



MEDIA CAMPAIGNS FOR SOCIAL CHANGE AND ADVOCACY

DAY 10: Mobilisation and Partnerships

Canvas Part 8 + 9 + 10

AGENDA DAY 10


Mobilisation

Key Partners & Working with Media

Campaign Branding

RECAP AND REFLECTION





What were the most important learnings from Day 9 – Content Management and Planning?



Mobilisation

Key Partners & Working with Media

Campaign Branding

WHAT IS MOBILISATION?

“A set of organised activities that create an enabling environment for national and international political and policy change.”

- ▶ Engage public audiences with key issues to inspire widespread support, motivate people to take action, and harness and demonstrate popular support
- ▶ Can also be seen as a mainstreaming process



WAYS TO MOBILISE

THROUGH SOCIAL MEDIA

Organic Promotion

Paid Promotion

Idea Promotion
Within Broader
Online Channels

THROUGH TRADITIONAL MEDIA

Radio

Television

Press
Conferences

THROUGH OFFLINE ACTION

Events

Debates

Rallies and
Marches

MOBILISATION RISKS

- ▶ Safety & security
- ▶ Public reaction
- ▶ Visibility vs. privacy





**What kind of
mobilisation
techniques have you
used in previous
campaigns?**

CASE STUDY

Aksi Asi: The Power of Breastfeeding

WHO? Wahana Visi/World Vision Indonesia

WHEN? August-September 2015.
Riding the momentum of the global breastfeeding week.

TARGET AUDIENCE? Family members of breastfeeding working mothers and the private sector in big cities of Java island.



#AksiASI

“Ibu Bekerja, ASI Beraksi”



**Which mobilisation
technique would you
choose for Aksi ASI
campaign?**



HOW TO FORMULATE CALLS TO ACTION

- ▶ Clearly communicated, coherent and logical
- ▶ Simple, doable and short
- ▶ Desirable and fun
- ▶ Useful, valuable and rewarding
- ▶ Don't tell people to stop doing something, but provide a fun alternative they should do.

We are communications consultant of the NGO who campaigns about child nutrition. Specifically exclusive breastfeeding for infants up to 6 m.o.

What could be our call to action for the target audience?

MOBILISATION:

- online campaigns
- offline events
- media campaigns on broadcast and print media
- office roadshows

CALLS TO ACTION:

- support breastfeeding mothers
- breastfeeding mothers are heroes
- breastfeeding requires teamwork





Emotional payoff: proud



Screenshots of some posts as part of the online campaign.



CASE STUDY



CASE
STUDY

Broader policy change via actions

- Nationwide breastmilk campaign
- Increased paternity leaves (for government officials)
- Increased nursing rooms in public facilities



Photos taken at Soekarno Hatta Airport & Bogor Train Station
Source: medcom.id and gatra.com

ADVOCACY ACTIONS

	You and the policy maker do not share a joint interest	You and the policy maker do share a joint interest
The policy maker is <u>not</u> in your network	<p>Public action ~ making the policy maker aware of and responsive to the issue through:</p> <ul style="list-style-type: none"> • Demonstrations • Petitions • Media campaigns • Awareness raising - Campaigns • Legal processes 	<p>Advising ~ process of formal exchange and negotiation involving:</p> <ul style="list-style-type: none"> • Consultations • Expert meetings • Conferences • Round table conversations • Research presentations
The policy maker is <u>in</u> your network	<p>Networking ~ making contact and building relations through:</p> <ul style="list-style-type: none"> • Drinks, social meetings • Political party gatherings <ul style="list-style-type: none"> • Conferences • Coincidental meetings 	<p>Lobby ~ informing and influencing policy maker from within an informal relationship through:</p> <ul style="list-style-type: none"> • One-to-one conversations • Telephone consultations • Drinks, social meetings • Coincidental meetings

