



# “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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