

Istanbul-2013

**IDENTIFYING COMMON OBJECTIVES &
STRATEGIES FOR REACHING
DIFFERENT AUDIENCE**

SESSION OBJECTIVES

- Highlight the importance of analyzing the problem for identifying common objectives and some basic do's and don't's for setting SMART objectives
- To allow participants develop a better understanding of the importance and need of identifying the different audience for effective 'messaging' and 'strategy development'

SESSION OBJECTIVES

- To provide participants an opportunity to apply the key learnings to campaign plans for ending 'Child Marriages'

Think of a time when a campaign did not go well, what contributed to the failure?/what were some of the elements that were missing?

RULES & LAWS OF COMMUNICATION

Rules:

1. Start with strategy (not with activities/tactics)
2. Go in order (each decision builds on the previous one)
3. Make choices

RULES & LAWS OF COMMUNICATION

Laws:

1. Communication is built on perceptions, not facts.
2. Repetition and consistency is critical.
3. Communication must always be targeted.

BEFORE SETTING OBJECTIVES

- First analyze the 'problem' to understand what are the issues related to
 - **Structure,**
 - **Content and**
 - **Culture.**

BEFORE SETTING OBJECTIVES

- **STRUCTURE:** includes state mechanisms such as police, courts, hospitals, NGOs
- **CONTENT:** includes written policies, laws, budgets allocated/not allocated for the specific issue, sources of information and data and data gaps
- **CULTURE:** includes values and behavior; derived from customs, religions, gender, ethnicity, beliefs and information etc

SETTING OBJECTIVES

- Decide on a GOAL e.g. Ending Child Marriages
- Decide on what you would like to do collectively and what you can do in the coming year or two.
- You could have two, three or more objectives but ideally for a campaign objectives should focus on 12-18 months time period

SETTING OBJECTIVES

- Objectives could be related to;
 - behavior change objectives seek to get a target audience to change something they are doing.
 - Policy-change objectives seek to get policy makers to implement a new policy or change an existing one.

SETTING OBJECTIVES

- Public awareness is not an objective.
- Training is not an Objective
- Should be **SMART**
 - Specific
 - Measurable
 - Attainable
 - Realistic
 - Time Bound

IMPORTANT POINT

- Reaching a GOAL requires more than one objective and some may be long term and some short term.
- It is important that you plan for the short term objectives.
- It is important that you decide as a network what objectives to take forward

EXAMPLE-Ending Child Marriages

- Analysis shows that there is:
 - Lack of birth registration processes-*Structure*
 - Lack of registration or/and proper registration of the marriage (Nikkah) by the *registrars-Structure*
 - Lack of awareness about the negative impact of child marriage-*Culture*

EXAMPLE-Ending Child Marriages

- Lack of importance to the negative impact-*Culture*
- Girls seen as commodity/burden, Gender Discrimination-*Culture*
- Law available but weak and not implemented-*Structure & Content*
- Need for standardization of age of marriage proposed in the amendment bill for the Child Marriage Restraint Act, 1929-*Content*

EXAMPLE-Ending Child Marriages

- ***Objectives:***
 - By 2013, parliamentarians at both provincial and federal level commit to legislation for standardization of age of marriage.
 - By 2013, parents of X community are able to identify three dangers of child marriages

Work with Children Living on the Streets-Example from Pakistan

- ***objective*** 'Reintegrate 100 runaway boys in X locality of Lahore, with their families over a period of one year'.
- ***Decision makers***-the boys

**Lets practice what we now know, by setting
out objectives**

SOME KEY AREAS-AUDIENCE

- Decision Makers
- Audience
- Audience Readiness
- Audience Concerns
- Theme
- Message
- Messenger
- Communication Activities

DECISION MAKERS

Decision Makers

- Who makes your objective a reality by taking a specific action or changing a specific behavior.
- Additional audiences may be essential to persuade the decision maker

AUDIENCE

Audience

(Who are the people who can move your decision maker and help you achieve your objective?)

- Do you have access to your decision maker?
- Do you have influence with your decision maker?

