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.*