



Public Awareness Outreach

Draft Discussion Paper

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Presentation to

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Background

- CSLF Charter (Section 2.9) states that one of the functions of the CSLF is to “Develop strategies to address issues of public perception.”
- Ministers and the Policy Group at CSLF organizational meeting (June 2003) stressed the importance of public perception and outreach.
- Policy Group in January 2004 directed Secretariat to prepare discussion paper on public awareness outreach.
- Revised draft of discussion paper (CSLF-P-2004-9) was, after review and comment, posted on CSLF website on 12 August 2004.



Proposed Guiding Principles

- Be responsive to the differing needs of Members
- Ensure greatest possible objectivity and credibility in all information
- Support Members by providing a large and common base of information
- Build on and not duplicate activities that may be occurring elsewhere
- Reduce the costs of public outreach through cost sharing
- Provide a forum for information exchange among Members on public outreach



Proposal

Establish Public Awareness Outreach Taskforce

- Taskforce guides outreach activities and keeps in responsive to Members.
- Representatives with communications experience from all CSLF Members.
- Secretariat to provide support as necessary.
- Early activities:
 - 4 Identification of available information and ongoing activities,
 - 4 Initial outreach workshop.



Initial Outreach Workshop

- **Purpose:** Facilitate interaction and develop understanding of issues, objectives and implementation methods for CSLF outreach activities.
- **Attendees:** Member and selected stakeholder experts knowledgeable on sequestration and public outreach
- **Prior to meeting:** Query Members to identify ongoing activities and potential gaps and to avoid duplication
- **Potential Agenda Items:**
 - 4 Results of prior queries
 - 4 Presentations on outreach issues
 - 4 Presentations by media experts
 - 4 Discussions of outreach strategy



Potential Components of Outreach Activity

➤ Use of different media

- 4 Written materials
- 4 Internet
- 4 Films, video, DVDs
- 4 Other

➤ National, regional and international activities

- 4 Meetings of various types
- 4 Engagement of diverse opinion leaders
- 4 Appropriate use of stakeholder contributions
- 4 International calendar of events on CSLF website



Discussion