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More Than a Message: Framing Public Health Advocacy to Change Corporate Practices

Dorfman, Lori, Wallack, Lawrence, Woodruff, Katie

Health Educ Behav, Jun 2005; vol. 32: pp. 320-336

Framing battles in public health illustrate the tension in our society between individual freedom and collective responsibility. This article describes how two frames, market justice and social justice, first articulated in a public health context by Dan Beauchamp, influence public dialogue on the health consequences of corporate practices. The authors argue that public health advocates must articulate the social justice values motivating the changes they seek in specific policy battles that will be debated in the context of news coverage. The authors conclude with lessons for health education practitioners who need to frame public health issues in contentious and controversial policy contexts. Specific lessons include the importance of understanding the existing values and beliefs motivating the public health change being sought, the benefits of articulating core messages that correspond to shared values, and the necessity of developing media skills to compete effectively with adversaries in public debate.

<http://heb.sagepub.com.myaccess.library.utoronto.ca/cgi/content/short/32/3/320>

Alcohol, Tobacco and Marijuana Use among Youth: An Overview of Epidemiological, Program and Policy Trends

Wallack, Lawrence, Corbett, Kitty

Health Educ Behav, Jan 1987; vol. 14: pp. 223-249

<http://heb.sagepub.com.myaccess.library.utoronto.ca/cgi/content/short/14/2/223>

Media Advocacy: A Strategy for Advancing Policy and Promoting Health

Wallack, Lawrence, Dorfman, Lori

Health Educ Behav, Aug 1996; vol. 23: pp. 293-317

The purpose of media advocacy is to promote public health goals by using the media to strategically apply pressure for policy change. It provides a framework for moving the public health discussion from a primary focus on the health behavior of individuals to the behavior of the policymakers whose decisions structure the environment in which people act. It addresses the power gap rather than just the information gap. Media advocacy focuses on public policy rather than personal behavior. This article uses two case studies to illustrate key aspects of media advocacy. The first is a 5-year statewide violence prevention initiative for young people in California. The second focuses on the activities of a mothers' group working to improve public housing. The "new public health," with its focus on participation, policy development, and political processes, could benefit from incorporating media advocacy.

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Perspective: The Role of Designated Driver Programs in the Prevention of Alcohol-Impaired Driving: A Critical Reassessment

DeJong, William, Wallack, Lawrence

Health Educ Behav, Dec 1992; vol. 19: pp. 429-442

We review the "designated driver" concept and the current debate over its role in preventing alcohol-impaired driving. In our view, the focus on this strategy by broadcasters, the alcohol industry, and various public service groups has deflected attention from other alcohol-related problems that account for the vast majority of deaths and injuries associated with alcohol use. This focus has also distracted many public health advocates and policymakers from the bigger and more important jobs of increasing public awareness of the social, environmental, and economic factors that influence alcohol consumption and promoting debate on legislation and other public policy solutions to alcohol-impaired driving. As part of a comprehensive strategy, we strongly encourage a renewed focus on "sobriety checkpoints," strict enforcement of laws against alcohol sales to minors, alcohol advertising reform, increased excise taxes, and other public policy initiatives supported by the Surgeon General. These measures will curb underage and heavy alcohol consumption and will create a legal and social environment in which individuals are motivated to avoid impaired driving through several alternative strategies, including but not limited to the use of designated drivers.

<http://heb.sagepub.com.myaccess.library.utoronto.ca/cgi/content/short/19/4/429>

The California Violence Prevention Initiative: Advancing Policy to Ban Saturday Night Specials

Wallack, Lawrence

Health Educ Behav, Dec 1999; vol. 26: pp. 841-857

The California Violence Prevention Initiative (VPI) was conceived in 1993 as a 5-year, \$35 million comprehensive community, media, research, and policy advocacy effort to reduce violence among youth. The VPI included an emphasis on three broad policy areas: shifting society's definition of violence to include a public health perspective, reducing access to alcohol and other drugs, and limiting availability of handguns. For the first 3 years of the VPI, the policy focus was on reducing the availability of handguns to youth through efforts to ban the manufacture and sale of Saturday night specials (SNSs). Prior to the VPI, there were no local SNS bans. Now, there are bans in 41 California jurisdictions, including major population centers. After two vetoes of a statewide legislative ban by the former governor, an SNS ban was signed by a newly elected governor.

<http://heb.sagepub.com.myaccess.library.utoronto.ca/cgi/content/short/26/6/841>

Government regulation of alcohol advertising: protecting industry profits versus promoting the public health.

Mosher JF. Wallack LM.

Journal of Public Health Policy. 2(4):333-53, 1981 Dec.

Mass media campaigns: the odds against finding behavior change.

Wallack LM. [Review] [129 refs]

Health Education Quarterly. 8(3):209-60, 1981.

The use of mass media has long been an attractive method for implementing and discharging institutional responsibility for the promotion of good health practices and the prevention of various social and health problems. Although there is a long history of such efforts, relatively little is known about the effects such campaigns might have. The large number of programs currently being conceived and implemented on local, state, and federal levels have not benefited as much as they might have from the experience of past mass media efforts. This paper reviews the history, commonalities, assumptions, and effects of planned largescale campaigns to communicate information to the general population to encourage moderation or abstinence in the use of alcohol, drugs, or tobacco. The concept of experimental design is critiqued regarding the appropriateness of such a model for evaluation of mass media campaigns. Suggestions are offered for making evaluations of such campaigns more able to generate useful information for program and planning purposes. This includes expanding evaluation questions through additional forms of inquiry rather than constricting the information obtained through methods based on assumptions of experimental design.

Assessing effects of mass media campaigns: an alternative perspective. [Review] [55 refs]

Wallack LM.

Alcohol Health & Research World. 5(1):17-29, 1980.

Mass media and drinking, smoking, and drug taking.

Wallack L.M

Contemporary Drug Problems. 9(1)(pp 49-83), 1980.

The use of mass media to affect drinking, smoking, and drug-taking problems in the face of strong vested interests that support and benefit from the status quo may not be as promising as generally believed. Those planning mass media campaigns should develop realistic goals concerning what can be accomplished by this technique, and such campaigns should not be used to preempt alternative strategies, perhaps politically more risky, by being seen as sufficient prevention programs in themselves. To expect a mass media campaign alone - which itself cannot compete in terms of time, effort, expenditure with the media/advertising campaigns of the drug/tobacco/alcohol industries - to affect behavior in the absence of concomitant structural change is simplistic. Thus campaigns as they are now structured pose the danger of serving to strengthen the status quo by deflecting interest from and action upon structural issues.

Proposed reforms in the regulation of alcoholic beverage advertising.

Mosher J.F., Wallack L.M.

Contemporary Drug Problems. 8(1)(pp 87-106), 1979.

The authors feel that alcoholic beverage advertising is misleading in two ways: alcoholic beverages are promoted by appeals to desires and needs that are irrelevant to the product; the absence of accurate health information in the marketing of a product with serious public health consequences hampers the consumer in making an informed choice. The Bureau for Alcohol, Tobacco and Fire arms (ATF) has broad authority to regulate alcoholic beverage advertising and should use this authority to insure that 'irrelevant' matters likely to mislead the consumer by conveying an overall inaccurate impression are not used. Accurate information related to social and health problems associated with the use of alcoholic beverages should be transmitted as frequently and with the same intensity as appeals to consumers to purchase these products. Ideally health information should be provided in all alcoholic beverage advertisements.

The DUI project.

Mosher J.F., Wallack L.M.

Contemporary Drug Problems. 8(2)(pp 193-206), 1979.

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