Virtual Short Course: Effective Communications for Caribbean Civil Society Organisations

Caribbean Natural Resources Institute (CANARI)

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Contact Info

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Welcome back to Virtual Short Course: "Effective Communications for Caribbean Civil Society Organisations"

LOADING
PLEASE WAIT...

and, while you wait, please…

Take in the vibes/vibe to the music playing...get in the mood for learning + sharing!

A REMINDER:
Our community agreements…

Let's agree to do the following in order to maximise our class time…

- Participate actively/fully by sharing our experiences and/or answering questions
- Limiting our contributions to 2-3 minutes in plenary discussions when possible to allow everyone to actively participate
- Limiting distractions near us
- Communicating when we have to step away from our computers (especially in small group breakouts)
- Listening to our colleagues for understanding
- Being respectful even when we disagree
- Anything else we need to add?

On tap for today…

In today's class, we will cover…

- Refining our targeting and messaging using the data available to us.
- Introduction/reintroduction to communication products and platforms (pathways)
- Exploring how to effectively use products and platforms to meet our campaign goals and objectives

Crafting Key Messages

Communications Strategy Tool # 5
✅ Effective Messages Checklist ✅

Issue-based communications messaging that resonates with and sways target audiences, is oftentimes:

✓ **Clear**: use conversational language and stay away from jargon

✓ **Concise**: are able to be expressed in a short paragraph

✓ **Compelling**: speak to the values and concerns of the target(s) of the communication

✓ **Contrasting**: lay out the difference between what you are communicating and :
   what others are communicating on the same issue
   what is being offered by the sector(s) you are approaching

✓ **Credible:** fact or evidence-based, verifiable and realistic (able to be accomplished)

What do we need to consider when applying data to strengthen our communications strategies?

■ **Targeting:** What do we know about who we want to target and how can we use the info in Strategy Tool #4, our lived experience of our target audiences and **the new/existing communications data available** to further narrow down or widen the scope of this group?

■ **Messaging:** What do we know about our issues **(with respect to scientific, evidence-based statistics/quantitative data AND qualitative data)** that will allow us to further legitimise the messages we've crafted?

Exploring Products and Platforms

HOW DO YOU CHOOSE EFFECTIVE

#1 LIST SIX PRODUCTS YOU WANT TO

The products, platforms and placement of your advocacy messages is also mission critical. Ill-thought-out use of communications products and platforms, including information communication technologies (ICTs) could end a promising advocacy campaign before it even gets started.

What are some of the communication products we're familiar with?

What are some of the communication products we're familiar with?

SONGS & JINGLES

PAMPHLETS & FLYERS

TALKING POINTS

PLACARDS

LETTERS TO THE EDITOR

SKITS/DRAMA

What are some of the communication products we're familiar with?

PETITIONS

ARTICLES & COLUMNS

TESTIMONIES & FIRST HAND ACCOUNTS

PERSONAL, HEARTFELT LETTERS & PLEAS

PARTICIPATORY VIDEO & FILM

ENGAGING, SIMPLE VIDEO SHORTS—TALKING HEAD, NARRATIVE STORY

What are some of the communication products we're familiar with?

AUDIOGRAMS

PODCASTS
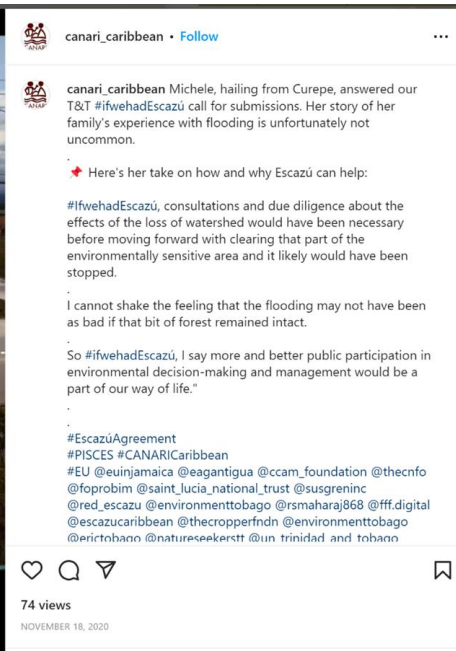
GIS STORY MAPS & PHOTO STORIES

NEWS/MEDIA RELEASES & ADVISORIES

ADVERTISEMENTS

ANIMATIONS & GRAPHIC IMAGERY

Working the Case Study: A Few Examples of Products...

