

# Foundational concepts, objectives of communication & audience analysis

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## Principles for communicating

- 1. Go for action!**
- 2. Listen to your audience to understand needs**
- 3. Select your strategy**
- 4. Develop your messages and select your channels**



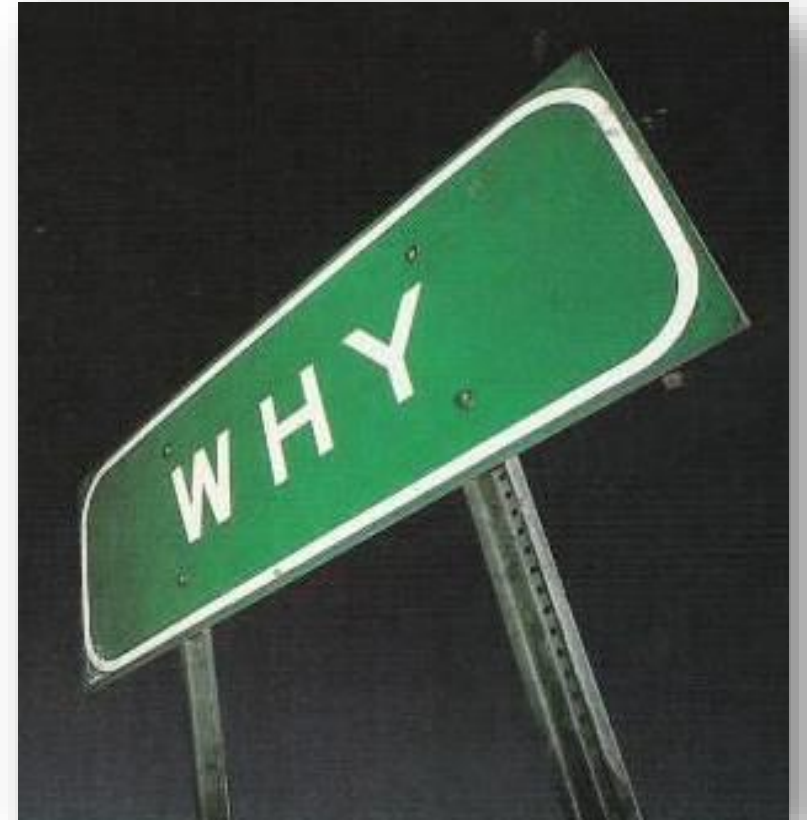
**Go for action!**





*If communication was easy,  
everyone would be able to do it well.*

- We are not always clear **WHY** we communicate.



