



“Communicating” Country Countdowns

Getting the Messages Out

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Introduction – why “communicate”?

Collecting and analysing data is the core of Countdown – but in order for it to have an impact, key findings must reach key audiences

- Data must be translated into clear, actionable messages
- Messages must be shared with individuals and institutions that will take action
- The public must understand and support the messages and actions



Messages

- Scientific WG identifies key messages, based on data analysis
- Communications WG ‘translates’ messages into understandable concepts and language
 - Identify key audiences
 - Develop and produce report and other materials
 - Produce charts and text that are clear and simple
- Ensure that organizing committee and scientific WG agree and approve final materials/messages



Partners

- Dissemination and advocacy requires participation of partners from all relevant sectors
 - MOH and other government agencies
 - Parliamentarians
 - UN agency representatives
 - Academics
 - Health care professional associations
 - NGOs
 - Donors
 - Private sector
 - Media



Events

- A national Countdown event galvanizes attention to RMNCH and mobilizes concrete actions
- Keys to a successful event:
 - Start planning early!
 - Decide on timing
 - Develop budget and secure funding
 - Ensure broad participation from all sectors
 - Get help from professional event planner, if necessary
 - Engage high-level policy makers
 - Focus on concrete outcomes
- Consider sub-national events too...



Media

- National, regional, and local media are critical to generating attention and building support
 - Different media important to different audiences – consider TV, radio, newspapers, bloggers
 - Don't forget social media – important for reaching youth
- Media coverage takes planning
 - Consider engaging media relations agency
 - Ask partners to directly contact key media figures
 - Issue media advisory before event
 - Issue press release for event, report publication – focus on key messages!
 - Hold media briefing or press conference
- Build long-term relationships; continue to push key messages



Remember...

- Success requires planning
- Think about your audiences
- Use clear, concise messaging
- Be inclusive
- Media attention is crucial
- Follow-up makes for lasting change



*Evidence without advocacy has little or no impact
– **advocacy is what makes change happen***

