

RECOMSA rabies communication seminar

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# DIFFERENT AUDIENCES, DIFFERENT MESSAGES

## BUILD YOUR COMMUNICATION STRATEGY



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# Who is your audience?



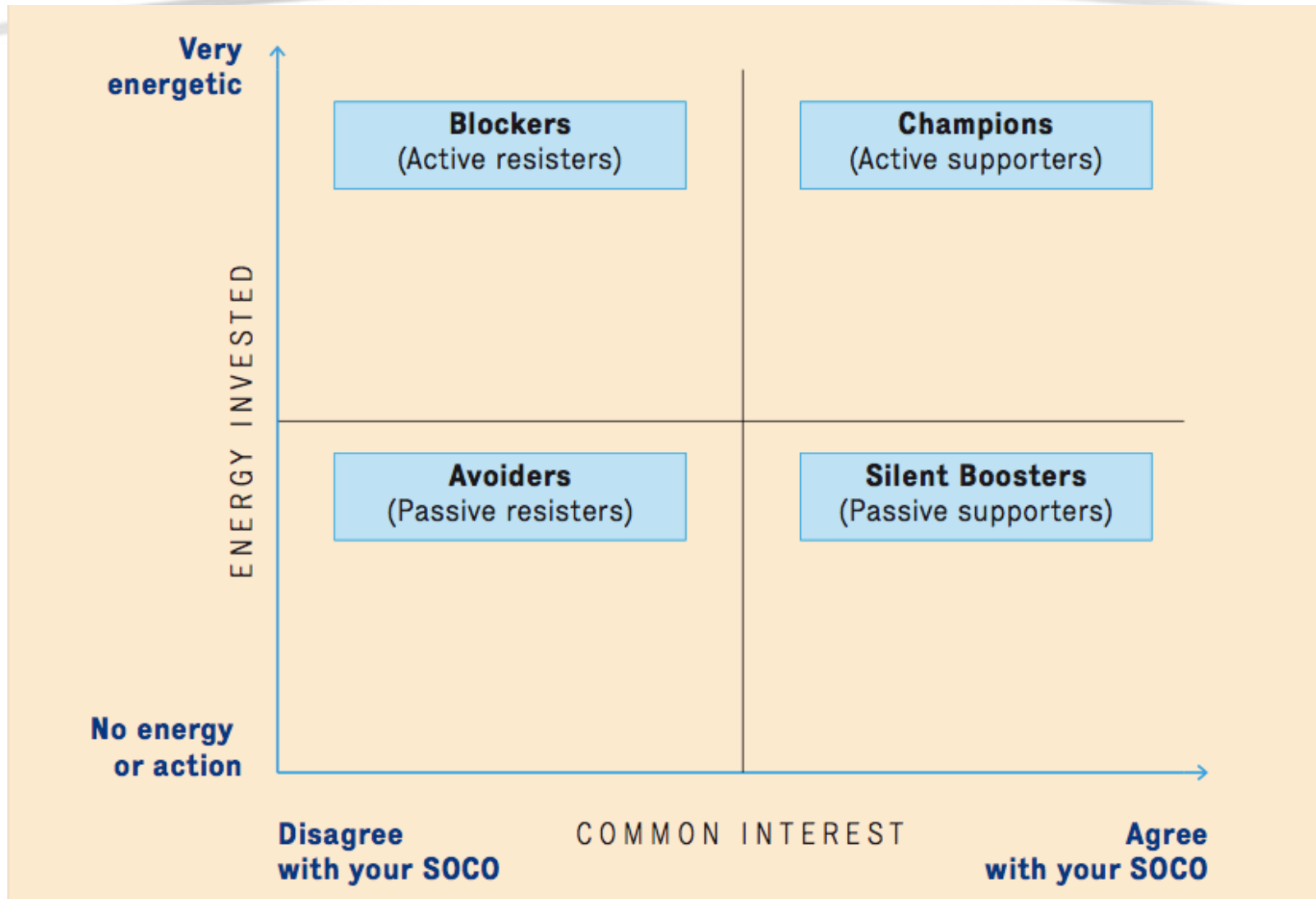
- Ministry (agriculture, health, interior, education)
- Veterinarians
- Medical doctors
- Travellers
- Dog owners
- Children
- Local authorities

# Define and segment your audience



- Who does support or not your SOCO?
- With how much energy?
- Who can influence the achievement of your SOCO?

