

Group work: The message

Objective

To develop appealing messages, e.g. for lobbying and advocacy activities.

Materials

Poster, markers, copies of the handout.

Time

1 hour and 15 minutes

Procedure

- 1. Brainstorming – 15 minutes
Joint brainstorming on a poster*
- 2. Discussion – 15 minutes
Discussion and selection of the three most important messages*
- 3. Formulation – 30 minutes
Reformulation of the three most important messages*
- 4. Presentation – 15 minutes
Development of the best way(s) to present these three messages*

Handout: The message – What? How?

1. Brainstorming: Our message(s) – 15 minutes

Put the poster in the middle of the table. Each person needs a marker pen. For the next 15 minutes, each person should think about possible messages, noting down all ideas that come into your mind on the poster, rather than voicing them aloud. You should not try to judge your ideas, but rather simply write down everything. The aim is to put down on paper as many ideas as possible. You can also comment on other ideas if you like. You can also represent your ideas visually if you choose.

2. Discussion – 15 minutes

Which three messages are the most important?

3. Formulation – 30 minutes

Formulate the three messages in a clear, understandable and convincing way.

The example below shows how you should clearly structure your message:

1. Statement	Few disabled children receive formal education.
2. Evidence	Only 2% of disabled children are enrolled in school.
3. Example	10-year-old Xuan from Vietnam has difficulties in walking: she has never attended school because the next school is 4 km away from her home and her parents cannot bring her.
4. Invitation to action (optional)	The provision of transportation or financial support would be able to help this family.

4. Presentation – 15 minutes

Which communication means (e.g. posters, letters, flyers, TV ads, exhibitions, etc.) would you choose?

Develop ideas on how you could present your message. For example, posters should be eye-catching and attractive to the target audience. Photos can often be more telling than words. If possible, sketch a draft for the plenary meeting.