



Working with the Media

National, regional and local health-care media collectively, is a powerful and effective resource to communicate your key messages and those of **SAVE LIVES: Clean Your Hands** to your target audiences. You may be experienced at working with your local media and/or have access to a communication specialist. We encourage you to take full advantage of all of your experience and resources to maximize the local media potential of **SAVE LIVES: Clean Your Hands**. The following information provides some basic media advice and tactical recommendations. Please use these as a platform for discussion. You are best placed to know what will work with your local media, so please amend and expand upon these suggestions as you see fit.

Getting Started

Journalists are usually very receptive to new ideas coming from government health departments and major hospitals. However, every day they are faced with a variety of issues, crises, novel developments, world events and breaking news which compete for their attention. To ensure your story has the best chance of making into the press, we suggest you prepare the following:

- 1. Agree your key messages.** These messages should be developed with your primary target audiences in mind. Think of your story from their perspective and ask yourself, what is this and why should it be important to me? Remember to keep your messages short, succinct, and consistent. A guide of 3–5 key messages is usually the norm – further information can always be made available later.
- 2. Identify your target media.** The primary target audience for **SAVE LIVES: Clean Your Hands** are health-care workers, therefore, you will want to focus on the media which they tend to most often read or listen to.
- 3. Prepare your data.** Once a journalist has decided they are interested in your hand hygiene message, they will require additional information to shape their story. By offering them data, background information and key spokespeople to interview you not only make their lives easier, but you are also improving their understanding of your interpretation of the information being presented. In addition to the global hand hygiene data available within the **SAVE LIVES: Clean Your Hands** materials, primarily the WHO Guidelines on Hand Hygiene in Health Care (2009), it is vital that you provide them with local data so they can make their stories relevant to your local audiences.
- 4. Identify and brief local spokespeople.** Your Regional WHO office and/or other experts may be able to provide support to give journalists a view on the global and regional issues related to HAIs, the importance of hand hygiene in health care and the goals and attributes of WHO **SAVE LIVES: Clean Your Hands**. It is important to make available a local expert who can provide journalists with understanding of the local situation.



Advanced Media Liaison Suggestions

Press Conference

A press conference creates an opportunity for you to brief a large number of journalists all at the same time. It's important that you create a reason why journalists should break up their busy day to attend your event. Perhaps you can create and launch a national/local **SAVE LIVES: Clean Your Hands** initiative? Or you might invite a special guest speaker – perhaps a celebrity whose life was positively or negatively impacted by HAI. This event should include presentations outlining the scale of the HAI problem globally and in your area; the impact and value of good hand hygiene in health care; an example of the way in which you are implementing the WHO Guidelines for Hand Hygiene and the **SAVE LIVES: Clean Your Hands** materials – or your own hand hygiene campaign. You might also wish to include presentations by those health-care workers who are working to improve hand hygiene at the grassroots levels and even a politician, and a patient or patient advocacy representative who can provide the 'human angle' to the story.

Targeted One-to-One Press Briefings

These meetings would be very brief versions of the above press conference, however information would be provided to individuals or small groups of journalists during a more informal meeting. These meetings are very useful in allowing for very in-depth discussion and they can provide the journalists with the opportunity to individualise their particular story angle.

Targeted Press Materials

Journalists receive a large amount of mail every day, however, they do glance at all the press releases that pass their desk. The trick to stopping your press release from being immediately tossed into the rubbish bin, is to have a great and attention-grabbing headline and introductory paragraph. Your release should follow the same suggestions regarding message flow and length; should include local statistics; as well as quotes from your own expert spokespeople. Your spokespeople should be prepared in case journalists call requesting additional information or interviews. Once completed, these releases can be emailed or posted to your targeted media list.

News Features

In addition to news articles driven by some of the above recommendations, many publications will also print feature article. These are usually longer and more detailed pieces, which can often be tailored to a very targeted audience, such as nurses. They are less time sensitive than your more immediate news items, however they still need to be topical and relevant to the publication and its audiences. Due to the effectiveness of this resource, we have created a comprehensive guide to understanding and using feature frameworks. We've also included a template framework which you might wish to tailor for your own internal publications, as well as for the purpose of securing feature coverage in your local health-care media.

Understanding News Features

The news media market is a highly competitive and crowded with a number of different health stories all aiming to receive coverage in health care publications and establish a position of high importance in the minds of health-care workers. It is important that the **SAVE LIVES: Clean Your Hands** initiative maintain a strong media presence and a consistent voice around the core messages encouraging better hand hygiene for all health-care workers globally.

What are feature articles?