Scale of Naughtiness

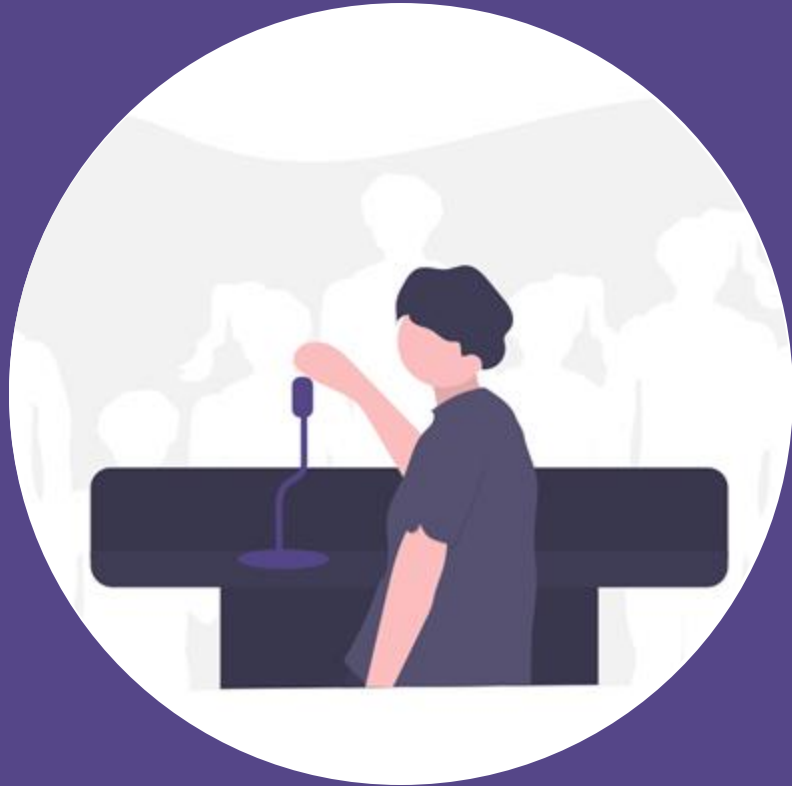


QUESTIONS





**30 MIN
BREAK**



Mobilisation & Advocacy

Key Partners & Working with Media

Campaign Branding

Strategic Partner: A partner with the same vision and values to work together on the same goal.

Implementing Partner: A partner that will help you implement parts of your campaign without necessarily sharing the same long-term goals.

Distribution Partner: A partner that will help share/disseminate your content to your audience or stakeholders.

A photograph of two hands clasped together against a light blue background. The hand on top is wearing a red long-sleeved shirt and a black wristband with white text. The hand on the bottom is wearing a dark grey long-sleeved shirt and a black and white beaded bracelet. A purple rounded rectangle is overlaid on the hands, containing the text 'WHAT KIND OF PARTNERSHIPS ARE THERE?'.

WHAT KIND OF PARTNERSHIPS ARE THERE?

CASE STUDY

Breastfeeding Partner Mapping

CATEGORY	IDENTIFIED PARTNERS
Strategic Partner: vision & values	
Implementing Partner: help us fill the gaps	
Distribution Partner: key messages	



**Who are potential partners
in the
breastfeeding campaign?**

CATEGORY	IDENTIFIED PARTNERS
<p>Strategic Partner – A partner with the same vision and values to work together on the same goal.</p>	<ul style="list-style-type: none"> - Maternal & Child Health Movement NGO Coalition - Ministry of Health - Sub-national district Leaders
<p>Implementing Partner – A partner that will help us implement parts of our campaign without necessarily sharing the same long-term goals.</p>	<ul style="list-style-type: none"> - Breastfeeding mothers & their family - Employers/ corporations - Pediatrician association - Breastfeeding counsellors - Startups
<p>Distribution Partner – A partner that will help share/disseminate your content to your audience or stakeholders. Generally these are more traditional media sources. They also do not need to share the same values or goals.</p>	<ul style="list-style-type: none"> - Key opinion leaders - Insta-celeb (male & female) - Senior doctors - Mass media - Nutritionists - Nenek ASI, Ayah ASI, tante ASI (support groups for breastfeeding mothers: grandparents, fathers, aunts, etc)



