Building Campaigns around:

Sustainable Transport, Air Pollution & Urban Health Issues
Today’s Outcomes

today, you will learn about and practice...

1. Developing “SOCOs”
2. Defining and mapping a target audience
3. Developing key messages
4. Brainstorming for a Model Campaign
The path to action
The communication continuum

1. Positive Behavioural Change
2. Centers for Disease Control and Prevention
1. Defining your SOCO
Topic 1: Creating a SOCO

Single Overarching Communications Outcome
THE CHANGE you want to see in your audience
Developing your SOCO

Questions:

1. What is your issue?
2. Why do you want to focus on this issue, now?
3. Who needs to change their behaviour?
4. What do you want your audience to change as a result of your communication?

This is your SOCO
Complete this sentence

The change I want to see is that my audience is ________

• … influenced
• … told
• … donating funds
• … confident
• … reassured
• … informed
• … made aware
• … convinced
• … drafts a new policy
• … strengthens policy enforcement
Complete this sentence

The change I want to see is that my audience is ________

- ... influenced
- ... told [×]
- ... donating funds [×]
- ... confident
- ... reassured [×]
- ... informed [×]
- ... made aware [×]
- ... convinced
- ... drafts a new policy
- ....strengthens policy enforcement
Sample SOCOs

BreatheLife Campaign examples:

• Cut Air Pollution levels/ deaths in my city by X by 2030

• Meet WHO Air Quality Guidelines (10µg/m³ for PM 2.5) or interim guidelines (15/25/35 10µg/m³ for PM 2.5) by 2030

• Get my city’s leaders to allocate 60% of its transport investments to BRT/tram, safe, dedicated in walking & cycling networks.

• Get 100% streets covered with safe sidewalks.

• Reduce pedestrian traffic deaths by X % with more walking paths.
Your turn!
Group exercise - 5 minutes – Handouts
Worksheet 1 – Page 16

Develop a SOCO for your communication challenge
2. Identifying your target audience
KNOW your Friends, Champions (& Adversaries)

- Who are they – ?
- Political priorities?
- Thought leaders & role models?
- Lifestyle, habits, personal and family priorities?
- Shoe preferences – but seriously 😊
- Why is your message important to them – even if they don’t agree with you about Everything?
Mapping your audience

- Blockers
  active resisters

- Avoiders
  passive resisters

+ Champions
  active supporters

+ Silent Boosters
  passive supporters

Energy

common cause
# Communication strategies

<table>
<thead>
<tr>
<th>Blockers</th>
<th>Champions</th>
<th>Avoiders</th>
<th>Silent Boosters</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Monitor what they are saying and who is listening to them</td>
<td>• Give them information</td>
<td>• Inform or ignore</td>
<td>• Educate, enable, inform and motivate</td>
</tr>
<tr>
<td>• Ignore if they are not influential</td>
<td>• Acknowledge their contribution</td>
<td>• Get critical mass of champions to</td>
<td>• Energize them by involving champions</td>
</tr>
<tr>
<td>• Confront if their influence is significant</td>
<td>• Let them champion your cause</td>
<td>influence them</td>
<td>they admire</td>
</tr>
<tr>
<td>• Counteract by giving facts &amp; enlisting champions</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
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- Give them information
- Acknowledge their contribution
- Let them champion your cause

- Inform or ignore
- Get critical mass of champions to influence them
Your turn!

Using your SOCO, map your audience - We will do this in the interactive exercise
3. Building
Key Messages

Let's cut 7 million deaths annually in half
Scientists & Experts are trained to build a systematic argument

THIS IS HOW TECHNICAL EXPERTS TALK

- Rationale
- Background
- Methods
- Findings
- Limitations

Main message
This is how a Key Message looks

How audience listens...

Main message

Background, Evidence & Data
Knowing your audience

Shrinking attention span

9 seconds
### 27/9/3

Speak in sound bites

<table>
<thead>
<tr>
<th><strong>Print quote</strong></th>
<th><strong>TV quote</strong></th>
<th><strong>All media</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• 27 words</td>
<td>• 9 sec sound bite</td>
<td>• 3 key messages</td>
</tr>
</tbody>
</table>

**Tweet**
• 140 characters takes 9 sec to read

Source: WHO Media Team, Sound Bite
We are wired to forget.

Ebbinghaus Forgetting Curve

Elapsed time since learning

Retention (%)

0 20 40 60 80 100

Immediately 20 minutes 1 hour 9 hours 1 day 2 days 6 days 31 days

100% 58% 44% 36% 33% 28% 25% 21%

Source: Image: https://krystaljem.files.wordpress.com/2015/08/the-forgetting-curve.jpg
Primacy and Recency

Advertisers, writers, entertainers and teachers know this secret.

