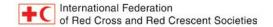# COMMUNICATION CAMPAIGNS
COMPREHENSIVE CAMPAIGN CHECKLIST

This campaign checklist serves as a list of potential questions to prompt reflection and action in your campaign work. Use this list to unearth potential opportunities or identify gaps in your thinking that warrant further investigation. Not all questions may be relevant to your campaign or circumstances, nor should you be daunted or expect to tick every box. Instead, use it as a tool for inspiration.
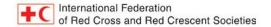
- Have you explored **who else is working on the issue** (or has previously, locally and elsewhere) and learnt from and built on their experience?
- Have you developed a **community of practice** (knowledgeable others willing to advise) to support you in your work?
- Have you invested sufficiently in **planning** your campaign?
- Is your campaign planning **iterative**?
    - o Is your campaign plan a 'live' and evolving document?

- Have you segmented the target population and carefully selected a **target audience**(s)?
- Where possible, are you **targeting the swayable**, rather than those with entrenched opposing views?
    - o Can you identify and target those who have a want or need that the proposed behaviour will satisfy or a problem it will solve?
    - o Can you target those who have knowledge or information about the benefits of the behaviour and costs of the alternative behaviours?
    - o Can you target those who have the belief that they ability to perform the behaviour and that if they do, they'll experience the benefits?
    - o Can you target those who are engaging intermittently in the behaviour and have some experience of the benefits?

- Have you conducted extensive **formative research** with your target audience? (For example, exploring experience, knowledge, attitudes, beliefs, worldviews, cultural contexts, social determinants, perceptions of trust, perceptions of efficacy, barriers to behaviour change...)
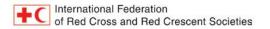
- o Have you explored the previous **experience** the target audience has had with the issue? (including anecdotal stories they've heard from others' experiences)
- o Have you explored pre-existing **attitudes and beliefs** held by the target audience?
- o Have you developed an understanding of the **social determinants** affecting both the behaviour and how the target audience view the world?
    - Have you explored which social networks are used as reference points and influencers for the target audience?
    - What are the prevalent norms and viewpoints on the issue within these groups?
    - What sources of information do these groups trust?
    - What is important to these groups?

- o Have you sought to learn about the various **cultural contexts** in which a campaign will operate?
- o Have you determined the **perceived trust** level within the target audiences for your agency?
    - Who might be a trusted messenger?
- o Have you explored the **emotions** associated with the proposed or competing behaviours or events?
- o Have you determined the degree to which the target audience believes the proposed **behaviour will be effective**?
- o Have you determined the degree to which the target audience believe they have the skills, knowledge and the supportive environment to be able to **effectively perform the behaviour**?
- o Have you explored the extent and the nature of the audiences' **knowledge** on the issue?
- o Have you explored the **factors outside of the influence** of the audience that have a bearing on their ability to adopt or change behaviour?
- Has your **formative research** heavily informed the design of your campaign?
    - o Have you factored social determinants into your campaign design?
    - o Have you developed and adapted your campaign design according to the cultural context?

- Have you considered **theories of behaviour change** in your campaign design?
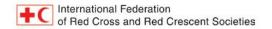
- Do you have the **varied expertise** you require on your project team?
    - Do you have subject matter experts, communication experts and people who understand the particular communities on your design team?
    - If not, how might you source the expertise you are lacking (through partnerships with academia or corporate volunteering or pro bono arrangements)?
    - Does the team dynamic facilitate frank debate, mutual learning and the valuing of the differing expertise?

- Given the need to approach behaviour change from many different directions and levels, have you sought to **coordinate your efforts** with other actors?
    - Do the other actors come from varied environments and levels?
    - Have you sought surprising allies?

- Are you working to **remove barriers** to behaviour change?
- Have you designed your campaign to maximise the **benefits** and minimise the **costs** of the proposed behaviour (and the reverse for competing behaviours)?

- Have you planned for a **sustained campaign**?
    - Are you able to advocate for or develop long-term funding?
    - If not, have you considered how your efforts might contribute to the work of others who have the ability to work on the issue long-term?

- Are you working at **multiple levels** to create an environment conducive to behaviour change, rather than only aiming to influence your target audience?

- Is your campaign designed to **stimulate conversation** within your target audience?
- Have you considered how to **mobilise members of the community** as proponents of the campaign?
    - Have you empowered your audience—enabling and encourage active participation as a way to build trust and collective efficacy?
    - Have you considered co-creating the campaign and message with your target audience?
    - Have you considered ways to design your campaign so the audience 'owns' and evolves the message?
    - Are you prepared to accept the risk of letting the message go and relinquishing control?

- Are you promoting **doable behaviours**, one at a time?
- With your campaign, are you **targeting the point of decision making**?
- To aid sustained behaviour change, have you considered the use of **commitment and pledges** and **prompts and reminders**?
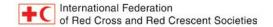
- If required, have you considered how you might **build skills** for performing the behaviour within the target audience(s)?

- Do you have an **integrated marketing mix**?

- Do you have a plan for seeking and **incorporating audience research over the course of the campaign**?
    - Is there the flexibility within the campaign design to 'tweak as you go' according to audience research?

