



Challenging Behaviour – National Strategy Group (CB-NSG)

Thursday 24th November 2022 via Zoom

Workshop 11:

Campaigning and Communications

Workshop Facilitator: Dan Scorer and David Congdon

Time: 2pm-3pm

The aim of the workshop is:

- To discuss and develop a campaigning and communications strategy for this alternative action plan

The objectives are:

- To ensure that all stakeholders are engaged and informed about the plan with opportunities to contribute
- To identify what will be needed to effectively share and promote this alternative action plan
- To identify any potential barriers to doing this, and ways to overcome them/mitigate against them
- To develop a campaigning and communications strategy
- To co-develop an 'agreement of principles' for this action plan

Background

Once this action plan has been co-produced, to ensure actions are taken forward, we will need a campaigning and communications strategy that will secure support from key stakeholders, individuals and bodies by demonstrating that it will a) work, b) be more effective than the current BTRS Action Plan, and c) be realistic and achievable

Questions for Workshop – Barriers, Issues, Opportunities

1. What is needed for an effective campaigning strategy?
2. What is needed for an effective communications strategy?
3. What are our key objectives and messages around this plan?
4. What barriers are there to achieving our goals around campaigning and communications? How can these be overcome? Do we currently have the knowledge/experience/resources to overcome these, or do we need to identify and reach out to other individuals and/or groups?
5. How will we co-produce our 'agreement of principles'?

Workshop agenda (Timings TBC)

1. Welcome and introductions
2. Background and context for this work
3. Group discussion
4. Actions

Actions: (To be completed during workshop)

Action: What is needed	How it will be done	Who will do it	When it will be done
1.			
2.			
3.			
4.			
5.			