

Building Campaigns around: Sustainable Transport, Air Pollution & Urban Health Issues



Today's Outcomes

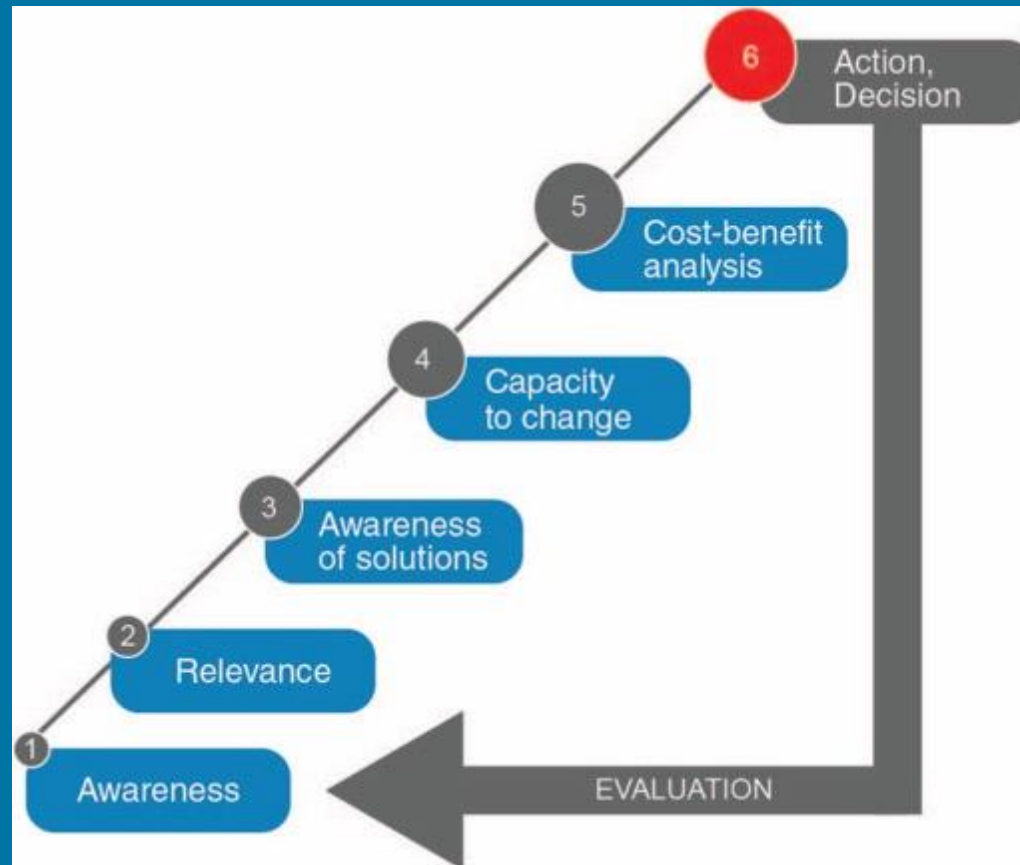
today, you will learn about and practice...

- 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

SOCO is ...



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 ($10\mu\text{g}/\text{m}^3$ for PM 2.5) or interim guidelines ($15/25/35$ $10\mu\text{g}/\text{m}^3$ 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

