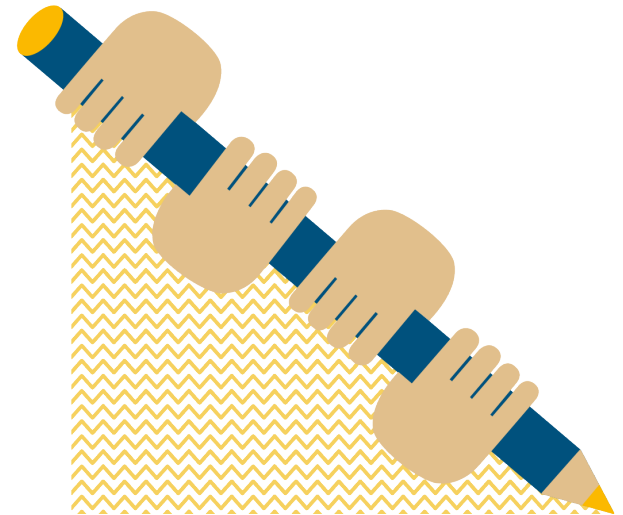


Project Communication.

Central Baltic Lead Partner
and Communication Seminar
5 June 2019 | Helsinki, Finland

Eva Martínez Orosa,
Interact Programme





Communication planning process

Scope	Select	Understand	Design	Manage
Purpose & focus	Target audience	Barriers, benefits, motivators, competition and influential others	Positioning	Evaluation plan
Situation analysis	SMART objectives		Marketing mix (tactics)	Budget
				Implementation plan

Roles of communication in the project

- Change behavior of a target audience for their own sake (e.g. social inclusion projects).

Social marketing.

Social marketing

= Influence behaviours to improve the target audience's lives and/or their environment.

Roles of communication in the project

- Change behavior of a target audience for their own sake (e.g. social inclusion projects).

Social marketing.

- Promote a product (e.g. tourism routes/areas).

Commercial marketing

Roles of communication in the project

- Change behavior of a target audience for their own sake (e.g. social inclusion projects).

Social marketing.

- Promote a product (e.g. tourism routes/areas).

Traditional marketing

- Stimulate stakeholder participation in achieving the project objectives (e.g. Support to SMEs, transport)

Stakeholder management



**What is your main
communication
purpose?**

Definitions

Target group

All those segments of population who will be benefiting from your project results.

Definitions

Target group

All those segments of population who will be benefiting from your project results.

VS

Target audience

Homogeneous segments of the population whose behavior, knowledge or believe you need to influence in order to achieve your project objectives.

“Unemployed immigrant mothers (from Russia, Belarus, Ukraine and Poland) living in Latvia and Estonia who stay at home with their pre-school children”.

