GUIDANCE FOR MESSAGING CAMPAIGNS
AIMED AT CHANGING BEHAVIOUR

A TEAM APPROACH
Don’t go it alone, be part of a bigger picture
Be part of a multi-level strategy to influence the many factors that impact behaviour. Join forces with others.

KNOW YOUR AUDIENCE
Let the audience drive your decisions. Create your campaign together
Understand the audience and the influences on behaviour. Your audience is your foundation. Work with them.

PLAY THE LONG GAME
Be prepared to last the distance
Behaviour change is a long process. Plan for a sustained effort.

MIND MELD
Social marketing and subject matter expertise creating together
Harness both sets of expertise.

PEER TO PEER POWER
Create persuasive messengers
Aim for the messengee to become the trusted messenger.

MORE THAN INFORMATION
Tell a story, create a feeling, be surprising
Give the message in a way the audience wants to hear it.

TAILOR MADE
Design for relevance
People need to see themselves in the message for it to feel relevant. This means tailoring for different audiences.

COURAGE
Find your five per cent nervous
For your message to be heard above the noise, be prepared to push boundaries.

TECHNOLOGY
Get smart
The way in which we communicate is changing rapidly. Keep up, without leaving any of your audience behind.

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