#ifwehadEscazú

I have to wonder #IfwehadEscazú

canari_caribbean · Follow

canari_caribbean Michele, hailing from Curepe, answered our T&T #ifwehadEscazú call for submissions. Her story of her family's experience with flooding is unfortunately not uncommon.

📍 Here's her take on how and why Escazú can help:

#IfwehadEscazú, consultations and due diligence about the effects of the loss of watershed would have been necessary before moving forward with clearing that part of the environmentally sensitive area and it likely would have been stopped.

I cannot shake the feeling that the flooding may not have been as bad if that bit of forest remained intact.

So #ifwehadEscazú, I say more and better public participation in environmental decision-making and management would be a part of our way of life."

#EscazúAgreement
#PISCES #CANARICaribbean
#EU @euinjamaica @eagantigua @ccam_foundation @thecnfo @foprobim @saint_lucia_national_trust @susgreninc @red_escazu @environmenttobago @rsmaharaj868 @fff.digital @escazucaribbean @thecropperfndn @environmenttobago @erictobago @natureseekerstt @un_trinidad_and_tobago
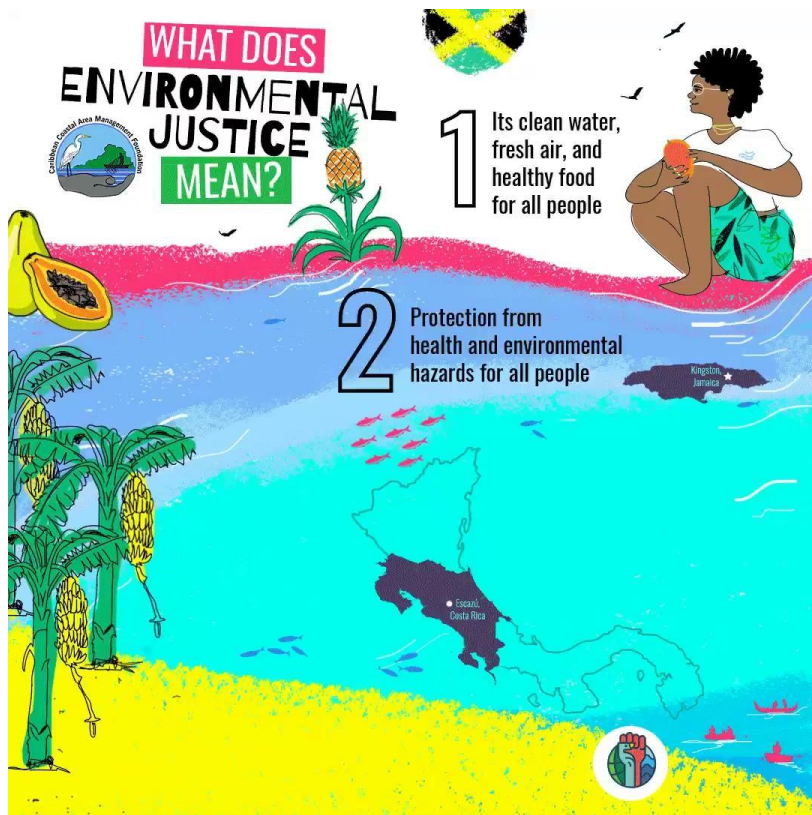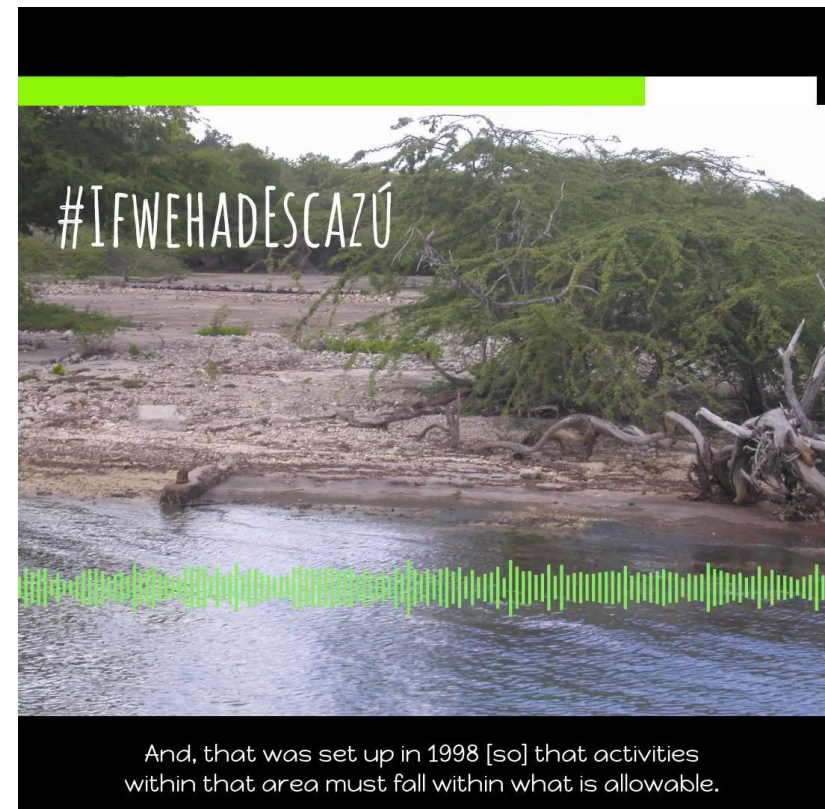
74 views
NOVEMBER 18, 2020

