

Good practices in dissemination

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30 October



Some things to think about

- * **WHY?** Communication goals – the desired end-results, these are typically the first step, and designed to be measurable (ex. goal is to generate awareness about a specific issue)
- * **WHAT?** Messages/Content – the necessary information to effectively deliver the communication goal.
- * **WHO?** Target audience - the people who you seek to communicate with. They need to be clearly defined, as they often determine the content of the communication strategy.
- * **HOW?** Channels – the means of reach.

Who—Target Audiences

- *General public / Civil society
- *Policy makers
- *Government officials (policy and planning ministries)
- *Statistical Institute employees / NSO and environmental agency staff
- *Academics and Researchers / Scientific bodies (meteorological, geospatial, etc.)
- *Media and Press
- *Private Sector
- *NGOs

Who—Target Audiences

A short questions: which user group is most important to your work and why?

Lets take 1 min to think about this and we will have a few of you share.

Bringing it all together

INFORMATION

COMMUNICATION

Detailed disaster related information



Aggregates and summaries



Indicators
Key indicators
Aggregates
...

Audience



Policy analysts,
Researchers,
Statisticians, ...

Policymakers,
Government officials,
General public,
Press/Journalists,
NGOs,
...

Means of reach



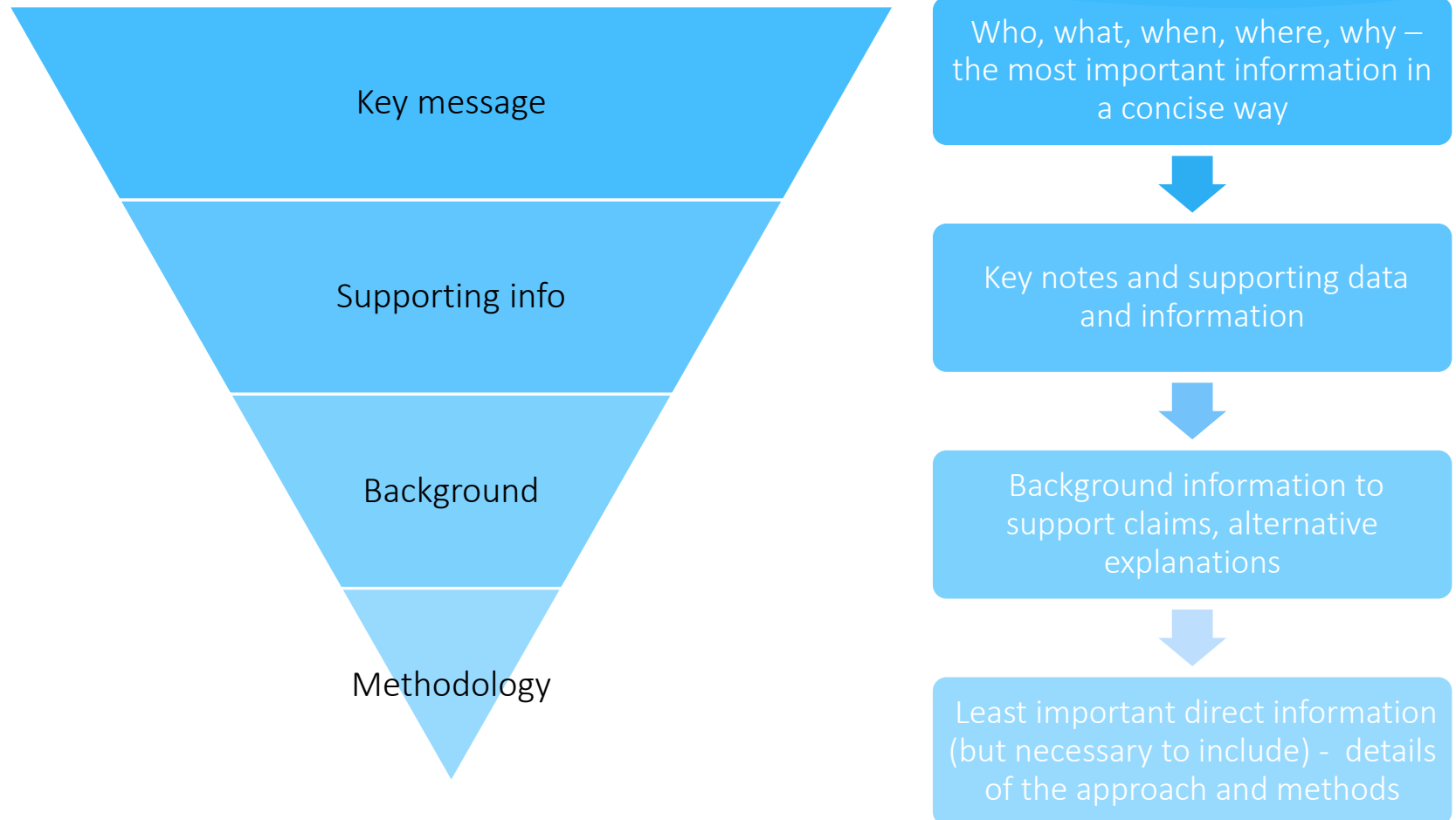
Policy briefs
Reports
...

Policy briefs
Snapshots
Newsletters/emails
Social Media posts
Website
Press releases
...

Reaching policymakers

- * A policy brief presents a **concise summary of information that can help readers understand, and likely make decisions about, government policies**. Policy briefs may give objective summaries of relevant research and data, suggest possible policy options, or go even further and argue for particular courses of action. **Clear language is especially important in policy briefs.**
- * Policy briefs are distinctive in their focus on **communicating the practical implications of research to a specific audience.**
- * They are also distinctive in their ability to work as stand-alone documents, usually focused on a single topic.

Reaching policymakers



Reaching the press

- * Press releases can be an important tool of communication to **get information out to journalists and the general public.**
- * A good press release should take a **factual** tone and be **short and concise**, giving the journalists and other readers the essence of the story.
- * Most press releases are made available online on websites and distributed as pdf files.

Reaching the press

- * News/Press releases are usually one or two-page documents. They are typically read by journalists but can be made available to general audiences too.
- * Organizations of all sizes use press releases. Some common objectives include:
 - * To get media coverage - Highlighting links to policy is the most direct route to getting publicity for disaster related information from media outlets.
 - * To build reputation - The disaster related information information produced would benefit from wider public recognition.
 - * To market an organization - A well-written press release can help garner public attention and news coverage.

Press release template

- ***Headline:** Be sure to make it clear why your story is interesting and important.
- ***Press Contact:** How can the media get in touch with you?
- ***Body copy:** Order information by level of importance.
- ***Organization's information:** What's your organization all about? Links to additional information

A few things to consider when communicating with the public at large

Many NSOs, NDMAs, Central Banks, Ministries of Finance communicate directly with the public (website, social media)

Some good practices:

- *Use appropriate language;
- *combine with narrative storytelling;
- *contextualize through visual imagery and data visualization

Importance of storytelling

Describing the
problem

Laying out the
consequences

Talking about
the solutions

A short exercise:

In groups, please write a social media post to highlight the information from the occurrences and human impacts exercise on Tuesday! You can produce a tweet or a facebook post, or another output for social media you use in your country.

We will ask a few of you to share your social media post!

Thank you