

Module 5: Public Information Campaign

Child-friendly Accountability Pillar: Pillar 1 - Assessment

Objective of the workshop: ChildFund and its partners develop a targeted Public Information Campaign to address root causes of violence against children and promote a culture of non-violence.

Where does this fit in the CFA methodology?

ChildFund and its partners should implement a Public Information Campaign in parallel with other Child-friendly Accountability activities. The Public Information Campaign should be developed after the Context Assessment has been completed to ensure that it is targeting the local context.

What are you trying to achieve?

The Public Information Campaign should help to address root causes of violence in the community, including social and cultural beliefs and harmful practices. It should contribute to the development of a culture of non-violence and a receptive environment for Child-friendly Accountability activities.

How are you going to achieve this?

This module provides facilitators with a step-by-step guide to planning a Public Information Campaign, examples, as well as background information. Facilitators should work with the project staff to develop and implement the Campaign.

Step-by-Step Guide to Planning a Public Information Campaign

The following steps should be implemented by ChildFund and its partner staff towards developing a Public Information Campaign. In some cases, it may be useful to implement the activities in a workshop setting with all involved staff. In other cases, the steps should be completed by staff who are dedicated to this task. In either case, the activities should be completed in a group setting.

In general, the Public Information Campaign should be:

- *Based on child rights and responsibilities:* To the extent possible, it should highlight national laws and policies that prohibit violence against children.
- *Addressed to local issues:* The Campaign should address issues and cultural norms that are pertinent in the given context. To the extent possible, the Campaign should encourage positive cultural and social protection mechanisms, in addition to challenging negative behavior. Ideally, it should aim to change individual behavior, as well as challenge structural violence.
- *Engaging for the target population:* The Campaign should be based on a Stakeholder Analysis that specifically identifies who should be targeted and what information is likely to lead to specific behavior change. It should be appropriate and engaging for the target audience.
- *Long-term:* Change takes time. As possible, the Campaign should be designed with a long-term vision in mind.

Step 1: Defining and understanding the problem you want to address

Objective: To select the subject of the Public Awareness Campaign.

Prior to beginning the Public Information Campaign, ChildFund and its partners should undertake a Context Assessment (refer to Module 1). The Context Assessment should provide background information on social, cultural and economic drivers of violence against children. Drawing from the Context Assessment, complete a “mind map” by completing the following steps:

1. Draw a circle on the far left side of a big white piece of paper and label the circle ‘violence against children’.
2. **Types of violence:** In an arc around this circle, draw 5 circles and label each – individual violence, family violence, community violence, institutional violence (school, care institution, detention center, etc.), and structural violence. For each, identify particular types of violence that are prevalent in the targeted community.
3. **Drivers of violence:** For each type of violence, identify the political, institutional, social, cultural, and economic drivers.
4. **Patterns:** Look across the Mind Map and identify patterns. Are there particular drivers that are encouraging multiple forms of violence? Are there particular forms of violence that are more prevalent?
5. **Selecting a target issue:** Based on the Context Assessment, the priorities of ChildFund in-country, and the conclusion of the Mind Map, select a particular focus issue for the Public Awareness Campaign.

Step 2: Setting the goal

Objective: To set the goal for the Public Awareness Campaign.

Pulling from the Mind Map completed during Step 1, identify **what is your goal**. What is the big change you would like to see? The goal will almost always be focused on the type of violence that is being addressed. Example: elimination of corporal punishment in classrooms in primary schools.

Step 3: Identifying the target audience, “influencers”, and adversaries

Objective: To identify the target audience of the Public Information Campaign, as well as potential allies and adversaries.

Complete the Stakeholder Analysis below sequentially (beginning in Column A and moving towards Column F). If you don’t know the answer to any of the questions, take time to collect the necessary information through interviews with key informants or secondary resources. Text in red is included for illustrative purposes only.