Working the Case Study: A Few Examples of Products…

Working the Case Study: A Few Examples of Products...

#IfwehadEscazú

An online environmental justice campaign for the people

Caribbean Natural Resources Institute | February 12, 2021

#IfwehadEscazú

And, that was set up in 1998 [so] that activities within that area must fall within what is allowable.

#3 REMOVE FROM YOUR LIST PATHWAYS WITH TOO MANY CONS.

NOTE: when working with a new audience, inexperience with a pathway is NOT in of itself a con. A lack of access to a new pathway is, DO NOT confuse the two. A lack of access is defined by a lack of resources (human, monetary or otherwise) to attain use of said pathway.

What are some of the communication platforms (pathways) we're familiar with?
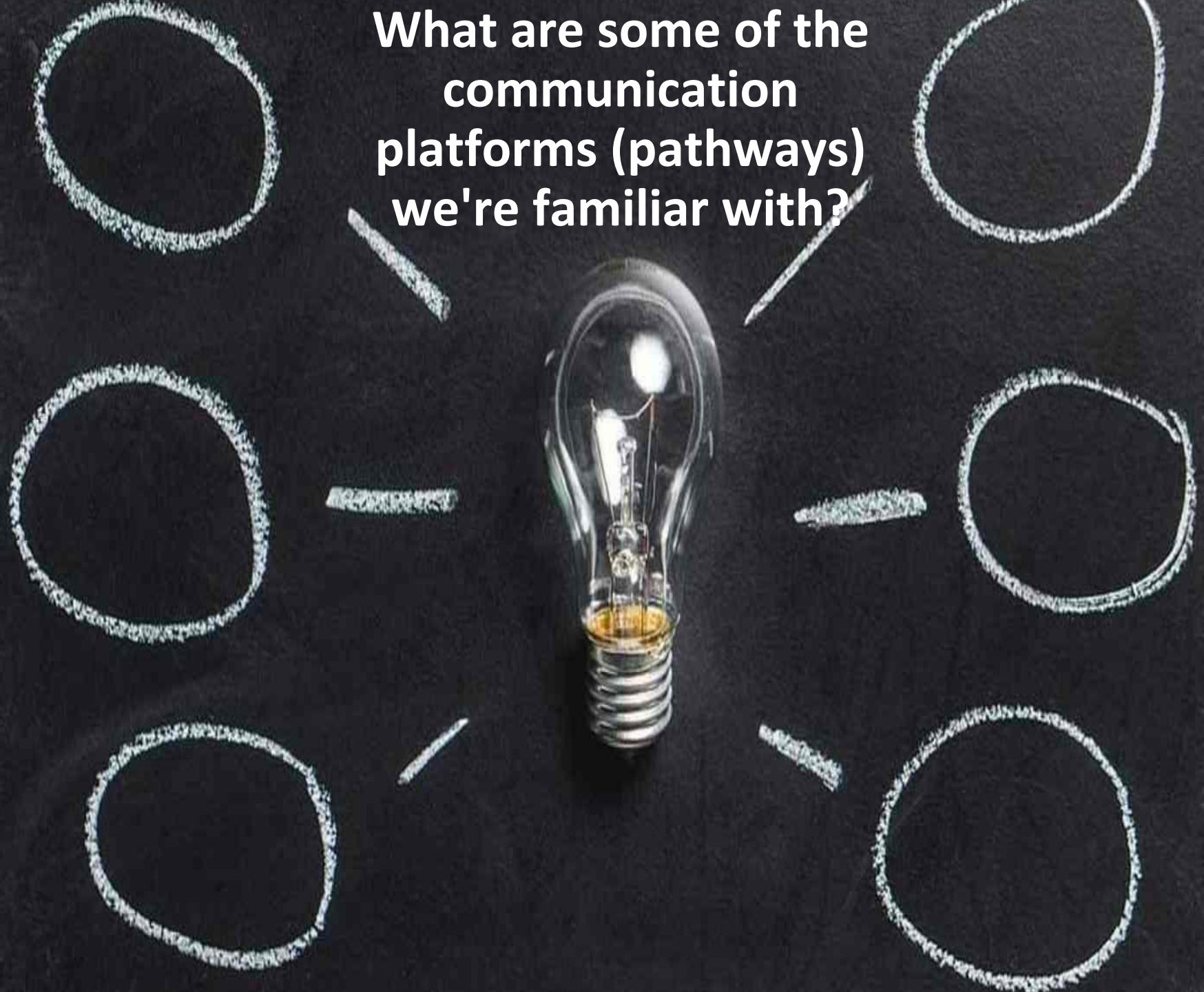
What are some of the communication platforms (pathways) we're familiar with?