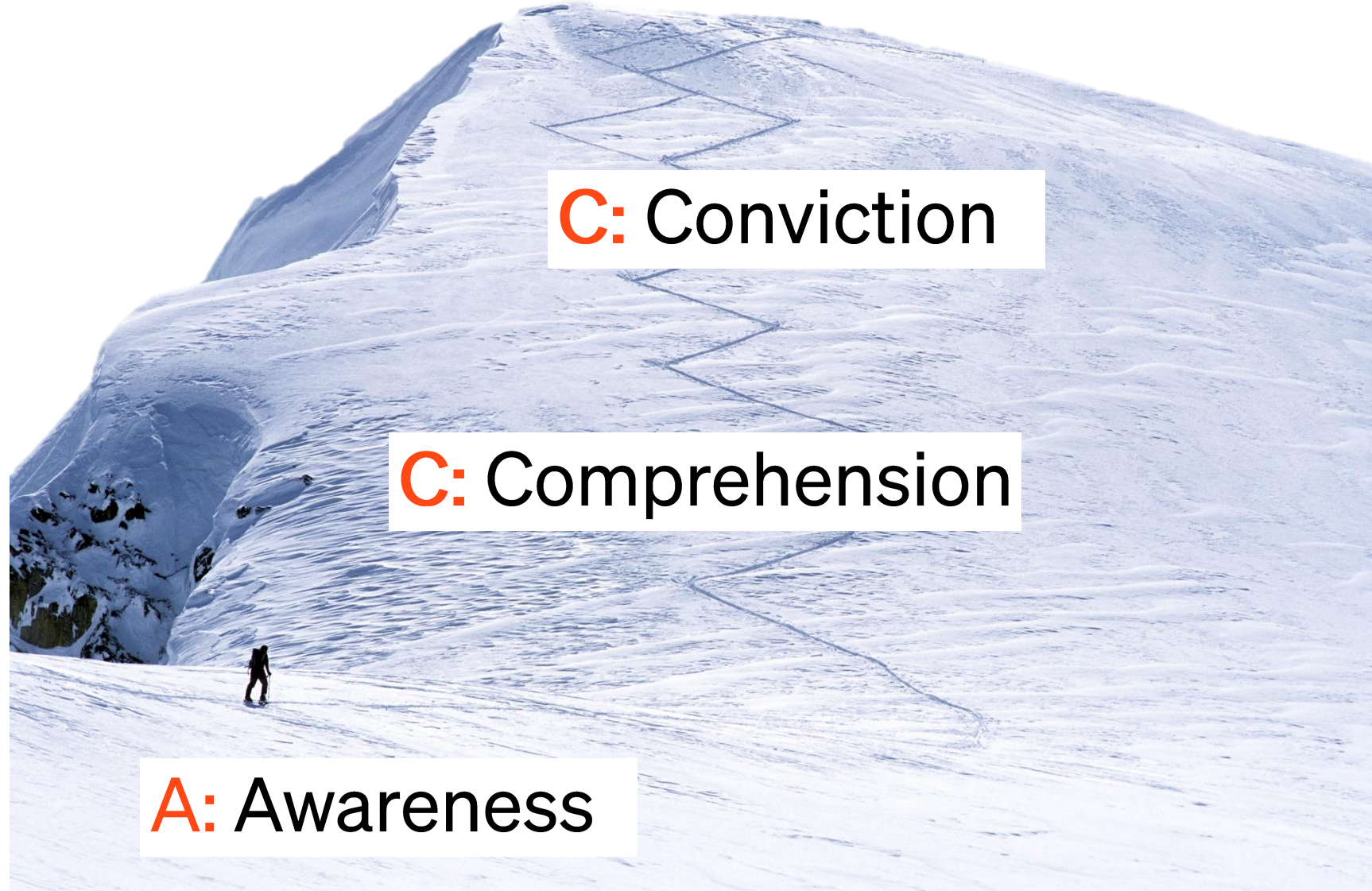
# Mount ACCA

**A:** Action

**C:** Conviction

**C:** Comprehension

**A:** Awareness



- **The SOCO**
- **Do you know what a SOCO is?**

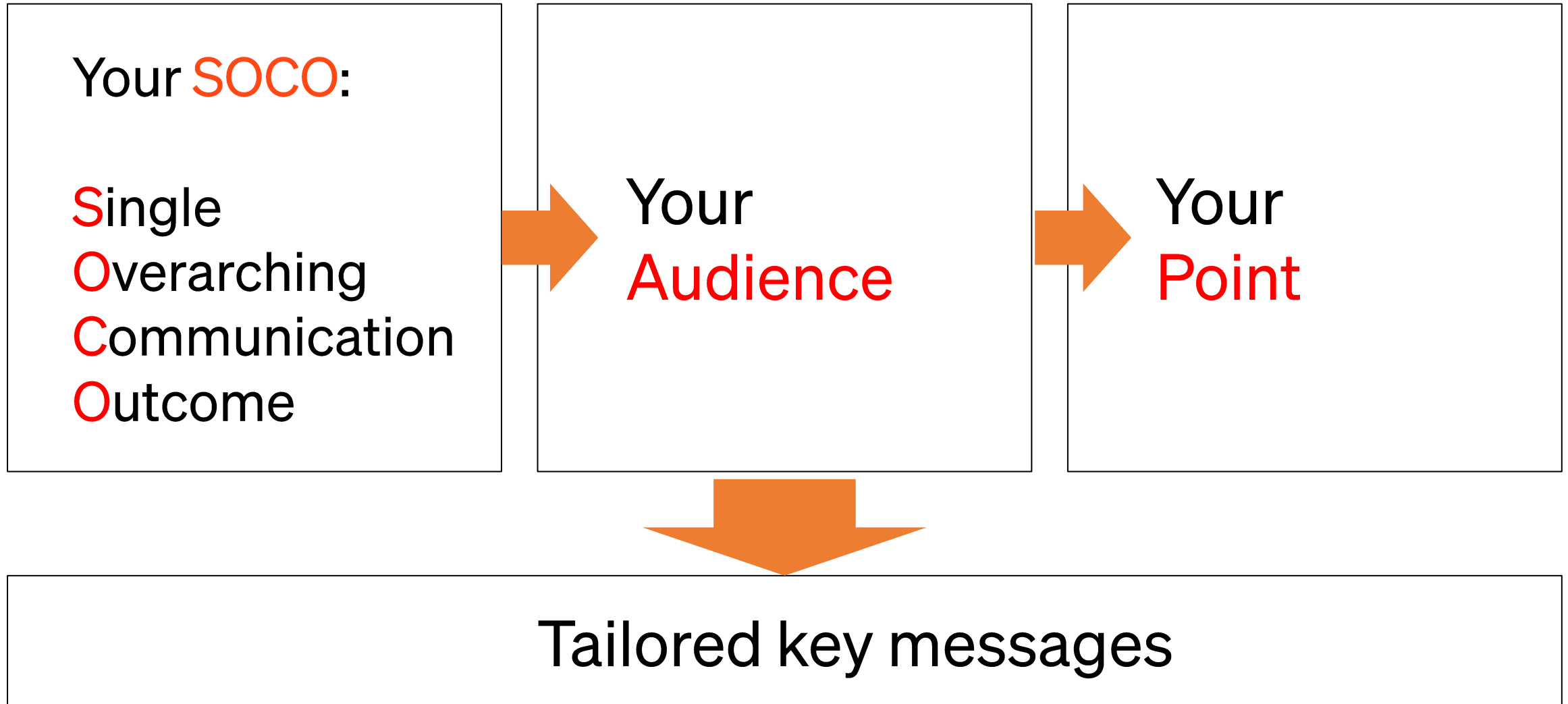
**S**ingle

**O**verarching

**C**ommunication

**O**utcome

- **Even if you are under pressure, taking time to prepare is crucial!**



## What is and what is not a SOCO?

- The **outcome or change** you want to see in your audience because of your communication.
- A good SOCO uses words which **express action**.
- The SOCO is
  - **not your message**
  - **not your objective**

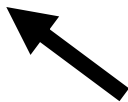
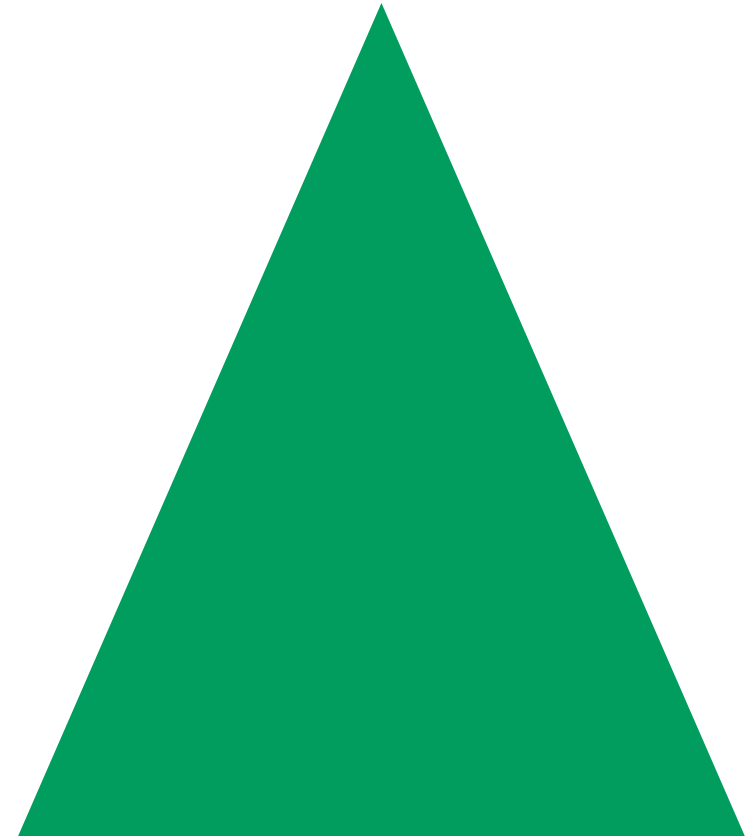
## Which of the following is a good SOCO?

1. The Chief Veterinary Officer allocates economic resources for creating a communication campaign
2. The general public is informed about a type of milk recalled over E. coli fears
3. Farmers implement biosecurity measures to prevent animal diseases



How do  
experts speak?