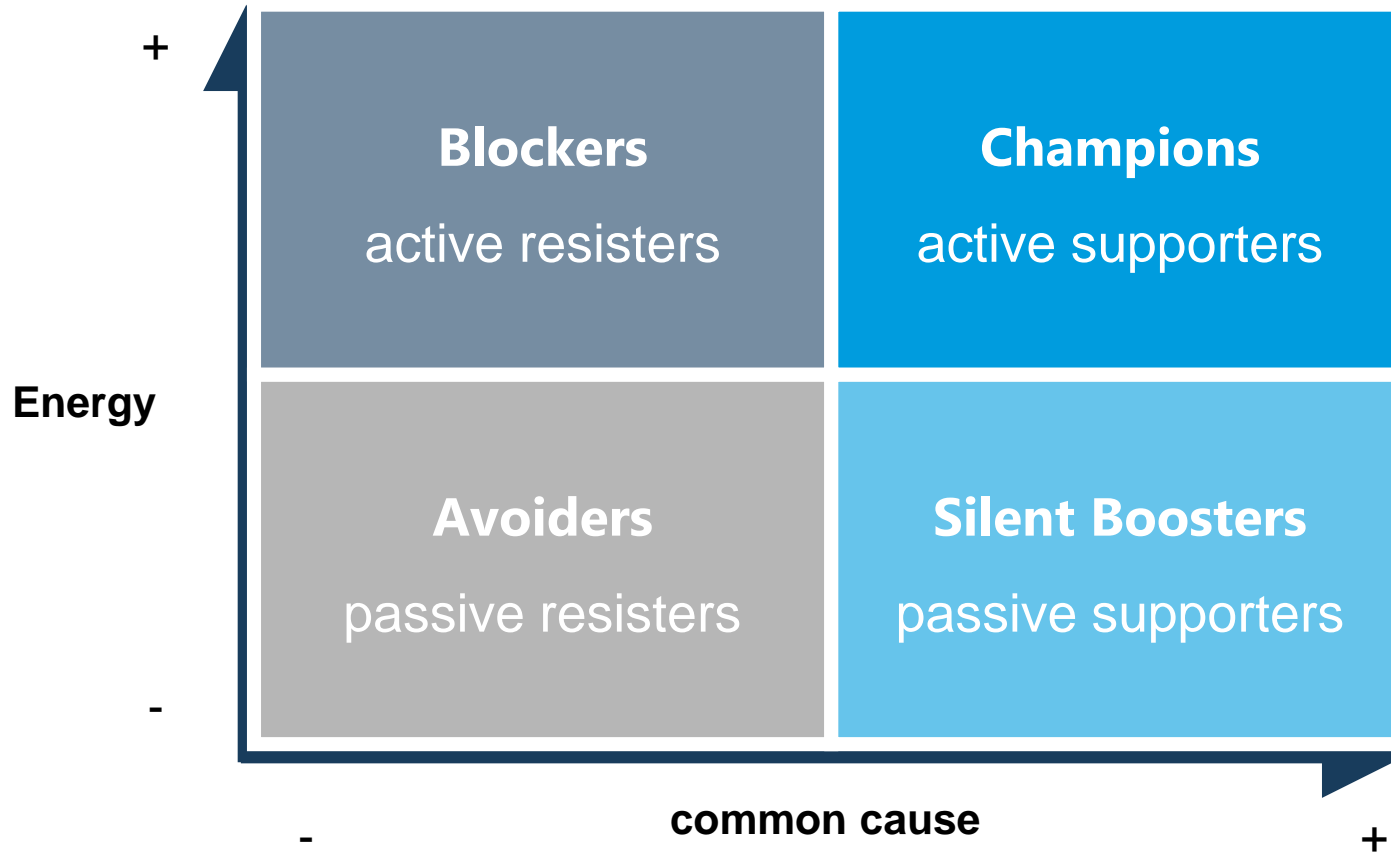


World Health
Organization
Organisation mondiale de la Santé

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



Communication strategies

Blockers

- Monitor what they are saying and who is listening to them
- Ignore if they are not influential
- Confront if their influence is significant
- Counteract by giving facts & enlisting champions

Champions

- Give them information
- Acknowledge their contribution
- Let them champion your cause

Avoiders

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

Silent Boosters

- Educate, enable, inform and motivate
- Energize them by involving champions they admire

Your turn!