ActiveMoms project

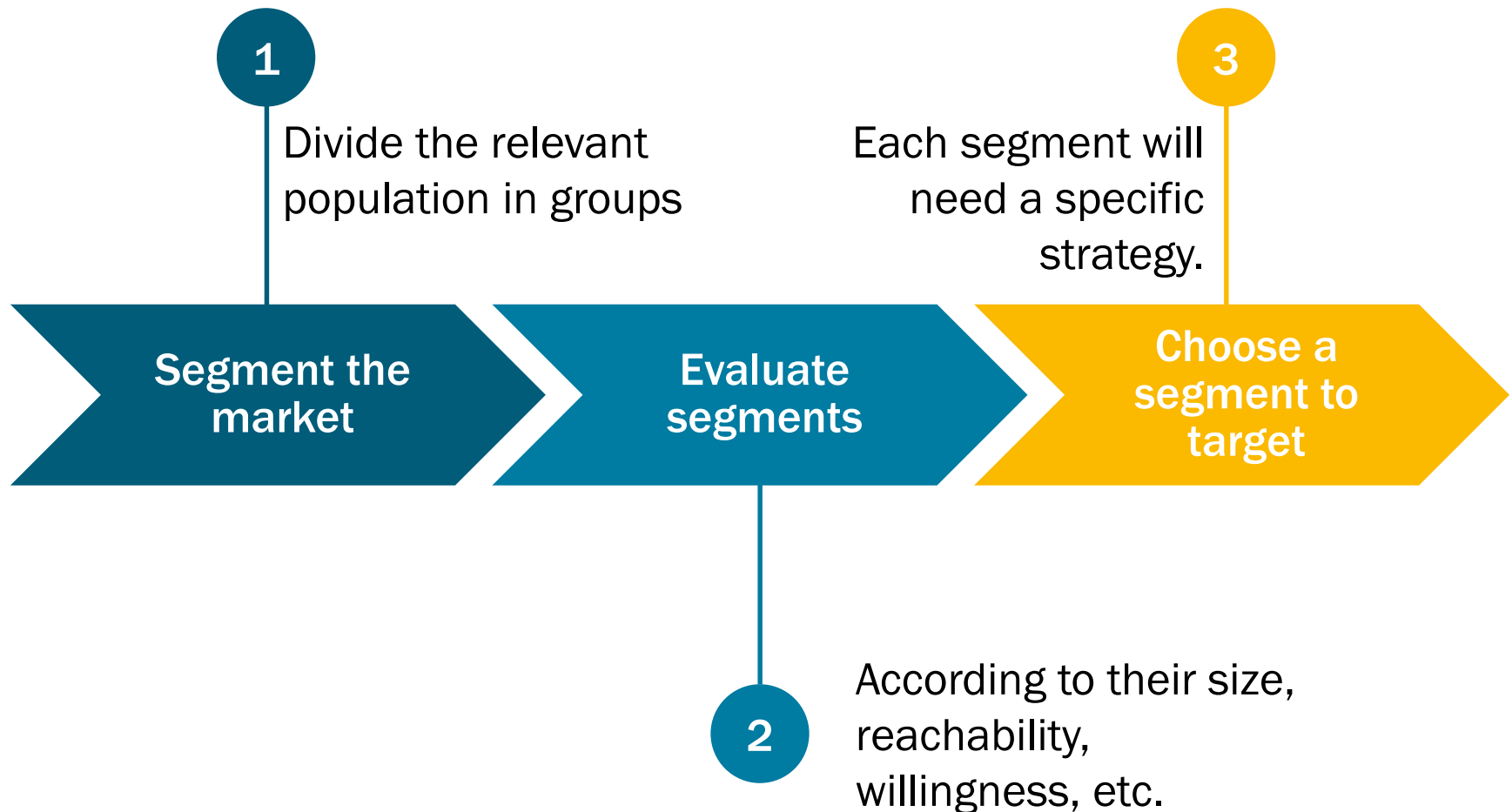
“Unemployed immigrant mothers (from Russia, Belarus, Ukraine and Poland) living in Latvia and Estonia who stay at home with their pre-school children”.

“Youngsters aged 18-30 with a history of mental illness living in Linköping, Sweden and in the Zemgale Planning Region, Latvia”.

