

Set measurable objectives.

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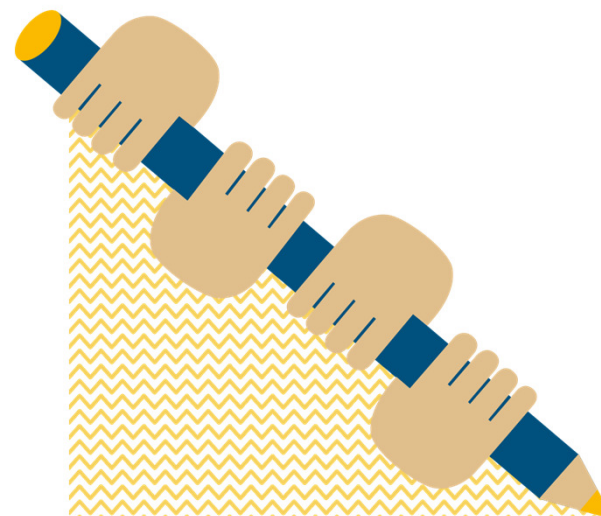




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Communication Objective

Reflects behaviour changed as a result of project communication activities.



**Focus. Tackle one
,non-reducible‘
behaviour at a time**

Types of communication objectives

Behaviour objectives

- What you want your audience to do.

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Knowledge objectives

- What you want your audience to know.

Types of communication objectives

Behaviour objectives

- What you want your audience to do.

Knowledge objectives

- What you want your audience to know.

Belief objectives

- What you want your audience to belief or feel

Types of objectives: Example

Purpose	Behaviour	Knowledge	Belief
Reduce deaths due to the lack of use of child security car seats	Use child security seats	Know how to install a child in the security seat.	Belief that using child safety seats is safer than placing the child on your lap.

Types of objectives: Example

Purpose	Behaviour	Knowledge	Belief
Reduce birth defects	Get 400mg of folic acid every day	For it to help, you need to take it before you become pregnant and during the first weeks of pregnancy.	Without enough folic acid, the baby is at risk of serious birth defects.

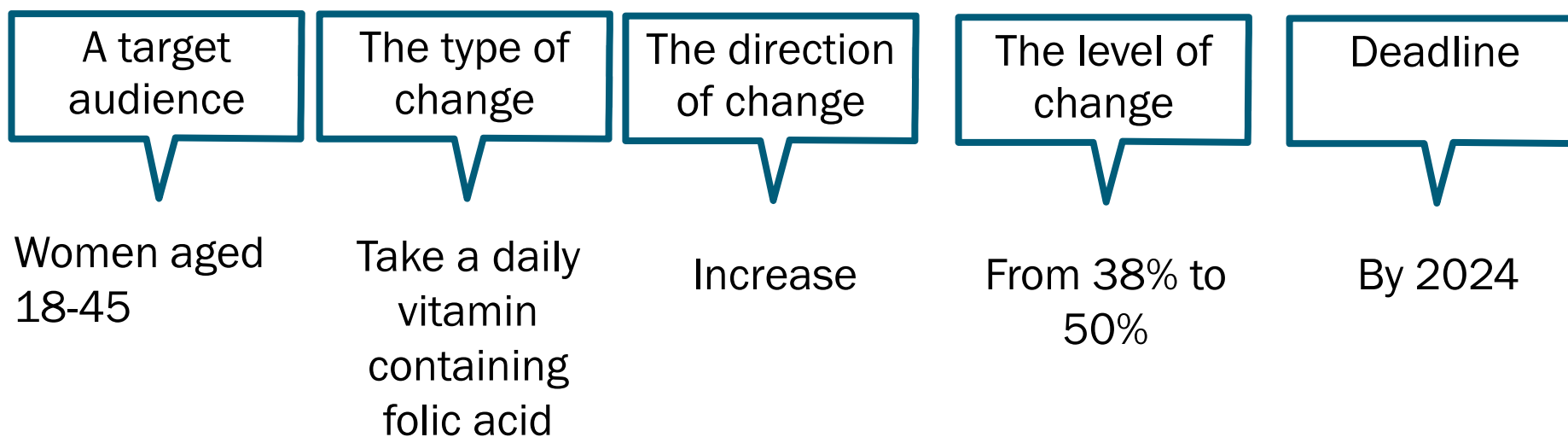
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Types of objectives: Example

Purpose	Behaviour	Knowledge	Belief
Reduce birth defects	Get 400mg of folic acid every day	For it to help, you need to take it before you become pregnant and during the first weeks of pregnancy.	Without enough folic acid, the baby is at risk of serious birth defects.
Measurable objective	Increase the percentage of women aged 18-45 who take a daily vitamin containing folic acid from 39% in 2018 to 2024.	Increase the percentage of women aged 18-45 who know folic acid should be taken before pregnancy from 11% in 2018 to 15% by 2024.	Increase the percentage of women aged 18-45 who believe folic acid prevents birth defects from 20% in 2018 to 30 by 2024.

Components of a communication objective



Behaviour change expected with “Salmon Back”

Property owners will plant and maintain native trees and plants along their streamside property.

Baseline data for “Salmon Back”

- There are 750 property owners in the area concerned
- The affected area is about 100,000 m², with capacity for 20,000 native trees and shrubs
- 25% of property owners reported that they **believe** native plants are easy to maintain, save money, conserve water, save time, and are safe for pets and kids.
- 35% of property owners were able to recognise what non-native invasive plants need to be removed and how after a training organized by the *Salmon Back* project.
- During previous similar projects conducted in comparable catchment areas, partners had managed to **convince 1 out of 6** property owners to switch to planting native plants.



By the end of our 3-year project: Contact 500 streamside property owners, of whom 165 will agree to remove non-native plants and plant native trees and plants. Among these 165 willing property owners, 50 will agree to have supervised volunteers assist them with restoring riparian areas. In the end, restore 40 to 60,000 m² of riparian area, planting 10,000-plus native trees and shrubs.

Alternative: Establish expected levels of change in knowledge.

E.g.

After a training organized by the “Salmon Back” project, increase from 35% to 85% of participating property owners able to recognise what non-native invasive plants need to be removed and how.

Alternative: Establish expected levels of change in acceptance of a belief.

E.g.

75% of the participating property owners versus 25% prior to your project will report that they believe native plants are easy to maintain, save money, conserve water, save time, and are safe for pets and kids.

Competition

- www.kahoot.com

Cooperation works

All materials will be available on:

www.interact-eu.net