

00:35:38 Kasey Deems (she/her): Today's webinar is being recorded. The recording and related materials will be available soon via the event web forum page on the Dialogue4Health website: <https://dialogue4health.org/web-forums/detail/media-advocacy-as-a-tool-for-narrative-change>

00:38:02 Jamie Martinez: Jamie Martinez, She, Her

00:38:06 Imani Evans: Ike Evans - he/him

00:38:08 Erika Kuempel: Erika Kuempel, she/her.

00:38:12 Dawn Hunter: Dawn Hunter, she/her

00:38:13 Jaime Jenett: Jaime Jenett (she/her), finding the motivator for change

00:38:13 Rafael Gonzalez-Amezcuca: Rafael Amezcua MD He

00:38:13 Sofia Cruz: Sofia Cruz, She/her

00:38:14 Nabiha Kamran: Nabiha Kamran, she/her

00:38:14 Brittany Fowler: Brittany Fowler, she/her

00:38:15 Patrick Rich: Patrick Rich (he, him)

00:38:16 Cassie Cortes: Cassie Cortes, she/her

00:38:18 Gaye Martin: Hi, my name is Gaye Martin (she/her) - the story of change

00:38:18 Margaret Davies: Margaret Davies, she/her

00:38:19 Lilia Onate: Lilia Onate, she/her/ella

00:38:22 Patricia Valmyr: Patricia Valmyr She, Her

00:38:22 Sarah Zucker: Sarah Zucker, she/her

00:38:23 Dawn Hunter: Dawn Hunter, she/her

00:38:24 Yiselly Vazquez-Guzman: Yiselly Vázquez She/her

00:38:25 Kelsey Fortin: Kelsey Gardiner, She, Hers,

00:38:26 Alma Ochoa-Del Toro: Alma Ochoa-Del Toro (she/her) changing perspectives and priorities

00:38:26 Kelie Kahler: Kelie Kahler, she/her

00:38:27 Daniel Johnson: Daniel Johnson

00:38:27 Marcia McCullough: Marcia McCullough, she/her

00:38:28 Mara Sargent: Mara Sargent, she/her

00:38:28 Rochelle Roberts: Rochelle (she/her). Shifting the way the story is told. Addressing bias.

00:38:28 Deanna Stark: Deanna Stark, She/her

00:38:30 Marcela Nava: Georgie Goff, she/hers

00:38:30 Haley Campbell Garcia: Haley Campbell Garcia, she/her

00:38:31 Paula Silha: Paula Silha, she/her

00:38:32 Andrea Portenier: Andrea Portenier. She her

00:38:33 Debbie Vang: Debbie Vang: she/her

00:38:33 Lynne Valentine: Lynne Valentine, she/her

00:38:33 Marc Katz: Hi, Marc Katz (he,him)

00:38:33 Brandi Hamilton: Brandi Hamilton (she/her)

00:38:35 Erin Vallely: Erin (she/her). Narrative change = changing attitudes.

00:38:37 Karen Schmeits: Karen Schmeits, she/her. Better telling the story

00:38:37 Cindy Ferrari: Cindy Ferrari (she/her/hers)

00:38:38 Linda Nordeen: Linda she/her

00:38:41 Vanessa Terán: Vanessa Teran, they/them. Narrative change means storytelling that is impactful, truthful and heart based.

00:38:42 Angela Ramirez: Angela Ramirez, (she/her)

00:38:44 Elizabeth Anderson-Hoagland: Elizabeth Anderson-Hoagland, she/her - I would like to change the narrative to put the emphasis on community and policy change and not putting the burden on individuals

00:38:48 Yiselly Vazquez-Guzman: Narrative change= new

perspective

00:38:51 diana lady: Diana Lady She, her,hers means opening a channel for communication.

00:38:51 Denise Holman: Denise Holman, she/her

00:38:53 Wanda Montalvo: Wanda Montalvo (She/Her) - Twitter @Montalvo501

00:38:53 Mollie Lund: Mollie: she/her - shifting policy to transform systems.

00:38:55 Wendy Enrriquez-Villalva: Wendy, she/her/hers, changing the perspective a story is told

00:39:11 Imani Evans: Narrative change is connected to making the system the main "character" rather than the individual.