**How do  
people listen?**

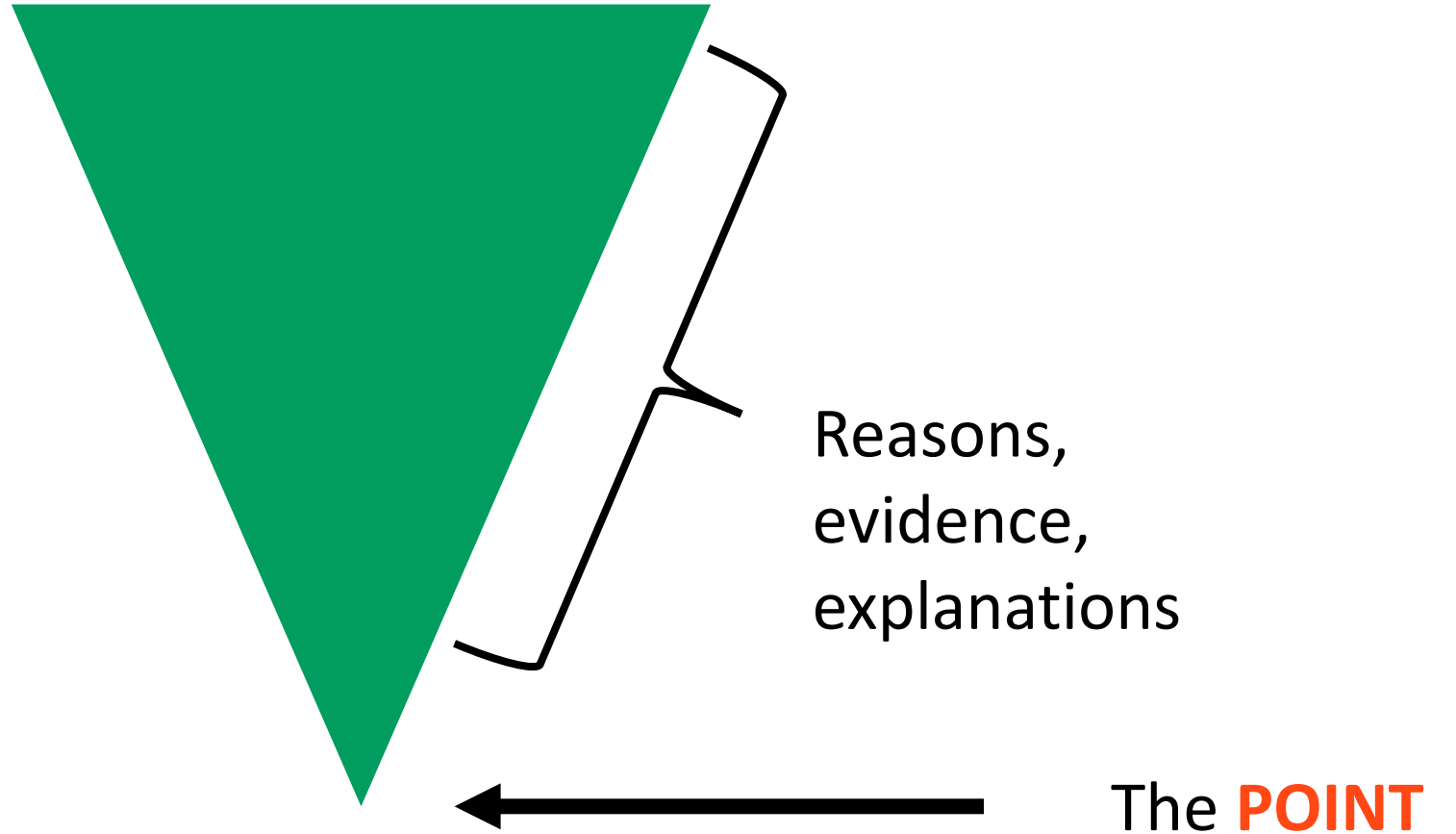


The **POINT**



# The upside-down triangle

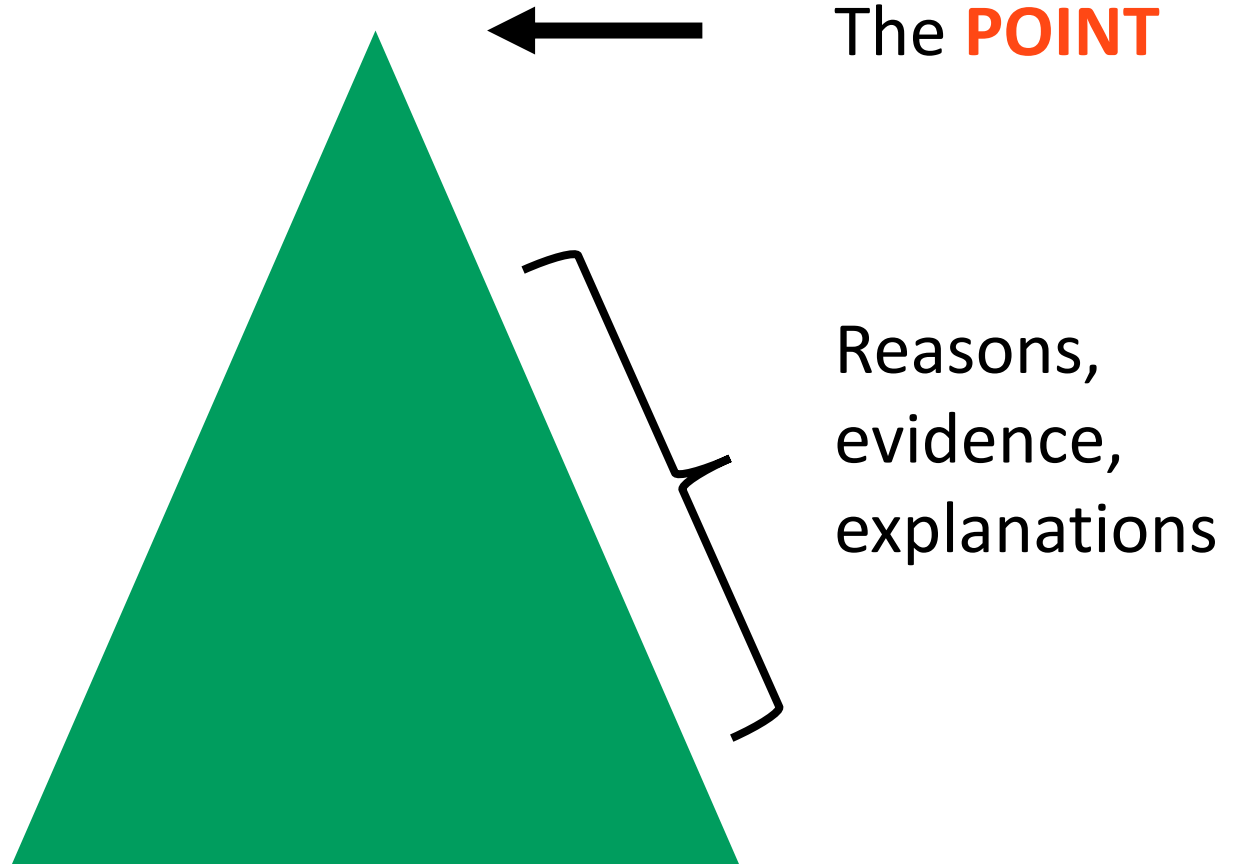
- Experts are trained to **take into account all possible aspects of an issue**, and to provide complete and accurate information.
- This would look like is an upside-down triangle





