

## Developing your message

**What is it?** What are you going to say to influence people in the way that you need?

The purpose of taking a structured approach to your message is that it keeps your focus on your strategic approach and ensures that the core of your message is delivered consistently and regularly enough to be remembered and repeated by your audiences.

**How to use it?** Your **personas** are telling you the relevant needs, interests, views and behaviours of your target audiences (see *Building Personas* tool). This gives you a framework to operate within. Your **strategic approach** then guides you towards the elements of your personas your message should focus upon.

You may have the opportunity to share stories on social media or in the media, to support your project. Follow the template on the right to ensure these stories support your strategic approach. After focusing on your core message, consider developing a set of supplementary messages providing you with agreed language that you can use in a range of anticipated contexts. For example, a **description of the organisation** leading the project and **what** you are trying to achieve. You may also need some variations of message aimed at particular audiences and their interests or concerns.

**Keep in mind:** Don't forget to include answers to the basic questions at relevant points in your core messages: **who, what, why** and **when**?

Another tool that can be useful is a **question and answer document**, providing all team members and representatives with guidance on responses to a range of possible questions, which can be a live document that is updated regularly. Create a document in which you think through all the questions the various people you will engage with could ask, and draft short responses.

**1** What **audience** are you trying to reach with this story?

- Caregivers
- Local business owners
- Municipality leadership
- ECD practitioners
- ...

**2** What is the **focus** of this story? Reffer to aspects of urban childhoods.

A single short sentence carrying your core message.

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Three short sentences developing your core messages further.

**3** **Who** would the story feature?

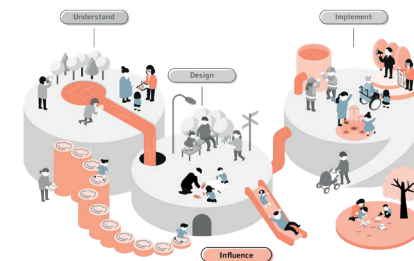
- Young children 0-5
- Pregnant women
- Urban practitioners
- ...

**4** **How** would you use the story?

- As an introduction video for a conference
- ...

**5** How will the story make them **feel, think, do**?

- Motivated to campaign for a stronger focus on early childhood development in planning
- Excited at the future possibilities of their neighbourhood
- Outraged at the lack of support for young children
- ...



## Developing your message #example

Developing the core message by **Estúdio+1** for the “Feel Free to Breastfeed” project proposal in Jurujuba, Niterói, Brazil (October 2022)

### Core messages

## FEEL FREE TO BREASTFEED

\* Breastfeeding is natural and extremely necessary

\* The city can be a playful and safe space for childrens and caregivers

\* Man are responsible for raising children too

Feel free to breastfeed is the core message of our project, from which we hope to derive messages about: children's nutrition, active fatherhood and breaking taboos that involve the female body in the process of raising children.

The initial message is very simple, to focus and achieve a direct reach of our target audience, it will be included in the basic health care process and will travel through public spaces through murals that will have breastfeeding and active fatherhood as their theme. As a support to this message, we hope to offer public spaces that welcome children and caregivers in the best possible way. With the encouragement of use and permanence we can create a motivation loop: more the space is occupied by babies and caregivers and more we have this message spread and more babies and caregivers will be attracted to visit and occupy the public space.

Given the chosen approach, breastfeeding, with the project's message, we hope to reduce the stigma on the topic and bring the subject up in a clear and informative way. With these messages, we believe that children and their caregivers will gain strength and visibility in the occupation and active participation in the construction of public spaces, being another step towards building increasingly welcoming cities for early childhood. It's not just about breastfeeding, it's about how this topic highlights grassroots behaviors that still undermine early childhood policy implementation.



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