

Questions to ask ourselves	Responses based on PLN meetings and participants' feedback	Our communication objectives might be to:	Target groups	Who are they?	What do we want to achieve?	What do we want to communicate to them?	Potential barriers?	Opportunities	Check
Why are you communicating?	1. To elevate the role that the arts working with refugees and immigrants have in social inclusion, intercultural dialogue and cultural diversity.	1. Build awareness of the arts for refugees / immigrants work to help achieve social inclusion, among a wide but defined group of audiences and user groups.	Decision makers 1: Parliamentary	Ministers, Parliamentary committees, Parliamentarians. UK	Get the support of a/group of parliamentarian(s) to campaign for the relevance of the work we do with refugees within the context of the government's SUNRISE project.	1. 'Engaging with communities through the arts can help you achieve / fulfil your aims and agendas' ; i.e. contribute to community cohesion, develop individual skills.	The gov policy on immigration is a hot topic and our message can be easily sidelined in the broader refugee debate.	Use McMasters report - adopted policy to our advantage.	PSAs 21; new ACE corporate plan (social and community impact); Local government areas > looking for evaluation framework well being indicators;
What are you hoping to achieve?	Change the perception/attitude of target groups 1, 2, and 3 (4?) from considering our work less valuable in terms of impact and benefits it brings to the community, to placing it at the same level as other arts programmes / services working for social inclusion.	2. Secure the commitment of a defined group of stakeholders to support the issue.	Decision makers 2: Government and related orgs	Government, Devolved administrations, local government, Regional development agencies, Delivery agencies UK	Awareness raising; policy change for overarching strategies/programme of support and development for our work (not only 'more funding').	2. We are skilled experienced sector – we are there to work alongside you to develop policy, assess & respond to need and to deliver appropriately	1. New policy strategies already in place. 2. Bureaucracy	Use McMasters report - adopted gov policy to our advantage.	
What do you want people to do as a result of receiving your communications?		3. Encourage participation/commitment among researchers or partner bodies.	Influencers	Think tanks (Demos for culture / arts, OPM, Institute of Public Policy Research for refugee, identity & inclusion issues); national umbrella bodies (e.g. NCA, NCVO) Specific universities & its thematic departments. UK	1. Inspire and engage them to support our work through the development of research and active advocacy for our issues/messages. 2. Concept of research approach: will look at the impact of our work from an <u>holistic perspective</u> (creative industries, employment, health, economy, social and behavioural aspects) > <u>concept of 'wellbeing'</u> . 3. A case / model for a 'new way' to assess / evaluate our work.	3. The value of soft outcomes from the work we do with refugees and immigrants.	1. Objectivity of think tanks, non-alignment to certain issues. 2. Issue considered too specific and focalised for their own objectives.		
How will you know if it has made any difference?			Donors / Potential Donors	Government, funding agencies, trusts and foundations, corporations, supporters. UK / Europe / International	Allocation of sustainable funding schemes to develop the sector.				
			Other org working in the field / peers / General public	UK / Europe / International	1. Development of the sector at a regional level. 2. Collective working of national / international standing to pool strength, experience, build a collective voice that advocates, shares practise, informs, debates				

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<http://www.communicationforsocialchange.org/>
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