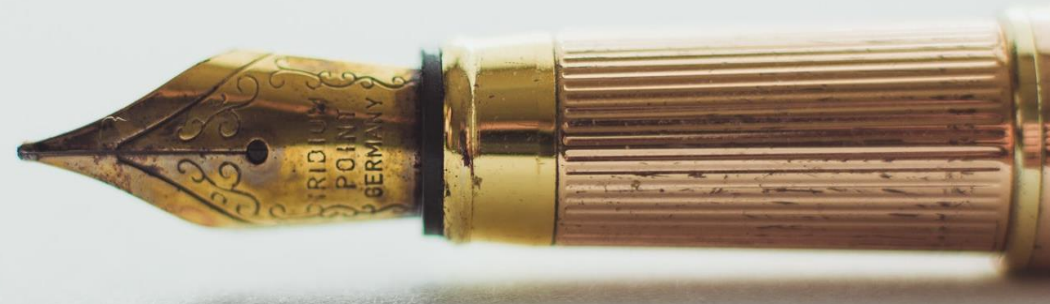
# Get to your point as fast as possible

- Once you know where you are aiming, you must get there as fast as possible
- We tend to listen when our attention is grabbed quickly, and focus is achieved





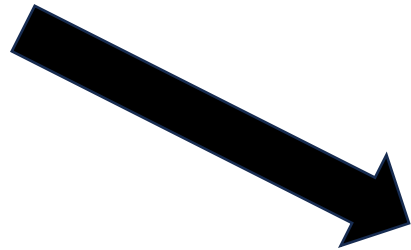
- Never start messaging without a SOCO
- Always go back to your SOCO
- Having it in mind, get to the point as fast as possible



**Listen to your  
audience to  
understand its  
needs.**



**Know your  
audience,  
understand your  
target.**

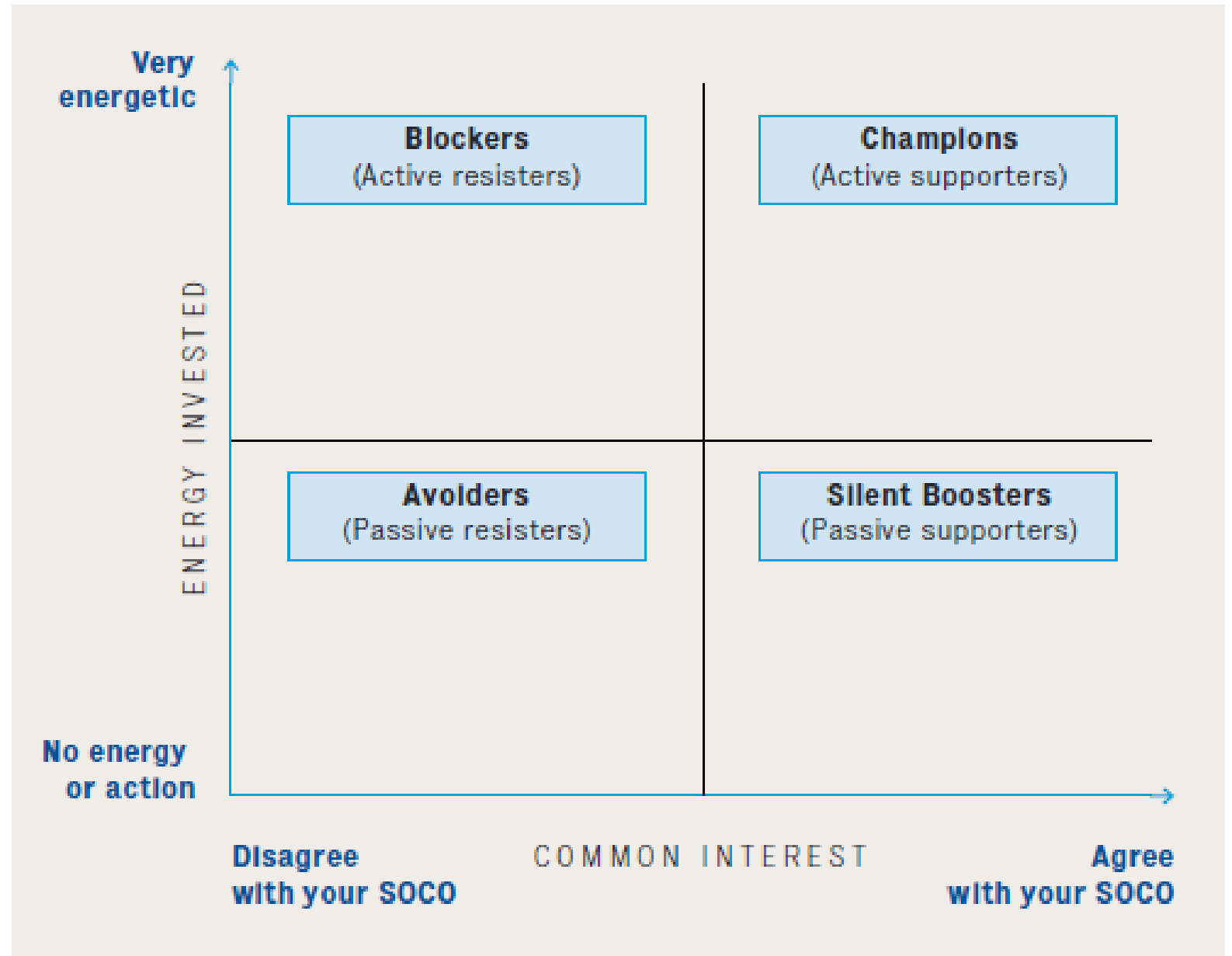


**To frame your  
message and  
make the most  
impact.**



## Analyse your audience – are they:

- **Champions** (active supporters)
- **Silent boosters** (passive supporters)
- **Blockers** (active resisters)
- **Avoiders** (passive resisters)