**WHAT ARE
THE BENEFITS?**

- ▶ A stronger support base
- ▶ Access to more resources
- ▶ Access to new skills
- ▶ Access to new networks



**WHAT ARE
THE RISKS OF
PARTNERSHIPS?**

- ▶ Control Message
- ▶ Waste Resource
- ▶ Time to Coordinate

CASE STUDY

Breastfeeding Partnership Risks



OOPS!

A few months after we launched our campaign, one of the celebrity moms accepted a job as a brand-ambassador for formula milk. What would you suggest to communications team to do in this matter?

LUNCH BREAK

1 hour





**WORKING WITH THE
MEDIA**

**STORY
PITCH**

**NEWS
PEG**

**SOUND
BITE**

TIPS & TRICKS FOR WORKING WITH JOURNALISTS

1. Share information.
2. Take your time and don't expect instant returns.
3. Develop a personalised, friendly relationship with journalists.
4. Check which journalists other NGOs are speaking to, for possible contacts.
5. Keep your promises.
6. Meet journalist contacts face to face.
7. Don't just call when there is a big story. Call in quiet times too.



**PARTNERING WITH
MEDIA +
INFLUENCERS**

rntc

**PAYING
FOR
AIRTIME**

**CO-
CREATION**



WORKING WITH THE MEDIA:

- ▶ Woman radio
- ▶ Mother & Baby Indonesia
- ▶ Fimela.com



CASE
STUDY

CISCA
BECKER

Penyiar Radio
Cosmopolitan FM,
Presenter, Supporter
Wahana Visi Indonesia.

“
Menyusui
adalah wujud
usaha terbaik
yang dapat saya
lakukan untuk
anak.”

#AksiASI



WORKING WITH INFLUENCERS:

- Beauty Bloggers
- Miss Indonesia
- Doctors
- Nutritionists
- Ayah ASI
- Socio-preneurs



