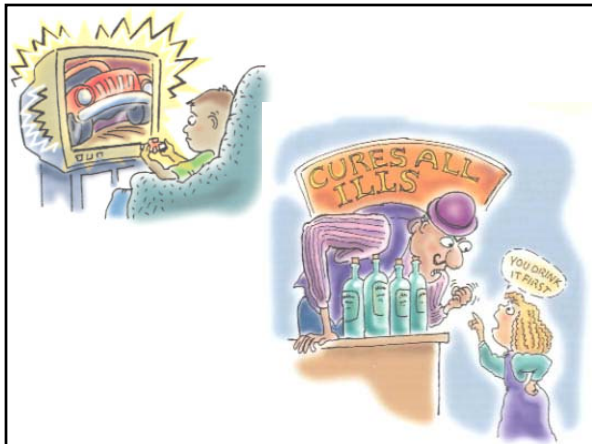
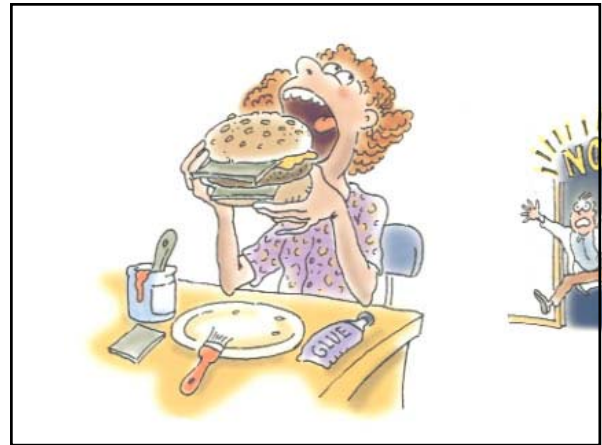
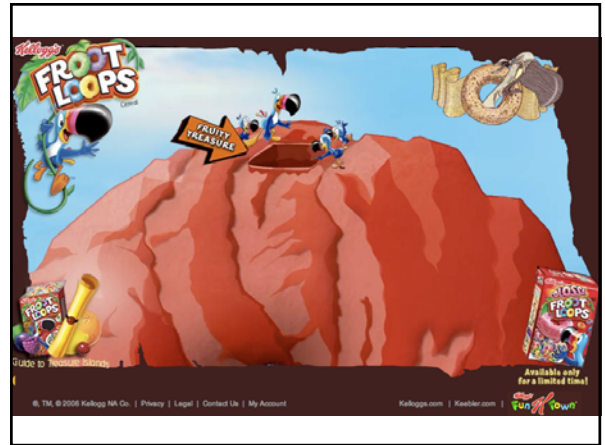
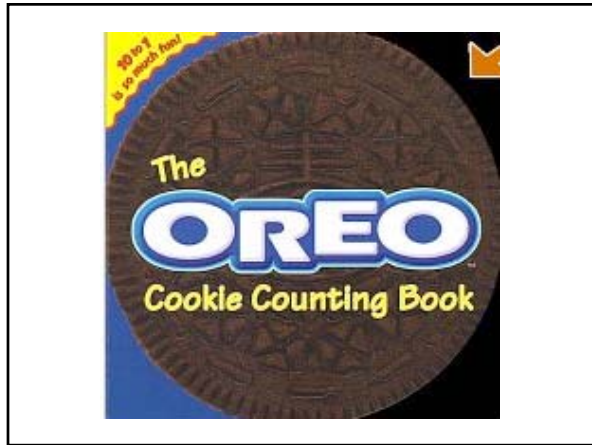


- 7 Habits of Savvy Media Watchers
1. Recognize that you're influenced by ads
  2. Understand that media don't reflect reality
  3. Remember most messages are designed to sell
  4. Ask "who benefits from this?"
  5. Challenge the promises and claims
  6. Consider the consequences
  7. Use your powers (consumer, companion, complaint)







Eliminate cartoon characters?  
Outlaw cute mascots?  
Prohibit celebrity endorsements?  
Ban ads to kids?  
Tax junk food?



Have you had your veggies today?

Advancing the Issue  
with Government:  
  
MAKE IT EASY FOR THEM  
TO DO THE RIGHT THING

### **1. Present persuasive data:**

- Credible sources
- Reliable research
- Accessible, memorable

*and be able to counter opponents' claims*

### **2. Keep it in the News**

- Cultivate columnists
- Engage reporters
- Provide new research
- Submit op eds, letters
- Make available articulate, credible spokespeople

### **3. Engage Voters**

- Mobilize broad-based support (use net, email)
- Remind people of how the issue affects them personally
- Encourage them to write their MPs and respond to advertisers

### **4. Develop do-able solutions**

- Identify barriers to legislation
- Anticipate and address all aspects of implementation
- Show how the solution will reduce health care costs
- Demonstrate results from other jurisdictions, if possible

### **5. Recruit champions within the bureaucracy**

### **6. Meet with politicians who have genuine influence**

(not enough to have opposition members, backbenchers onside)