AUDIENCE

Audience:

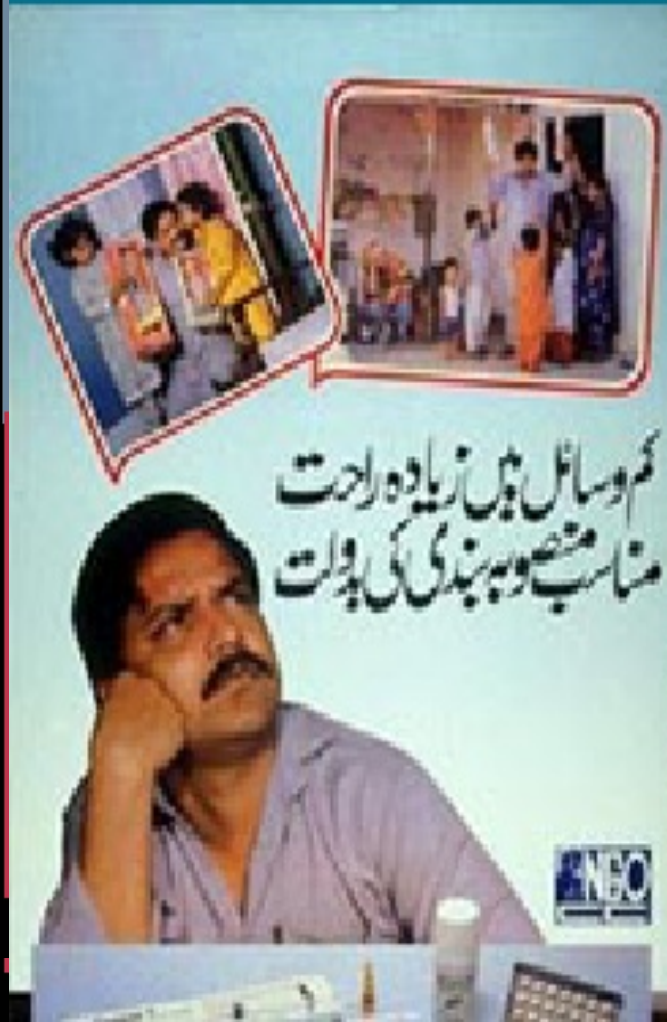
- If **YES** for both 1 and 2, you can communicate directly with your decision maker and your decision maker is also your target audience
- If **NO** for either 1 or 2, you need to activate one or more target audiences that have access to or influence decision maker.
- Define target audience as narrowly as possible.

AUDIENCE

- Could be more than one audience for an objective
- Narrow them down on basis of
 - Interests, likes and dislikes
 - Geographical location
 - Gender and age
 - Socio-economic background

**GENERAL PUBLIC CAN NEVER
BE YOUR TARGET AUDIENCE**

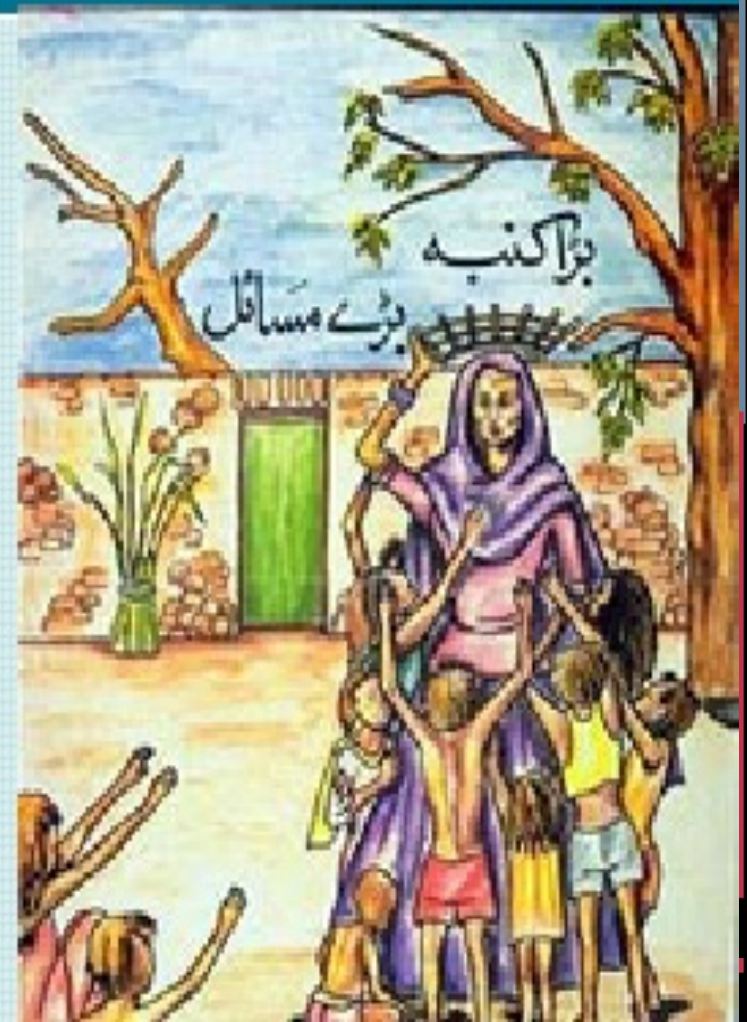
WHO IS THE TARGET?



