

Geneva Process Meeting

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Why is public awareness important:

Lasting Change

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Convinced Decision Makers

(Credible Arguments + Sufficiently Broad and Intense Support)

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An Infrastructure that sustains change

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Mass attitudes and beliefs that also sustain change (and sometimes *are* the change)

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What is awareness raising:

Bringing an issue of concern to the attention of members of the public

Three elements of awareness raising

- Devising a communications strategy
- Inspirational information and messages
- Maximum use of available communication mechanisms

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Communications Strategy

- Why are we communicating – what are we trying to achieve?
- Who are we targeting?
- What do we want them to know?
- What do we want them to do?
- How are we going to get to them?

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Raising awareness for change

Elements of successful communication:

- Shocking morally powerful information
- Making the issue relevant to people's own experience
- Clear simple understandable messages
- An obvious problem and a clear solution that motivates people to take action
- Legitimacy in talking about the issues

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Using different communication mechanisms

- Using the Media:
 - Attracting the attention of the media:
 - Releasing new information, 'stunts', 'scandals' and case studies
 - Using celebrities – Diana Princess of Wales, Musicians
 - Producing films, documentaries, short videos.
 - Using adverts – Action Aid, Patenting of Chips
 - Using legislation as a way of inspiring debate through the media – Anti-Smoking legislation



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Different types of awareness raising

- Disseminating information:
 - Networks and alliances - IANSA
 - Supporting awareness raising at public events, public meetings, through local media
 - Existing internal communication structures within organisations
 - Outreach work – festivals and events
 - Community Outreach work – Gun Free South Africa



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Different types of awareness raising

- Using New Technology
 - Email activism
 - Websites
 - Online Communities
 - SMS and MMS
 - Offline to Online



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What is happening: The Control Arms campaign

Mali Morocco Sierra Leone Senegal Tchad Togo North Sudan
South Sudan Kenya Uganda Tanzania Malawi South Africa
Zambia Bahrain Belarus Croatia Czech Republic Israel
Jordan Lebanon Poland Macedonia Slovakia Slovenia Yemen
Nepal India Sri Lanka Philippines Cambodia Japan South
Korea Costa Rica Puerto Rico Trinidad and Tobago
Argentina Chile Paraguay Peru Venezuela Uruguay Brazil
Austria Belgium Denmark Finland France Germany Greece
Iceland Ireland Italy Netherlands Spain Sweden Switzerland
UK Norway Portugal Canada USA Australia Fiji
New Zealand

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Cambodia

- 40,000 supporters
- Concert live on national TV
- Rally



London

- International media coverage



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Community Action: Gun Destruction Week



Promotion to global audiences



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What can Governments, IGOs and NGOs do on Arms?

Increased joint working:

- Allowing NGOs at the negotiating table and onto government delegations
- Sharing research and information on the problem
- Co-ordinated strategising and lobbying
- Monitoring compliance and exposing violations

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What can Governments do to raise awareness on this issue

- Prioritise it as a major global issue
- Work with other Governments, IGOs and NGOs on awareness raising strategies
- Speak out at international fora
- Use legislation to provoke discussion
- Maximise the use of the communication mechanisms to which you have access.

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What can IGOs & NGOs do to raise awareness on this issue?

- Prioritise this as a major global issue
- Work with others to devise appropriate and effective communications strategies
- Work with others to ensure all communication mechanisms are used effectively
- Talk to their constituents and members
- Develop links with NGOs working on related issues and promote our issue to their members
- Use the resources you have creatively (e.g. Celebrities)

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