthy Public Policy Process?



Healthy Public Policy?

***Making the healthier choice, the easier choice...
...and the most cost-effective.***

An ounce of prevention is worth pound of cure?

Healthier Food for Thoughts?



Photo: Lush.i.ous, Flickr (Hotdog on Solar Satellite Dish Barbecue, Burning Man)

Healthier Food for Thoughts?

Some recent research...

- . **Content Analysis of Canadian Dailies:**
“What’s on the Menu” (1993-2001)
- Published May 2007

- . **Follow-up: Interviews with 12 Health Reporters**
Process: Today’s News - “The Chefs’ Decision”?
- Published in November 2007
Note: no Environment Reporter
i.e. Nov. 21, Bisphenol A
Martin Mittelstaedt, G&M

Healthier Food for Thoughts?



Telling stories: News media, health literacy and public policy in Canada

Hayes et al., *Social Science & Medicine*. Vol 64 (2007) 1842–1852

Content Analysis: 4,732 stories from 13 Can. dailies (10 Eng, 3 Fre) betw. 1993 and 2001

“... there seems to be an inverted relationship between the relative impact of ***identified health influences*** from policy documents and the ***coverage afforded to them*** in newspaper stories.”

Healthier Food for Thoughts?

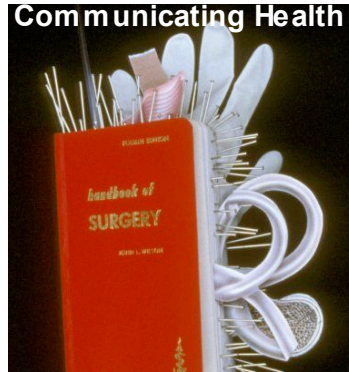


Telling stories: News media, health literacy and public policy in Canada

Hayes et al., *Social Science & Medicine*. Vol 64 (2007) 1842–1852

“ Canadian newspapers ***rarely report*** on socio-economic influences frequently cited in the research literature [...] as being ***most influential*** in shaping ***population health outcomes***. ”

Healthier Food for Thoughts?



Spreading the News:

Social Determinants of Health Reportage
in Canadian Daily Newspapers

Gasher et al., *Canadian Journal of Communication*,
Vol 32 (2007) 557-574

***Formal interviews with 12 health reporters in Canadian
Dailies (En & Fr) between Jan. 2002 and Jan. 2003***

“... Canadian health reporters ***overemphasize***
the roles of the ***health care system*** and ***personal
health habits*** in the production of Canadians’ health,
and they ***underemphasize*** the role of ***social
determinants.***”

Media Literacy

Media Literacy

“Media Literacy is the **set of perspectives** from which:

- we **expose** ourselves to the media and
- **interpret** the meaning of the messages we encounter.”

- James Potter *Theory of Media Literacy*, 2004 p. 58-59

Media Advocacy

Media Advocacy

***“... the goal of advocacy is not media coverage,
but policy change.”***

Wallack et al. *Media Advocacy and Public Health*, 1993 p. 51

Media Advocacy

Media Advocacy

Media advocacy involves the strategic use of media (usually the news media) to:

- shape public opinion
- mobilize community activists
- influence decision-makers

in order to create and/or maintain a change in policy.

*The Health Communication Unit,
at the Centre for Health Promotion,
University of Toronto*

Media Advocacy

Some Rules

Agenda-setting / Framing

“By presenting a problem in a specific way, the media may indeed tell people not only what issue to think about but how to think about that issue.”

Wallack et al. *Media Advocacy and Public Health*, 1993 p.67

Media

Advocacy

Some Rules

Media Mean Business:

Mass media's primary customers are the advertisers
“whose business is to rent the eyeballs of the audience”

(Gitlin, 1983, p.3, in *Media Advocacy and Public Health*, p.54)

Media Relations

Media Relations

Getting Coverage

Media

Relations

Media Relations *Getting Coverage*

⇒ **Getting through to the “Gatekeepers”**

- Getting attention + noticed,
i.e. a résumé for a job
- Follow-through / Deliver
phone call, email, interview
- Right fit...!?

Public

Journalism?

Public Journalism and Public Life*

“Why telling the news is not enough”

Change from within?

vs.

Upstream (Media Advocacy/Relations)

Downstream (Media Literacy)

* *Public Journalism and Public Life*
Why telling the news is not enough
Davis « Buzz » Merritt, LEA Publishers, 1995
(The *Wichita Eagle Editor*, Kansas, USA)



Communication, Health and Environment

Media Literacy and Healthy Public Policy

Are the news media contributing (or not) to the process?

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***“ If you come to a fork in the road,
take it. ”***

- Yogi Bera

<http://carouyer.net>