کم وسائل ہیں زیادہ راحت
مناسب وہ بندگی کی پڑاوت

NEC

The image shows a man with a mustache, wearing a light purple shirt, sitting at a desk and resting his head on his hand in a thoughtful pose. In the background, there are two inset photographs: one showing three children in a classroom setting, and another showing a group of people, possibly a family, in a domestic environment. A small logo for 'NEC' is visible in the bottom right corner of the man's image.



AUDIENCE READINESS

CHECK WHERE THE AUDIENCE ARE ON THE
ISSUE!

- Stage 1 Sharing knowledge: the audience do not have the information/right information.

AUDIENCE READINESS

- Stage2 Building will: audience have the information but are not taking an action to bring a change.
- Stage3 Reinforcing actions: have taken a desired action and you would like to acknowledge that

AUDIENCE READINESS

How are these scenarios different-in how you communicate with Target Audience?

- No knowledge about ***negative impact of child marriage***
- Know about ***child marriage*** but still do not do anything about it
- Have took a stand against harmful practices in the past or ***opposed child marriages***

CORE CONCERN/VALUE

**UNDERSTAND WHAT YOUR AUDIENCE CARE
ABOUT OR VALUE**

CORE CONCERN/VALUE

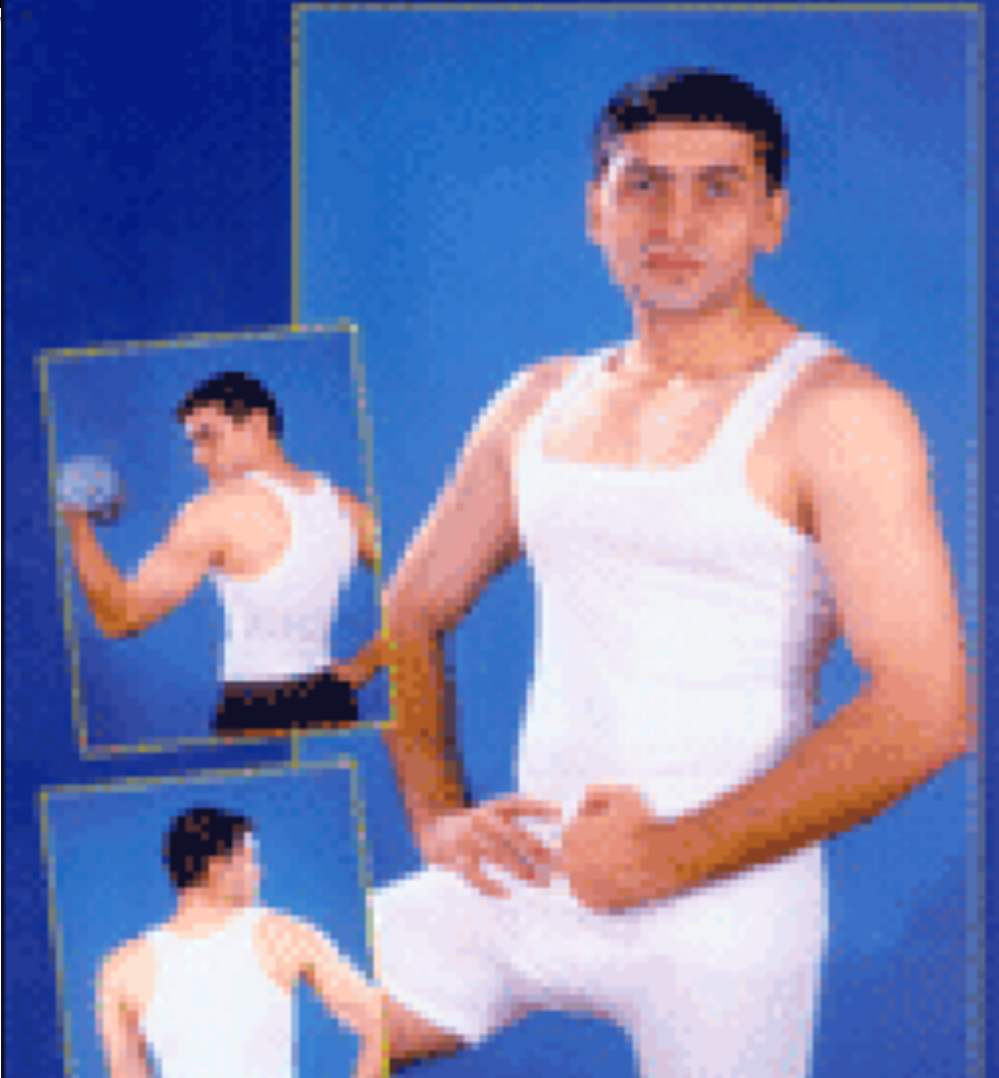
- By tapping into the existing concerns of your target audience, you can activate them to make progress towards the objective in a short time.
- Remember that changing people's values takes 10-15 years or more!



**What is
the Value?**

mercury

Knitwear



**What is
the
Value?**

چھوٹا خاندان زندگی آسان



**What is the
Value?**

نمائندہ انٹرویو پرانی سکاہ سسٹمز میں اعلیٰ ترین سطح پر کام کرنے والے لوگوں کے ساتھ

وزارت برائے آب و ہوا، زمین و آب و ہوا، حکومت پاکستان



THEME

- The feel of the campaign
- The tag line which will run through all activities

EXAMPLE-Ending Child Marriages

- **Decision Makers**

Parliamentarians (MPA's, MNA's)

- ***Identifying the Audience***