Using your SOCO, map your audience - We will do this in the interactive exercise

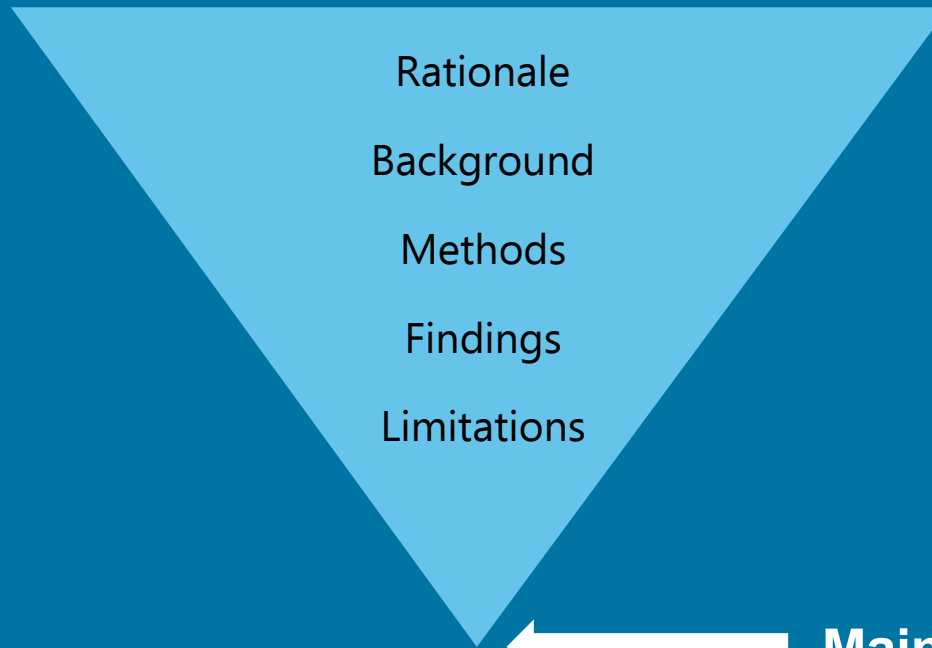
3. Building Key Messages



**LET'S CUT 7 MILLION
DEATHS ANNUALLY
IN HALF**

Scientists & Experts are trained to build a systematic argument

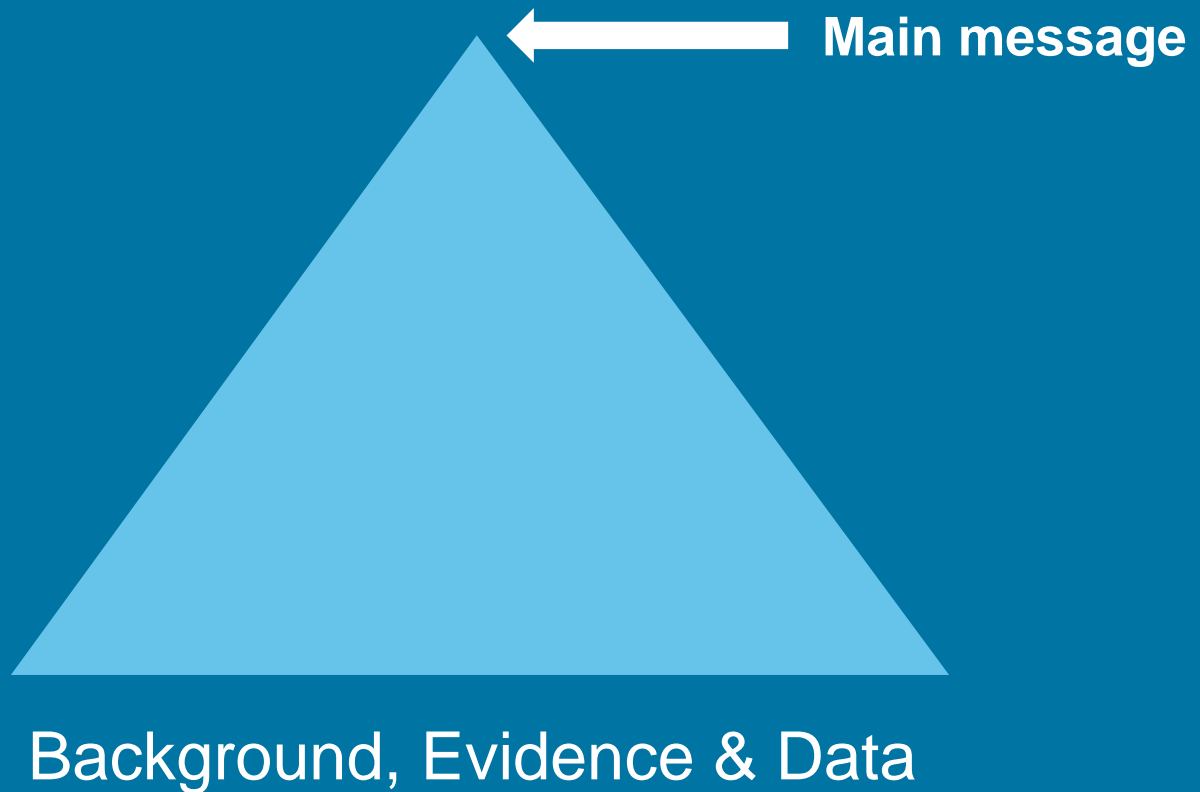
THIS IS HOW TECHNICAL EXPERTS TALK



← Main message

