



### WORKSHOP REPORT FORM

Number and title of workshop

No.            Making Public Awareness Campaigns Work! A Multi-Media Experience

**Date and time** of workshop

October 31, 2008, 11:00 – 13:00

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**Moderator** (Name and Institution) Ms. Beatriz Casals, Casals & Associates, Inc.

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**Rapporteur** (Name and Institution) Dr. Olga Nazario, Casals & Associates, Inc.

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**Panelists** (Name, institution, title)

1. Erich de la Fuente, EDF Communications -- President
2. Lawrence Ott, Casals & Associates, Inc. – Director of Communications
3. Thusitha Pilapitiya, Casals & Associates, Inc. – Senior Associate
4. Sally Taylor, Casals & Associates, Inc. – Senior Associate

**Main Issues Covered**

- The need for an anti-corruption communication strategy prior to designing a public awareness campaign.
  - The key elements for a successful public awareness campaign
  - The obstacles faced in conducting a public awareness campaign
  - The need to incorporate the institutions in buying into the campaign message and its demands
  - Public awareness campaigns must take a longer term approach in order to change individuals and society's views on corruption.
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### Main Outcomes

The well-integrated workshop on public awareness campaigns emphasized several important issues related to media campaigns. The panelists argued that prior to designing a media campaign, it is necessary to have a well designed and implemented communication strategy that includes communication objectives, segmented target audiences, tools defined specifically for each initiative, targeted messages and more. The message of any anticorruption strategy needs to be reinforced and repeated in all communications.

Next, the making of an effective public awareness campaign requires a campaign strategy that identifies the key issues, collects information on the target audience and uses descriptive and analytical survey mechanism. In designing and defining the campaign, you need to look for credible sponsors, identify your target audience and the most effective media for carrying on the message that will be disseminated. Logos and branding of campaigns help in reminding the audience of the anticorruption message. The campaign message should focus on issues that people can understand and that they are affected by, such as the lack of medicines in the local clinic. Survey mechanisms can serve to identify the keys issues of concern to citizens in order to have great impact. Finally, finding where to place the campaign at competitive costs while maximizing visibility is always a challenge.

The workshop members also emphasized that public awareness campaigns require support from institutions, regulatory frameworks, policy makers and political leaders. The goal of a successful campaign is to have the officials in institutions dealing with corruption participating in campaigns willing and able to receive and act upon public complaints.

In concluding, the workshop showed public awareness campaigns can create a new perception of corruption, one that exposes it and all its negativity for the individual and society. This approach calls for a broad, long lasting campaign to reach into and across individuals and societies. It must be a targeted campaign in terms of content, audience and goals. A shot gun approach is doomed to failure, especially considering the limited resources available to conduct these public outreach endeavors.

### Main Outputs

The workshops consisted of three papers and a plenary. The three papers focused on:

- *Anti-Corruption Communications: A Strategic Approach (E. de la Fuente)*
- *What goes into an Effective Public Awareness Campaign? (S. Taylor)*
- *Creating the Institutional Support for a Successful Anti-Corruption Campaign (T. Pilapitiya).*

The plenary addressed the new for a long term approach in using public awareness to change individuals and citizens views of corruption and how it affects their lives.

Several examples of successful campaigns were shown in DVDs, allowing participants to not only listen to the theory on public awareness campaigns but, see view them in action.