

Wastewater reuse project communications strategy

The communication strategy maps the intention and approaches behind the outreach activities of the project, including objectives, messages, target audiences, tools, partners, funding and monitoring and evaluation. Its goal is to support the implementation of the project.

- What (is the project trying to make true that isn't true now)?
- Who (has to do something they're not doing now or stop doing something to make that happen)?
- Why (might they choose to take that action? What would they need to believe)?
- How (can we get that message in front of them)?

Strategic communications objectives

Need to be clear, specific, measurable, realistic and support the project's aims, e.g.:

- build awareness and support for the project among a defined group of target audiences;
- secure the commitment of reuse stakeholders to the project's aims.
- influence national and local policy-makers to support policies for the expansion of wastewater treatment and reuse;
- encourage the active participation of all partners, including the learning alliances.

Target audiences for the project

- Policy-makers
- Donors
- Private sector
- Water users
- General public

Exercise 1 on messages

Describe your target audience in terms of:

- current behavior
- level of awareness
- level of knowledge
- preferred methods for receiving information
- motivations/barriers to hearing and believing the message

Exercise 2 on messages

For your target audience, ask:

- 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? For example,
 - Do you want to change their attitude towards your project?
 - Do you want them to support your project?
 - Do you want to change their assumptions about the aim of your project?
 - Do you want them to be motivated to take action or make a decision?
 - Do you want them to get involved?

Exercise 3 on messages

Based on exercises 1-2, identify 3-5 messages for your audience.

Messages should be succinct, simple and clear!

Tools and approaches, e.g.

Media

- news releases
- radio/tv interviews
- editorials
- feature stories
- campaigns and tours

Online

- project website
- presence on partner websites
- social media
- podcasts
- multimedia: video, slideshows

Products

- brochures
- posters
- policy briefs
- journal articles
- newsletters

Other

- events
- policy dialogues
- endorsements
- conferences

Exercise on tools and approaches

Choose 3-5 tools or approaches that would reach/make an impression on your audience.