00:39:12 Nancy Bale: Nancy Bale, School Nurse in Anchorage Alaska. Narrative change, for me, means how folks think and talk about social and political issues, whether they are stuck within polarized opinions or are able to have a fearless dialogue outside those polarized opinions.

00:39:14 Amy Castro: Amy Castro (she/her) promoting accurate communications across audiences

00:39:15 Meg Stanley: Meg Stanley, she/her - focusing on outcomes

00:39:15 Erika Kuempel: narrative change = moving communications in a more positive productive direction

00:39:16 meg stephenson: meg stephenson (she/her). narrative is power, beyond facts but meaning

00:39:17 Madeleine Hiraga-Nuccio: Madeleine Hiraga-Nuccio, she/her. Use of self and personal story to activate understanding and action in others.

00:39:21 AMY GAIER: Amy - she/her/hers; media advocacy means we frame our messages in a way that resonates with and encourages positive public health behaviors

00:39:27 Lilia Onate: Counter marketing strategies

00:39:32 Charmaine Kinney: Charmaine Kinney, she her hers, Multnomah County. It means a way to provide accurate information that cannot be used for disinformation

00:39:35 Erika Gonzalez: Erika Gonzalez, she/her

00:39:44 Angela Gallegos-Castillo, PhD: Angela - Berkeley - here to learn the newest on changing narratives

00:40:04 Angela Gallegos-Castillo, PhD: Angela - she/her/hers

00:40:33 Shane Gausepohl: Shane, He/Him. Narrative change is a way to make sure the information is accurate.

00:40:35 Mildred Thompson: Mildred; she/ her; increasing awareness on the broader systemic context beyond individual factors

00:40:42 Shaddai (She/Her/Hers), Berkeley Media Studies Group: Thank you for these answers! we'll touch on many of the things you are mentioning here.

00:40:59 Deanna Stark: Opening up the conversation to more than one perspective

00:41:20 Ryan Terry: Ryan L. Terry. Narratives in media messaging should (1) reflect applied logic and (2) strive to make an emotional connection with the target audience.

00:41:26 Jamie Martinez: Narrative Change is change brought about by the qualitative methods of people sharing their first hand experiences. For issues related to public health and the social determinants of health; narrative from the populations effected should be included in the conversation and solution.

00:41:59 Mary Maddux-Gonzalez: Mary Maddux-Gonzalez (she/her) LAPH Impact Coach - Unfreezing the existing way individuals and society understand an issue and shifting to a narrative that leads to greater health and equity.

00:45:41 Jeff Bornstein: They want chat open to everyone, so you could send to everyone unless you just want us as panelists to see it.

00:46:31 Mary Maddux-Gonzalez: Thanks, Jeff. I thought I was sending it to everyone.

00:47:55 Jeff Bornstein: Time Remaining = 45 minutes

00:48:12 Kasey Deems (she/her): Layers of strategy hand out: http://www.bmsg.org/wp-content/uploads/2007/01/bmsg_layers_of_strategy.pdf

00:48:35 Kasey Deems (she/her): Overall strategy worksheet:

<http://www.bmsg.org/resources/publications/media-advocacy-worksheet-overall-strategy/>

00:53:28	Jaime Jenett:	Prevention Works
00:53:30	Gina Osborne:	Prevention works
00:53:31	Karen Schmeits:	Prevention Works
00:53:31	Catherine Thomsen:	Prevention Works
00:53:31	Lisa Nelson:	Prevention Works
00:53:31	Imani Evans:	prevention works
00:53:32	Patricia Valmyr:	Prevention Works
00:53:32	Cassie Cortes:	Prevention works
00:53:32	Shane Gausepohl:	prevention works
00:53:32	Brittany Fowler:	Prevention works
00:53:32	Allison Riederer:	prevention works
00:53:32	Margaret Davies:	Prevention works
00:53:32	Beatrice Lomer:	prevention works
00:53:33	Patrick Rich:	prevention works
00:53:33	Angela Gallegos-Castillo, PhD:	prevention works
00:53:34	Paula Silha:	Prevention Works
00:53:34	Sofia Cruz:	Prevention Works
00:53:35	Haley Campbell Garcia:	Prevention works
00:53:35	Audrey Shoji:	Prevention works
00:53:35	Erin Vallely:	Prevention Works
00:53:35	AMY GAIER:	prevention works
00:53:35	Catie Selvaggi:	prevention works
00:53:36	Ryan Terry:	Prevention Works
00:53:37	Lynne Valentine:	Prevention Works