	A. Target Audience: (Whose behavior do you want to change?)	B. Influencer (1): Who can influence your target audience?	C. Influencer (2): Who can influence your target audience?	D. Adversary (1): Who is likely to oppose the desired behavioral change
Actor	Teacher	School administration staff	Parents	School board
What are key values and beliefs that determine action?	Corporal punishment teaches children to behave in class	Corporal punishment teaches children to behave in class	Corporal punishment is a normal and unavoidable part of school	Corporal punishment improves the quality of education and makes the school more desirable

	A. Target Audience: (Whose behavior do you want to change?)	B. Influencer (1): Who can influence your target audience?	C. Influencer (2): Who can influence your target audience?	D. Adversary (1): Who is likely to oppose the desired behavioral change
What are related issues that are of importance to them?	Job performance/maintaining their position	School enrolment	Education of their children	School enrolment and school reputation
What action do we want this group of people to take?	Adopt alternative disciplinary actions	Require that teachers use alternative disciplinary actions	Demand that teachers use alternative disciplinary actions	Require that teachers use alternative disciplinary actions
What might make them change their behavior?	Introduction to alternative methods; information about the impact of corporal punishment on student behavior	Information about the impact of corporal punishment on student behavior and student academic scores	Information about the impact of corporal punishment on student behavior and student academic scores; emotional and psychosocial impact of corporal punishment of children	Information about the impact of corporal punishment on student behavior and student academic scores
What kind of message or medium might be appealing to them?	Constructive teaching solutions; teaching professionals or teaching tools	Teaching professionals or teaching tools; parents; board of directors	teaching professionals; community leaders	Parents; Accrediting agencies; Ministry of education

Step 4: Setting objectives

Objective: To identify the objectives of the Public Awareness Campaign.

Based on the Stakeholder Analysis above, identify your **objectives**. What behavior change would you like to see? The objectives will almost always be focused on the drivers of violence and should be addressed to the target audience as well as influencers.

Example:

- Teachers use positive discipline methods in the classroom.
- Parents recognize that corporal punishment negatively affects learning.

Step 5: Developing the message

Objective: To develop the core message of the Public Awareness Campaign.

Based on the Stakeholder Analysis completed in Step 3, answer the following four questions for your target audience and influencers:

1. What is the problem? (use evidence from the Content Assessment to support this statement)
2. What is the action that you want this group to take?
3. Why should they take this action? (Why is it in their interest to take this action?)

Based on your response to these questions, draft a one- or two-page position statement. This statement should include a clear problem statement (backed up by credible evidence) and an explanation of why change is important. This document will be central to the Public Awareness campaign and should be thoroughly understood by all involved personnel to ensure that they are able to explain and defend the public awareness campaign.

Use the Checklist below to assess and improve the position statement.

Criteria of a good message	Y/N
Is your message short? Can you effectively deliver your message in one minute or less?	
Is the message truthful and credible? Is it supported by evidence that the target audience will believe?	
Is the message persuasive and important to the target audience and influencers? Does it address issues that are important to them?	
Does the message offer a clear problem statement that requires action?	
Does the message clearly and concisely explain the desired action?	
Does the message speak to the heart? Is it clear?	
Is the message tailored to the target audience and influencers?	

Step 6: Deciding on a medium

Objective: To agree on the best medium through which the message can be transmitted to the target audience.

Brainstorm possible mediums that could be used to disseminate your message to your target audience and influencers. A few ideas are listed below:

- *Literature drop/handouts: Distribute a leaflet or literature door-to-door, at events, at school, at places of workshop, etc.;*
- *Mail: Distribute a leaflet or literature through the mail;*
- *Door to door: Send volunteers to houses or offices to talk to individual families about the issue;*
- *Telephone: Send information via SMS or telephone calls related to the issue;*
- *Visibility: Billboards, signs, posters, stickers, car caravans, coffee mugs, t-shirts, etc.*
- *Endorsements: Community, political or social leaders who publicly endorse or speak to issue;*
- *Public meetings: small meetings in the homes of supporters to discuss issues, or town-halls;*
- *Friends of friends: Supporters and volunteers contact people they know to tell them about the issue and encourage them to contact people, etc.;*
- *Events: Events that raise awareness about an issue (exhibitions, concerts, plays, festivals, etc.);*
- *Media: Paid or 'earned'¹ media covering the issue, including OpEds, interviews, media spots, etc.;*
- *Social media: Including twitter, Facebook, and other social media platforms*
- *Internet web pages: Webpage with relevant information that the target audience can be referred to;*
- *Photographs, films, arts.*

As a group, discuss the potential mediums by completing the following table:

¹ Earned media (or free media) refers to publicity gained through promotional efforts

Optional Mediums	Appeal to target audience and influencers	Potential short-term impact	Potential long-term impact	Time requirements	Human resource requirements	Cost

Select the mediums and activities that are likely to have the biggest long-term impact with available resources on the target audience and influencers.