Feature articles are different from news articles in the following ways:

NEWS ARTICLES	FEATURE ARTICLES
<ul style="list-style-type: none"> ▪ Short and concise ▪ Based on new or different information ▪ Immediate and time sensitive with short lead times ▪ Located in the first few pages of newspapers or 	<ul style="list-style-type: none"> ▪ Longer and include comprehensive details and analysis of a topic/issue ▪ Not necessarily linked to breaking news and may use established information. Can continue a topic or



<ul style="list-style-type: none"> ▪ specified 'news' sections of other publications ▪ Rarely use the human angle but may include a quote from a relevant spokesperson (e.g. a key opinion leader) ▪ Less control of key messages as editorial direction managed by individual journalist/publication 	<p>theme developed from news articles, thereby continuing dialogue with target audiences and achieving further coverage</p> <ul style="list-style-type: none"> ▪ Less time sensitive. Have long lead times and may take between three to 6 months before they appear in print ▪ Found beyond the news pages of a publication or more prominently in magazines / health-care targeted journals ▪ Include a strong human interest angle often including a professionals' opinion and a case study ▪ Tailored to a specific audience (discussed in detail in section two) ▪ Allow for more control of key messages ▪ Of interest to a broad range of readers
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Feature articles are generally targeted to either medical or consumer media. The key differences between them are listed below:

MEDICAL / HEALTH-CARE WORKER FOCUSED FEATURES	CONSUMER FEATURES
<ul style="list-style-type: none"> ▪ Specifically read by health-care workers ▪ Assumes a higher level of scientific knowledge among readers, so more technical medical language is acceptable ▪ Generally balanced (unbiased) so they can be reviewed from a medical/technical perspective ▪ Visuals are not essential but may include charts, diagrams, medical images 	<ul style="list-style-type: none"> ▪ Read by members of the general public with little or no medical knowledge ▪ Use more simplistic language; complex medical terms are explained in jargon free language ▪ Tend to focus on real-life patient experiences, both good and bad. Patient case studies are essential. ▪ Often include quotes from a suitable patient organisation ▪ Visuals are very important, usually including people

Developing a list of target publications

Before adapting a feature framework it is important to define what audience it is aimed at and then develop a list of target publications. This exercise will influence the tone of the article and may influence who you contact when sending it in. You can research the key publications in your market and ensure you are familiar with:

- Audience demographics (e.g. age, sex, profession)
- Circulation and reach
- Writing style
- Frequency with which the publication publishes feature articles
- Style, length and topics of previous feature articles
- Authors who write for the publication i.e. whether medical writers, journalists or medical health-care professionals
 - Determine whether you have an established relationship with the authors
 - With this knowledge, consider what audience the feature article is aimed at and select the appropriate publication(s) accordingly.

Adding national relevance

Once a list of target publications has been developed, the feature framework will need to be tailored and adapted for the local market and for each of the target publications you have selected.



- National statistics: It is important to support the global framework with information that is relevant in your country/regional/locality. Using national statistics, such as HAIs rates, provides the contextual information required to generate interest with the target readers.
- Key Opinion Leaders/ Professional organisations quotes: It is important to partner with key national opinion leaders and/or professional organisations who can provide quotes, and case studies relevant to the article. This can help influence the readers' perception of the initiative and the messages you are communicating within the feature article, to make them more credible.
- Case studies: A case study is essential for many feature articles and can help provide the human element to balance the more medical feature articles. It is important to review previous feature articles within your target publication to assess how/if they included cases studies and ensure you select the appropriate case study for the journal.
- Relevant visuals: Where possible include relevant visuals that support the local initiatives, including a photo of the KOL to add dimension to your article. It is also helpful to include relevant charts, diagrams or other relevant visuals to help support the data used.

Working directly with an author at the publication

- Contact the publication to confirm you have the correct contact details as editorial staff tend to change regularly (unless you have an existing relationship)
- Know your publication – what type of stories do they cover, copy deadlines, and how they prefer to receive information
- Approach the identified contact initially by telephone. As well as having your feature framework and summary to hand, also have any relevant background documents and if appropriate
- Sell in the angle – summarise your most important points
 - If possible, review recent media coverage you have received so that the feature is topical to current media stories
- If publication is interested, discuss:
 - Submission deadline and lead times (lead times can be several months of consumer magazines)
 - Length/word count of article
 - Use of figures/illustrations
 - Layout and format (including, font size, spacing, margin size, etc)
 - Referencing requirements
 - Additional information (such as transfer of copyright, etc)
- Once interest is confirmed, ensure the author is supplied with all the necessary background information and nationally relevant data to help them write the article. N.B. You may have to revise the feature framework to reflect your discussions with the contact.
- Always ask to review the final article for accuracy before it goes to print but be advised this is not always possible.

It is important to realise that it may be several months before the feature article is published. It is essential that you keep in regular contact with the publication (or journalist/KOL if they re selling-in the feature directly) to ensure that they have all the information they need. Again, where possible ask if you can review the final copy text for accuracy before it is sent to print. Therefore when planning an article or series of articles to coincide with 5 May 2010, early preparation is vital.

Alternative uses of published articles

As feature articles cover relevant topics in great depth and offer expert opinion in the context of particular aspects of hand hygiene they can be used for further activities beyond the actual publication itself. As such, it is worth negotiating with the publication to obtain reprints of the article which can be used to:

- Distribute on stands at congresses or other events
- Provide further background information for other media activities including media events
- Distribute in your health-care facility to spread the word of hand hygiene