# Several types of targets

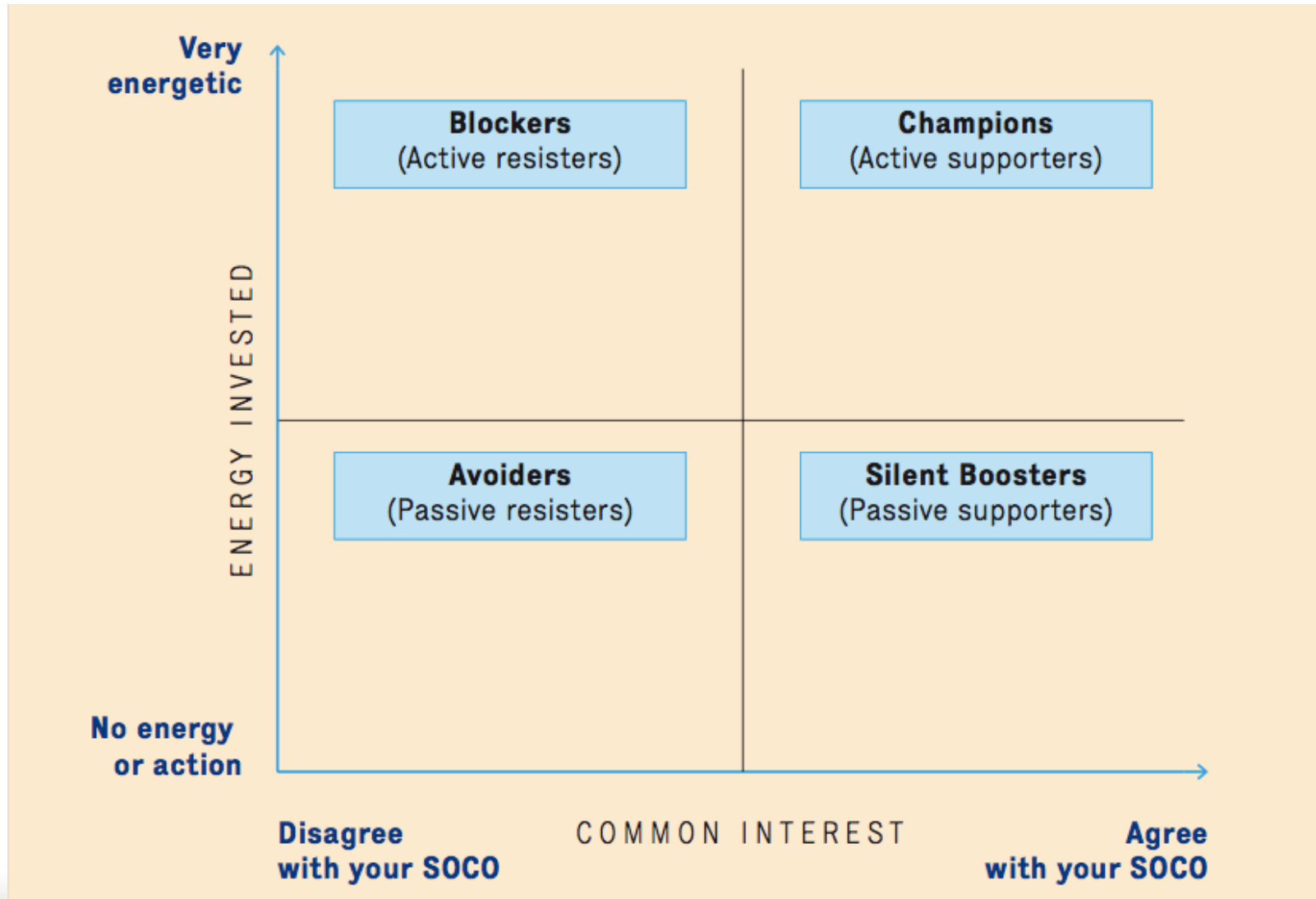


# Choose your target



	Share your goal	Energy Invested	Communications strategy
<b>Champions</b>	YES	Support publicly vocally	<ul style="list-style-type: none"><li>→ Give them information</li><li>→ Acknowledge their help</li><li>→ Let them champion</li></ul>
<b>Silent boosters</b>	YES	Support silently	<ul style="list-style-type: none"><li>→ Educate, inform, motivate</li><li>→ Energize them by involving champions they admire</li></ul>