CASE
STUDY

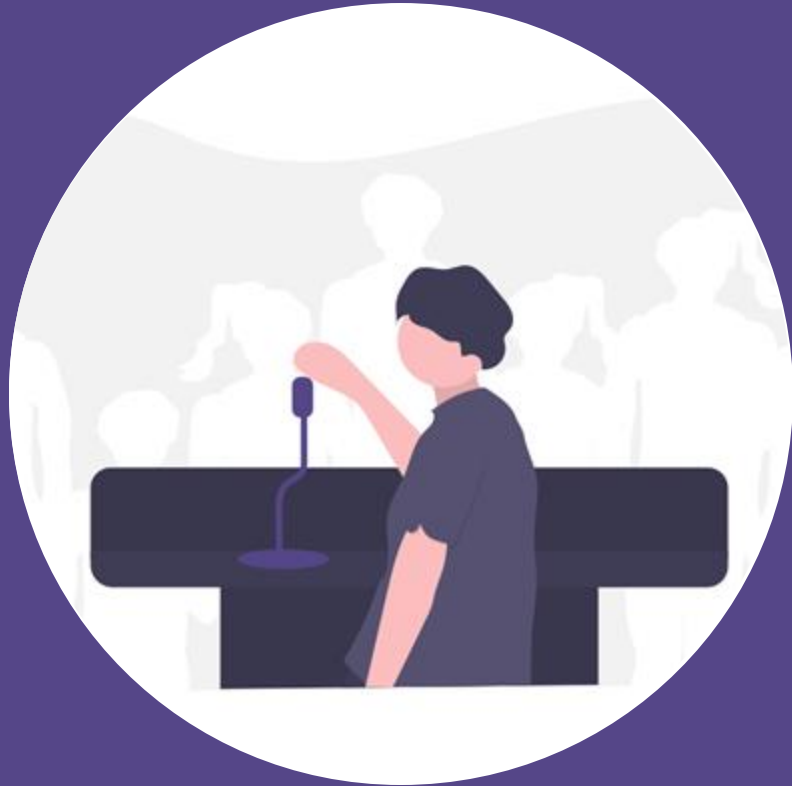
CASE STUDY

Women Food Heroes Tanzania



QUESTIONS





Mobilisation & Advocacy

Key Partners & Working with Media

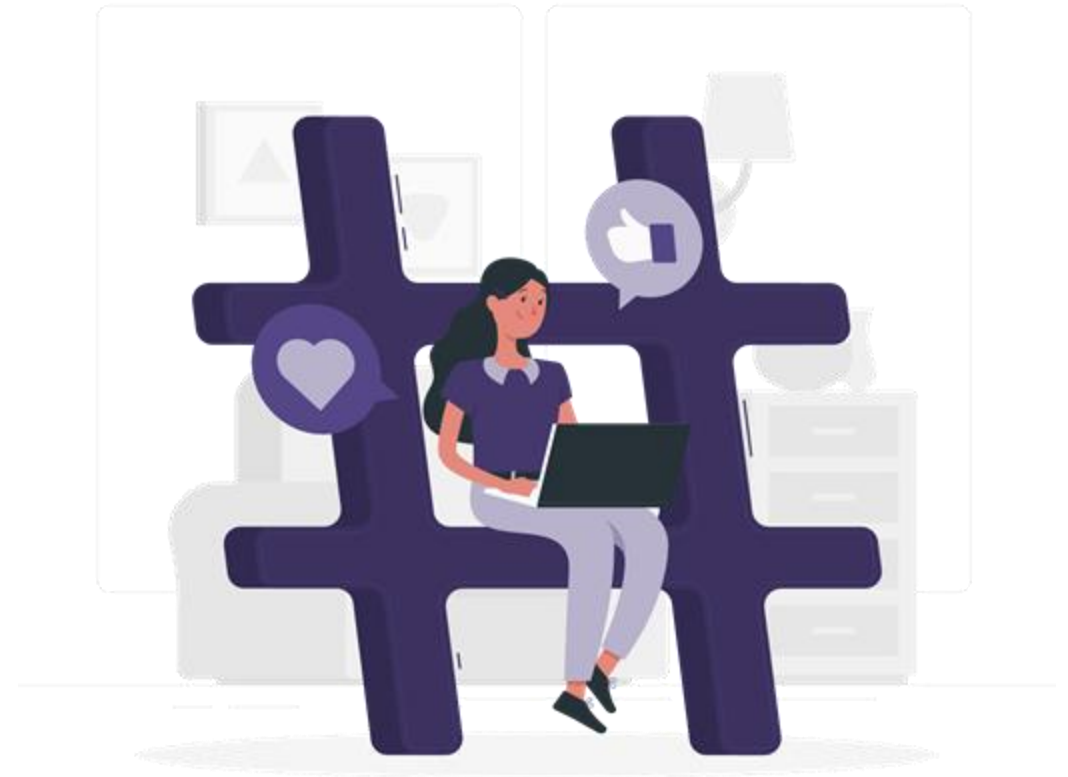
Campaign Branding



CAMPAIGN BRANDING

- **A name:** make sure it represents your campaign and can be easily linked to the message of your campaign.
- **A colour scheme:** a good colour scheme is extremely important as it is the first thing people will notice when they see your campaign.

- ▶ **Hashtags:** Hashtags are an excellent way to grow and get noticed. Consider making one hashtag hyper local, one regional and one national (or international).
- ▶ **Visuals:** Use words visuals and language that is right for your audience.



CAMPAIGN BRANDING



SLOGAN

- 1. It's to the Point:** Your slogan should communicate the number one reason why you exist.
- 2. It's Memorable:** What's a catchy way to talk directly to your target audience?
- 3. It Shares Your Vision:** A great slogan shares a vision for your audience.
- 4. It's Believable:** A great slogan is one that is simple and true.

