

Travelwise Campaigns Define, Develop and Deliver

What is the aim of a campaign?

1. To raise awareness of an issue or to inform;
2. To change attitudes;
3. To change behaviour, as part of a package of measures.

Elements of a campaign which need to be considered in the planning stage:

- **Target behaviour** - What do you want to change?
- **Target audience** - Who is the campaign aimed at? Be as specific as possible with regards to demographic and age group e.g. Students who own bicycles.
- **Appeal to your audience** - Come up with a Slogan or Hook e.g. 'It's cool to cycle to school' or 'Be Bright on your Bike'.
- **Message content** - What are the key messages?
- **Audience activation and identifying the primary call to action** - A call to action is a request and direction to 'do something'. What is the next step and action you want people to do after seeing your campaign material? For example, wear a high vis vest or back pack cover when cycling to school.
- **Media selection** - Choose which internal and external communication channels to utilise e.g. school newsletters and assemblies, direct mail, social media and the school intranet/website etc.
- **Campaign timing** - How long will the campaign run for? What are the start and end dates? Ensure the dates do not conflict with similar campaigns.

Steps to implementing a Campaign:

1. **Define the issue** - Outline the behaviours and/or attitudes you want to change. Complete a pre-campaign survey with a sample of your target audience to gain evidence that there is an issue For example, survey the students to find out how many own a road worthy and safe bike. Of these students how many already cycle to school and if they don't cycle ask "Why?"
2. **Determine the key objectives** - These should be specific, realistic and linked to a measurable behaviour change and the Safe School Travel Plan Vision. Examples of behaviour changes are 'to increase the number of students who cycle to school' or 'to ensure that all cyclists wear a high-vis vest or back pack cover'.
3. **Determine the key messages and the primary call to action** - Keep messages simple, clear and concise and they must directly relate to the objectives. For example, if the objective is to increase the number of students who cycle to school then the key message is to reinforce the benefits of cycling. Benefits could be cost savings, improved fitness and helping the environment.
4. **Prepare the campaign overview** - Summarise the key objectives, messages and call to action. This document is very helpful when obtaining school and external support.
5. **School Support** - Is there backing from the schools Senior Management, Teachers and Board of Trustees? Are there existing policies in place to support the campaign or does this need to be addressed?
6. **External support** - Identify outside agencies that might link in and support the campaign message e.g. Parking Officers, Sports Trusts, Police School Community Officers and Local Boards etc.
7. **Communications Plan** - Outline the action plan including how you will get the key message/s across, key timings and what communication channels you will be utilising. Always use existing communication channels where possible, such as the school website, events, newsletters and noticeboards. For greater reach you could use media channels such as radio and online.
8. **Develop the project plan** - Assign tasks to the group based on their skills. It may be necessary to source skills from outside the group e.g. drama club, art teacher, media studies and IT staff.
9. **Develop the campaign materials and launch the campaign** - Reinforce the key message/s when opportunities arise.
10. **Evaluate the impact** - Post campaign surveys could be carried out, behaviour change measured and annual roll survey results compared and analysed.