**Charts:** to analyse your audience and understand what actions may work.

	Share your objective	Energy Invested	Communications strategy
Champions	YES	Support publicly/vocally	<ul style="list-style-type: none"><li>→ Give them information</li><li>→ Appreciate + acknowledge their contribution</li><li>→ Let them champion your cause</li></ul>
Silent boosters	YES	Support silently	<ul style="list-style-type: none"><li>→ Educate, enable, inform and motivate</li><li>→ Energize them by involving champions they admire</li></ul>



## Audience analysis

**Charts:** to analyse your audience and understand what actions may work.

	Share your objective	Energy Invested	Communications strategy
Avoiders	NO	Oppose silently	<ul style="list-style-type: none"><li>→ Inform or ignore</li><li>→ Get critical mass of champions to influence them</li></ul>
Blockers	NO	Oppose loudly	<ul style="list-style-type: none"><li>→ Ignore if they are not influential</li><li>→ Confront if their influence is significant</li><li>→ Counteract by giving facts and enlisting champions</li><li>→ Monitor what they say and who is listening to them</li></ul>





- **Information overload**

Today, a person is subjected to more information in a single day than a person in the Middle Ages was in their entire life.





- Why is this important for me?
- Why should I care?
- How will this benefit me and my family?

We need to understand the audiences' **drivers** and **barriers**.

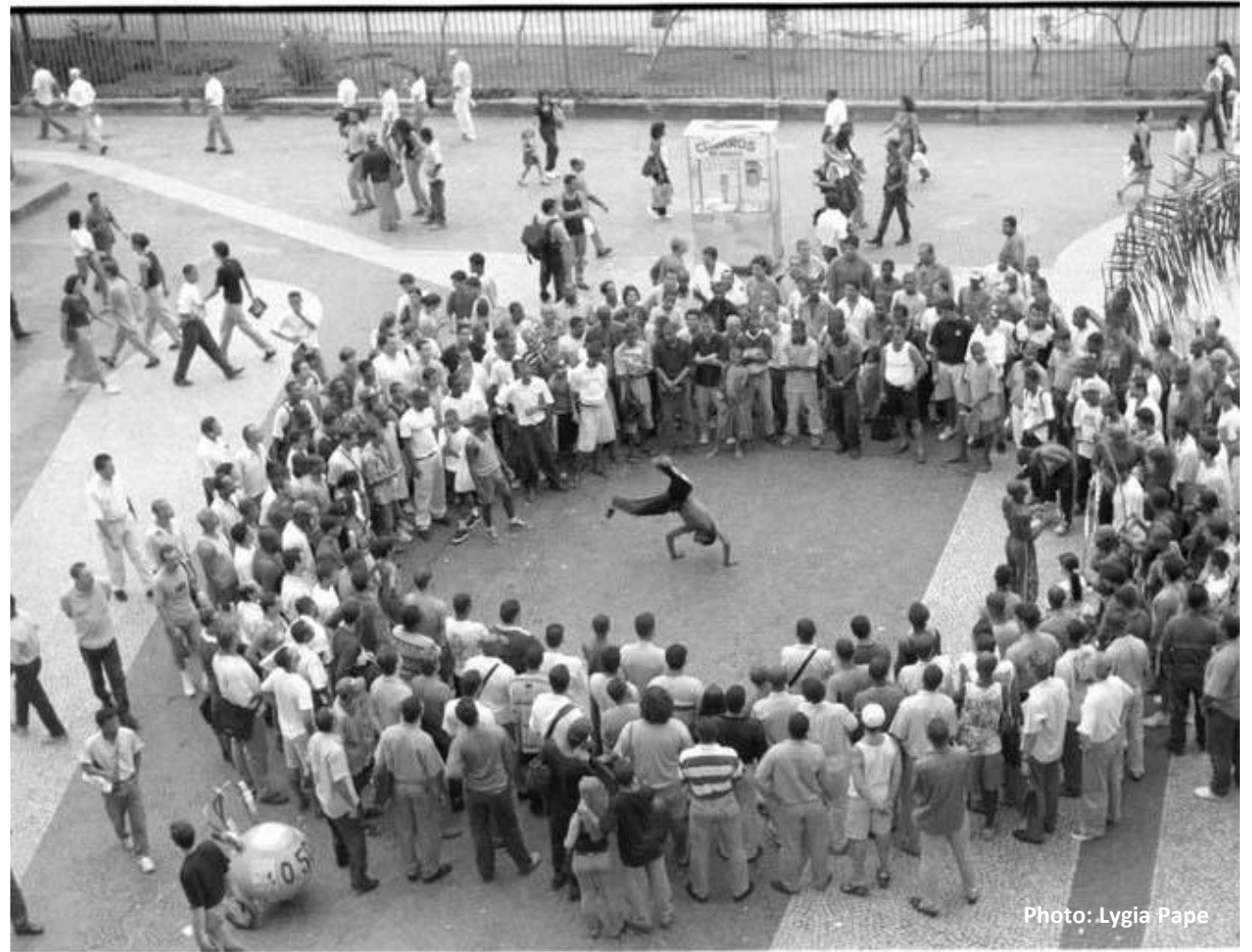


Photo: Lygia Pape



## Barriers

- Awareness
- Language
- Culture, religion
- Economic
- Time constraints
- Legal
- Availability of options
- Social norms
- Past experiences

## Drivers

### **Sometimes, benefits are evident:**

- Economic
- Animal or human health
- Trade, etc.

### **In other cases, we need to create them:**

- Compensations
- Social norms → by recognising best practices
- Incentives by influencers





## How we get this information

- Experience
- Surveys
- Social media analysis/monitoring
- Feedback from animal health workers
- Focus groups with target group representatives
- Interviews with community leaders or others





## How do we create an enabling context?

- By modifying legislation
- By compensating losses
- By allowing access to test facilities, feed, veterinarians
- By providing adapted guidance
- By improving the supply of *[item lacking]*
- By communicating
- By educating
- etc.!





## Rule 3: Select your strategy

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**We're not done yet!**

- Now we need to select our strategy.
- But how?





