



Tool 9.9 Awareness-raising campaign checklist

Overview

When planning a public information campaign, goals, aims, measurable objectives, target groups and settings, key messages, materials and actions, monitoring and evaluation should all be considered. This tool offers some guidelines and a checklist to provide a starting point.

Setting up a campaign

ECPAT International offers guidelines for non-governmental organizations that are setting up an awareness-raising campaign. The guidelines specifically concern the efforts of the organization Protecting Environment and Children Everywhere (PEACE), the national representative of ECPAT in Sri Lanka, to combat the commercial sexual exploitation of children, but they are also applicable to trafficking issues.

1. Make use of the moment

- Capture relevant moments
Support is ideally sought when issues become topical and receive lots of media attention
- Have a strategy ready
Have a strategic plan of action for such moments so you can take advantage of them

2. Create the right conditions for actions

- Raise awareness of the issue
Don't assume that the issue will stay topical for long. Create awareness at different levels; grass-roots, public sector, private sector and Government
- Try to make the issue "official"
Get official recognition for the problem by discussing the issue with relevant ministries and work towards joint ownership of the problem to increase the chances of governmental support

3. Define the proper "core message"

- Identify your public
The message you present and how you present it depends on who you hope to influence. Which community would be most influential in solving the problem? How can you best reach them?

- Design the message

The message needs to highlight the effects of the issue on the particular target audience.

4. Make good use of the media

- By becoming a source of information to the media, you are able to reach a larger audience, become better known and trusted by the public, have some control over the type of news released and counterbalance inaccurate opinions with reasoned response

5. Make use of international support and pressure

- Share problems and experiences

The issue you are addressing will have been experienced in some form elsewhere in the world; remember to look outside for help

- Join a global network

Establish and maintain contact with international organizations prepared to help, experienced personnel in other countries who can guide progress and donors willing to provide assistance

- Use international pressure

Not every Government is receptive to initiatives from non-governmental organizations

- Direct pressure can be applied by international organizations contacting your Government through appropriate channels to express the international community's concern about the situation
- Indirect pressure is applied where the relevant country is mentioned at international conferences or in foreign media in relation to the issue at the centre of your campaign

6. Set up a local network

- Use all the resources available

International organizations are more likely to become involved with your campaign if other sectors and groups are represented. Your network could include non-governmental organizations working in related fields, foreign-based organizations with a presence in your country, members of the private sector, Government agencies, individuals and representatives of the media.



Source: ECPAT International guidelines, *Setting up a Campaign* (PEACE, Sri Lanka) available at:

www.ecpat.net/eng/CSEC/good_practices/index.asp

Campaign checklist

Does the campaign include?

A starting point

- Does it establish the rationale?
- Does it build consensus and engage potential critics?
- Is it based on a simple stakeholder analysis?
- Is there an official launch planned?

An ambitious goal, achievable aims and measurable objectives

- Are the objectives ambitious, clear and with realistic deliverables?
- Do they describe why, where, what, when and how?

A slogan and identity

- Is the slogan short and simple?
- Is there a complimentary strapline?

Defined target groups and settings

- Were all groups identified in the stakeholder analysis?
- Are the settings based on local intelligence and evaluation?
- Were messages and draft materials tested with focus groups?

Key messages

- Are they clear, short and concise?
- Are there core messages and targeted messages?

Key materials

- Is there a range of materials planned?
- Are partnerships to be used in production and distribution?
- Have case studies been organized to provide a human face to the issues?

Key actions

- Does the campaign involve active participation?
- Do activities mark specific milestones?

Raising campaign funds and resources

- Does the funding plan articulate the case for the campaign?
- Are partners asked to contribute something specific?

Monitoring and evaluation

- Are monitoring and evaluation planned throughout the lifespan of the campaign?
- Will it include qualitative and quantitative research?
- Will the campaign link to existing statistics?

An end point

- When will the campaign end?
- What plans are there for a report?



Source: Joint United Nations Programme on HIV/AIDS; the campaign checklist is available at:

http://data.unaids.org/WAC/in_waccampaignguide_04_en.pdf