

Developing the key message (message platform). Working Session.

EXAMPLE: Challenges with birth registration completeness.

TASK: Follow the *Step by Step guide: from Communication Outcome to the KEY message*, and develop your key message.

Step 1. Define your Communication Outcome: what you want to achieve with your communication effort.

Convince young parents to register new-borns within x days after birth.

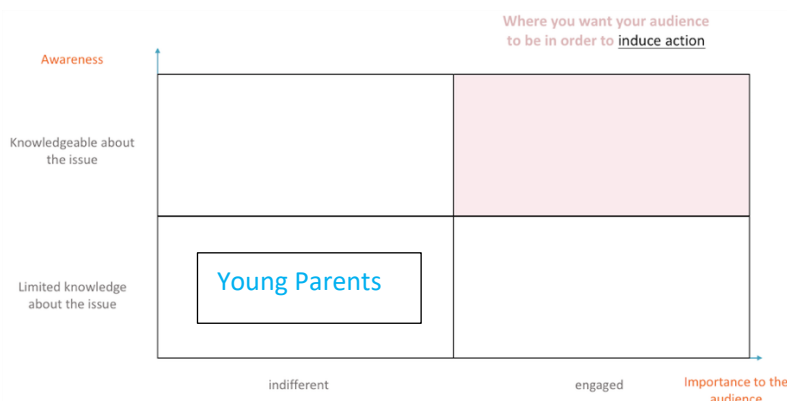
Step 2. Specify the KEY audience you are communicating with (usually explicitly mentioned in the communication outcome).

Young Parents

Step 3. Characterise your key target audience along the following dimension and position the audience in the resulting matrix:

Awareness of the audience: What they know about the issue in the Communication Outcome? Limited knowledge vs. knowledgeable (y axes)

Importance to the audience: How important they find the issue in the Communication Outcome? Indifferent vs. Engaged (x axes)



Step 4. Raise awareness of the audience (one sentence):

- Inform that there is an issue
- Inform about the size (extend) of the issue

USING FACTS

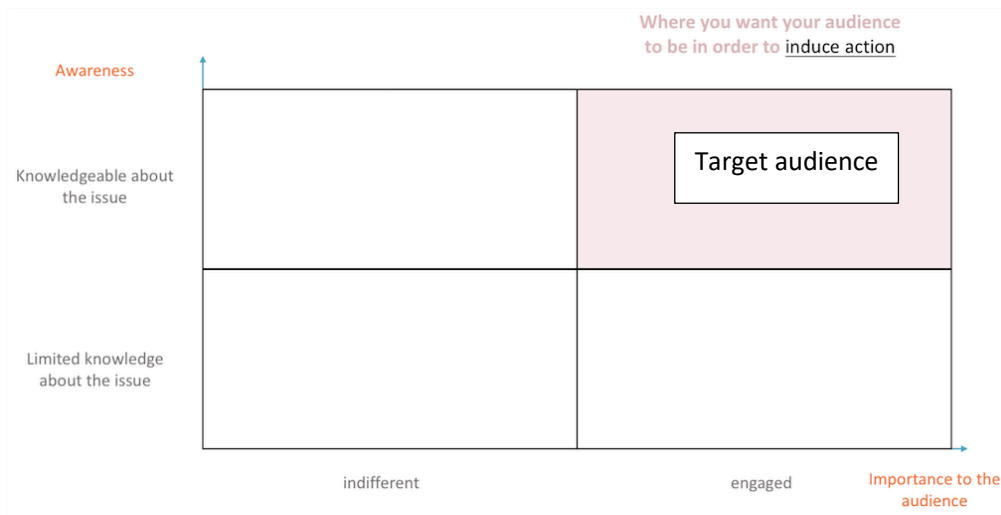
More than one million children in our country risk social exclusion, because their birth wasn't registered on time.

Step 5. Emphasize importance of the issue to your audience (one sentence):

- Why the issue is important to the audience?
- What is the impact of the issue on the audience?

USING IMPACT/ BENEFIT statements

Without timely birth registration it will be difficult for YOUR child to access education, health care or receive inheritance.



Step 6. Formulate the call for action (one sentence).

To protect your child's future, register your new-born within x days after birth.

Step 7. Combine your three sentences

FACT (raises awareness) + **IMPACT/BENEFIT** (emphasises importance) + **CALL FOR ACTION**

To get an effective key message.

More than one million children in our country risk social exclusion, because their birth wasn't registered on time.

Without timely birth registration it will be difficult for YOUR child to access education, health care or receive inheritance.

To protect your child's future, register your new-born within x days after birth.