Information Campaign and Advocacy
Remember that...

Implementing a development project is a social process, not a sequence of administrative or technical decisions.

As such, IEC is an important tool in this process.
Basic IEC functions

- To inform
- To educate
- To motivate
- To persuade
- To entertain

Ultimate IEC goal: Changing behavior

“Making people do, act, behave the way you want them to”

“Move people from their present way to a desired new way”
We learned that...

- People need to be given information, but also the motivation and skills to do the desired behavioral change.

- IEC must enable people not only to know, but also to want, and do the desired change.
Stages of Behavior Change Model

I/We know…/Awareness Stage
(Is aware about desired behavior…)

I/We should…/Knowledge/Intention Stage
(Thinking about doing the desired behavior)

I/We want to…/Action Stage
(Trying out the desired behavior)

I/We can!…/Maintenance Stage
(Performs the behavior regularly, as a natural part of daily life)

Don’t know
(unaware of CRM-friendly behavior)
OR
Don’t Want to Know
(Presently performing behavior harmful to the environment/resources)

Relapse
(have gone back to the old ways)

If I /We can, You can!/Advocacy Stage
(Encouraging others to perform the behavior)
I know...
I should...
I want to...
I can!
IEC Challenge…

Said is not yet heard,

Heard is not yet understood,

Understood is not yet approved,

Approved is not yet applied…
IEC leads to...

- Acquisition of knowledge
- Development of analytical skills
- The beginning of environmentally conscious attitudes
- Environmentally responsible behavior
- **Positive change in KSA**
Two categories of knowledge

- Knowledge for Understanding
- Knowledge for Action
  - Knowledge for action is effective only if it is based on Knowledge for understanding

“Information and knowledge must be turned into action if they are to be powerful!”
Guidelines for effective message development

- Keep the message short and simple.
- Be as completely accurate.
- Should be relevant to target audiences – relevant in content as well as character and tone.
- Present the message in such a way that viewers, readers or listeners can act on the information.
- Give the audience specific behaviors they can perform.
- If appropriate, demonstrate the recommended behavior and teach the skills required to perform it.
Best results can be achieved when the benefits of performing the desired behavior are communicated.

The personality or organization carrying the message should be credible to the target audiences.

A testimonial, a demonstration of a slice of life appear to be more effective.

A straightforward presentation of facts is often a more effective appeal.

Use a slogan or theme.

Be sure that the message presenter is seen as a credible source of information, whether as an authority figure, target audience member or celebrity.
Effective messages

- All persuasion begins with capturing attention. Without attention, persuasion is impossible.
  - vivid
  - concrete
  - personalized

- Before you craft the content of your message, you need to know the attitudes, beliefs and behaviors of your intended audience.

- Use a credible source—the more credible, the more influence

- Messages which emphasize losses which occur as a result of inaction are consistently more persuasive than messages that emphasize savings.
Effective messages

- Make your message specific, accurate, clear and concise
- Make it easy for people to remember how, when and what to do
- Focus on one or two main points
- Pick one or two main learning points
Knowledge does not necessarily lead to action!

Talking about it helps, but does not make it happen.

Action/behavior does.
What is Advocacy?

Advocacy is working with other people and organizations to make a difference.

- **Putting** a problem on the agenda, providing a solution to that problem and building support for acting on both the problem and solution.
- **Directing** action at changing policies, positions or programs
- **Pleading for**, defending or recommending an idea before other people
- **Speaking up**, drawing attention to an important issue

Advocacy must focus on audiences who can have an impact on the decision-making process
Four strategic elements of advocacy

Art of advocacy rests on 4 strategic elements

- Communication
- Effective argument
- Public mobilization
- Coalition-building/constituency-building
Who do we advocate to?