FACE TO FACE, 1-ON-1 MEETINGS

WORKSHOPS & TRAINING EVENTS

TV/ ONLINE MEDIA APPEARANCES

FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM

NEWSPAPERS & RADIO STATIONS

TIKTOK, SNAPCHAT, DISCORD, CLUBHOUSE

What are some of the communication platforms (pathways) we're familiar with?

FACE TO FACE, COMMUNITY AND TOWN HALL MEETINGS

ART EXHIBITS & COMMUNITY TALENT SHOWS

ROADSIDE DEMONSTRATIONS

COMMUNITY WALKABOUTS

BLOGS, VLOGS, PRINTED AND E-NEWSLETTERS

ONLINE EVENTS, GATHERINGS, DISCUSSION FORUMS

Working the Case Study: A Few Platforms Used…

- Instagram
- Facebook
- Direct Email
- Online/Virtual Event (Zoom)
- Community Workshops
- Hybrid Panel Events (In-person and Virtual)
- Media Appearances (TV & Radio)
- Direct Mail/Letter Delivery
- Newspaper

Identifying Our Communication Products and Platforms…

- What products will our target audiences respond to best?
- How do they prefer to be reached?
- Who and what influences them most?
- How can we reach them in multiple ways?
- What platforms are they already using?

Let's Decide…

Identifying Our Communication Products and Platforms…

- What products have we determined will work best for our targets and why?
- What platforms will we use to share our products and why?
- Have we been practical and realistic in our decisions?

Once you know where you are starting and where you want to get to, the steps in the process can be used as simple indicators. You can have three types of indicators, which help to measure the overall impact of your communications strategy.

1. Activity indicators, which can include:

- number of people targeted by a particular outreach activity (distribution of newspaper article; persons invited to a workshop or any other public outreach event);
- number of topics covered by a particular outreach activity;
- number of outreach events held; and
- budget spent on outreach activities.

2. Short-term result indicators, which can include:

- number of people who have heard about a particular issue;
- number of copies of outreach material distributed;
- number of actual participants in an activity (as opposed to the number of those invited);
- number of articles or news items published or aired in a month or week;
- how far (geographically) the outreach has been extended; and
- number of persons targeted by a particular activity who actually recall the information, understood the message, or appreciated the campaign.

3. Medium to long-term result indicators, which can include:

- number of persons who have made lifestyle or other changes as a result of your campaign (doing their part to contribute to biodiversity conservation, deciding to further studies or work in a field related to biodiversity conservation);

- number of persons who have become 'champions' or change agents' as a result of your campaign; and

- policy changes: new or changed policy to support the ideas put forward in your campaign.

