

Running an information campaign: putting Communication Support Principles into practice

Before the campaign

- Identify the target audience

Principle 1

Principle 2

- Design the campaign

Consider how to make communication inclusive from the start.
Brief the whole campaign team.

Principle 1

- Agree delivery methods

The methods you choose will influence who is able to access the information.

Principle 5: Adapt communication methods

- Pilot the campaign materials

Allow enough time to consult with those who need support to understand information. This will increase the effectiveness of your campaign and, therefore, the take-up rate.

Principle 5: Adapt the timing

- Produce the campaign materials

Principle 3

- Brief the campaign staff

Brief all staff to adopt the six Communication Support Principles, no matter which part of the campaign they are involved in.

For example:

- print and online materials
- telephonehelplines
- events
- information stalls.

Principles 1 2 3 4 5 6

After the campaign

- Evaluation

Assess how successful *all* strands of the campaign were, in terms of communication access.

Share the results with other people in the organisation who are organising similar campaigns.

Principle 6: Keep trying