



**CB-NSG November 2022
Campaigning and Communications Session Write-Up**

The workshop on Campaigning and Communications identified that there are **three levels to a potential campaigning and communications strategy**.

Public Awareness

- Raising awareness of these issues and how our plan will fix them among the general public via campaigning
- Based on themes and general ideas than on promoting the detail of the alternative action plan's actions (raising support for our values/overarching strategy but avoiding confusing/alienating people who are not familiar with this area)
- Can potentially involve linking with other groups and campaigns which have issues/themes in common with our goals

Political Engagement

- Lobbying government(s)
- Working with devolved bodies
- Approaching opposition parties and aiming to gain their support for our plan
 - If they are supportive, they may raise it in Parliament or include it in their campaigning/manifestos
- Strengthen existing relationships with MPs/devolved equivalents/peers, and seek out others to work with so that the issues/ideas in our plan continue to be raised

Local Approach

- Campaigning/communicating directly with local areas, e.g.:
 - ICBs
 - Local authorities
 - Trusts
- Overall aim: to have our plan adopted and implemented on a local level

Additional points:

- Decide on a strategy/phrasing together, and all involved use it (co-ordinated approach, demonstrates wide support)
- Focus on success stories
 - Hope for a better future (combined with our concrete actions for how to achieve this)
 - Current issue identified: fatigue/hopelessness at frequent scandals/abuse – this will tackle that
 - Show what good support looks like in practice, and demonstrate that these positive outcomes/results are achievable
 - Can also be contrasted with less successful stories/outcomes to increase impact