

Communicating development in an economic downturn

**Paul Mylrea,
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1. Trends in public opinion

Public support for overseas aid

Overview of Key Results

Public Support for Overseas Aid			
	Sept 2008	Feb 2009	Sept 2009
Concern about global poverty	74%	74%	71%
Support for increased Government action	49%	43%	42%
Active Enthusiasts	18%	11%	16%
Perceptions of Aid Effectiveness (% agree)			
'most aid is wasted'	47%	53%	55%
'corruption makes it pointless donating'	44%	57%	52%
UK aid			
% claim awareness			43%
% recognise logo			18%

1. Trends in public opinion

Public support for overseas aid

Less RELEVANT. Concern stays high (7 in 10 adults), but less of a priority than other problems

Less SUPPORT. Less people think the UK Government should do more to reduce global poverty. Trend towards right amount is being done.

Continues to **reflect domestic economic concerns**, with issues closer to home being prioritised at the moment

Optimism for the future - % of Active Enthusiasts recovered from Feb 2009



1. Trends in public opinion

Perceptions of aid effectiveness

People are Less CONVINCED.

Concern increased that **corruption** makes it pointless to donate money - over half the population (Sept 08 – 09)

May increasingly undermine support from those on cusp of involvement
(Interested Mainstream)

NGOs have told us they need to increasingly demonstrate the impact of the efforts of their supporters, volunteers and campaigners



2. Our objectives for changing public opinion:

In current **tough economic conditions** it is **even more important** we tell our story well and show value for money to taxpayers. **We will:**

- **Increase peoples' confidence** that our efforts are delivering real results, thanks to British people
- **Reduce the number of people** who are concerned about aid effectiveness and **corruption**, to less than 50% of the population
- **Maintain and shore up support for development**, particularly amongst core supporters - Active Enthusiasts & Interested Mainstream

3. Messages to communicate to our public audiences



Active Enthusiasts

NEED REASSURING, REWARDING and TO SEE IMPACT

You're part of something big and its working. We are all changing the world together for our common future. Spread the word.



Interested Mainstream

NEED ENCOURAGEMENT and TO SEE IMPACT of how aid is reaching people

Join in and be part of something big. Together we can end global poverty. (Its easy to do your bit and it's working)



Young People, 13-19

NEED TO FEEL THEY ARE NOT ALONE and CAN HAVE AN IMPACT and THAT IT MATTERS

Be part of something big. Change your world.

Secondary audiences: Family First Sympathisers, Distracted Individuals, BME & faith groups

4. We will build into all our communications:

Overarching message that:

‘Aid Works’ and is delivering results thanks to the British people through UKaid

REASSURE - Allay fears aid effectiveness

REWARD - Feel part of something big and build a sense common identity

SEE IMPACT – Build UKaid as a trusted mark

...will be audience-focused

3. Our message framework

a. Writers' Brief

Creative tone:

Reassuring, Inspiring, Conversational, Personal,
Realistic

Communications need to be **motivational**, making individuals feel they can and do make a difference. They should **reassure** taxpayers of the immediate and long-term successes to date and that we are working hard to make sure their money reaches the people who need it most.

3. Our message framework

a. Writers' Brief

Core message:

Peoples' lives are improving in poor countries. **UKaid** is helping them thanks to the British people. You're part of something big and important. **Aid is working.** We're working hard to get your money through. Corruption is not tolerated. Lives are saved. Economies are growing. This year we will **help 3 million** people lift themselves from poverty. We have the knowledge and technologies to do more. **Keep changing your world and spread the word.** Together we can end global poverty.

3. Our message framework –

b. Essential building blocks

1. ***(Insert name)*'s life has improved because...**
2. **Thanks to UKaid from the Department for International Development**, British people are saving and improving the lives of people like *(insert name)* in poor countries every day
3. ***(Insert name)*'s whole community is benefiting from our proven, effective and affordable solutions.** We work hard to make sure your pound reaches those who need it most
3. **It's making a lasting difference and it's good for us too**
4. **Many more people can benefit.** This year we will help 3 million people lift themselves out of poverty
5. **Keep helping us build a better future for everyone.** It's up to all of us. Get more involved.

3. Our message framework –

c. Important points checklist

Show:

- **Progress and success** (not problems)
- **Long-term development** (health & education)
- Saving lives and **empowering them**
- **Individuals first** out to broader macro success
- **Stories AND facts**
- **Maximum returns for small investments**
- A clear and quick path from taxpayer to beneficiary
- **Personalised stories as much as possible**
- Moral and fairness arguments only where appropriate
- **Self-interest arguments** as by-products



UKaid
from the Department for International Development

- To increase the visibility of the UK Government's development work with the UK public
- To help build the UK public's understanding of international development
- To provide some reassurances to the UK public on concerns about aid effectiveness and corruption

Examples of UKaid in use

In the UK



DFID Department for International Development

UKaid from the Department for International Development

1 April 2009

Press Release

EXAMPLE PRESS RELEASE!!!!
EMBARGOED 09.01 Thursday 2nd April

£16m UK boost to save mothers' lives in Sierra Leone

...women die giving birth than anywhere else in the world are thanks to a new UK scheme launched

and Overseas



DFID Department for International Development

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Leading the UK government's fight against world poverty.

THE CHALLENGES OF POVERTY

DFID IN ACTION

- The humanitarian situation in Gaza**
- Meeting the challenges in DRC**
- Afghanistan's inspirational women**

DFID IN THE NEWS

- Co-operation in Chengde: DFID Minister visits Mongolia and Afghanistan
- UK Government offers fresh hope to end the thousands of new AIDS infections every year
- Launch of DFID's private sector development strategy
- Tackling climate change and delivering for the world's poorest
- UK Crisis Humanitarian Response Fund

MORE FEATURES

- Roap operates with mind**

Mbu Nje, Sisi Ndani! - Let's make Kenya Malaria-Free!

UKaid

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Communications drive

January 2009

- **UKaid branded materials**, web presence and message framework that: **bring the UKaid logo to life and reassure the public of the impact of UKaid**
- **Use facts and stories** to demonstrate the 3 million people that will be lifted out of poverty during 2010 thanks to taxpayers
- The information will be distributed through **channels and activities that resonate with our priority audiences**. Eg. **Face to face** (events and visits), **online** (tweets, animation video, e-bulletin), **and directly** (in the post, libraries and universities, and via NGOs, faith groups & partners)

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