Step 7: Implementation plan and budget

Objective: To develop an implementation plan and budget for the Public Awareness Campaign

Complete the activity timeline below. The more detailed you are in your planning, the easier implementation and budgeting will be. Ideally, the Public Information Campaign should last the duration of the project.

Activities	Month 1				Month 2				Month 3				Month 4				Month 5				Month 6							
	W 1	W 2	W 3	W 4																								

Develop a budget for the Public Information Campaign.

Step 8: Building a coalition

Identify potential partners in the local context. If possible, these partners should include ‘influencers’ identified during the stakeholder analysis, as well as key stakeholders and community leaders.

Depending on the potential coalition members and the context, it may be useful to approach potential partners before Step 2 and involve them in the planning process.

Step 9: Monitoring and Evaluation

Identify indicators for each objective by completing the chart below. The indicators should be specific, measurable, achievable, realistic, and time-bound. As the Public Information Campaign is a project within a project, coordinate the monitoring activities so that the indicators for the Public Information Campaign overlap with and contribute to the global monitoring of the Child-friendly Accountability project (refer to the Field Manual for more details).

Objective	Indicators	Means of verification	Baseline	Data collection frequency	Assumption

Information Sheet: What you need to know...

Here are a few questions and tips to think about when you are shaping your Public Awareness Campaign:

1. Will a Public Awareness Campaign change behavior?

Campaigning can be hard and is often unsuccessful. A campaign is essentially a conversation with society, an attempt to persuade society to take interest in an issue that they would usually ignore or to change a behavior. If the Campaign is not well-targeted or not well-structured, it is likely to burn out before having a real impact. Before beginning a campaign, make sure that it is well-targeted, structured, and focused on a specific issue.

2. Keep it simple

Campaigns are usually necessary to address an urgent public problem. The message should be simple and easy to remember. It should directly communicate one thing at a time and should clearly explain the behavior change that is needed.

3. The right components in the right order

An Awareness Campaign needs to walk the public through the following sequence:

- Awareness: Make sure that they understand the problem;
- Alignment: Providing evidence to convince them that a particular action is needed;
- Engagement: Convincing them to engage in behavior change;
- Action: Ensuring that they take action themselves.

If you communicate all the information at once, the public is unlikely to directly respond with behavior change. You may lose the audience. A good campaign should be like a book; it should tell a story and move its audience along with it. First you want them to become aware of the problem. Then you want them to understand that change is possible. Finally, you want to give them a clear opportunity to act.

4. Tailor the message to your audience

Do your research. Understand what your audience wants, what they already think, and what is likely to make them change their behavior. The message should be tailored to the specific needs and interests of the audience and should use language and images that appeals to them.

5. Build on issues that already have public support

If the target issue is one that has a broad base of support already, it will be much easier to move the public towards the desired behavioral change. If there is very little existing support for the issue, it will be much harder.

6. Target the people who disagree, not the people who agree

Too often, campaigns appeal to the group of people who already agree with the message. The campaign needs to be designed to appeal to those you are trying to convince.

7. Say what you mean

Every day we are exposed to thousands of messages, particularly in urban environments. Most of these messages we ignore or immediately discard. Only a few messages stay with us. The more explicit, direct and simple the message, the more likely it is to stick. Repetition is key.

8. Communicate with pictures

Use real imagery to communicate the message. Photographs of real people have a stronger impact than figurative images (e.g. cartoons, symbolic imagery, etc.). Extreme attention should be given to the use of children's image, consent and protection implications. ChildFund and partners should have in place careful regulation around the use of children's images.