- parliamentarians who have supported social issues especially women rights and bills (e.g. supporting bills seeking to end sexual harassment, anti women practices, and amend the Hudood Ordinance etc.) in the past and
- those who have not worked with directly but who are known for their interest in women and child rights issues.

EXAMPLE-Ending Child Marriages

- ***Audience Readiness:***
 - The readiness of the parliamentarians who have actively worked on women rights bills and issues would be at the stage of '*Reinforcing Action*'
 - while those who are interested yet new would be at the stage of '*Building Will*'.

EXAMPLE-Ending Child Marriages

- ***Core Concern***

- One of the parliamentarians *concern* could be about the upcoming elections and votes, need for recognition of their efforts.
- Another concern could be regarding social uplift of the communities, especially of those that have supported the cause of women's rights in the past

EXAMPLE-Ending Child Marriages

- 'Be part of the change in children's lives'
- Girls Not Brides

Work with Children Living on the Streets-Example from Pakistan

- The organization did not have access to the boys . The local hawkers, vendors and men working in the tea stalls, chosen as the ***target audience*** who directly came across the children, due to the nature of their profession.

Work with Children Living on the Streets-Example from Pakistan

- The ***readiness of the audience*** was identified as somewhere in between sharing knowledge as well as building a will to act.
- ***core concerns*** of the target audience, the organization picked up-current unrest due to incidents of suicide bombings and terrorism.
- ***Theme*** of Hope, a feeling that they could help

MESSAGE

- What you literally say to the audience to get them to take action.
- Good messaging has no more than three to four main points, because that's the number of points people can remember.

MESSAGE

- Use supporting points like statistics, social math and story telling.