- Decision-makers with authority to affect the outcomes
- Individuals who must actively approve policy change
- Individuals and groups who can influence opinion and action of decision-makers

Advocacy must focus on audiences who can have an impact on the decision-making process
Various IEC approaches/strategies

Social Marketing
(national media campaigns; agenda setting)

Institutionalization and Advocacy
(mainstreaming; structural conduciveness)

Social Mobilization
(participatory, community media)

Development Support Communication
(project promotion and support)

Popular Culture

Traditional Culture
Categories of IEC activities/actions

1. Political
2. Informational
3. Promotional
4. Organizational
5. Educational and interpretive
Some considerations regarding IEC strategies/approaches

- The most important sources of information and persuasion remain interpersonal.
- Very rarely does a person make a decision alone. Key influential/opinion leaders must be identified and encouraged to support/champion the cause.
- Social marketing, particularly mass media is most effective in promoting large scale awareness.
- Mass media helps to create an agenda for public debate. To be effective however, mass media must be supported by interpersonal and group communication.
- Personal testimonies of people are far more compelling than any other form of communication.
- Modeling is often the best way to teach complex behaviors.
- Use local information as much as possible.
- Support of community/opinion leaders can lead to stronger results.
- Actively involve the target audience in the design, implementation and monitoring of project activities.
- Establish linkages and relationships with, and actively involve local institutions and support groups.
- Take advantage of local fiestas and festivals to disseminate messages or for inaugural events.
- Logos and symbols offer a way to create unity.
- IEC materials are best distributed when accompanied by or combined with a relevant event or activity.
- Use appropriate language in IEC materials to suit the target audiences.
Some considerations… (cont’d.)

- Use maps/spatial/visual aids
- Use “prompts” to promote behaviors
- Use commitment strategies (pledges, manifestos, etc.)
- Use multiple channels, peer counseling, learning. Strengthen PO/barangay meetings as a means for presenting/discussing issues.
- Provide recognition and rewards. Celebrate!
Where do we begin?

- Conduct “Policy Audience Mapping” – a tool to identify and learn about key players in the decision-making process
- Develop an advocacy theme/goal and corresponding specific advocacy objectives
- Identify all parties that have an interest in the issue (stakeholders)
- Identify/recruit credible and competent spokespersons
- Formulate key and consistent common messages
Where do we begin?

- Establish roles for the member organizations
- Establish policies regarding dealing with the media
- Conduct formative research – focus groups to identify stakeholder perceptions and/or the “public pulse”
- Open communication channels when faced with a crisis.
- Communicate consistent and credible messages.
- Establish mechanisms for direct public/audience communication
What IEC is up against....

- Low public awareness and collective consciousness on resource management issues/problems
- Traditional mindsets about open access fishing
- “Right to earn a living” vs. environmental considerations
- Urgency of the problem.. A race against time and a race that must be won!
IEC in CFRM: From the Informational to the Behavioral Model

Information Model

They don’t do → Why? → They don’t know → Therefore → We inform → So that → They do

Behavioral Model

They Don’t Do → So → We must Understand Why; using Research to determine:
  • Benefits
  • Barriers
  • Perceptions
  • Persuasion

Then → We must Provide a Program that features:
  • Services/ features people want
  • Easy access to what they need
  • Information they understand
  • From channels they trust

So that → They Do
  (i.e. allocate annual budget, establish and protect MPAs, implement effort restriction, strengthen coastal law enforcement)
IEC planning

Questions to ask:

1. What problem will IEC help address?
2. What are the proposed solutions to this problem?
3. What are the desired behaviors/best practices that will help achieve desired solution/s or project goals?
4. Which behaviors will be promoted to which audiences?
5. Can these behaviors be influenced by changes in knowledge, attitudes, beliefs or social norms?
6. What are the motivational/deterrent factors to desired behavior/best practices?
7. What organizations will be the focus of the IEC activities?
8. What are the specific IEC objectives?
9. What are the IEC strategies/activities and who will implement?
10. What are the messages to be conveyed?
11. What are indicators of success?
12. How will these be monitored?
IEC: An Iterative Process

Major Steps in IEC Planning

1. Identification of the Organization that will implement IEC
2. Identification of the Problem that needs IEC
3. Identification of Target Audiences (Key Players)
4. Identification of Key Messages
5. Identification of Strategic IEC Activities/Channels
6. Identification of Partners/Resources
7. Monitoring and
8. Evaluation
End of Part 1