
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.