

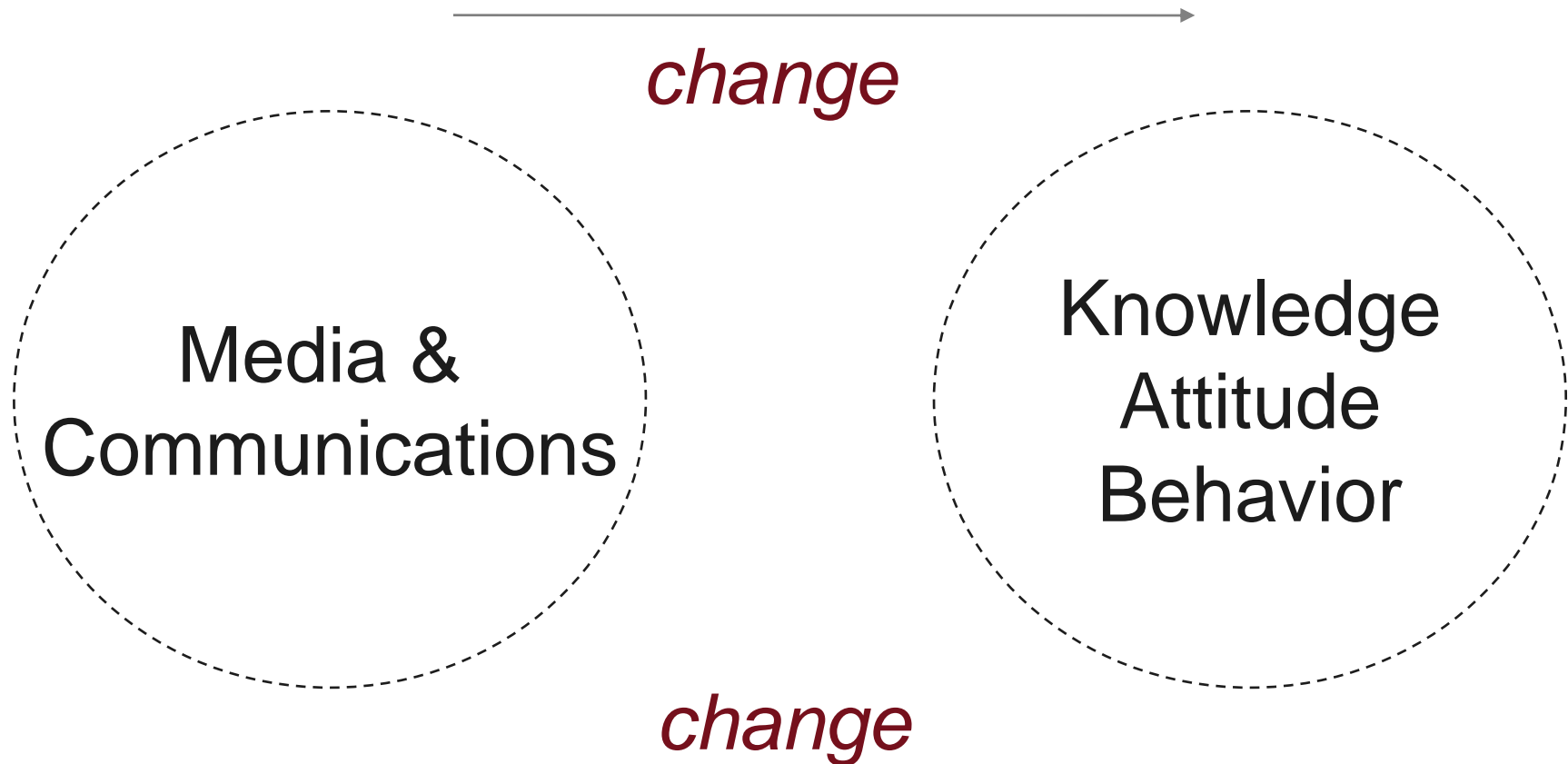
# Measuring Communications

*Glenn O'Neil*

*Originally presented at the International Federation of Red Cross & Red Crescent Societies on 17 December 2008*



