



Developing a Public Education Campaign

- I. Why Public Education?
 - a. Educate, motivate and mobilize
 - b. Elicit a response from target audience
 - c. To deliver the right message, in the right way, by the right messengers, to the fight audience
 - d. “Good communication cuts through the clutter, it doesn’t add to it”
- II. Requirements for Success
 - a. Clear, measurable goals
 - i. Need goals so can measure progress
 - ii. Evaluate goals continuously throughout process so we can see where mistakes were made
 - b. Knowledge and understanding of target population
 - i. Do not focus on the general public
 - ii. What is the group that can take action and make the biggest difference?
 - iii. Know target audience backwards and forwards
 - c. Compelling, relevant message tailored to the target population
- III. Meeting the Requirements
 - a. Systematic planning
 - b. Specific messaging with directives
 - c. Stress the importance of timely action
 - d. Tailor strategy to target audience
 - e. Budget accurately
 - f. Use experts
- IV. Focus Groups
 - a. Ask questions about life, get to know them
 - b. Learn everything they are willing to divulge
 - c. Can also use phone calls, outreach workers, sit in on group therapy
 - d. Ask what they think are potential solutions to the problem of violence
 - e. Do they have experience where they stopped someone from retaliating or committing acts of violence?
- V. Reaching Out
 - a. Use clear, concise messages that resonate with target group
 - b. Motivate group around something they already believe, don’t convince them of something new
 - c. Should be visually appealing
 - d. Choose persuasive messengers
- VI. Pretest
 - a. Test the messaging: start with 10-15 messages and whittle down to 1 or 2

- b. Test with many different demographics
 - i. Target population and community members
 - ii. Professionals
 - iii. Consultants/experts
 - iv. Religious leaders
- VII. Specify Action
 - a. Make instructions as specific as possible
 - b. Set timeframe for action and explain what makes this issue relevant/important right now
- VIII. Evaluate
 - a. Start with a small campaign, so can correct problem areas before opening it up to a larger area
 - b. Be flexible: be willing to change what is not working
 - c. Create benchmarks, so can measure effectiveness and relay the data to funders