Table 3: Determining desired outcomes and indicators based on objectives

Objectives	Desired Outcomes	Indicators
Building knowledge and awareness	Knowledge is built	Persons speak in a knowledgeable manner about the issue
		Persons are expressing a point of view about the issue
		Persons are quoting facts about the issue
	Awareness is built	Persons are able to speak about the issue with a greater degree of certainty
		Persons are motivated to take part in actions to address the issue
		Persons act in a manner which shows concern about the issue
Advocacy	The information supplied and recommendations provided are considered	Information supplied is cited (e.g. by policy makers, media)
		Engagement of stakeholders occurs/is increased
		Recommendations are discussed
		Recommendations are given consideration
		Policy is developed/amended

Qualitative versus quantitative evaluation

While result indicators of outputs are often *quantitative*, far more important is a *qualitative* measure of opinions, attitudes and behaviour change among your target audiences as outcomes of your communication. The aim of evaluation may not always be to prove communication efforts definitely caused change, but to assess perceptions and quality of the communication activities. You therefore would need to carry out qualitative evaluation of your communication.

Qualitative evaluation methods include:

- **Open-ended questions:** in a survey or interview for instance, you could develop a simple feedback form to have visitors fill out after attending an exhibition, asking them whether they enjoyed their visit, what aspects were of greatest interest and whether they learned anything new at the exhibition and if so, what was it that they learned.

- **Focus group discussions:** you may target similar interest groups for example representatives of research institutions and table a discussion on the approach your group took to conserving a particular species of wildlife and ask questions about the impact of your type of work, its relevance in the region, and opportunities for sharing information.

- **Written documents:** like official publications, reports and studies; you could monitor the uptake of your work in conservation by looking at how it is used by others or how it enters the agenda of other organisations after you have highlighted relevant issues. You can note increased awareness or knowledge of the issue or changes (e.g. improvements) in how the issues are addressed.

- **Direct observation:** through field work or research on activities, behaviours, actions, conversations, interpersonal interactions, organisational or community processes, or any other aspect of observable human experience.

Quantitative evaluation measures physical results of activities, such as:

- how many persons are targeted;
- how many workshops are held;
- how many persons are aware of climate change impacts on their livelihoods; and
- the quantity of communications material produced (number of posters, booklets, etc.).

Action Tool # 4: Simple M&E Framework

	Indicator	Definition (How is it calculated?	Baseline (Where are we starting?)	Target (What are we aiming for?	Data Source (How will it be measured?)	Frequency (How often will it be measured?)	Responsible Team Member	Reporting/ Documentation (Where will it be reported?)
SAMPLE GOAL (USE THIS PREMISE FOR EACH ACTION/ACTIVITY W/ NARROWER FOCUS*): *The ratification of the Escazú Agreement in Trinidad and Tobago to help enhance environmental protections in the country.*	**SAMPLE RESPONSE:** *Signed, ratified agreement and public notice from The Office of the Prime Minister.*	**SAMPLE RESPONSE:** *One signed, ratified agreement and public notice(s) from The Office of the Prime Minister. Notifications and updates from related environmental ministries.*	**SAMPLE RESPONSE:** *Government participation in drafting the agreement and public, international acknowledgment of its importance.*	**SAMPLE RESPONSE:** *Full Government buy-in and support of the agreement by signing and ratifying it, and making a public announcement/declaration to that end.*	**SAMPLE RESPONSE:** *News media, Official notice from The Office of the Prime Minister.*	**SAMPLE RESPONSE:** *Weekly outreach to The Office of the Prime Minister and relevant Environmental agencies and ministries.*	**SAMPLE RESPONSE:** *All Team*	**SAMPLE RESPONSE:** *Project progress reports, news articles and press releases celebrating completion of the goal, organisation website, etc.*
Goal								
Action/Activity								
Action/Activity								

* *"Action/Activity" is meant to signify a singular, more specific task that will aid in the accomplishment of the overall goal; for the listed "sample response," an "action/activity" could be "drafting a call-to-action letter from leaders of civil society urging the Prime Minister to act (sign and ratify) on the Escazú Agreement.* **NOTE: This tool/worksheet was adapted from Tools4Dev (www.tools4dev.org) M&E Framework Template.**

In Tuesday's Class...

We'll be covering…

- Identifying our team members/making the best use of the teams we have to execute/implement our campaigns
- Developing realistic timelines and putting measures in place to operate within them