

Communicating with stakeholders



World Health
Organization



International Union
Against Tuberculosis
and Lung Disease

OVERVIEW

WHAT, WHY, HOW and WHEN

1. What the law says

What it means for stakeholders, including:

- government authorities and enforcers
- responsible entities that need to comply
- civil society and members of the public.

2. Develop a communication plan to explain the law, its requirements and benefits. Use goals, target audiences, key messages and range of formats for delivery before, during and after the law starts.

3. Improve compliance with the law by building a supportive environment.

1. What the law says

The law and its provisions need to be clear, accessible and promoted to all stakeholders using several communication tools:

- Web sites (government and civil society)
- Guidelines for responsible entities and enforcers
- Fact sheets on rationale for bans, responsibilities
- An easy-to-follow complaints process for action
- A communication plan to tailor messages that reinforce the law

2. Develop a communication plan

A communication plan should deliver consistent and clear messages to key audiences involving:

- Consultation with and support from stakeholders
- Involvement of civil society and the public
- A combination of paid and earned media
- Dissemination of information materials
- An evaluation component to measure successes and identify gaps, next steps

3. Improve compliance

Compliance with the law is improved by creating a supportive environment using:

Earned or unpaid media:

- Newsworthy hooks to interest journalists
- Media events and media releases about level of public support for a ban on TAPS, breaches of the law, new materials for responsible entities (such as posters, DVDs for retailers)

Paid media:

- Web sites, guidelines, direct mail, fact sheets, FAQ guides, newsletters to promote and reinforce the law and its provisions
- Public service announcements