

Health Priority Issue #5: Heart Disease & Stroke Committee

<p>Suggested Actions</p> <p><i>What needs to be done?</i></p>	<p>B. Initiative #2a: Changing Health Perception – Media</p> <ul style="list-style-type: none"> • Before people can and are willing to change health habits, they must perceive they have the need and ability to change. Often people are paralyzed by the misperception that they can't do anything about their pending health problems because of genetics, finances, access, or lack of knowledge. This initiative crosses the public and private sectors with the objectives of changing people's perceptions about their health – current and future.
<p>By Whom?</p> <p><i>Who will take the action?</i></p>	<ul style="list-style-type: none"> • Judy Seals (Tri-state) • Gloria Mercier (Memphis and Shelby County Health Department) • Linda Hall (Baptist Hospital) • The media will be approached: <ul style="list-style-type: none"> • Talk radio (WDIA – Bev Johnson, CLOK – Health Segment of Tuesday) • TV (channel 5 – Jane Segal and the three channel's health news) • Local newspapers
<p>By When?</p> <p><i>By what date will the action be completed?</i></p>	<p>Begins by September 1, 1998 – ongoing effort – should not ever end.</p>
<p>Resources & Support Needed/Available</p> <p><i>What financial, human, political, & other resources are needed and available?</i></p>	<ul style="list-style-type: none"> • Need to approach the Women and Communication Groups, The Electronic Media Forum. • Important to educate the media on its responsibilities to the community as a public education service. • Financial resources are not the question. Accepting responsibility for education is. • See Health Partners Video as a beginning.
<p>Potential Barriers or Resistance</p> <p><i>What individuals and organizations might resist? How?</i></p>	<ul style="list-style-type: none"> • Resistance from the media with the argument of cost and financial loss from advertising.
<p>How Success Measured?</p> <p><i>What events or data can be used to determine if the problem is being corrected?</i></p>	<ul style="list-style-type: none"> • The number of columns, stories, articles, and educational activities presented by the various media.