Communication aimed at

Asbl « Comme Chez Nous »

2010-10-22
« Comme Chez Nous »

- Mission/objectives
- Projects
- Target audience
Characteristics

• Homeless people, people with poor accommodation

  – Social exclusion
  – Under educated - low level of education
  – Poor self esteem
  – Little knowledge of their rights
  – Lack of information
  – Peculiar lifestyle choice
  – Needs that are misunderstood or not well known
  – Mental health

➢ Important remaining resources
Project « healthy eating »
Initial queries

• **What target audience?**
  » Who are they?
  » What do they know?
  » What are they capable of?

• **What communications?**
  » Where and how can we reach them?
  » What can we do together?
  » How can we communicate the right messages?

• **What background?**
  » Objectives, partners, services
The Surveys

• State of play

  – Consultations
    • Social services, food bank, at home, living spaces, centres

  – Better understanding
    • Public, background

• Beginning of mobilisation
  » (stakeholders)
Launching phase

• Information
  » Back to the survey

• Talks and Negotiation
  » Strategic choices (partners, beneficiaries)
  » A climate of trust

• Active participation
  » Co production (return on investment?; choice of location, setting up the environment, joint budget..)
  » Focus on the « Stakeholders »
Implementation

- Weekly activities
- Co management
- Division of roles
- Spreading awareness message
- Mock up scenarios (démonstrations)
- External guests
- Debriefing
Evaluation

• High attendance rate in last 3 years
• Visible change in attitude and abilities
• Stronger knowledge base
• Acknowledgement of the project’s network
• Natural evolution towards new projects
• Alternatives to loneliness and addictions
Know the target audience

Create the right conditions

- Targeted information, dialogue, trust, environment, local networks

Participation

- Level, Method, External resources

Life style, needs, requests, special items and understanding of the project
The « traps »

- Strong and violent message
- Urgent message
- Message with stigma attached to it
- Written message
- Message that is too sophisticated *(needs too much decoding)*
- Message that is too bland and superficial *(ex: TV)*
- Message based on a confused or vague understanding of the target audience
- Patronising message
- Using as a tool
Learnings from this practice

- Message that is close to target audience
- Integrated in a project a programme (*security and maturity of message*)
- Positive, generating self worth, stimulating
- Clear, firm
- Regular (*ongoing education*)
- Messanger profile
- Participatory and active
Participation

- Better understand needs
- Allow dialogue between stakeholders
- Strengthen social bonds
- Develop common projects
- Make the public responsible
- Take into account the audience point of view