### Less concerned about health risks that are:

- Voluntary
- Familiar
- Controllable
- Controllable by themselves
- Chronic
- Diffuse
- Not fatal

### More concerned about health risks that are:

- Involuntary
- Unfamiliar
- Uncontrollable
- Controlled by others
- Unfair
- Acute
- Fatal

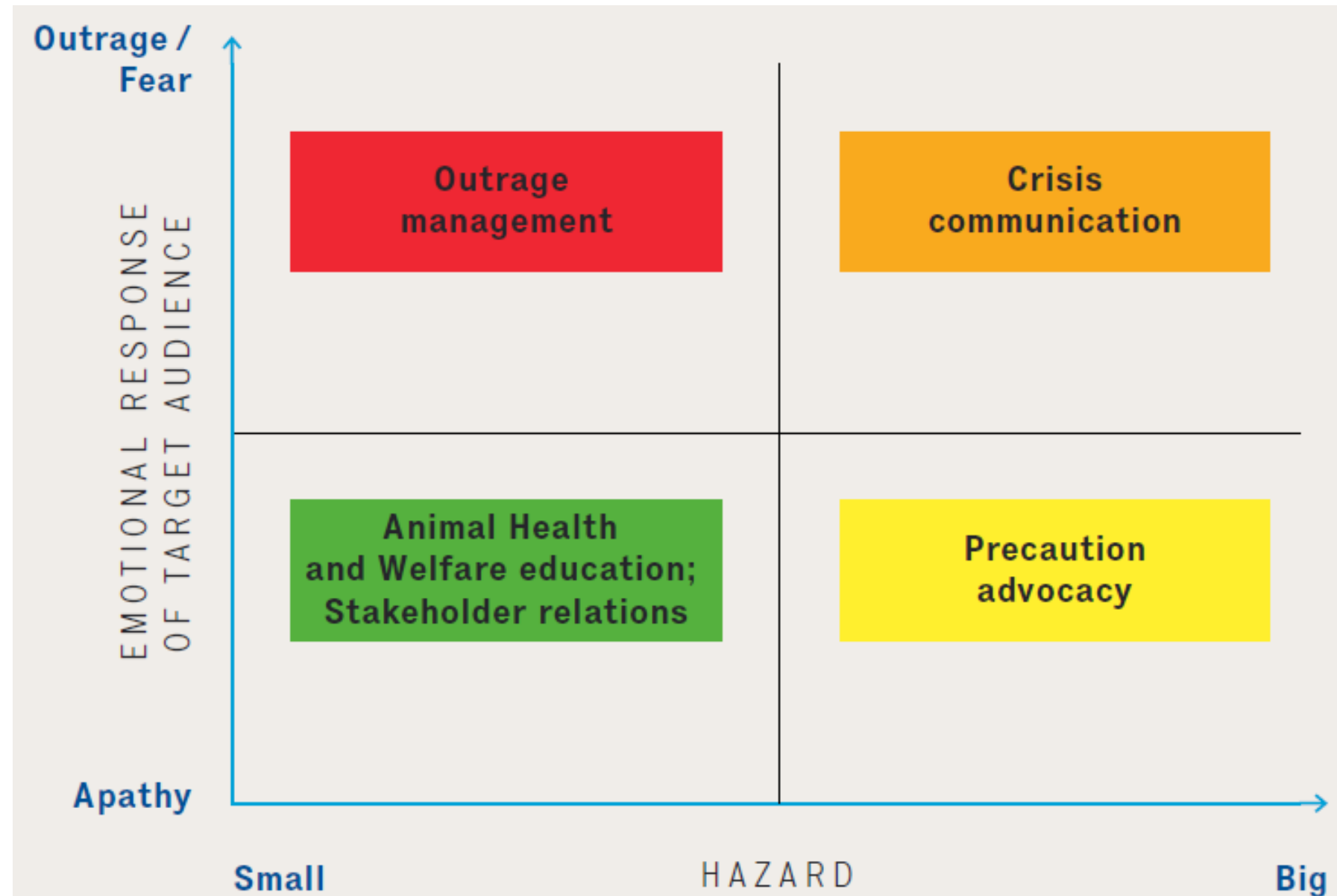
\* As communication officers we need to bridge a gap between how the experts define risk and how the public perceives it.





## Risk perception based on:

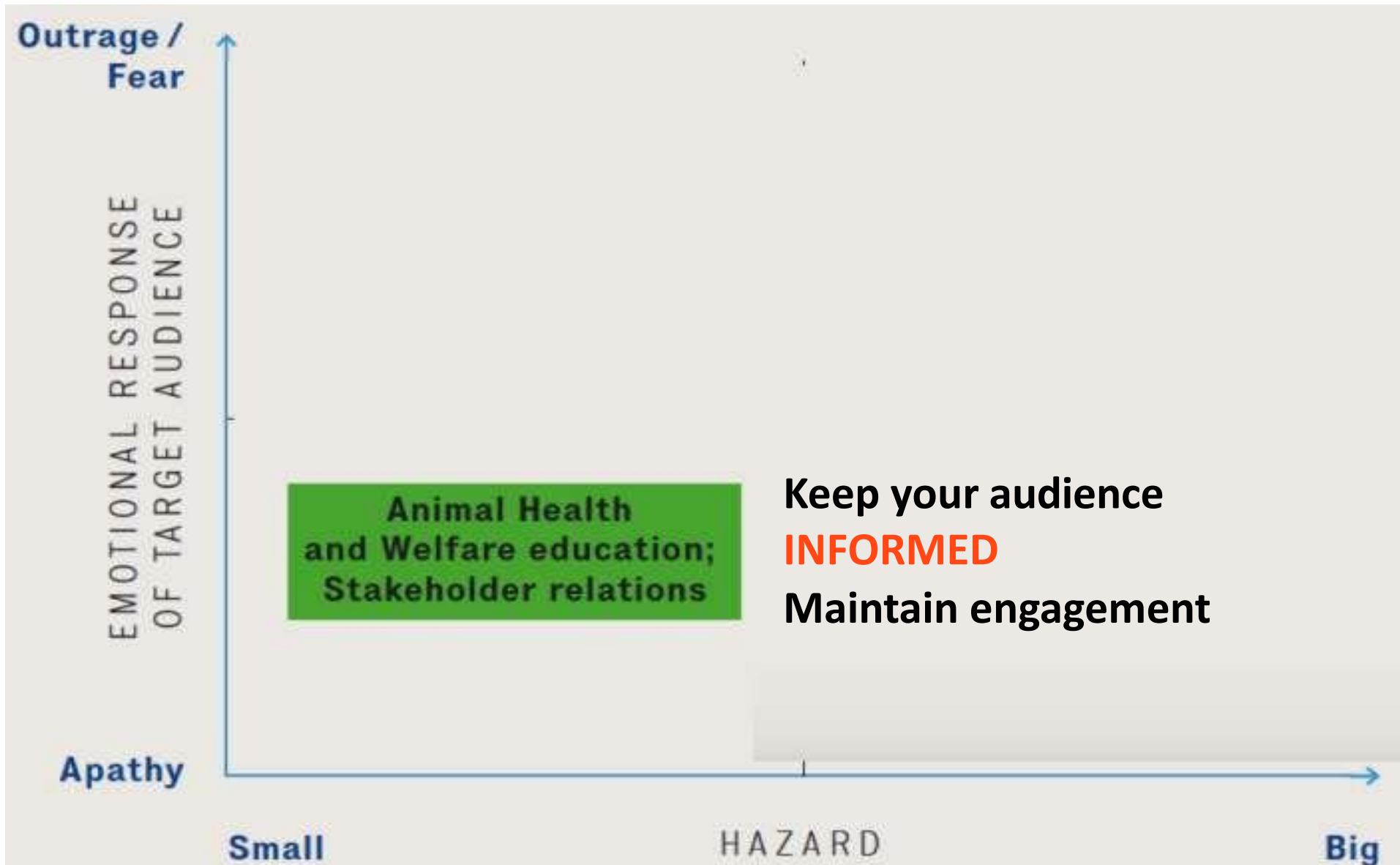
- The extent of the hazard.
- The degree of emotion of the affected audiences.