# Several types of targets



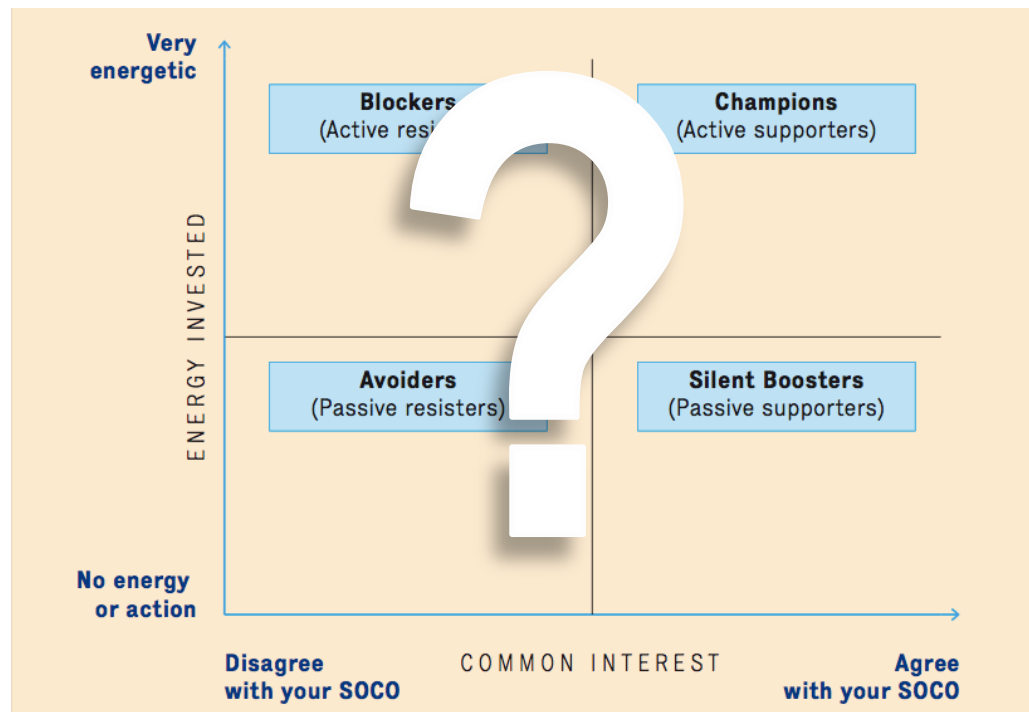
# Choose your target



	Share your goal	Energy Invested	Communications strategy
<b>Avoiders</b>	NO	Oppose silently	<ul style="list-style-type: none"><li>→ Inform or ignore</li><li>→ Get critical mass of champions to influence them</li></ul>
<b>Blockers</b>	NO	Oppose loudly	<ul style="list-style-type: none"><li>→ Ignore if not influential</li><li>→ Confront if influential</li><li>→ Counteract by facts and champions</li><li>→ Monitor them</li></ul>

# Exercise

- Audience analysis for Rabies awareness campaign



p32



# Choose your target

- Plot every group or person you think can influence positively or negatively the achievement of your SOCO.
- Be honest about your analysis.
- Decide which groups or persons are best to target to achieve your SOCO.



**CONGRATULATIONS !!**

# Understand your targets

- We tend to concentrate on **what** we know
- We don't always think of **why** our message is important to listeners **now**

**What's in it for me?**



# Risk Communication building blocks



**Values**

**Expression  
of caring**

**Technical  
information**

**Credibility**

**Trust**

in individuals and  
organizations is by far  
the greatest factor

# Trust = audience perceptions



# Questions?



**Thank you  
for your attention!**



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