Bonus! Make It funny, if you can.

HASHTAGS: #AksiAsi

TAGLINE: Aksi ASI: Ibu bekerja, ASI beraksi.

The Action/ Power of Breastmilk: when mothers have to go back to work, they can continue breastfeeding if they get the required support.

IMAGERY: infographics, instagram posts, breastfeeding guidebook, merchandise.



**CASE
STUDY**

BERHEMAT DENGAN ASI

Berikut ini gambaran pengeluaran untuk pembelian susu formula sesuai usia dan kebutuhan makan anak sejak lahir sampai usia 2 tahun. Bayangkan penghematan yang bisa didapat jika Ibu memberi ASI.



USIA ANAK	SUSU FORMULA		ASI
1 BULAN	250.000	1.000.000	 + Anggaran tersebut bisa ditabung untuk: <ul style="list-style-type: none"> Biaya pendidikan anak Liburan keluarga Modal usaha keluarga Biaya kesehatan
2 BULAN	300.000	2.000.000	
3 BULAN	1.000.000	3.300.000	
6 BULAN	2.000.000	7.300.000	
9 BULAN	3.000.000	12.000.000	
12 BULAN	4.000.000	18.000.000	
24 BULAN	1.000.000	30.000.000	

INGAT! Biaya tersebut belum termasuk biaya pembelian botol susu, air, listrik, dan biaya pengobatan jika anak sakit akibat konsumsi susu formula saat penyajian.

DAYA TAHAN ASIP

TAHUKAN KAMU DAYA TAHAN ASI PERAH (ASIP) BESEERTA CARA PENYIMPANANNYA?



DATA TAHAN ASI BARU DIPERAH 4-8 JAM

DATA TAHAN ASI DALAM FREEZER 3-6 BULAN

DATA TAHAN ASI BARU DALAM KULKAS 3 Hari

DATA TAHAN ASI DALAM COOLBOX 24 Jam

TIPS Simpan ASI di dalam botol, botol atau wadah plastik bersih dan steril. Simpan di dalam freezer atau lemari es yang sudah steril dan tertutup rapat.

KONSELOR MENYUSUI

ASI tidak keluar? Jangan khawatir, konselor menyusui siap membantu



- APA ITU KONSELOR MENYUSUI?**
Konselor menyusui adalah orang-orang pro-ASI yang memiliki komitmen, pengetahuan, dan keterampilan untuk melakukan konseling menyusui.
- SIAPA YANG MEMBUTUHKAN?**
Jika konselor menyusui diberikan oleh calon ibu, itu menyusui, dan keluarganya yang memerlukan informasi atau bantuan menyusui.
- MENGAPA?**
Ibu perlu dukungan agar lancar menyusui. Konselor menyusui dapat membantu ibu dan keluarganya memperoleh informasi yang tepat dan bantuan praktis menyusui. Dengan demikian, anak mendapat ASI selangge gigit terbaik.
- KAPAN?**
Carilah dan simpan kontak konselor menyusui sejak awal kehamilan. Jika mengalami kesulitan menyusui, segera berkonsultasi dengan mereka.
- DIMANAT?**
Konselor menyusui dapat ditemui di berbagai fasilitas kesehatan. Kita juga bisa mencari informasi di:
- SENTRA LAKTASI INDONESIA (www.slindonesia.org)
- IKATAN KONSELOR MENYUSUI INDONESIA (www.konselormentusui.org)
- ASOSIASI IBU MENYUSUI INDONESIA (www.pimindonesia.org)
- PERNASIDA (www.pernasida.com)
- SADAMANA CARA MENJADI KONSELOR?**
Diperlukan sertifikat untuk menjadi konselor menyusui. Sertifikat ini bisa didapat setelah mengikuti pelatihan khusus selama 40 jam.