Sins of Message

- using jargons
- Too long and covering too many issues
- Have too many statistics

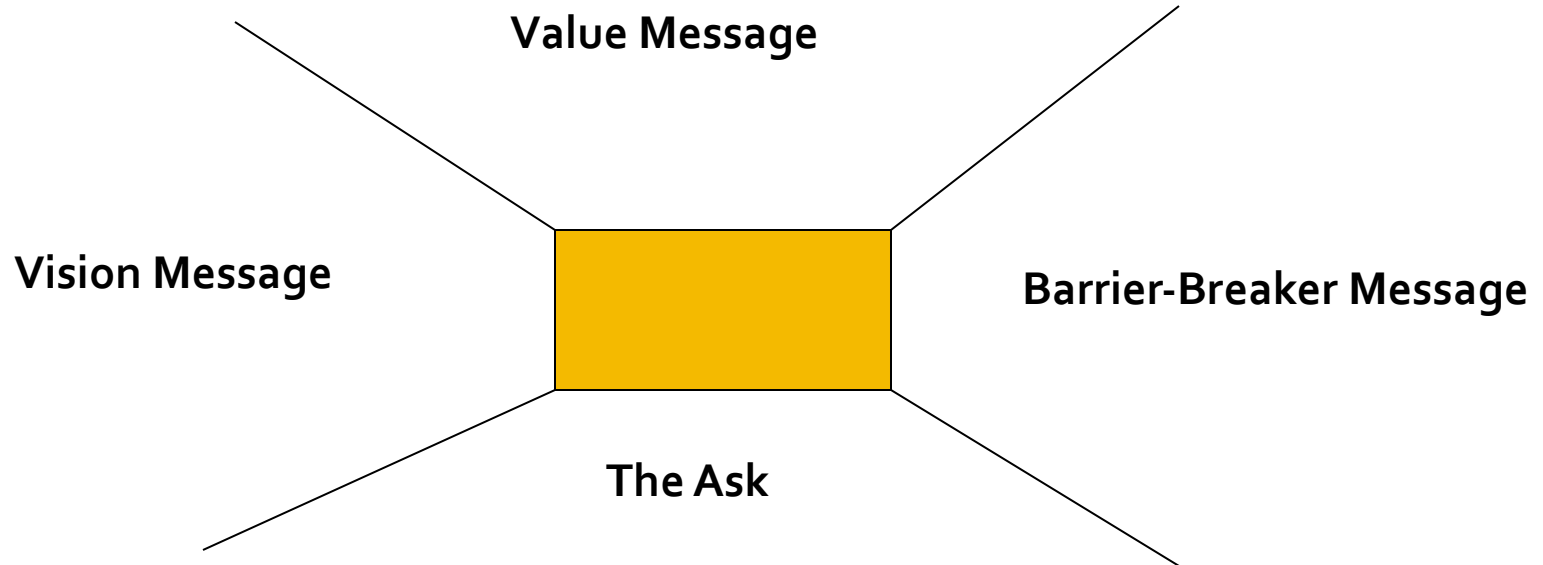
MESSAGE

Message box can be used to develop messages.

- Can start from anywhere as it is circular.
- Has four main points.

STEP 3- STRATEGIC CHOICES

Message Box



MESSAGE BOX

Value Message: is a statement that taps an existing value your audience has and establishes common ground. Something your audience will agree with.

MESSAGE BOX

Barrier Message or the Barrier Buster: is a statement that helps your audience overcome skepticism that will keep them from supporting your work.

💣 ADDRESS MISCONCEPTION ABOUT THE ISSUE BUT
DO NOT REPEAT THE MISCONCEPTION

MESSAGE BOX

The Ask: is literally something you ask your audience to do/take action.

 HAS TO BE SOMETHING VERY SPECIFIC

MESSAGE BOX

Vision Message: is a statement that tells your audience about what good will happen. It should echo and reinforce the value you tapped in your *value message*.

