PLANNING THE PUBLIC AWARENESS CAMPAIGN

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Figure 1. From Awareness to Action to Advocacy (Paz H Diaz 2011)
Six Steps in Preparing the Public Awareness Campaign

1. **Analyze** - listen to potential audiences, assess existing programs, policies, resources, strengths and weaknesses, and analyze communication resources

2. **Pre-Plan and Design** - decide on vision, goals and objectives, identify audience segments, position the concept for the audience, clarify behavior change model, select channels of communication, plan for interpersonal discussion, draw up action plan and design evaluation

3. **Develop, Pretest, Revise, Produce** - develop message concepts, pretest with audience members and gatekeepers, revise and produce messages and materials, retest new and existing materials

4. **Implement, Manage** - mobilize key organizations, create a positive organizational climate, implement the action plan, and keep track of the process of dissemination, transmission, and reception of program outputs

5. **Monitor and Evaluate** - measure impact on audiences and determine how to improve future projects

6. **Plan for continuity** - adjust to changing conditions, plan for continuity and self-sufficiency

Here is a diagram that shows how you can create your Public Awareness Campaign (Adapted from Health Communication, Piotrow et al, 1997, p. 27)
The Seven C’s of Effective Messages
1. Command attention
2. Cater to the heart and the head
3. Call to action
4. Clarify the message
5. Communicate a benefit
6. Create trust
7. Convey a consistent message
Testimonials from Participants

• The people in Kathmandu are becoming aware of the hazards, but sustainability of informing them is a challenge to the city government.

• There are varied target groups for PA campaign. Different approaches and strategies will be utilized to reach the target audience.

• DRM at the community level should be continuous.
Testimonials from Participants

• Makati can review the percentage of the different sectors, the senior citizens, adolescents and the youth for effective targeted PA campaign.

• The secondary school visited has already been retrofitted. It has an Earthquake Safety Club where members are trained in earthquake scenario, response, and use of Protective Personal Equipment. These students also contribute to PA campaign.
Lessons Learned – Gathered from Discussions during the Sessions

• The Disaster Risk Reduction Campaign planner must have some background on communication principles and theories.
• The Disaster Risk Reduction Campaign planner must have a clear idea on who the audience of the campaign will be. Missing the mark will be a costly experience.
• The campaign must involve all stakeholders who should feel they “own” the campaign.
• The campaign must leave a lasting impression on the intended audience; facts must be accurate and reliable.
• A convincing message is one that resounds in the hearts and minds of the intended audience.
• The campaign must be credible at all levels.
• The plan for continuity must be doable so the city does not waste resources on starting a project and stopping it because budget and other requirements have run out.

• Evaluation of the implementation must be systematic and regular so that assessment will be effective and needed changes can be implemented along the way.