

Media framing of preventive health

A scoping review

Presented by

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Systems and solutions for better health



The problem

- Lifestyle-related chronic diseases are a serious and urgent public health problem (*WHO, 2002; AIHW, 2012*)
- Complex problems – prevention requires multi-sectoral action at the community and population level (including legislation and regulation) (*WHO, 2016*)
- But public health policies are not always popular - how can we increase public support and demand for public policy to prevent chronic disease?



Role of the media

- Media plays important role in shaping prevention dialogue - influence public perceptions, support and agenda setting
- Large body of work looking at media reporting of a range of issues
- Pioneering work here at the University of Sydney (e.g., Simon Chapman, Becky Freeman, Julie Leask)

Cage Fight: Lockout laws turn Queensland into nanny state

Why Scotland Is Trying to Set a Minimum Price on Alcohol

The Nanny State Advances Statement on Passage of Anti-Soda Tax in Philadelphia

Obesity Warning Over Children's Portion Sizes

One in 10 parents regularly give their children adult-sized portions of popular meals, a new study finds.

Sugary drink tax 'ineffective' in obesity fight, would cost Aussie jobs says industry

Fat smokers cost state

Welcome to Australia: the world's most over-regulated nanny state

Current study

Aim:

- To conduct a scoping review to map the existing literature on media reporting in relation to chronic disease prevention

Guiding questions:

- What kinds of messages/frames have been identified in previous studies of media reporting of issues related to prevention?
- What evidence is there for the impact of different types of messages on attitudes towards prevention?

Methods

Scoping Review (Arksey & O'Malley, 2005)

Search terms:

Public Health/ OR Health promotion/ OR Health Education OR Health Policy/ OR Overweight/ OR Obesity/ OR Alcohol Drinking/ OR Binge Drinking/ OR Exercise OR Diet/ OR Food habits/ OR Smoking/ OR Smoking cessation/)

AND

Mass Media/ OR Communications Media/ OR Social Media/ OR television.mp OR radio.mp OR news*.mp OR media.mp OR Marketing/ or Marketing of health services/ or Social marketing/ OR advertis*.mp

