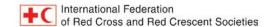
COMMUNICATION CAMPAIGNS TOP 20 QUESTIONS FOR PRACTITIONERS

- 1. Have you explored who else is working on the issue (or has previously, locally and elsewhere) and learnt from and built on their experience?
- 2. Have you developed a **community of practice** (knowledgeable others willing to advise) to support you in your work?
- 3. Have you invested sufficiently in planning your campaign?
- 4. Do you have the **varied expertise** (subject matter, communication and community experts) you require on your project team?
- 5. Have you planned for a sustained campaign?
- 6. Have you conducted extensive formative research with your target audience(s)?
- 7. Does your **target audience shape all campaign decisions** through formative research, pre-testing and on-going feedback?
- 8. Have you considered how to **mobilise members of the community** as co-creators and/or proponents of the campaign?
- 9. Have you considered theories of behaviour change in your campaign design?
- 10. Are you working at multiple levels to create an environment conducive to behaviour change, rather than only aiming to influence your target audience?
- 11. Have you sought to coordinate your efforts with other actors?





- 12. Are you working to maximise the **benefits** and minimise the **costs** of the proposed behaviour (and the reverse for competing behaviours)?
- 13. Wherever possible, have you **tailored** and personalised the message to your audience(s)?
- 14. Have you considered the importance of **perceived trust** in your organisation and worked to create and protect it?
- 15. Are you giving the message the way the audience wants to hear it, as opposed to the way your organisation wants to tell it?
- 16. Have you created an **emotional response** within the target audience to support the message?
- 17. Have you delivered your message in a way that catches attention?
- 18. Have you carefully considered and tested with your audience your choice of messenger?
- 19. Have you capitalised on social media and been smart about using **technology** if appropriate?
- 20. Have you invested in a monitoring and evaluation plan?

Link to comprehensive campaign checklist – for those who'd like further questions to prompt reflection and action in their campaign work.