- Have you considered the importance of **perceived trust**?
    - Have you been proactive in building and protecting trust within your target audience?
    - Have you considered how you might involve local communities and trusted individuals, groups or agencies?
    - Do you admit mistakes to your target audience?
      (Doing so will lower trust in your knowledge and expertise, but failing to do so and being discovered is worse, diminishing trust in both competence and perceived honesty)

- Wherever possible, have you **tailored** and personalised the message?
    - Have you considered how you will balance the need to tailor the message with the need for campaign reach?
    - If resourcing constraints limit the ability to personalise to each audience, have you worked hard to find an essential human truth that resonates across environments?

- Have you developed your message(s) with careful consideration of the target audience's current **beliefs, attitudes and worldview**?
    - Have you framed the message to be least challenging to existing worldviews?
    - Have you linked messages that challenge worldviews with messages or activities that affirm existing values to increase consideration of messages that challenge beliefs?
    - Are you staying within the target audience's latitude of acceptance (avoiding telling them more than they will believe) and changing beliefs in small steps?
    - Where possible, are you presenting two-sided arguments to reduce rejection and counter-argument? (For example, accept that smoking does help people cope with stress)
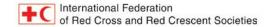
- o Are you allowing people to draw their own conclusions rather than dictating a viewpoint or action?
- o Are you starting from a place of common agreement, then working to expand knowledge and beliefs in the desired direction?
- o When challenging an erroneous belief, have you provided a clear and plausible alternative explanation?
- Have you developed your message(s) with careful consideration of the **social determinants** revealed through your formative research?
  - ○ Have you considered framing the message according to a social norm: (For example, "The majority of university students …")
- Have you developed your message(s) with careful consideration of the **cultural context** revealed through your formative research? (For example, if the campaign needs to counter fatalism, clearly demonstrate preventative actions and their positive consequences).
- Have you communicated or demonstrated the **efficacy of the behaviour** – clearly shown the link between the behaviour and the desired benefits?

- Are you giving the message **the way the audience wants to hear it**, as opposed to the way your organisation wants to tell it?
  - o Have you been creative in your approach?

- Are your messages **clear and simple**?
- Have you made use of **scenarios and stories** which are more effective than data or frequency information?
- Have you **provided choice** rather than simply telling people what to do?
- Have you **avoided mentioning myths**, instead focusing on the intended message?
  - o If you must mention a myth, have you worked hard to place the emphasis on the facts? (big, **bold**, in the headline)
- Have you capitalised on social media and been smart about using **technology** if appropriate?
  - o Have you devised alternative strategies to ensure members of your target audience are not marginalised or excluded through the use of technology?
  - o Do you have people of different generations and differing technology habits on your design team?
  - o Do you have access to expertise for advice on trends and opportunities afforded by changing technology?

- Are you using **media popular with your audience** to deliver the message?
- Are you employing **multiple channels and sources** to deliver your message?

- Have you created an **emotional response** within the target audience to support the message?
    - Have you used vivid language, images or stories that people can relate to emotionally?
    - Have you considered the range of emotions that you might evoke, including surprising emotions? (For example, the use of humour in the Dumb Ways to Die rail safety campaign)
    - Has audience testing demonstrated that you've succeeded in moving, inspiring or surprising your audience?

- Have you ensured the message is **easy to process**?
    - Have you erred on the side of 'less information may be better?'
    - Have you ensured the message is easy to read through the use of clear fonts, simple language, short sentences or subheadings?
    - Have you made your conclusions more explicit for any target audience(s) that lack motivation or prior knowledge on the topic?
    - Have you ended on a simple, strong message that will be easy to remember?
- Have you delivered your message in a way that **catches attention**?
    - Have you personalised the message using topics relevant to your audience?
    - Have you used images that catch the eye?
    - Have you made use of contrast? (For example, using colour in publications that are predominantly black and white)
    - Where relevant, have you considered larger advertisements to catch more attention than small ones?
    - Have you considered the use of movement to grab attention by prompting the audience's reflexes? (For example, flashing lights or moving arrows)
    - Have you placed objects in the centre of the audience's vision, rather than the periphery?
    - Where possible, have you used space to make objects appear isolated? (For example, objects with lots of white space around them attract more attention).
    - Have you considered using novel or rare items rather than familiar or expected ones?

- Have you carefully considered and tested with your audience your **choice of messenger**?
    - Is you messenger someone who understands the point of view, has similarities to, or is liked by or attractive to the target audience?
    - Have you verified with the target audience that the perceived level of trust in your chosen messenger is high?
- Where possible, have you mobilised **social networks** to become messengers?

- Have your messages proven successful in **pre-testing** with your target audience?
    - Have you checked how your messages are interpreted by your audience?
    - Have you pre-tested different ways of framing the message? (For example, whether 75% fat free or 25% fat is more attractive).
    - Have you checked for potential unintended consequences of your message with your audience, and with other segments of the population?

- Have you invested in devising a **monitoring and evaluation plan**?
    - If required, have you sought support for designing and implementing monitoring and evaluation? (For example, from experienced campaign practitioners or interested academia?)
    - Have you devised opportunities for regular research with target audience(s) throughout the course of the campaign?
    - Have you ensured there are opportunities to evolve the campaign over time as a result of audience feedback?
        - Does monitoring feedback actively influence campaign design?
    - Have you kept monitoring and evaluation simple, ensuring the data collection process is not time-intensive or onerous?
    - Have you included checks in how messages are recalled and interpreted?
    - Is your monitoring and evaluation designed to value learning in addition to measuring campaign effectiveness?