

## SYNTHESIS OF WORKSHOP 1 and 2

### PRINCIPLES OF AND ROLE OF TRI-MEDIA IN RISK COMMUNICATION

<b>Steps</b>	<b>Agreements</b>
1. Audience and situation analysis	<ul style="list-style-type: none"><li>▪ <i>Take note of the demographic and cultural characteristics with the selected audience</i></li><li>▪ <i>Identification of the level of education and awareness with the audience</i></li><li>▪ <i>Identification of the existing situations</i></li></ul>
2. Strategic Design and Create the environment	<ul style="list-style-type: none"><li>▪ <i>Setting of objectives and positioning</i></li><li>▪ <i>Making the message known to audience segment.</i></li><li>▪ <i>Newspapers, television and radio are considered as strong media.</i></li><li>▪ <i>Religious Public Meetings</i></li><li>▪ <i>Use of popular media tools (comics, cartoons, etc.)</i></li></ul>
3. Message and Material Development - Influence opinion leaders (community, religious and other groups)	<ul style="list-style-type: none"><li>▪ <i>Development of key messages (taking into account the 7 Cs of risk communication)</i></li><li>▪ <i>Pre-test of key messages and materials</i></li><li>▪ <i>Opinion leaders are considered to be a credible source of information.</i></li><li>▪ <i>Building and harnessing a relationship with them would bring favorable results</i></li><li>▪ <i>Consider a multi-disciplinary group consisting of country representatives, environmentalists and industry as means of validating information</i></li></ul>
4. Management and Implementation - Sensitize implementing mechanism	<ul style="list-style-type: none"><li>▪ <i>Selected communication strategies are worth sensitizing.</i></li><li>▪ <i>Recognition and recall are important.</i></li><li>▪ <i>Audience segment are worth to be included in the communication program to build participation and ownership</i></li><li>▪ <i>Inter/Intra-agency cooperation/collaboration is encouraged</i></li><li>▪ <i>Consider timelines</i></li></ul>
5. Monitoring and Evaluation - Soliciting feedback and addressing concerns	<ul style="list-style-type: none"><li>▪ <i>The success of communication strategy is measured from feedbacks</i></li><li>▪ <i>It is important to note feedbacks because they are the one of the bases for revisions or changes in the communication strategy</i></li></ul>