Planning for Effective Communication, Education and Public Awareness

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Why Communicate

?

Some reasons why we need to communicate

- To share information/To teach a new idea/new skill
- To change perceptions [about your organisation/an issue]
- To improve image of an organisation/project – our brand
- To get people to take up an action
- To share ideas and plans
- To learn what others think
- To make sure others know what we are doing
- To get stakeholder ownership/cooperation
- To change behaviour

Ways we communicate

- Inform and persuade – focus on messages, products, issues and technologies

- Two-way process – focus on process, feedback, dialogue and people

The way we communicate depends on the purpose of the communication

Biodiversity and CEPA

- Education – learning, information sharing, building skills
- Communication – dialogue, sharing
- Public Awareness – sensitising people [to an issue], information sharing
- *Social Marketing – using marketing tools for social change*

*CEPA is a **tool** for accomplishing biodiversity goals/objectives.*

Using CEPA to Address Biodiversity Issues

- Address and solve a biodiversity problem with communication as **sole instrument**
- As a **supporting instrument** where communication is used in conjunction with other interventions/incentives
- The problem requires other instruments and measures and communication has **no role**

Tips for using CEPA Successfully

- Not an add-on!
- Internal communication first
- Not a biodiversity objective – *a tool for achieving biodiversity objectives*
- Expertise IS required; partnerships & networks
- Communication from inception *(ownership/participation)*
- Know and understand the target/audience
- Clarity on the CHANGE required (knowledge, attitude, behaviour/action)
- Redress *Mis*-Communication!
- Monitor and evaluate

Strategic Communication…

…is planned and accomplishes a purpose

…is targeted

…is designed and delivered to produce the desired outcomes (policy changes, practices of an organisation or individual behaviour)

…aims to achieve results with the best possible use of time and resources

Source: CEPA Toolkit

Planning Communication Strategically

- Identify communication experts/education interest groups (eg. Education for Sustainable Development)

- Analyse the issue and the role of communication
  - What is it that you want to do? [purpose]
  - Can communication solve the problem? [short or long term?]
  - Can communication be used with other tools to solve the problem?
  - Will communication be a waste of time and resources? [are there other things we should do instead?]

- Select the target groups /audience
  - Who will have a positive impact in solving the problem?
  - Who might be a negative influence?
  - Who needs to know what is happening? [even if not the cause of the problem?]

Source: CEPA Toolkit

Planning Communication Strategically

- Determine the communication objectives/targets
  - Develop SMART communication objectives (Specific, Measurable, Achievable, Realistic, Timebound)
  - Objectives are *communication* objectives and achievable through the communication intervention

  80% of visitors to a MPA should be aware that standing on the corals damage them

  75% of govt officials working in xx departments take the NBSAP into consideration when developing plans

- Identify who else you will work with
  - Eg. Personal media contacts, NGO, government agency, private business, etc

Source: CEPA Toolkit

Planning Communication Strategically

- Determine the messages
  - What message do you want to communicate? (Knowledge, attitude, behaviour)
  - What message will get people interested (frame the message)
  - Be creative
  - Pre-test/disaster check

- Select the communication means
  - What will you need to do to communicate the Meeting/workshop, email newsletter, TV/Radio announcement, talk show, website article, newspaper, factsheet, etc

- Prepare the communications plan
  - Activities and milestones
  - Responsibilities

- Prepare the budget
  - Don't underestimate!

Planning Communication Strategically

- Monitor and evaluate
  - Include in the budget – does not have to be expensive
  - It is part of the Communication Strategy
  - Monitoring is used to assess the process and make adjustments to the Strategy. Involves critical reflection and requires willingness to make changes
  - Evaluation is done at the end of the programme to determine how the CEPA intervention contributed to change (indicators - KAP, lessons, etc)

Source: CEPA Toolkit

Planning your own Communication Strategy

From the NBSAP, choose an objective or an action that you want to work on.

A. Identify the Target Group/Audience
Consider
  –   Who is contributing to the problem that the objective wants to address?
  –   Who can help to solve the problem/meet the objective?
  –   Who needs to know about the problem?
1. *Look at your list and decide which groups will BEST contribute to a solution/meeting the objective*
2. *Decide whether communication will be useful in engaging the groups (select them)*

Planning your own Communication Strategy

B. Decide what you want your communication to achieve [SMART]

Consider

- Change Knowledge
- Change Attitude
- Change Behaviour/Carry out an action

Planning your own Communication Strategy

C. Develop the Message

Decide what it is you want your target audience to know/do

Consider

- *Why is this issue important for your audience? How does it relate to their values and concerns?*

- *What action can the audience take to address the need and the threat?*