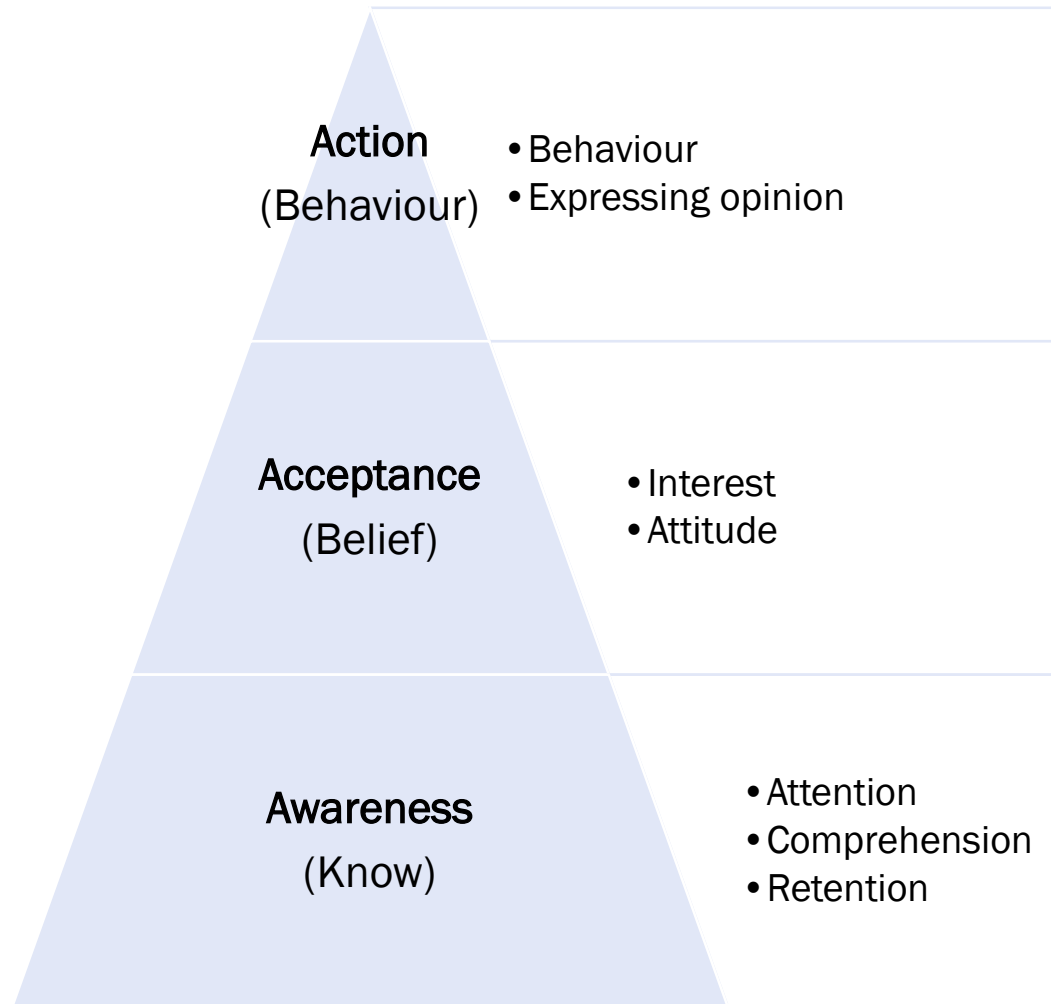
Rethink project

“Youngsters aged 18-30 with a history of mental illness living in Linköping, Sweden and in the Zemgale Planning Region, Latvia”.

Process to choose a target audience



Communication objectives





**List your audience(s)
in the communication
strategy template.**

(15 min.)

Problem

Dallas (Texas), late 90s

- Car crashes = Leading cause of death for children aged 1-14

Problem

Dallas (Texas), late 90s

- Car crashes = Leading cause of death for children aged 1-14
- Many of these deaths could be prevented by using proper child passenger safety restraints (car seats and booster seats)

Problem

Dallas (Texas), late 90s

- Car crashes = Leading cause of death for children aged 1-14
- Many of these deaths could be prevented by using proper child passenger safety restraints
- Disproportionate % of crashes involved those of Hispanic origin (Hispanic: 43% of total population)

Problem

Dallas (Texas), late 90s

- Car crashes = Leading cause of death for children aged 1-14
- Many of these deaths could be prevented by using proper child passenger safety restraints
- Disproportionate % of crashes involved those of Hispanic origin (Hispanic: 43% of total population)
- **19% of surveyed Hispanic people** said they used safety restraints **vs 62% of other populations.**

Response

- Community-based project to **increase the use of child safety restraints** in a neighbourhood with predominant Hispanic population.
- Ultimate aim: **reduce the number of child injuries and deaths** due to the lack of use of child safety restraints.

Target audience

Parents, in particular **mothers** of young children within these Hispanic Communities as they tend to be responsible for supervising their children.



**How do you think they
addressed this issue?**

Preliminary ideas

- **Reward scheme:** Drivers would get a prize coupon if using car seat correctly.
- **Celebrities** to champion the importance of car seats.