00:53:37 Caroline Corum: Nothing

00:53:37 Nabiha Kamran: Prevention Works

00:53:38 Gaye Martin: prevention works

00:53:48 Angela Gallegos-Castillo, PhD: LOL

00:53:50 Shane Gausepohl: 😂

00:53:50 Patricia Valmyr: wow lol

00:53:51 Areli Williams: no...lol

00:53:52 Denise Attard Sacco: oh my!

00:53:53 Wendy Enrriquez-Villalva: 😂

00:53:54 Erika Kuempel: lol

00:53:55 Allison Riederer: whoops!

00:53:55 Yiselly Vazquez-Guzman: 😂

00:53:57 Gloria Flores-Garcia: WOW

00:53:58 Cindy Ferrari: nope

00:54:00 Shaddai (She/Her/Hers), Berkeley Media Studies Group:
😂

00:54:00 Mary Ann Contreras: 😂

00:54:02 Wanda Montalvo: No very interesting

00:54:12 Jaime Jenett: I think you just called us all public health nerds :-)

00:54:22 Denise Attard Sacco: can I borrow this please :)

00:54:31 Allison Riederer: @Jamie hahahaha :)

00:54:35 diana lady: 😊

00:54:37 Lilia Onate: 😊

00:56:52 Artinice Walker: ARTINICE WALKER (SHE, HER,

HERS)

00:59:58 Lisa Nelson: The Portrait Frame feels like the American narrative... how can we change something so pervasive, and at the root of perceptions of "what has built America"

01:00:52 Catherine Thomsen: Yes, @ Lisa

01:01:51 Allison Riederer: Such a great point @Lisa

01:03:40 Beatrice Lomer: Any chances to have this recording send to us?

01:04:36 Jaime Jenett: I talk to that guy on the left ALL THE TIME

01:04:55 Chinyere Amobi (she/her) BMSG: That's an excellent point, Lisa, and one we've seen play out in how the pandemic has affected our country specifically. it's so important that we proactively talk about public health issues in a way that places the blame in the right area and emphasizes how policies and structures impact our collective health (far beyond our individual choices in many instances)

01:05:58 Kasey Deems (she/her): Message development worksheet: http://www.bmsg.org/wp-content/uploads/2020/09/bmsg_message_development_worksheet.pdf

01:07:42 Shaddai (She/Her/Hers), Berkeley Media Studies Group: @Lisa, the good news is that a lot of us hold both perspectives in our heads. Think the narratives of Barn Raising, or It Takes a Village. It is not the default, but we can cue it up with our messages.

01:08:10 Jeff Bornstein: Time Remaining = 25 minutes

01:14:25 Kasey Deems (she/her): Sign-up to receive BMSG's daily news digest, where we compile news stories relevant to public health advocates: <https://bit.ly/3Mw00rw>

01:18:03 Jeff Bornstein: Time Remaining = 15 minutes

01:18:22 Kasey Deems (she/her): Letter to the editor template: <http://www.bmsg.org/resources/publications/tips-for-writing-effective-letters-to-the-editor/>

01:18:56 Kasey Deems (she/her): Handout for writing op-eds or opinion essays: <http://www.bmsg.org/resources/publications/worksheet-crafting-effective-op-eds/>

01:19:24 Kasey Deems (she/her): Elements of newsworthiness
handout: http://www.bmsg.org/wp-content/uploads/2015/10/bmsg_newsworthy_elements.pdf

01:23:10 eliana troncale: this was so helpful thank you!

01:23:25 Denise Attard Sacco: Thank you this was very
informative!

01:23:31 Imani Evans: Great information. Thanks!

01:23:36 Erin Vallely: Will these materials be sent to us?