CASE STUDY



Tahapan Bayi Minum ASI

Kalau aku lahir nanti, bunda jangan lupa beri aku ASI. Om dan tante dokter yang baik pasti membantu bunda Inisiasi Menyusu Dini (IMD), yaitu segera meletakkanku di dada bunda minimal satu jam agar aku aktif mencari puting dan menyusu sampai puas. ASI pertamaku bernama kolostrum dan hanya keluar di awal kelahiranku. Sayang sekali kalau terbuang karena tidak ada yang jual.



IMD

KOLOSTRUM

mengandung zat kekebalan tubuh (antibodi) dan faktor pelindung lainnya bagi bayi.

Bayi yang baru lahir memiliki lambung sebesar kelereng. Satu sampai dua sendok teh kolostrum akan mengisi perutnya dengan sempurna. Jika bayi yang baru lahir diberi air atau cairan lainnya, perutnya akan menjadi penuh dan tidak ada lagi ruang bagi kolostrum.

3 Tips ASI

1 MENAMBAH PORSI MAKAN

Ibu menyusui perlu makan satu porsi lebih banyak per hari dibanding perempuan yang tidak menyusui. Makanan yang dikonsumsi harus bergizi seimbang. Selain itu ibu juga harus memperbanyak minum air putih. Sebaiknya hindari minuman bersoda, kafein, dan alkohol.

2 HINDARI STRESS

Keberhasilan ASI eksklusif sangat dipengaruhi oleh kondisi psikologis. Jika bunda stress, produksi ASI bisa saja terhenti. Untuk menghindari stress, coba menyusui di tempat tenang. Selain itu, peran ayah dan keluarga sangat besar agar bunda terhindar dari stress.

(dukungan keluarga hal. 14)

3 PIJAT PAYUDARA

Pijat payudara biasanya dilakukan jika saluran ASI tersumbat. Penyumbatan bisa terjadi karena pelekatan mulut bayi ke payudara kurang baik, pakaian bunda terlalu ketat, dll. Tidak ada salahnya bunda mencoba pijat payudara.

Cara memijat payudara:

Lakukan pijatan lembut pada payudara dengan telapak tangan, gulungkan jari ke arah puting kemudian perah air susu atau biarkan bayi menyusu setiap dua sampai tiga jam.

BREASTFEEDING
IS WORTH
FIGHTING FOR

#AksiASI



CASE
STUDY



CAMPAIGN IDENTITY



November

Prostate Cancer
Awareness
Month

CAMPAIGN IDENTITY



#NiUnaMenos #NiñasNoMadres





Can you recognise these symbols and icons?