# Media & Communications



# Why Should we Evaluate?

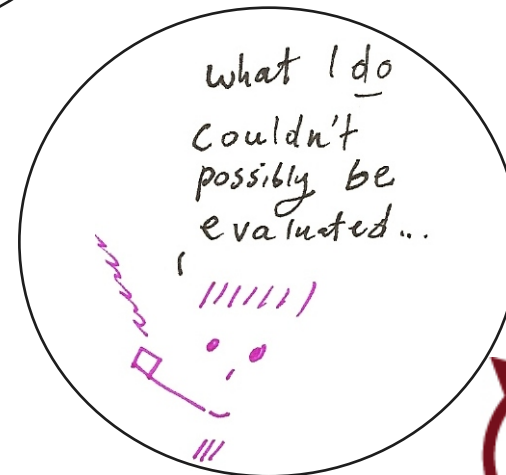
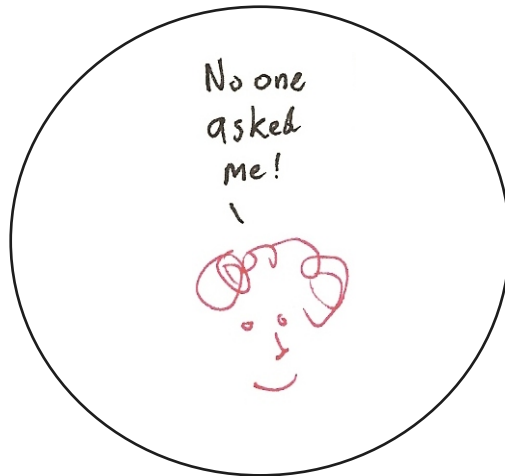
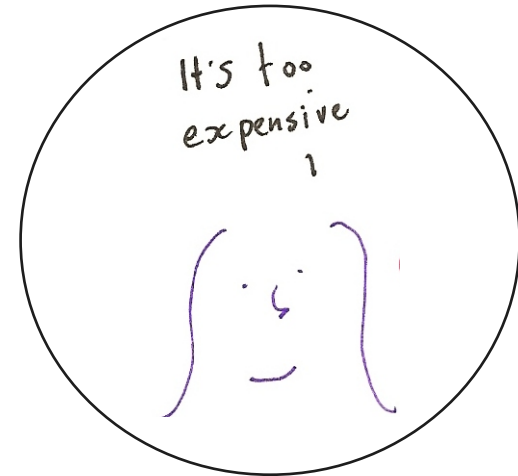
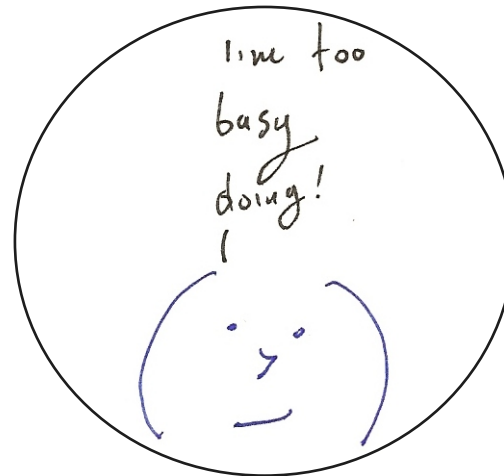
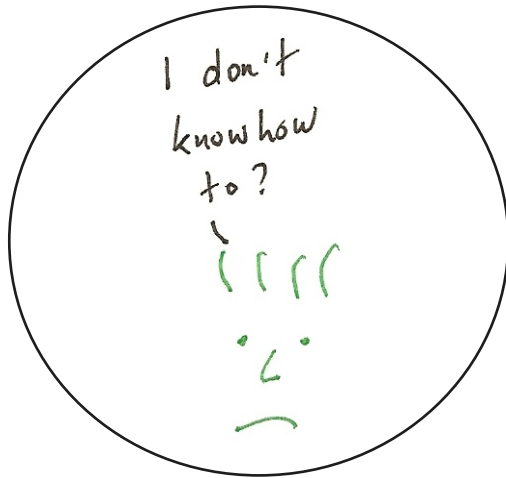
- Effectiveness