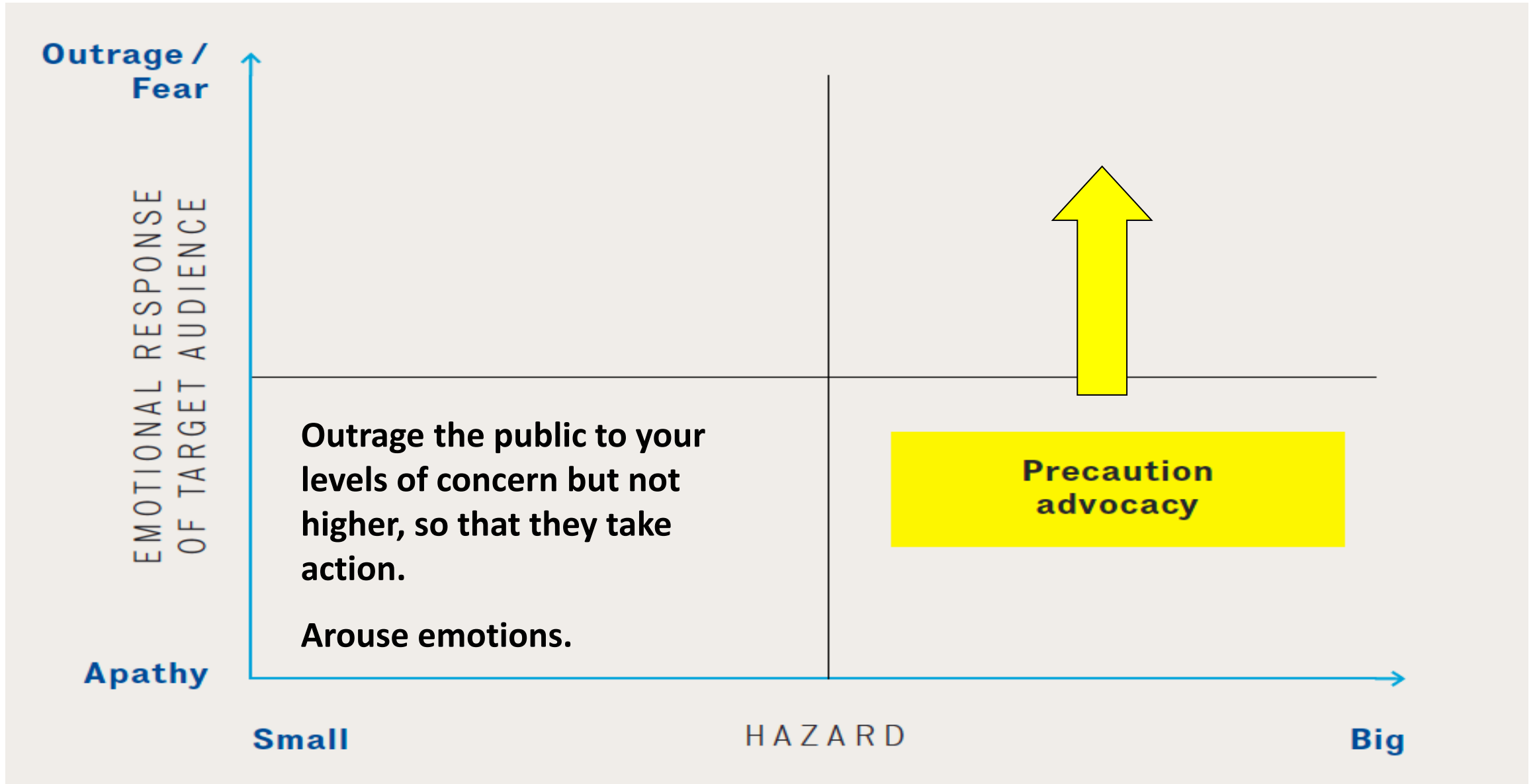


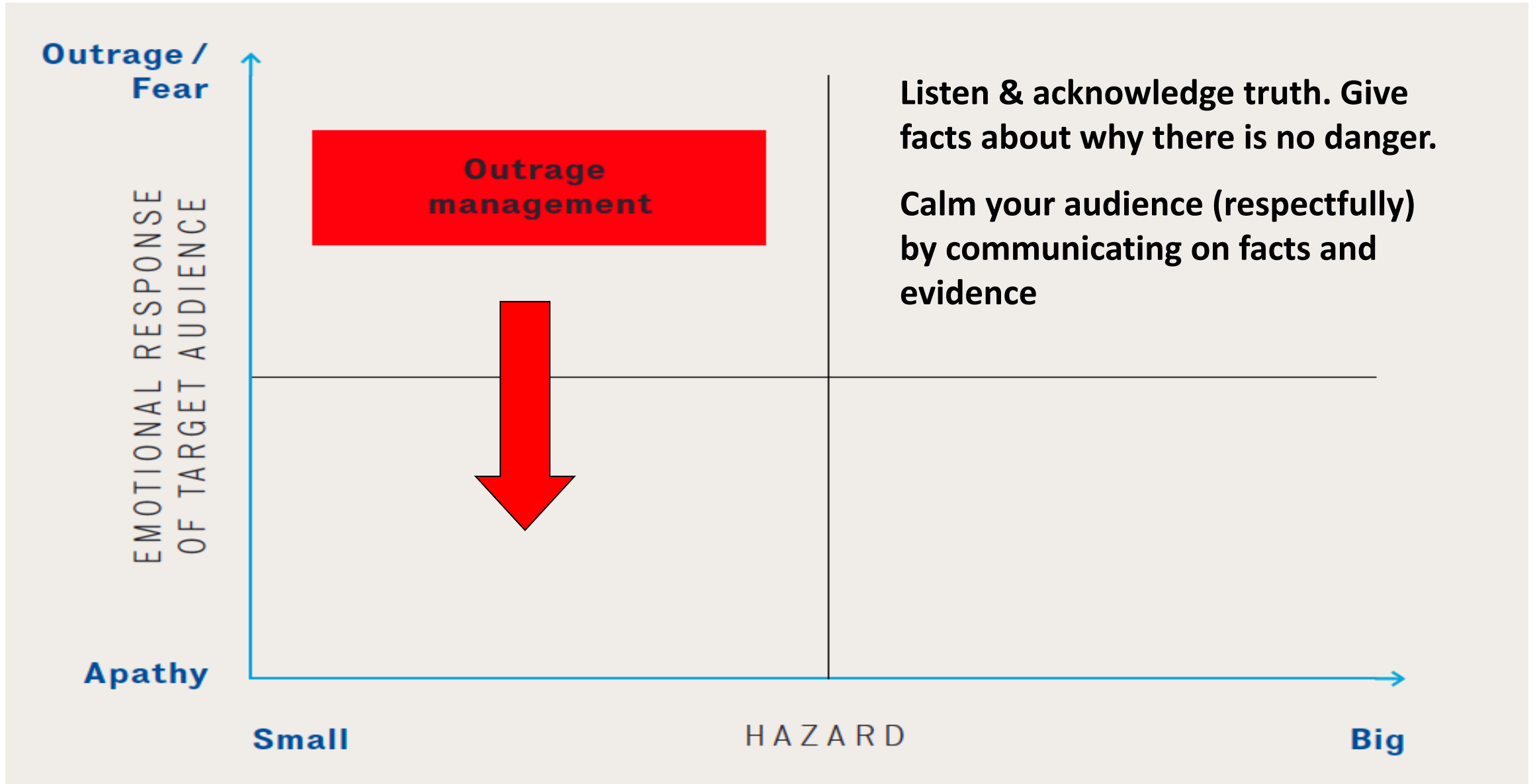


Small Hazard +  
Low emotional  
response

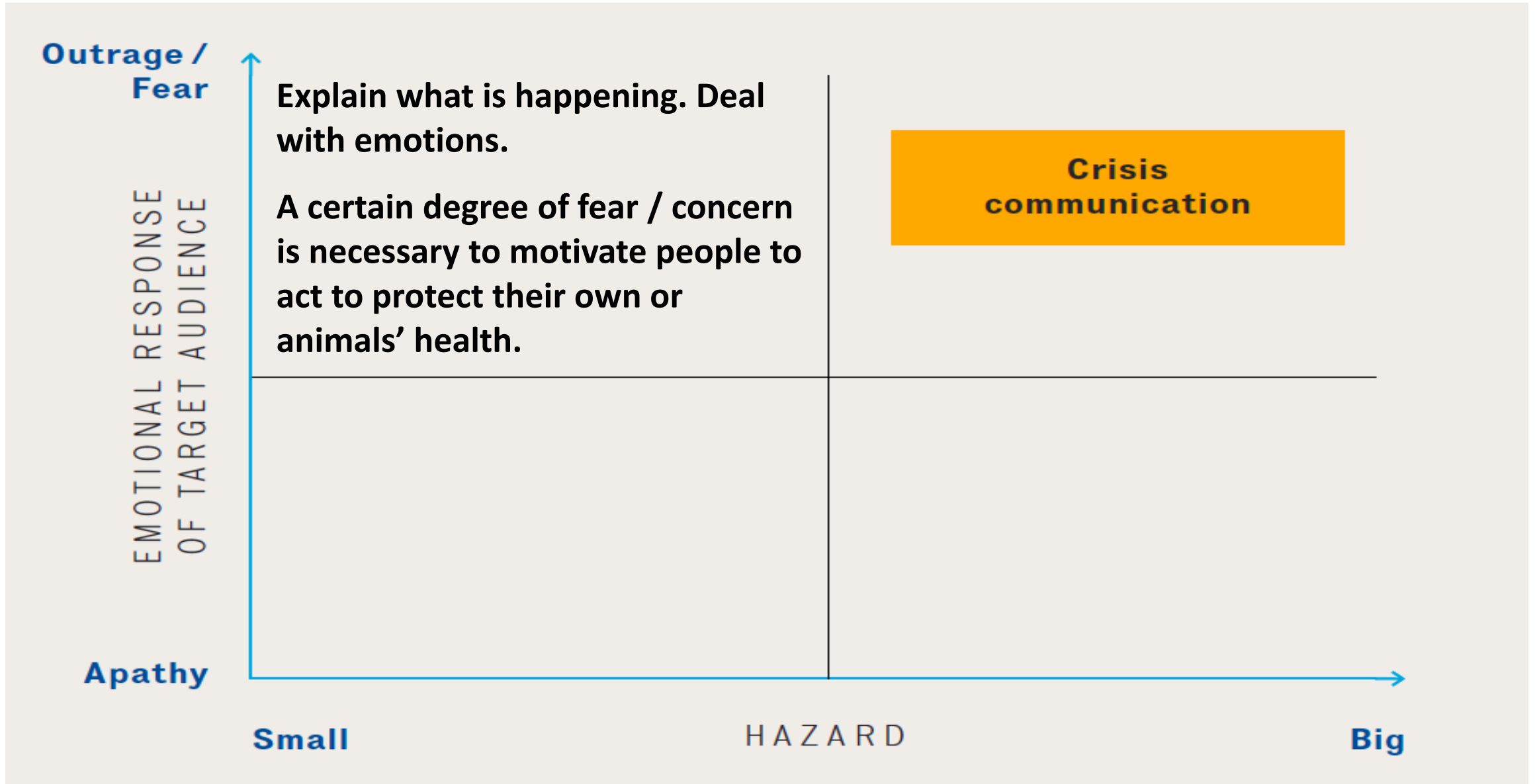
- Maintain animal health and welfare education
- Stakeholder relations











**In a later session, we will learn about Rule 4: developing your messages and selecting channels.**

**Next however, we will undertake a group exercise.**

# Thank you

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(Optional)  
Organisation  
Address  
Contact Info  
Website

(Optional)  
Social Media  
Information



World Organisation  
for Animal Health  
Founded in 1924