

Good practices in dissemination

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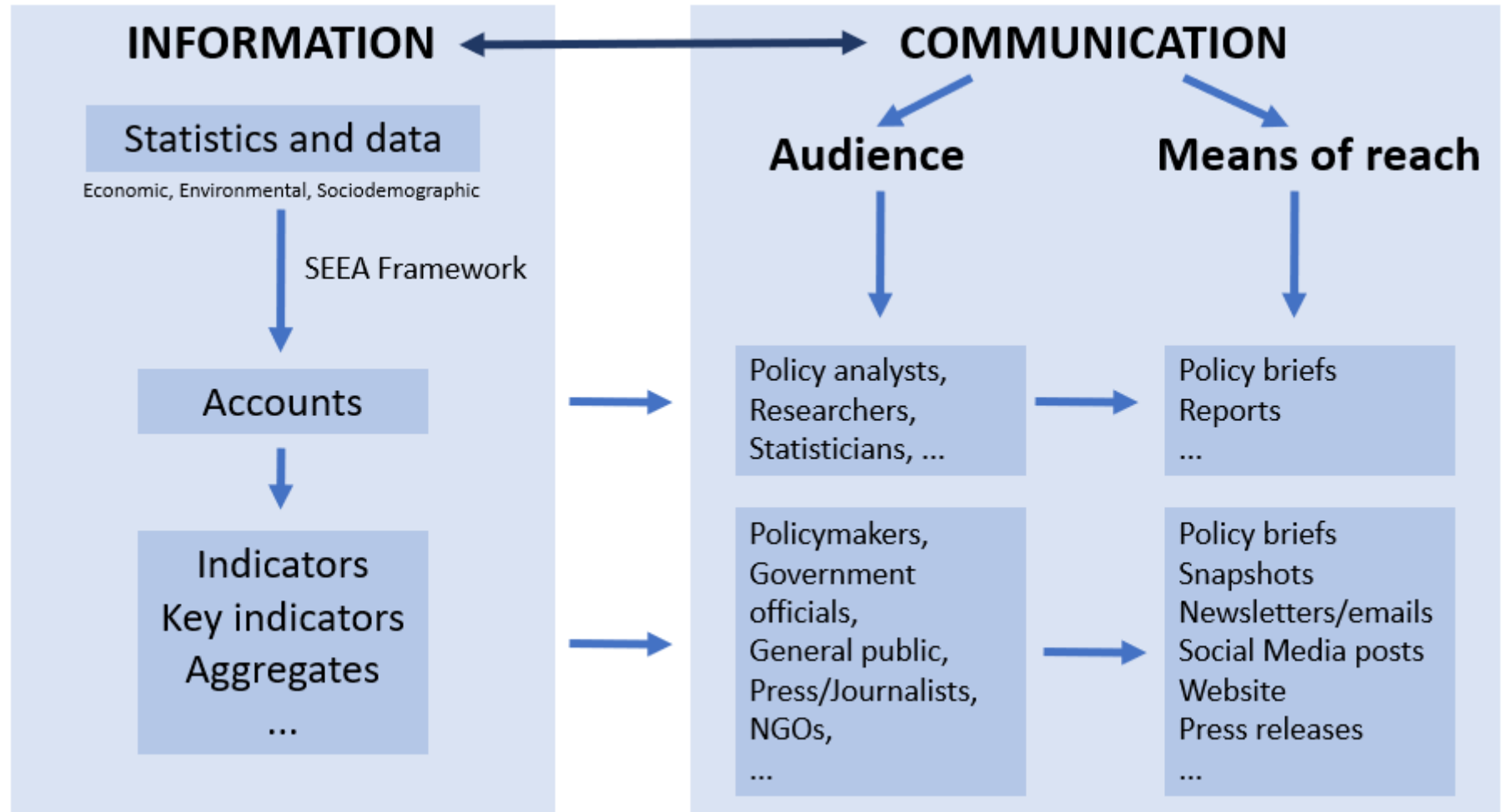
Some things to think about

- * **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, measurement is an estimated number of people reached)
- * **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