*“To know if we have changed something”*

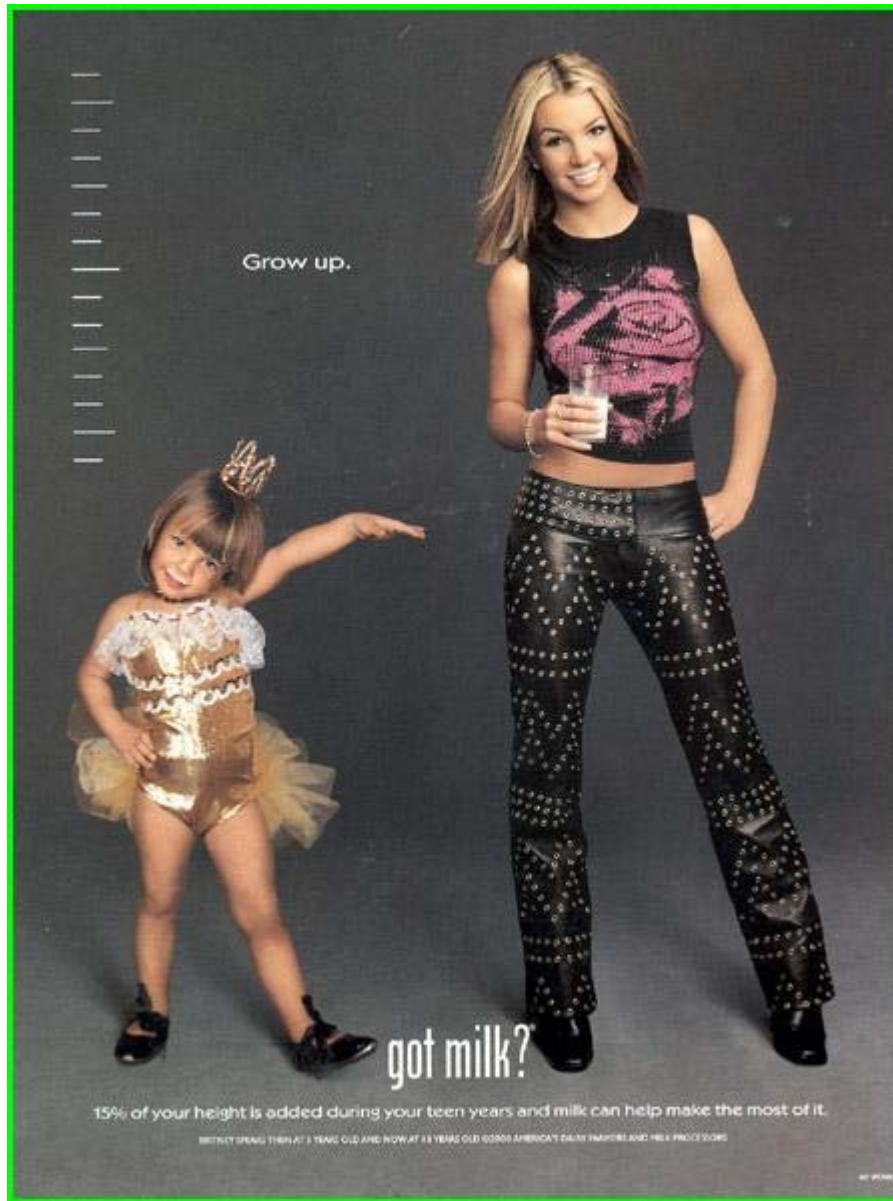
- Efficiency

*“To know what works best”*

# Why don't we Evaluate?



# Creativity...Beware



*"One of the most recognized and respected advertising campaigns ... The ads frequently win prestigious national and international awards "*

*source: [www.milkdelivers.org](http://www.milkdelivers.org)*

- At the peak of the campaign (2001) US milk consumption actually dropped to its lowest levels
- Independent researchers indicated that the milk campaign failed to address the main issue of milk consumption amongst young women – that it is fattening

source: Ries, "Fall of advertising & Rise of PR"



# How to Evaluate

## ***Outcomes***

*Communication activities*



## ***Methods***

event/activity tracking & statistics



*media & online visibility*



media monitoring, web metrics, media distribution statistics & content analysis



*change to knowledge, attitude & behaviour*



surveys, interviews, focus groups, tracking mechanisms, web metrics



*change to policies, activities & practices of targeted institutions*



case studies, observation studies, tracking & monitoring mechanisms



# Aim – Action - Change

## Organisational Goal

Fight corruption globally in the health sector.

## Campaign Objective

By 2008, raise awareness globally of corruption in medical facilities amongst members, partners and health staff; governments take a stand on the issue.

## Evaluation Methods

Visibility: media monitoring of relevant media.

Knowledge: survey with members, partners & health officials of representative sample of 20 key countries.