This is how a Key Message looks

How audience listens...



Knowing your audience

Shrinking attention span

9 seconds



27/9/3

Speak in sound bites

Print quote

- **27** words

TV quote

- **9** sec sound bite

All media

- **3** key messages

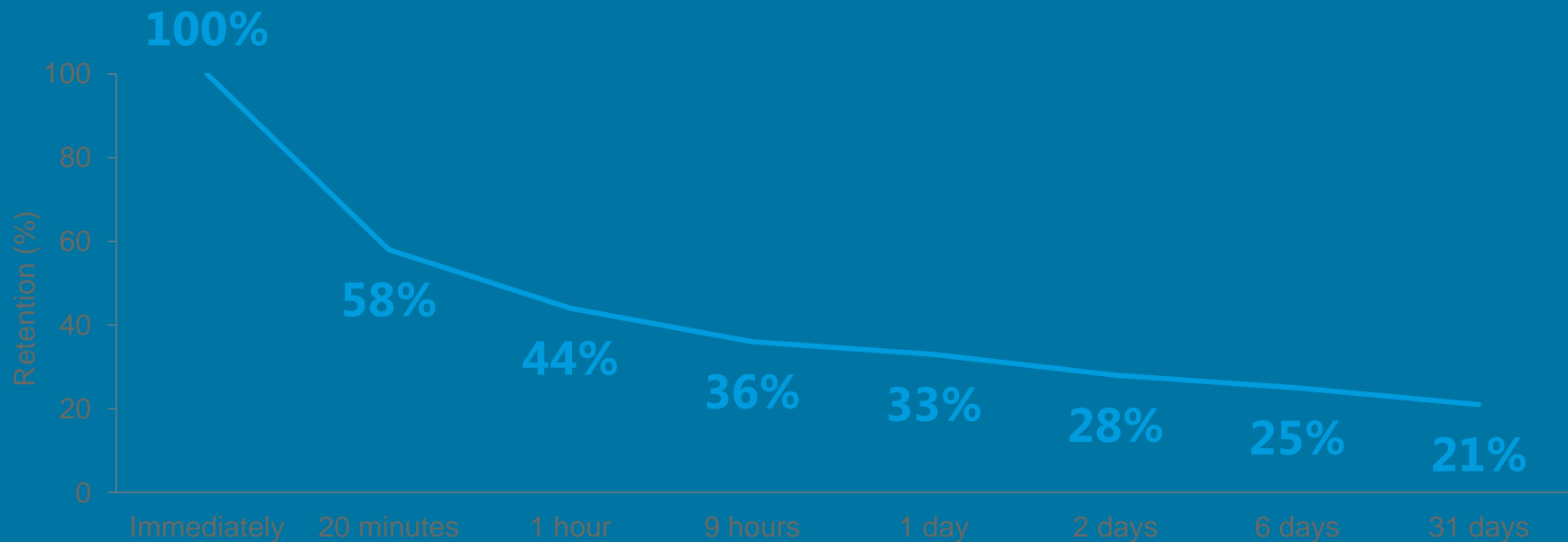
Tweet



- **140** characters
takes 9 sec to read

We are wired to forget.

