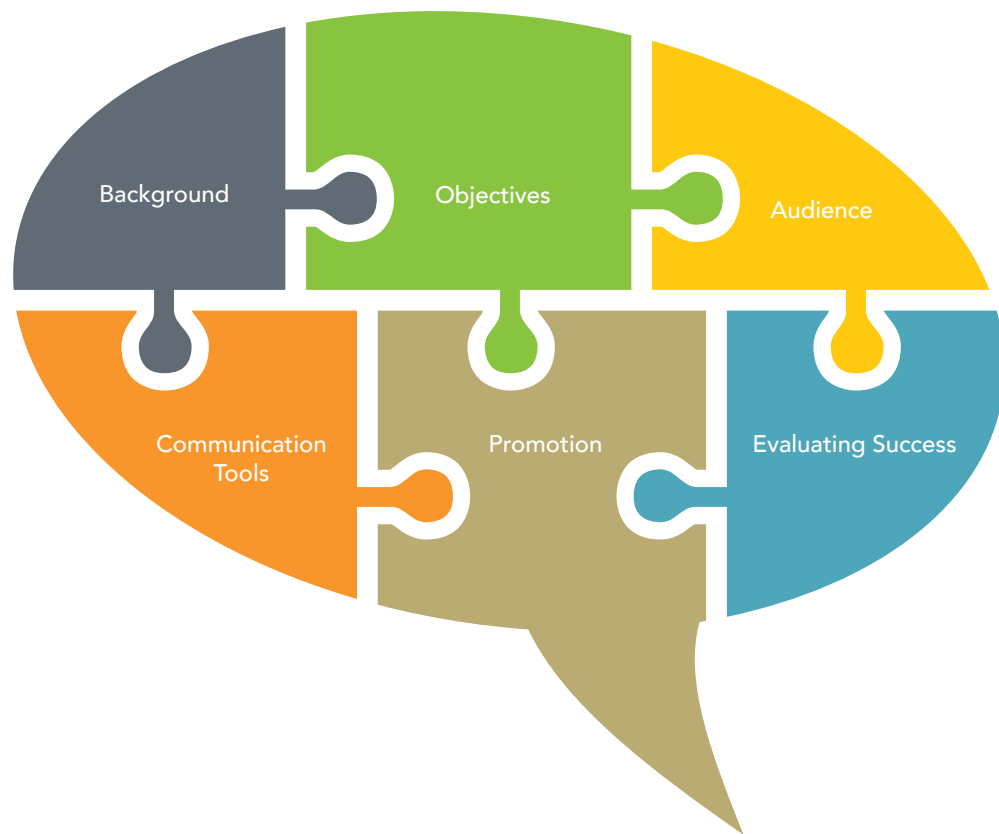


Thinking about an EDI Communication Strategy



1. Current Situation/Background

Before you map out where you want your communications strategy to take you, you need to find out where you are now.

What has been accomplished by your Coalition so far from a communications point of view both related and unrelated to the EDI? How effective have previous communications been?

2. Message Objectives

When thinking about the results and your community what are the top 3 -5 things (Main Messages) you want all members of your community to know?

The following are examples:

- According to 2016 EDI scores, children in our community are most vulnerable in the areas of physical health and well-being.
- There are free and low cost opportunities for children and parents to go and get active together in our community

3. Communications Objectives

Communication should support your specific objectives.

What does your Coalition use communication tools for? Brainstorm as a group.

What do you hope to achieve as a result of your communications activities?

In the next month:

In the next six months:

In the next year:

Clear, specific, objectives are key to the success of any communications strategy. When setting these objectives, you should:

- Be realistic within the timeframe, budget and resources (human and material)
- Ensure the objectives are measurable
- Be specific about the goal, and the intended audience

The following are examples of communications objectives:

- Secure the commitment of a defined group of stakeholders to displaying our Community results information display within the next 3 months.
- Influence (be included in consultation/conversations) policies and local decision makers around key aspects of future design of residential neighborhoods.
- Encourage participation with the Coalition by researchers or research students.

4. Target Audience

Consider who you want to get your message across to? List the target and the purpose of the message. Be as specific as possible:

Consider each target audiences in terms of:

- Current behavior
- Level of awareness
- Level of knowledge
- Preferred methods for receiving information
- Motivations/barriers to hearing and believing/accepting the information, if any.

The more refined the target audience description, the more precise and effective your communication will be. The more thoroughly you understand your target audience(s), the higher the probability of communications success.

5. Key message per Target Audience

Fill out the following for each target audience you want to communicate to.

Whether your target audience is external or internal:

- What is it that you want to change?
- What do you want the target audience to know?
- What do you want them to feel - what perception do you want to create?
- What do you want them to do - what action do you want as a result?

Examples of a "result" could be the following:

- **Inform a stakeholder group**
- **Change an attitude towards the EDI, role in supporting Early Childhood**
- **Provide information that changes a behaviour**
- **Increase involvement with the Coalition**
- **Change an assumption about the purpose of the Coalition**
- **Motivate the audience to take action or make a decision**

6. Communications Mix

How will you get the message across? What tools will you need to use? Your choice will depend on what you want to achieve, the level and type of message you want to communicate, and the profile of your audience.

Communications Tools (list not extensive, add other tools as appropriate)

Press

- Press release
- Radio
- Opinion editorial
- News Article
- Featured space

Online

- Other related websites
- Multimedia: video, slideshows
- E-mail newsletter
- Social Media

Advertising

- Print
- Radio
- Brochures
- Posters
- Letters
- Web ads
- Community boards
- Email

Education and Awareness Activities

- Large Event
- Information Sessions
- Professional Presentations
- Training and parent education
- Community Conference/Keynote

Notes:

7. Promotion

What events or actions are you planning that also have communication requirements?

8. Timeline

When will you need to communicate? List the key dates - what do you need and when.

Describe each key event or activity that will need communications (incl. launch of the Community Reports, Community Discussions, Events, etc.).

9. Being on Brand

How are you going to ensure that your communications will be “on brand”?

Presenting your Coalition (or the ECCA brand) is crucial. This means being consistent with logo, typefaces, slogan, colours, and “on-brand” with key messages and the way you use words and images on all tools.

When communicating with your audience follow this simple checklist and ask yourself:

- Is my message **focused** on the intended purpose?
- Is my message **passionate**? Does it really show my enthusiasm?
- Is it **optimistic or solution focused**? Is it positive and forward looking?
- Is it **inspirational**? Will it move someone to take action?
- Does it **challenge**? Does it confront the issues?
- Is it **credible**? Have we provided facts/research/strong rationale?
- Is it **delivering results**? How will we know that our communication is working?

Keep in mind that your message does not need to include all branding in every message.

10. Evaluating Success

How are you going to evaluate your success?

It's important to assess your strategy so that any changes, if necessary, can be made when engaging in future communications.

- Have you achieved your objectives (i.e. create awareness, increased attendance to community engagement, reached a hard to engage stakeholder...etc)?
- Did you reach the right audience?
- Did you use the right tools?
- Were actions in the community taken as a result?
- Did attitudes or perceptions change?
- Was a decision made by your target audience as a result?

Have more questions?

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