Behaviour (individual): tracking mechanism to record number of members who sign up for the campaign and take website actions, number of partners that endorse and use campaign material.

Behaviour (government): tracking mechanism to record number of government public statements on corruption

## Communication Objectives

By end 2008, at least 50% of members, partners and health staff in 20 key countries are aware of the issue of corruption in medical facilities.

By end 2008, at least 10 Ministries of Health publicly take a stand to combat corruption in medical facilities.

## Communication Activities

- Create website on corruption issues.
- Hold five press conferences in key regions.
- Create training packs for members/partners.
- Establish coalition with peak bodies.
- Conduct 10 meetings with health ministries.

## Evaluation Indicators

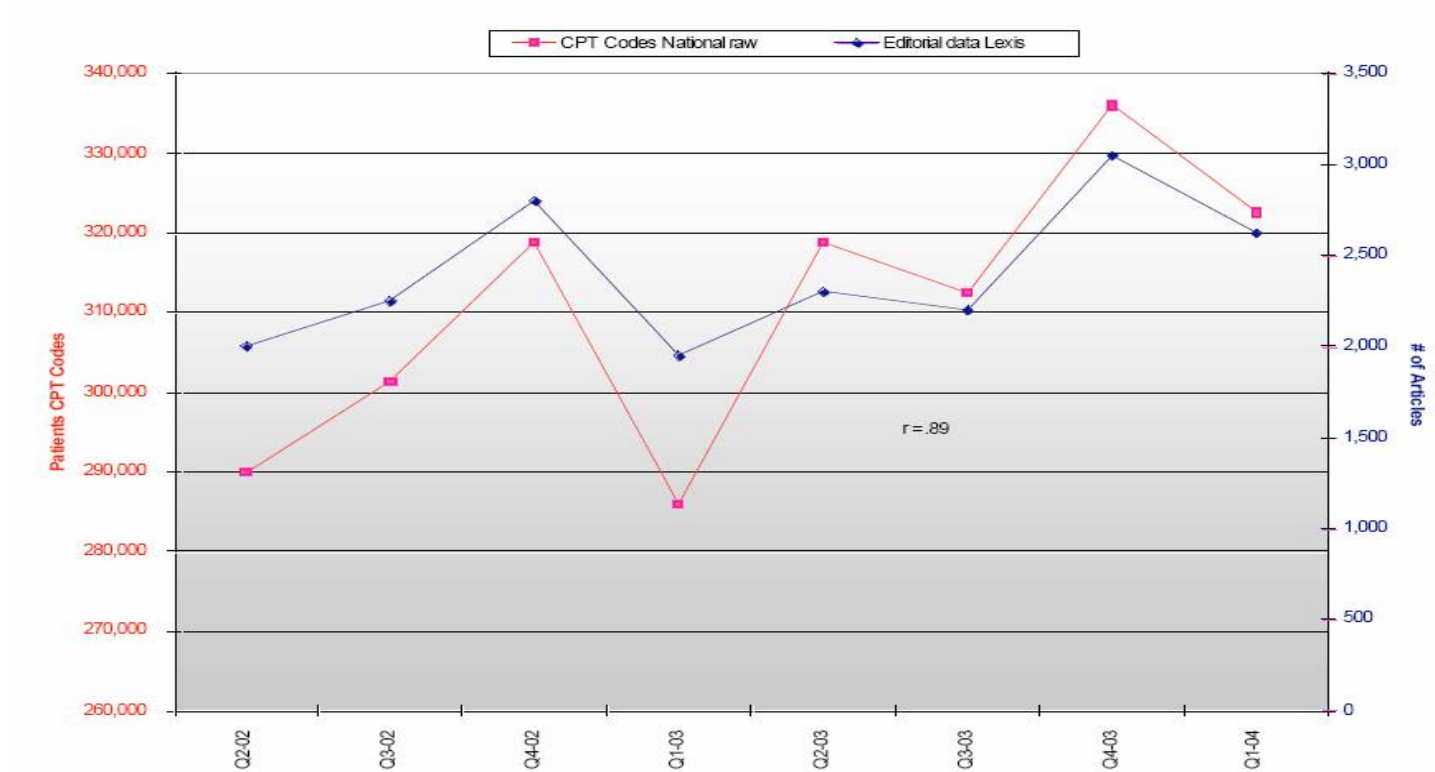
Visibility: Number of items published in the media.