Reference: University of California, San Francisco – Brain 101: Topics in Neuroscience
SUCCESS model for effective messages

- SIMPLE
- UNEXPECTED
- CONCRETE
- CREDIBLE
- EMOTIONAL
- STORY
Decide on your core message

- The most important decision you have to make
- What is the one thing you want your audience to do?
- What is the one thing you want your audience to remember?

Get the audience to pay attention. Once you have their attention, you must keep it

- Generate curiosity
- Say something surprising
- Reveal a fact
- Break a pattern
Concrete - Measurable

Carbon Pencils – VISUALIZE Air pollution you breathe each year

Make your messages understandable so that they mean the same thing to everyone in your audience

- Using actual things to explain concepts
- Paint a mental picture
- Use similes (like, as)
- Give examples
- Quantify deaths
- Quantify costs to health care system
Credible

The audience needs to believe you

- Champions - someone else’s credibility
- Tell stories of real people
- Use evidence
- Use self-experience
- Give detail
We are wired to connect with people, not ideas

- Talk about people
- Make them care – "WIIFM"
- Connect the audience to how they are affected by the topic
- Ask the audience to visualize or imagine
- Make them feel something – hope, excitement, horror, disgust…
As you hear a story, you live it in your own mind…like experience

- Paint a visual picture
- Inspire
- Challenge
- Connect
Rule of three

Speaking in threes:

- Easy to remember
- Catchy
- Repeatable

"Life, liberty, and the pursuit of happiness"
US Declaration of Independence

Liberté, Égalité, Fraternité
French motto

Stop, drop, and roll
Fire safety motto

I came, I saw, I conquered
Julius Caesar

Past, present, future
Time

Positive, negative, neutral
Components of an atom
## BUST JARGON AND ACRONYMS

<table>
<thead>
<tr>
<th>Jargon</th>
<th>Alternative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interventions</td>
<td>Strategies, Changes</td>
</tr>
<tr>
<td>Elucidate</td>
<td>Explain, Make clear</td>
</tr>
<tr>
<td>Empower</td>
<td>Allow, Let</td>
</tr>
<tr>
<td>Endeavour</td>
<td>Try</td>
</tr>
<tr>
<td>Enumerate</td>
<td>Count</td>
</tr>
<tr>
<td>Envisage</td>
<td>Expect, Imagine</td>
</tr>
<tr>
<td>Equitable</td>
<td>Fair, Equal, Balanced</td>
</tr>
<tr>
<td>Erroneous</td>
<td>Wrong, Incorrect</td>
</tr>
<tr>
<td>Evidenced</td>
<td>Showed, Shown</td>
</tr>
<tr>
<td>Evince</td>
<td>Show, Prove</td>
</tr>
<tr>
<td>Exhibit</td>
<td>Show</td>
</tr>
<tr>
<td>Exhibits a tendency to</td>
<td>Tends to</td>
</tr>
<tr>
<td>Expeditiously</td>
<td>Quickly, Immediately</td>
</tr>
</tbody>
</table>
1. **Time:** 7 million people a year die from Air pollution. *That’s 800 people an hour.*

2. **Place:** Some 41,000 Tanzanians die from air pollution every year, nearly 10,000 of those are children.

3. **Comparison:** At 23, PM 2.5 air pollution levels in Morogoro are more than twice the WHO recommended level of 10, while in Kampala, levels are 104 -- or more than 10 times above WHO Air Quality guideline levels.

*micrograms per cubic meter of air*
People are more likely to trust information, they can easily understand.
"Effective air pollution interventions include transit-oriented and walkable cities, resulting in a triple health return in terms of better cardiovascular health, reduced injury risks and increased opportunities for physical activity.

To reduce air pollution we need walkable cities with great transit systems and clean cars, motorcycles & trucks. Not only will there be fewer air pollution deaths, but less traffic injury. And people will be able to get more physical activity. A triple health return."
• Using the Key Messages grid, you can write key messages & note the supporting evidence for your topic
### Key messages grid

**SOCO:**

**Audience:**

<table>
<thead>
<tr>
<th>Supporting Facts/data</th>
<th>Key message #1</th>
<th>Key message #2</th>
<th>Key message #3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporting Facts/data</td>
<td></td>
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YOUR TURN – BUILD YOUR OWN CAMPAIGN
SEE HANDOUT

1. FINALIZE YOUR SOCO

2. Choose your Target Audience - map supporters, blockers.

3. Create Key Messages & Comms Tools & Tactics you will use based on:
   - Creative thinking about audience’s tastes, needs & values;
   - Types of information that are convincing for target audience;
   - Sources of Information believed/trusted