Audience research

Three months prior to campaign:

- 6 focus groups
- 7-14 participants from community groups

Audience research

- **Reward scheme**

No: Target audience would use seats just long enough to get the reward

- **Celebrities**

No: Mothers much more influential in the community

Audience research

Key barriers

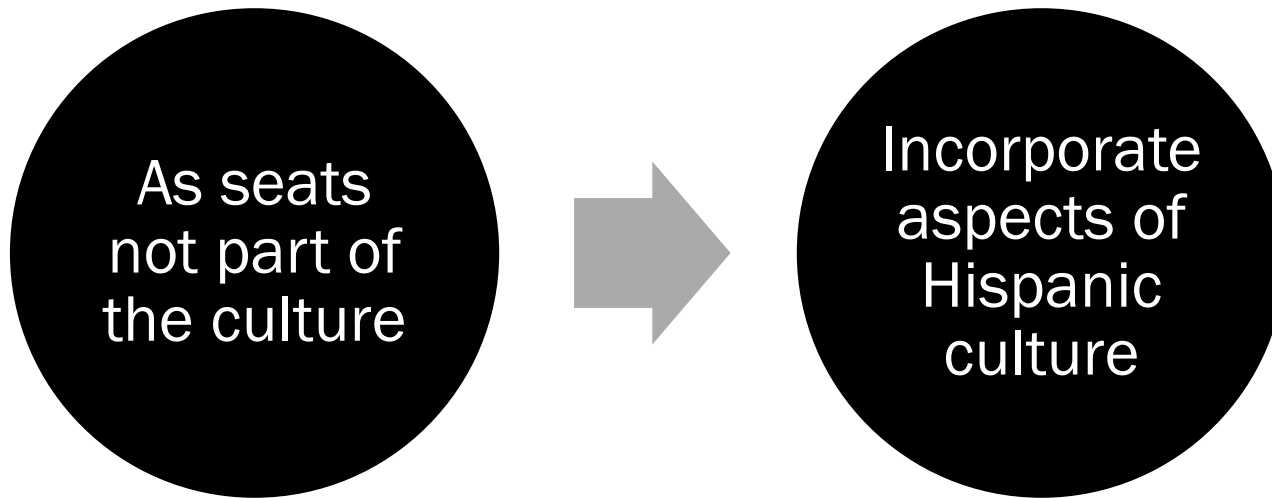
- **Lack of information and knowledge** on child restraint laws, the importance of using car restraints and how to properly install them
- **Language** prevented some parents from reading and understanding child safety literature
- Car seats were considered **too expensive**