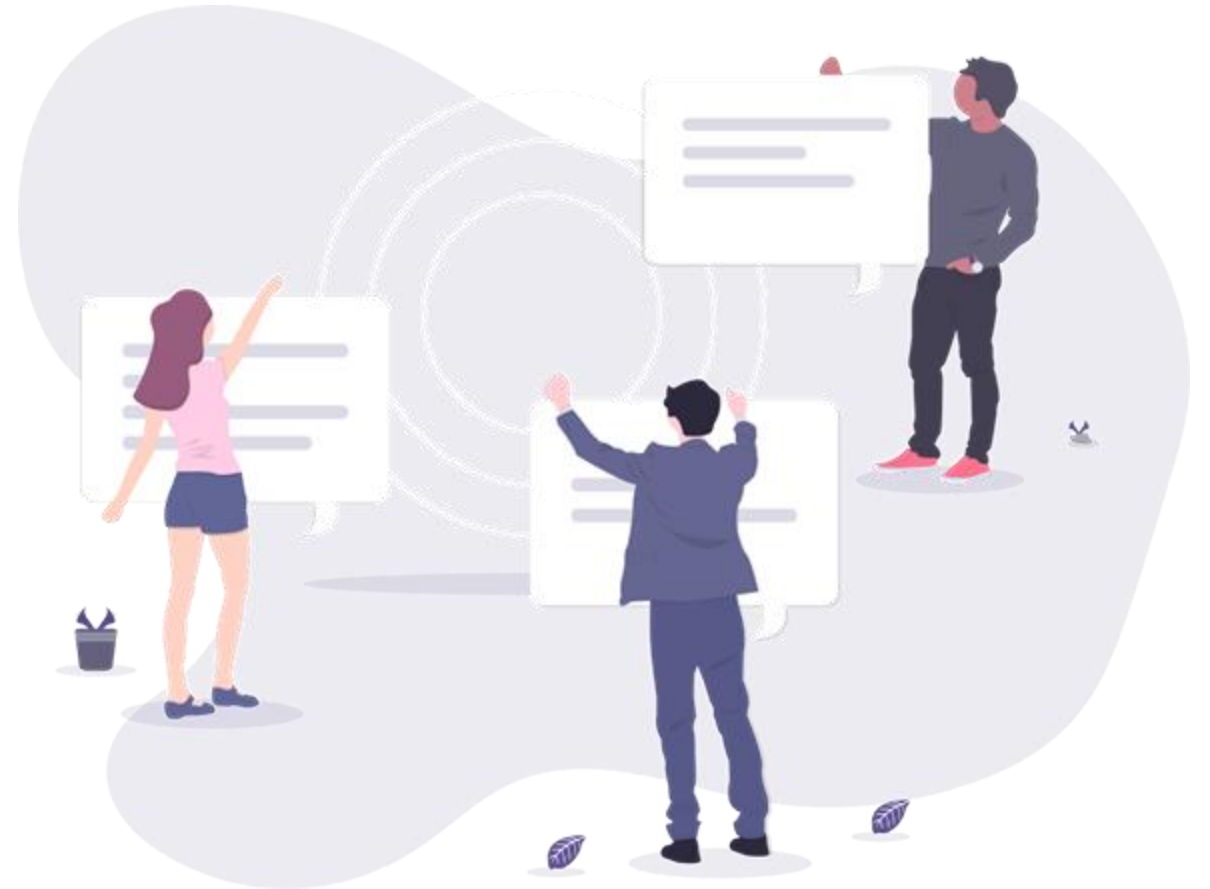
Go to **menti.com**, enter the code

and answer take part in this quiz on **5846 9246** brand identity.

Can you recognise these symbols and icons?

GROUP WORK



Partnership Mapping
(AND MORE)



ASSIGNMENT:

CAMPAIGN CANVAS



1. Campaign Vision & Scope What is the core problem your campaign is trying to address? What is the scope of your campaign?	2. Context Analysis What is the context you are operating in? What are the risks?	3. Target Audiences What is your target audience statement? What would a typical member of your audience look like? 	4. Persuasion and Story What are your audience's current narratives? Who are their influencers? What is your persuasive aim?
5. Content Creation What platforms will you use for your campaign? How will your audience engage with your content?	6. Content Management Who will create content and manage engagement? What resources do you need?	7. SMART Goals Where are your SMART goals? 	8. Mobilisation What mobilisation tactics will you use? What are your calls to action?
9. Key Partners Who are your key partners? How can they contribute to your campaign?	10. Campaign Branding How will people recognise your campaign? Name: <input type="text"/> Slogan: <input type="text"/> Hashtags: <input type="text"/> Design Notes: <input type="text"/>	11. Monitoring and Evaluation How will you measure your campaign? How often will you check your campaign and make changes?	12. Reporting Outcomes What does success look like? How will you showcase your outcomes?



8. Mobilisation



What mobilisation tactics will you use?

What are your calls to action?

9. Key Partners



Who are your key partners? How can they contribute to your campaign?

10. Campaign Branding



How will people recognise your campaign?

Name:

Slogan:

Hashtags:

Design Notes:

QUESTIONS



THANK YOU

Name
Email

WWW.RNTC.COM