Ebbinghaus Forgetting Curve



Elapsed time since learning

Primacy and Recency

Advertisers, writers, entertainers and teachers know this secret.

Beginning

End



SUCCESS model for effective messages



SIMPLE



UNEXPECTED



CONCRETE



CREDIBLE



EMOTIONAL



STORY

Simple - Is this Picture Simple ?



Effective mosquito repellents contain ONE of the ingredients:

DEET
KBR3023
IR 3535
(ICARIDIN)

If used in line with instructions on the label, they are:
Safe for pregnant women!

World Health Organization

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?

Source: Heath, C., & Heath, D. (2007). *Made to stick: Why some ideas survive and others die*. New York: Random House.

Unexpected - is it?



**WORLD TOILET DAY
IS NOVEMBER 19**

WORLDWIDE
MORE PEOPLE HAVE
ACCESS TO A
MOBILE PHONE
THAN A TOILET

**2.5 BILLION PEOPLE
DO NOT HAVE ACCESS TO A
CLEAN AND SAFE TOILET**



Content sources: <http://www.one.org/us/> & <http://toiletday.org/>

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

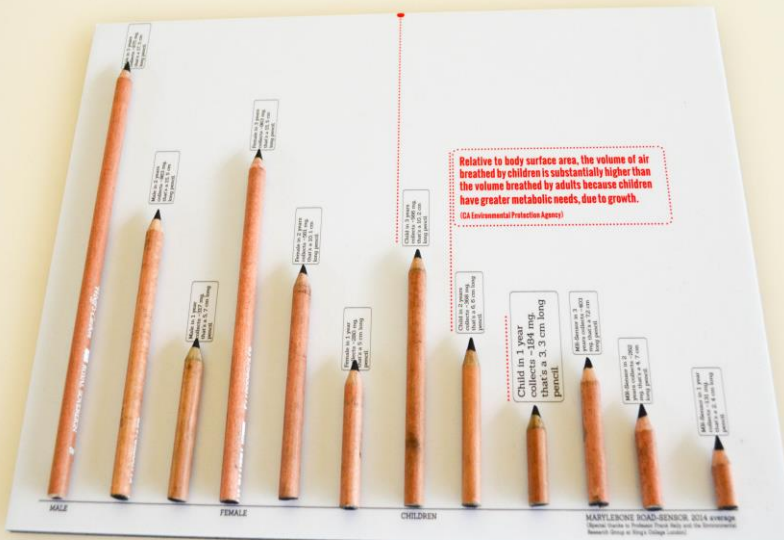
- Generate curiosity
- Say something surprising
- Reveal a fact
- Break a pattern

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



**World Health
Organization**

The audience needs to believe you

- Champions - someone else's credibility
- Tell stories of real people
- Use evidence
- Use self-experience
- Give detail

Emotional



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...

Stories

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

Jargon	Alternative
Interventions	Strategies, Changes
Elucidate	Explain, Make clear
Empower	Allow, Let
Endeavour	Try
Enumerate	Count
Envisage	Expect, Imagine
Equitable	Fair, Equal, Balanced
Erroneous	Wrong, Incorrect
Evidenced	Showed, Shown
Evince	Show, Prove
Exhibit	Show
Exhibits a tendency to	Tends to
Expediently	Quickly, Immediately

Numbers

Break numbers down by:



- 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**.



Use **SHORT, ACTIVE SENTENCES,** **CLEAN OUT JARGON**



NOUN- VERB – DIRECT OBJECT

"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.

Your turn!

KEY MESSAGES GRID HANDOUT



- Using the Key Messages grid, you can write key messages & note the supporting evidence for your topic

Key messages grid

SOCO:

Audience:

	Key message #1	Key message #2	Key message #3
Supporting Facts/data			
Supporting Facts/data			
Supporting message Facts/data			

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