

COMMUNICATING FOR CONFIDENCE EASY REFERENCE GUIDE



Home Office



COMMUNICATING FOR CONFIDENCE

| CHANNEL | WHY USE THIS CHANNEL? | THREE TOP TIPS |
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| <p>NEWSLETTERS Page 26 of the <i>Practical Guide</i> provides more information</p> | <p>It's a channel people like and request. You can send all your messages the way you want... to those you want.</p> | <ul style="list-style-type: none"> • Always have your audience in mind – the more local the information, the more relevant it will be to them. • Handing someone a leaflet or newsletter is better than posting it, but... talking them through it is best of all. • Think about how your newsletter reads, before you worry about how it looks. |
| <p>LOCAL MEDIA Page 29 of the <i>Practical Guide</i> provides more information</p> | <p>Local press, radio and TV reach a large section of the community, and are generally trusted by them.</p> | <ul style="list-style-type: none"> • Build good relationships with local journalists. • Be prepared – when talking to journalists know what you want to achieve and your key messages. • Make sure your press notice is relevant to your audience, uses clear simple language and remember to add your contact details. |
| <p>NATIONAL CAMPAIGNS Page 40 of the <i>Practical Guide</i> provides more information</p> | <p>You can build on the strengths of a national campaign and relate it to local circumstances.</p> | <ul style="list-style-type: none"> • Adapt national campaigns to suit your local priorities and consider extending your activity throughout the year. • Use national campaigns to inform your communications plan, slot the dates in to your planning calendar. • Engage the community in your local events. |

If you are worried about the amount of available resources to dedicate to communications just remember to bear in mind the following:

IPSOS Mori research and Louise Casey's Review 'Engaging Communities in Fighting Crime' indicate that the community's information needs are very simple.

- They want **straightforward facts** about crime in their area, the action being taken to prevent it, the results of this action and what happened to those who were caught. In addition, they would like to know the things they can do to help protect themselves and their families.
- They want to receive these facts either directly through **newsletters** or **leaflets** or via their **local media**.

This suggests three fundamental channels that should be part of every local communications plan:

- Newsletters
- Local media
- Local follow up to national events and campaigns

Communicating for Confidence – A Practical Guide provides you with detailed information on how to adopt these communications channels, as well as providing information on a range of additional communications options such as conferences, advertising and events and exhibitions. The guide sets out how to use communications channels as part of an overarching communications strategy, however, this checklist should provide you with a helpful summary of each section to get you started or to build on your existing plans.

1 Setting the communications strategy – top tips

- Audit your partnerships existing communications
- Set your objectives according to community concerns
- Decide on your target audience

2 Developing your communications plan – top tips

- Ensure that local concerns are at the heart of every message
- Remember that the public are highly receptive to messages that come from those they know and trust

- Some key audiences may be hard-to-reach groups so consider your message and channel carefully.
- Work with a calendar to create a framework that keeps your messages fresh, interesting and relevant to the target audience.

3 Support channels – the channels you should use according to need and budget

There are, of course, other communications support channels you can use. When choosing these channels consider:

- 1 Your objectives and the resources you have available.
- 2 The nature of the task.
- 3 What has worked in the past?
It is always a good idea to build on previous success.

If you don't have the time or resources to develop an overarching communications strategy you can adopt a mixture of the fundamental channels and support channels, as long as you remember two key points:

- The number one priority in building confidence is understanding what matters to the community and focusing on these real concerns.
- Ultimately before you communicate with your community, make sure that you not only genuinely understand what matters to them, but you are prepared to act on it.

For more information on the support channels please refer to page 55 onwards of *Communicating for Confidence – A Practical Guide*.