Knowledge (awareness): level of awareness about corruption amongst members, partners & health staff.

Behaviour (individual): Number of actions taken by members & partners to endorse campaign.

Behaviour (government): Number of governments that publicly take a stand to combat corruption.

# Example 1: Media Campaign



Source: "Exploring the Link Between Volume of Media Coverage and Business Outcomes", [InstituteForPublicRelations.org](http://InstituteForPublicRelations.org)

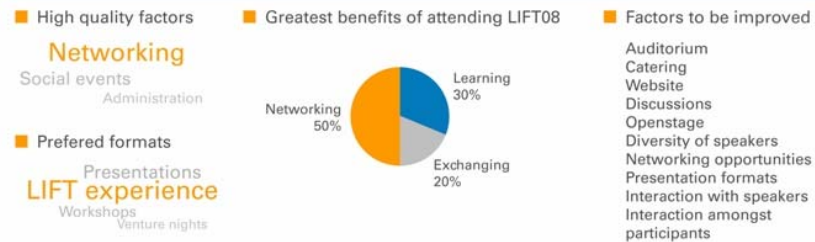
# Example 2: Event Evaluation

## Event scorecard - LIFT08

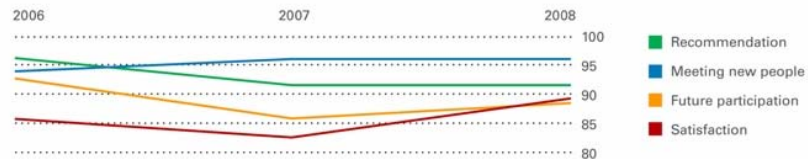
### Objectives achieved by LIFT08



### Key factors of LIFT08



### Comparing LIFT06, LIFT07 & LIFT08



### Top presentation

Year	Top presentation
2006	Digital rights management
2007	Collective enterprise intelligence
2008	Cyborg

