

PRINCIPLES FOR PRECAUTION ADVOCACY

- **1 KEEP IT SHORT**
 - ◆ Apathetic people have a short attention span.
 - ◆ Keep your messages clear, succinct and in the right languages to get cut through with many different people
- **2 MAKE IT INTERESTING**
 - ◆ Provide simple and short animated videos, or infographics to engage people and to get the messages across quickly
 - ◆ Once you have caught people's interest draw them over to more detailed information
- **3 GET ON THE FRONT FOOT AND STAY ON MESSAGE**
 - ◆ If you know there is an issue be proactive about communicating it rather than waiting for people to notice or complain
 - ◆ Use images and metaphors not concepts
 - ◆ When people are not paying attention (or barely!) and could lose interest at any moment it is important to make every word count. Don't get seduced into thinking more will be better or highlighting a second message. Pick the best one and stay with it.
- **4 TEST YOUR MESSAGES**
 - ◆ Find out what messages people respond to by testing with a few key groups of people
 - ◆ By piloting your messages you can better align your thinking with what is going to resonate with the people you are trying to change
- **5 PLAN FOR THE LONG HAUL**
 - ◆ This sort of communication is all about generational change. Think about recycling, wearing seat belts and other long change programs. Prepare yourself to continue this course of action for many years. Success will not come quickly.
- **6 APPEAL TO PEOPLE'S NEEDS**
 - ◆ Find out what people's needs are and link those needs to the features that your program offer. Eg. If people's needs are about convenience/ease – recycling offers an easy way to get rid of rubbish and feel good about yourself!
- **7 APPEAL TO EMOTIONS – ESPECIALLY FEAR**
 - ◆ People's emotions fuel action. For precaution advocacy you are trying to 'alert' people – WATCH OUT! So fear is a primary emotion to tap into. The key here is to ensure you are elevating their 'fear' enough to take action not to overwhelm.
- **8 DON'T NEGLECT EMOTIONS OTHER THAN FEAR**
 - ◆ Although fear and concern is a big driver for taking precautions against a real and dangerous hazard, other emotions play a role too. Safety for others (family) and anger can also be powerful motivators for change.
- **9 GIVE PEOPLE THINGS TO DO**
 - ◆ Precaution advocacy is about taking precautions as much as it is about alerting people to the risks/hazards. Give people things to do so they can take precautions (even symbolic ones).
 - ◆ Think about precautions that are easy and some which would show greater protection – give people choices
 - ◆ Sometimes its even better to get people taking precautions and then teaching them about the hazard
- **10 THINK IN STAGES**
 - ◆ People adopt precautions in stages. Each transition has its own communication strategies and approaches.
 - ◆ Think about your messaging in terms of these stages:
 - ▶ Stage 1: Unaware and unengaged
 - ▶ Stage 2: Aware and unengaged
 - ▶ Stage 3: Engaged but undecided about action
 - ▶ Stage 4: Engaged and deciding to act (not actually acted yet)
 - ▶ Stage 5: Act
 - ▶ Stage 6: Decide to keep acting