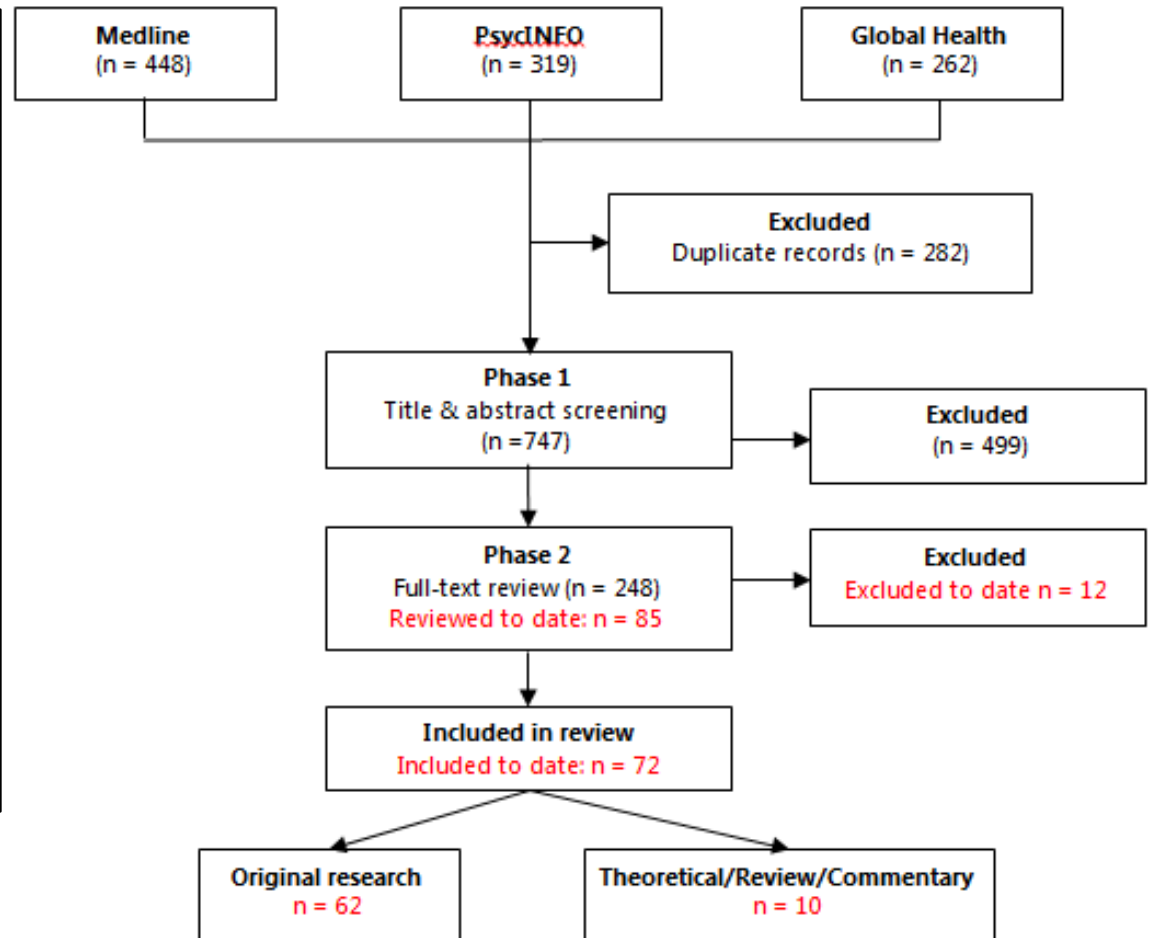
AND

Framing.mp OR frame.mp OR content analysis.mp

Search limits:

Published between 2005-2015

English Language



Preliminary findings: Descriptive studies ($n = 52$)

Study characteristics

Domain	Details
Media sampled	Newspapers (60%) TV news (21%) Magazines (17%)
Media items per study	Range = 12 – 408,195
Sampling timeframe	Range = 1 week – 33 years
Frequent topics	Smoking (25%) Obesity (19%) Alcohol (17%)
Study focus	<ul style="list-style-type: none">• Article characteristics (e.g. prominence of articles, sources used, differences in reporting across media)• Coverage of issues (e.g. freq of smoking coverage, coverage over time)• Framing of issues/arguments

Preliminary findings: Descriptive studies ($n = 52$)

Coverage of issues:

- Issues related to prevention or policy/regulation are rarely the focus of news reports

Framing of issues related to prevention:

- '*Individual responsibility*' for causes and solutions was dominant frame across topics
- Some '*community/societal responsibility*' framing and evidence that this is increasing over time but still minority

Media reporting of policy/legislation:

- Framing of policy issues rarely positive (often mixed, neutral, or negative), except when related to protection of children

Preliminary findings: Empirical studies ($n = 12$)

Study characteristics

Domain	Details
Frequent topics	Obesity, smoking ($n = 3$ each) Nutrition, alcohol/drugs ($n = 2$ each) Diabetes, physical activity ($n = 1$ each)
Participants	Range = 54 – 2490
Frames tested	Gain- vs. loss-frame ($n = 5$) Health vs. appearance frame ($n = 1$) Public health (society) vs. Traditional (individual) frame ($n = 2$) Internal vs. external cause ($n = 2$) Health promotion vs. prevention ($n = 1$)
Study focus/ outcomes	<ul style="list-style-type: none">• Attitudes, intentions and/or performance of behaviour ($n = 9$)• Attributions of cause, responsibility and/or risk perception ($n = 2$)• Support for policy ($n = 2$)

Preliminary findings: Experimental studies ($n = 12$)

Effects of framing on attitudes towards prevention:

- Exposure to certain causal frames (e.g. SDH, genetics), influences perceptions about illness causes

Framing of issues and support for policy:

- '*Individual responsibility*' framing associated with reduced support for policy
- '*Public health framing*' (preventable, with societal causes and solutions), increases support for policy

Policy implications

- Provides insights into media framing of prevention and how this may influence public support for policies
- Potential lessons for advocates and policy makers in terms of framing of causes and solutions to increase likelihood of support
- Need for more effective ways of framing messages to garner public support for prevention
 - Concerted efforts to work with the media to change the dialogue around public health and prevention?
 - Creative ways of getting messages into the public sphere?