Stories in Message Box

Saira is 13 years old is confused about changes in her body

Saira calls help line and is no longer confused about

There are people that she can talk to

Her friend tells her about YHL a telephonic help line service for youth operational seven days of week

EXAMPLE-Ending Child Marriages

- *You gained admiration and support (concern and vision) of many of your voters in the past by supporting women friendly laws.*
- *They need your support again (barrier breaker).*
- *Endorse the already presented bill on child marriage restraint-amendments in parliament (ask).*

EXAMPLE-Ending Child Marriages

- For parliamentarians known to be supportive but who have not yet taken part in advocacy efforts, a message could be,
 - *'Many of your fellow parliamentarians have gained admiration and support (concern and vision) of their voters in the past by supporting women friendly laws.*
 - *You can be a part of this movement (barrier breaker).*
 - *Support legislation for standardization of age of marriage. (ask).*

Work with Children Living on the Streets-Example from Pakistan

- "The recent acts of suicide bombings and terrorism are distressing (***core concern***),
- children on the streets are vulnerable to exploitation and use in acts of terrorism (***barrier breaker***).
- Volunteer and refer children living on the streets to PAHCHAAN's drop in centre (***ask message***) and
- contribute to reducing the distress such acts can cause" (***vision message***).

Message Box (in a nutshell)

- Value (what are you talking about)
- Barrier (but)
- Ask (now what)
- Vision (as a result)

MESSENGER

- Person who delivers your message to the target audience.
- Messenger must be influential and credible with your target audience.

EXAMPLE-Ending Child Marriages

- ***Identifying the Messenger***
 - The messenger for the parliamentarians that have supported such issues in the past could be the known women and child rights advocates from allies.
 - The messengers for the new parliamentarians could be the parliamentarians that have supported the issue in the past.

Work with Children Living on the Streets-Example from Pakistan

- It approached the target audience through its community mobilizers/*messengers* with the *message* that

COMMUNICATION ACTIVITIES

Includes:

- Activities/ Tactics
- Time line and Timmings
- Assignments-steps involved and Who Does What
- Budget

COMMUNICATION ACTIVITIES

- At this point choose communication activities/tactics that will work best to meet the objective.
- The tactics are how a chosen message will be taken to the chosen target audience.

COMMUNICATION ACTIVITIES

- Must be in line with the objectives, internal and external scan, target audience and the message
e.g. Using face book to reach youth and some other way to reach a senior audience.

EXAMPLE- Ending Child Marriages

■ **Activities**

- One on one meetings with the parliamentarians
- Informal discussions and gatherings especially at the time when the sessions are going on and the parliamentarians are gathered in one city
- Seminars and interactive dialogues between parliamentarians and women effected to highlight the implications of the lack of standardization of age of marriage

EXAMPLE- Ending Child Marriages

- Research and briefs for the parliamentarians regarding gaps, international commitments etc.
- Raising the issue through the most watched TV current affairs and talk show programs among parliamentarians, articles, press statements etc.
- Highlighting the issue especially on international and national child rights, human rights and women rights days through TV talk shows, press statements and other activities that would get the attention of the parliamentarians

EXAMPLE- Ending Child Marriages

- *Outputs:*
 - # of meetings and information discussions with the parliamentarians
 - # of parliamentarians met through meetings and informal discussions
 - # of parliamentarians that take part in the panel discussion in the seminar

EXAMPLE- Ending Child Marriages

- Research briefs
- # of current affairs program/talk shows approached to develop programs around the topic
- # of meetings with print and media professionals to raise awareness about the issue and seek support
- # of articles and press statements developed
- # of International days through which the issue is advocated

EXAMPLE- Ending Child Marriages

- *Outcomes:*
 - # of TV programs and articles actually aired and published
 - # of times the issue is raised in the assembly
 - # of parliamentarians that commit to raising and endorsing the bill
 - Interest by new parliamentarians about the issue evident through their attendance of the dialogue
 - Suggestions given by the parliamentarians to strengthen the advocacy efforts

Work with Children Living on the Streets-Example from Pakistan

- This message was communicated through ***communication activities*** such as:
 - one-on-one as well as group meetings with the target audience where they were encouraged to volunteer by identifying and referring the children to the drop-in centre.
- More than a hundred men were involved as volunteers in identifying and referring the runaway children and by the end of year, 101 children were repatriated through this initiative.