Bringing it all together



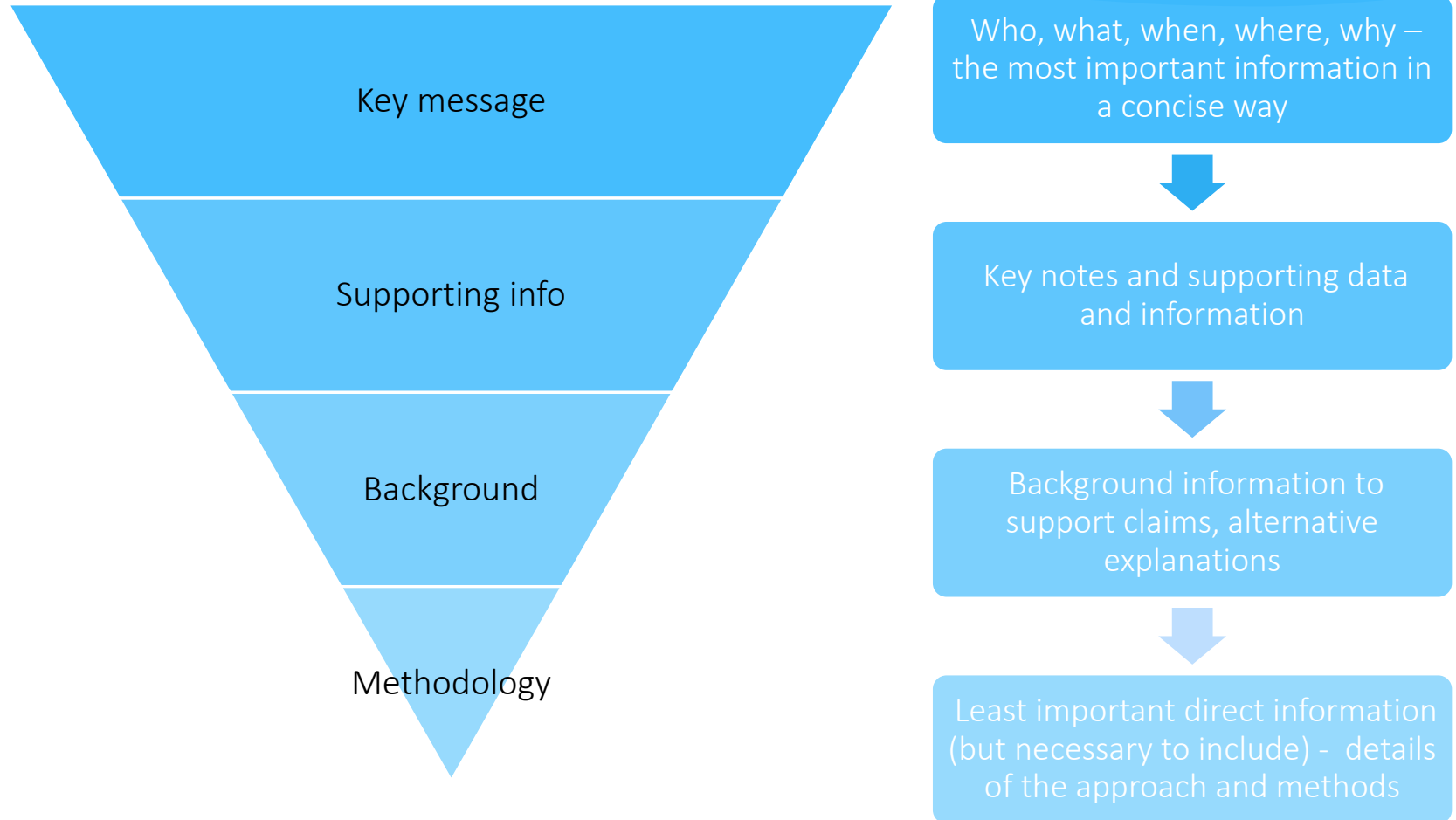
Reaching policymakers

- * 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.

SEEA Asset Accounts—a small exercise

- * This week we have focused on assets
 - * Relatively simple accounts (compared with PSUTs in particular)
 - * Interpretation is also simpler
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- * One user group of asset accounts: compilers on national accounts
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- * What would be 2 other priority user groups in your country?
 - * What information would they need and in what format? What would be the best means of reaching them?

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 the SEEA from media outlets.
 - * To build reputation - The SEEA would benefit from wider public recognition.
 - * To market an organization - A well-written press release can help garner public attention and news coverage.

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

Many NSOs 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

Thank you