

AIRNET Communication Strategy

Why do we need a plan?

AIRNET's objective is to disseminate scientific information on air pollution and health to policy makers and stakeholders. A communication plan will:

- ensure that the content of our products/output is tailored to the specific needs of our target audiences;
- help AIRNET with the dissemination of our output to the right people;
- ensure facilitation of stakeholder involvement and engagement.

"We don't want our reports to sit unread on a shelf, gathering dust"



AIRNET is a large network plan with over 50 people contributing to its output. A communication plan will help us to

- improve the way we communicate with those working within the project about what the AIRNET output is and who it is for.

WHO? - Identifying the target groups

Policy makers - local level

Policy makers - national level

Policy makers - EU and international level

Members of CAFE Programme

Industry - energy, automotive, transport

NGO - environment

NGO - health care professionals

NGO - patients

NGO - consumers

Researchers/scientists

AIRNET contributors and participants

Media

WHAT? - Identifying the needs of the target groups

For each target group we have tried to answer the following questions:

- What are their objectives in the field of air pollution and health?
- What are their top priority information needs in this area?
- What information can we communicate with them?
- What channels are best for communicating with them?
- What use could they make of our information?

"Recognise the different needs and values of each target group"



HOW? - How AIRNET will get information to the stakeholders

AIRNET has a number of products which will be used to disseminate our key findings and messages:

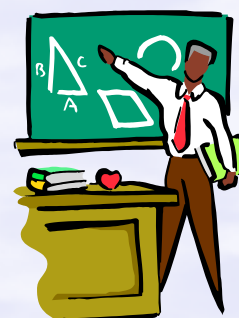
End reports

AIRNET conference Prague "Air pollution and health information fair"

Some things to consider when communicating science to non-scientists

What should we do when scientists disagree?
Convert disagreement to uncertainty?

How should we communicate uncertainty?



"Communication is not a one-way process"

For more information...

The AIRNET communication strategy will be available to download from the AIRNET website (<http://airnet.iras.uu.nl>).
Contact Nina Fudge for more information (nina.fudge@rivm.nl)