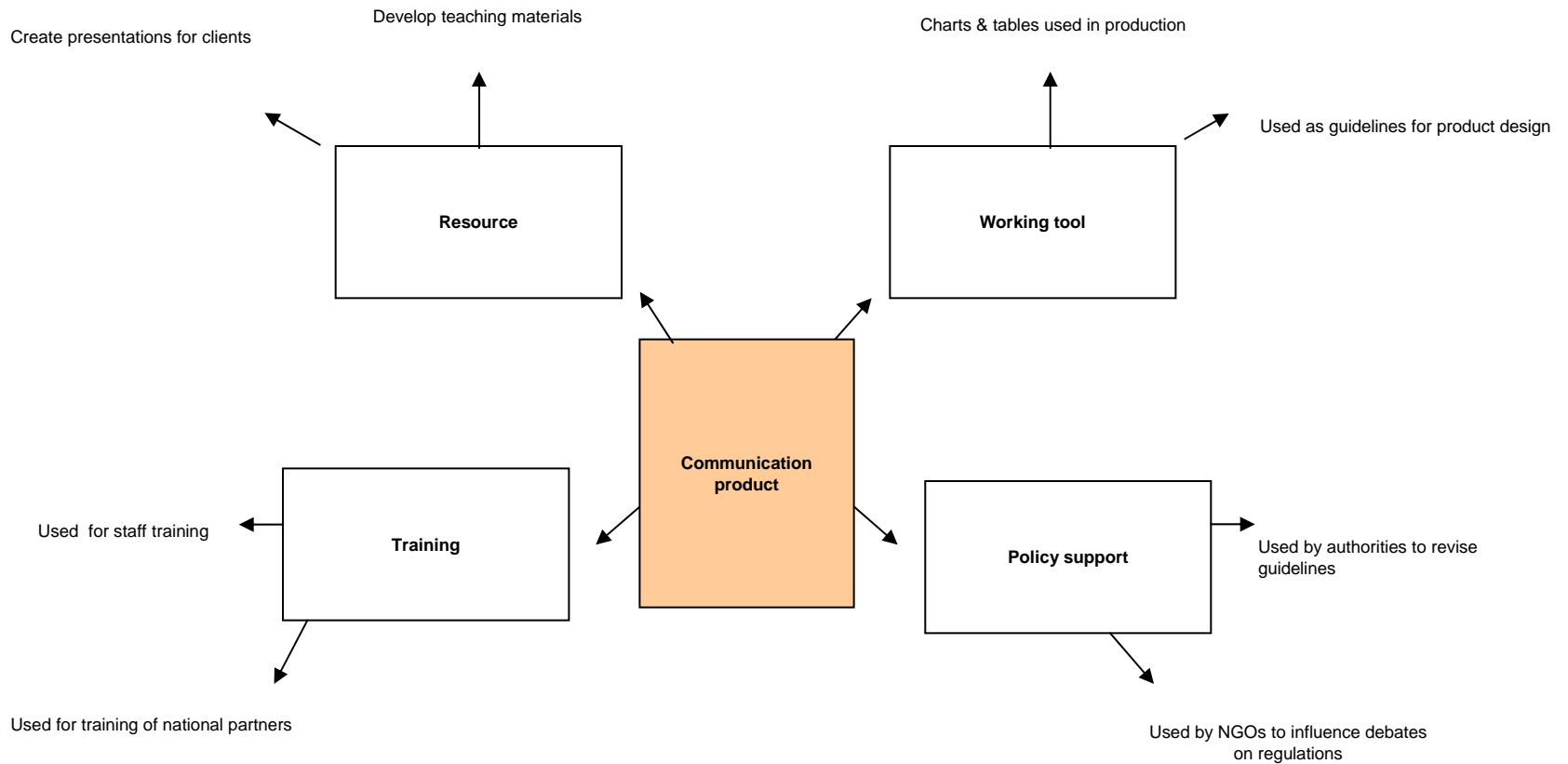
### Themes desired

Year	Themes desired
2006	Social use of technology Design
2007	Case studies & best practices Application of technology Future impact of technology Artistic/creative
2008	Case studies/best practices Mixed fields Cutting edge/future trends

### Demographics of attendees



# Example 3: Product evaluation



# Evaluation: What's Important

- There is no “proof”
- Start with “small steps”
- Ask yourself:

*“Is it clear what my media communication activities are trying to achieve?”*

# A Final Word...

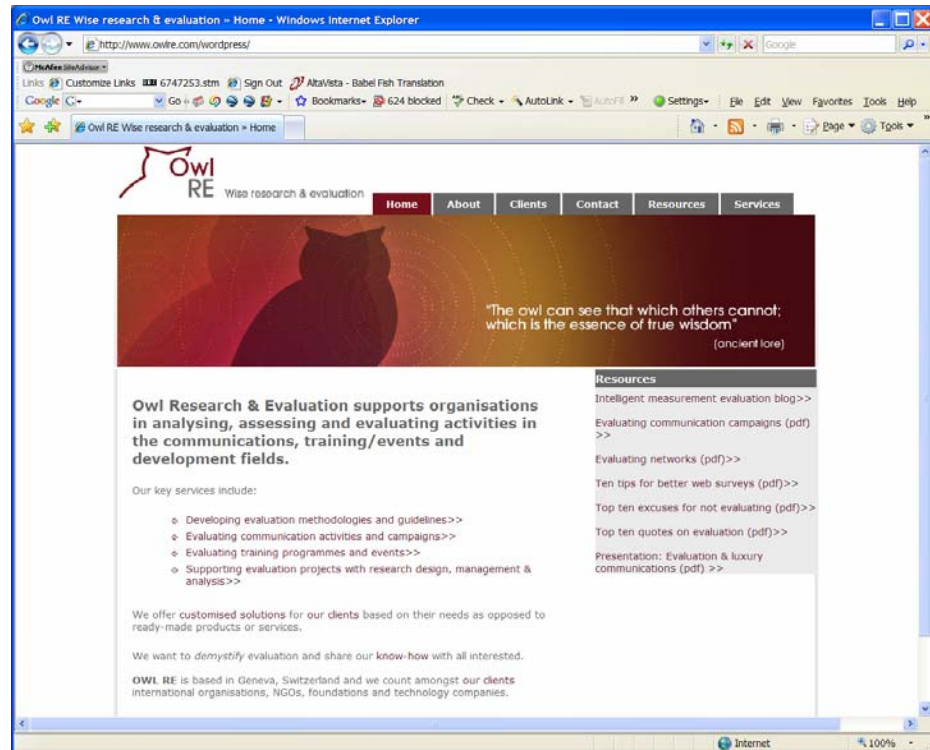
*However beautiful the strategy, you should occasionally look at the results*



Winston Churchill

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