01:23:38 Allison Riederer: My wheels are spinning on how
to use these tactics to advocate for my hospital administrators

01:23:43 Beatrice Lomer: is his recording available?

01:23:45 Veronica Arciga: will you be sending all these
link by email?

01:23:49 diana lady: thank you !

01:23:49 Veronica Arciga: links

01:23:58 Gloria Flores-Garcia: Very timely. Great
presentations and presentors

01:24:05 Maddy Belin: Thank you!! Will the recording or
slides be available afterwards, or do you plan to hold other trainings
soon? I'd love to share this with my team!

01:24:19 Jeff Bornstein: Today's webinar is being recorded. The
recording and related materials will be available soon via the event
web forum page on the Dialogue4Health website: [https://
dialogue4health.org/web-forums/detail/media-advocacy-as-a-tool-for-
narrative-change](https://dialogue4health.org/web-forums/detail/media-advocacy-as-a-tool-for-narrative-change)

01:24:41 Maddy Belin: Thank you!

01:25:49 Gloria Flores-Garcia: Good and very true point -
spend time on about organization instead of focus on issues! Thank
you!!

01:25:57 Allison Riederer: it's like story weaving

01:27:06 Chinyere Amobi (she/her) BMSG: Exactly, Allison! How
do you weave the story of your organization into what's happening in
the outside world, with that landscape frame

01:28:01 Jeff Bornstein: Time Remaining = 5 minutes, wrap up soon.

01:28:50 Rohan Radhakrishna: Excellent training and resources, will implement them immediately in preparing for a media event later this week, thank you!

01:29:16 Mary Maddux-Gonzalez: How can we effectively emphasize the disproportionate impact of a situation on a specific group without perpetuating stereotypes?

01:29:20 Ryan Terry: Do you not find it dangerous to so heavily advocate a systemic response versus empowering an individual to make an informed decision to therein support personal responsibility as we are a group of individuals not a singular group? As a public health PIO and communications professor, empowering individuals seems to be paramount.

01:29:46 Marc Katz: Amobi, love the artwork on the wall behind you:)

01:30:18 Chinyere Amobi (she/her) BMSG: Thank you, Marc!

01:30:24 Areli Williams: Thank you, all!!👏👏 I enjoy the newsletters too! I share the articles with 'community heroes' (Coalitions)

01:30:42 Catherine Thomsen: Thank you for an excellent presentation!

01:30:51 Mollie Lund: Thanks for such a great training!

01:30:52 Patricia Valmyr: Can you please send the recording?

01:30:56 Marcela Nava: Thank you so much!!

01:31:03 Allison Riederer: Fantastic training!! Looking forward to future events!

01:31:03 Lilia Onate: Excellent information, valuable.

01:31:06 Kasey Deems (she/her): Register for the Stories from the Field: Partnerships for Achieving Health Equity web forum here: https://us06web.zoom.us/webinar/register/WN_Vd10jSzwSHWnLTMIqFCctw?mc_cid=8bde3421c2&mc_eid=8e2e0b7232
Register for the Rocky Times: Why Agile Leadership is Crucial for Impact web forum here: https://us06web.zoom.us/webinar/register/WN_ZoPYAqgGSeuaHPF_rdMjhA?mc_cid=8bde3421c2&mc_eid=8e2e0b7232
Register for the NLAPH 2023 Application Information Session webinar

here: https://us06web.zoom.us/meeting/register/tZUtcu-srzIjHtzR2gzAV_Gqq9wHTSZiwlXU

01:31:32 Kasey Deems (she/her): Learn more about NLAPH here: <https://leadershipacademy.health/programs/nlaph>

01:31:45 Kasey Deems (she/her): Please take this quick, anonymous survey to give us feedback on this event: <https://www.surveymonkey.com/r/WF-286>

01:31:49 Amor Santiago: Thank you!

01:32:01 Kasey Deems (she/her): Panelists, here's the debrief session link to join after our webinar ends -- <https://us06web.zoom.us/j/85819419973?pwd=0EtuQnJ0djE5YVgyS0NDb25Bcm42dz09>

01:32:14 Rae Huang: Thank you!

01:32:25 Daniel Turner-Lloveras: Great panel!