THE ROLE OF COMMUNICATION IN THE IMPLEMENTATION OF NATIONAL STRATEGIES

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Developing a Communication Strategy

02 RADON

Romania's Radon Communication Strategy and Research Support
**RADONUL** este un gaz natural, inodor și incolor, care provine din dezintegrarea uraniului din sol.

Când difuzează în atmosfera, radonul se disipează rapid și nu este periculos.

Daca însă se acumulează în interiorul cladirilor neaerisite, sau cu ventilate slabă, **radonul poate deveni un factor de risc pentru sanatate.**
DEVELOPING A COMMUNICATION STRATEGY

A COMMUNICATION STRATEGY is a document that presents:
• the strategic goals and objectives of a program, and
• the activities and approaches how to achieve these strategic goals and objectives within the defined time frame.

COMMUNICATION  science-based discipline

PERCEPTIONS MATTER  Pshycho-social issues/ measurements
NATIONAL COMMUNICATION STRATEGY

Ensure effective communication between the Government and other stakeholders and involve them in setting priorities and allocating resources.

Facilitate provision of information to all target groups (e.g. experts, general public, etc.) and other stakeholders about the strategy.

Contribute to the creation and nurture the partnerships between the national/regional/local authorities and civil society.

Facilitate national and regional cooperation between various stakeholders and increase knowledge of the role and activities of the different institutions.
COMMUNICATION STRATEGY

- Inquire
- Design Strategy
- Create and Test
- Mobilize and Monitor
- Evaluate and Evolve
- Message
- Audience
- Strategy
- Timing
• aims to gain a deeper understanding of the CHALLENGE within a specific CONTEXT and of the social and behavioral drivers that facilitate or act as barriers to uptake of desired behavior(s).

• is a SITUATION ANALYSIS based on available country-level research data and evidence and includes:
  
  • Learning about THOSE AFFECTED and their perceived needs
  • Understanding social and cultural norms that may affect the challenge
  • Identifying communication resources and existing capacity
  • Identifying constraints and facilitators for individual and collective change. If existing data is not available, it may be necessary to conduct additional formative research.
INQUIRE - NRCS

01 LITERATURE REVIEW
- Peer reviewed articles
- Grey literature
- Other radon campaigns

02 STUDIES
- Awareness and risk perception survey
- Focus groups
- Media (national & international) content analysis

03 OTHER DATA - ROMANIA
- Statistics (health)
- Other studies (attitudes and behaviors)
- Other campaigns
AWARENESS AND RP SURVEY

SAMPLE
- 956 respondents (total)
- Representative sample (adults over 16): 784
- Confidence interval 3.5% (95% confidence level)

DISTRIBUTION
- Internet based
- Snowball sampling
- June-October

- 32% dropout
COMMUNICATION STRATEGY

Inquire

Design Strategy

Create and Test

Mobilize and Monitor

Evaluate and Evolve

Timing

Strategy

Audience

Message
DESIGN STRATEGY

• Incorporates what has been learned during the INQUIRE step
• uses the information gathered to develop a strategic plan for reaching program objectives.

This step includes information from the situation analysis, communication objectives, audience segmentation, program approaches, a workplan, and a plan for monitoring and evaluation.

INTENDED AUDIENCE

MAP THE STAKEHOLDERS
STEPS TOWARDS NRCS

MAP THE STAKEHOLDERS

1. Bring together all the relevant players to participate in the strategy development process.
2. Agree on the scope of the program and discuss any limitations imposed by the budget, political situation, timeframe, etc.
INTENDED AUDIENCE

- Target Groups
- Stakeholders

GROUPS IN POPULATION AT RISK
- Young adults
- Children
- Low income groups
INTENDED AUDIENCE

- Target Groups
- Stakeholders

- Local decision makers
- Building professionals
- Medical professionals
- Researchers and Academics
- Others (opened list)
Inquire
Design Strategy
Create and Test
Mobilize and Monitor
Evaluate and Evolve

COMMUNICATION STRATEGY

Message
Audience
Strategy
Timing
Develop the program’s communication products

COMBINE ART AND SCIENCE

- the creative and artistic vision needed to move audiences and inspire them to change;

- mass media and print materials, participatory processes, trainings and more;

- TEST the ideas and designs with intended audiences to ensure that messages are clear and actionable;
DEVELOP RISK MESSAGES

CRITERIA

- Gain Attention
- Reliable, verifiable information
- Calls to Action
- Communicates a benefit (personal & collective)

Coherent and understandable ➔ Creates trust

Should cater to the HEAD, HEART, and … POCKET
DEVELOP RISK MESSAGES

THE STRUCTURE:
- Health risk
- Hazard
- Find out if at risk
- Protect Health (take measures to)
- Provide the benefit

WHAT DIDN’T WORK:
“Radon is a naturally occurring radioactive gas”
replaced with
“Radon is a natural gas which comes from the decay of uranium from soil”

FORMAT
- Tailor the message structure
- Experiment: 100 respondents

FOCUS GROUPS
- 5/8-10
- Test the message/format for general population and risk groups
3 levels of communication

FIRST LEVEL
Rule of 3: all risk communication messaging in threes: 27/9/3

Key messages expressed in 27 words, 9 seconds, 3 messages
COMMUNICATION STRATEGY

Inquire
Design Strategy
Create and Test
Mobilize and Monitor
Evaluate and Evolve

Message
Audience
Strategy
Timing
Implement the program and monitor its progress

- distribute the products and conduct activities as described by the strategic plan;
- monitor activities to make sure distribution and roll-out proceed as planned and potential problems are identified and addressed as quickly as possible.
COMMUNICATION STRATEGY

- Inquire
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- Message
- Audience
- Strategy
- Timing
SOMETIMES IS TRICKY TO CHOOSE WHAT YOU OUGHT

- A gas for which we have no sense.
- The signs of exposure are delayed
- Difficult to assess if you are protected

Implementation of the UN 2030 SDGs in the Black Sea Region – BUCHAREST, 4th and 5th October 2019
WHEN PLANING THE STRATEGY

• Don’t let your current situation define your vision. Articulate a shared vision first, then ask yourself why there is a difference between where you want to go and where you are now.

• In developing the shared vision, the SHARED is more important than the vision itself.

• Put all the formative research to work! Use the findings to design a targeted program and materials that demonstrate a clear understanding of the issues and audiences.

• Don’t assume you know your audience. Engage stakeholders from the outset and invest in pre-testing to ensure your program resonates with your audience.

• COMMUNICATION IS A PROCESS, NOT A PRODUCT.
Thank you for your attention!