Audience research

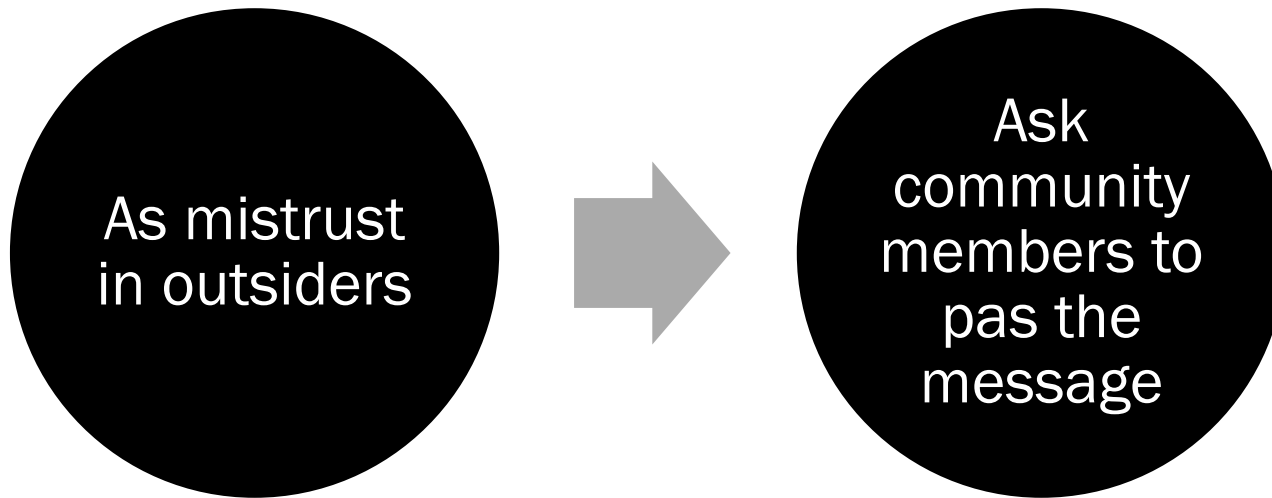
Competing factors

- **Religion:** “My child’s fate is in God’s hands”
- **Low priority** issue (compared to security) + mistrust in outsiders
- **Resistance** from children and male members of the family

Tactics inspired by research



Tactics inspired by research



Tactics inspired by research

As lack of
literacy in
English +
financial
barrier



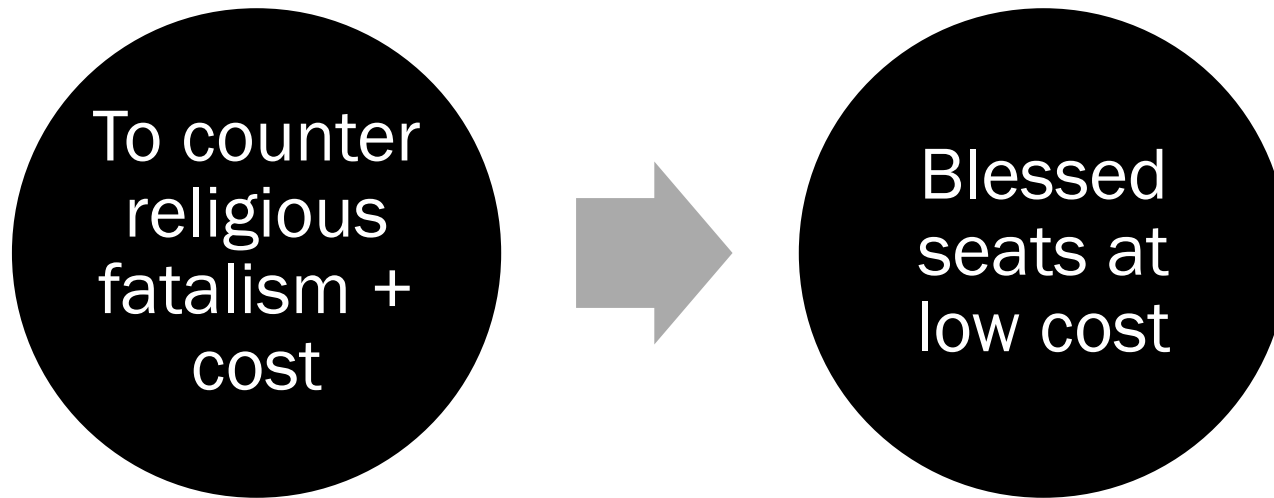
Face-to-face
classes by
bilingual
trainers, free
of charge

Tactics inspired by research

Group responded well to shock tactics

Videos that graphically show what happens to a child held on an adult's lap during a car crash were therefore created to be shown in the classes.

Tactics inspired by research



Tactics inspired by research

As mothers = Authority figures:

Group of local mothers recruited for a long term relationship with day care centres.

Result

Use of safety restraints among Hispanic preschool-aged children increased **from 19%** to

Result

After three years:

Use of safety restraints among
Hispanic preschool-aged children
increased from **19%** to **XX%**

Result

After three years:

Use of safety restraints among
Hispanic preschool-aged children
increased from 19% to **73%**



Have you organised focus groups or similar research to get to know your audiences?



Fill in the table 2 of the communication strategy template with information about your communication activities (15 min)

Takeaway ideas

- **Don't assume that you know your audience.** Research will save you time and money and will ensure good results!
- **Learn what ticks them** before you define your tactics
- Some projects are **communication projects** in nature and **need to apply communication principles**

Cooperation works

All materials will be available on:

www.interact-eu.net

