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International Conference on Integrated Problem-Solving Approaches to Ensure Schoolchildren's Health  
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The role of communication activities in indoor air quality  
improvement



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The importance  
of  
Communication  
and Information

The  
Communication  
process

The role in  
Indoor Air Quality

InAirQ project:  
communication  
strategy and  
results



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## Communicating is ESSENTIAL!

Communication is an important action in everyday life and among all individuals.

The reasons can be many: if communication is lacking, ideas cannot have a passage, discoveries would remain hidden, thoughts would not be shared, people would not know each other fully and so would lack a pooling of positive situations or negative. It is important to communicate not only to share thoughts, problems or situations, but it is also essential to find the most suitable solution for them together with other people.



# THE IMPORTANCE OF COMMUNICATION AND INFORMATION



Marketing system and business

through

Adds, commercials and others  
on web, media, TV, newspaper

influence people to buy/use

Phone x, gadget y, clothes from brands z, etc

Marketing professionals are highly skilled in communication. **Air quality professionals** usually are not communication professionals. However, if they want to be efficient in communicating with their intended public, they have to learn to think like M&C professionals.



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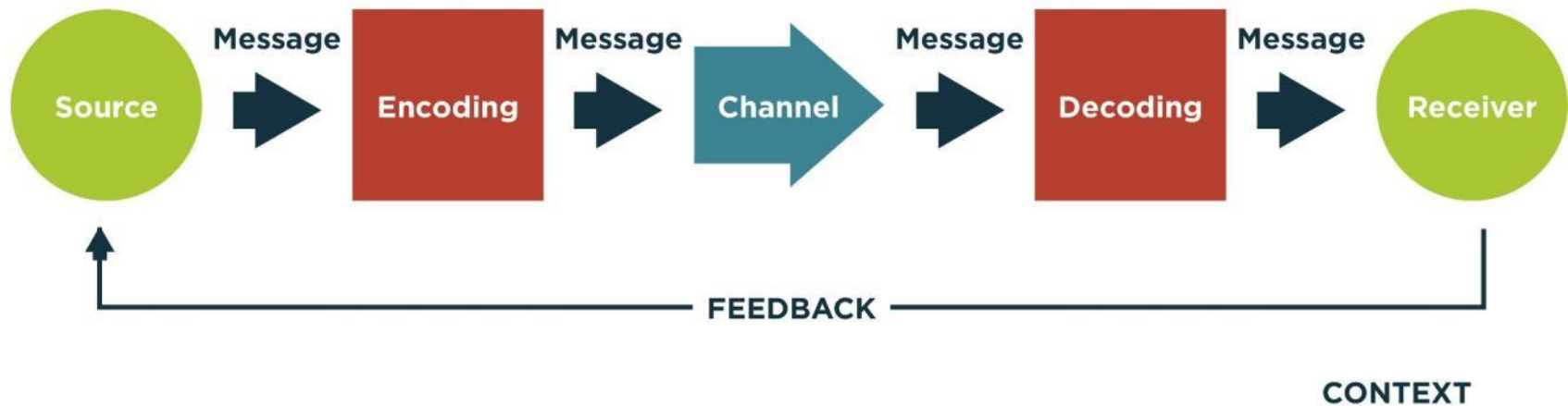


# THE COMMUNICATION PROCESS

## Definition

The communication is a dynamic process that begins with the conceptualizing of ideas by the sender who then transmits the message through a channel to the receiver

## The Communication Process



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## Communication is an essential part of air quality management

Local or national authorities can't solve all air quality problems on their own. The citizens/public is also a source of pollution for example their choices of transport and of building heating determine part of the emissions.



“Effective communication is not about making all the information available, but about identifying **who** needs **what** kind of information **when**, to be able to do his job/act in the appropriate way”



## General framework

*We noticed that majority of people are not aware of indoor air pollution!!*

They are not informed about the possible causes of pollutants dispersion in closed places (houses, offices, schools) where they spend most of their time, but also in relation to the possible health damage.

The first important step is to raise awareness among people and inform them, but the final scope is to stimulate sustainable changes in attitude, behaviors and practices!



Different information for  
different target groups



# THE ROLE IN INDOOR AIR QUALITY

Air quality information can and will be used by different persons for different purposes. It is useful to think about who needs, which information and when and how the information can be delivered.

Purpose	For whom	What kind of information
<u>Make/evaluate indoor air quality policy</u>	Specialised government departments and research institutes	Long-term detailed information on individual pollutants: - AQ time series for various pollutants, hourly base exposure, averages, map/graph; - Emissions, models to make scenarios
<u>Accountability</u> (inform government and public)	Government authorities, policy makers; NGO-s, general public	Information in a condensed form such as an index or other summary statistics that are easy to understand by a non-specialist.
<u>Raising awareness</u> Informing non-specialists on Importance, causes and the dynamic of IAQ.	General public, local authorities, NGO	Information in a condensed form such as an index or other summary statistics that are easy to understand by a non-specialist. Or short-term scenario analysis for peak situations has to be done (prior to an event!)
<u>Risk communication/ Emergency response</u>	General public, local authorities	Short-term scenario analysis for peak situations has to be done (prior to an event!) Air quality is such that it might cause short-term health effects and people have to reduce exposure or adapt medicine use.



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*To be persuasive we must be believable;  
to be believable we must be credible;  
to be credible we must be truthful.*  
(Edward R. Murrow)

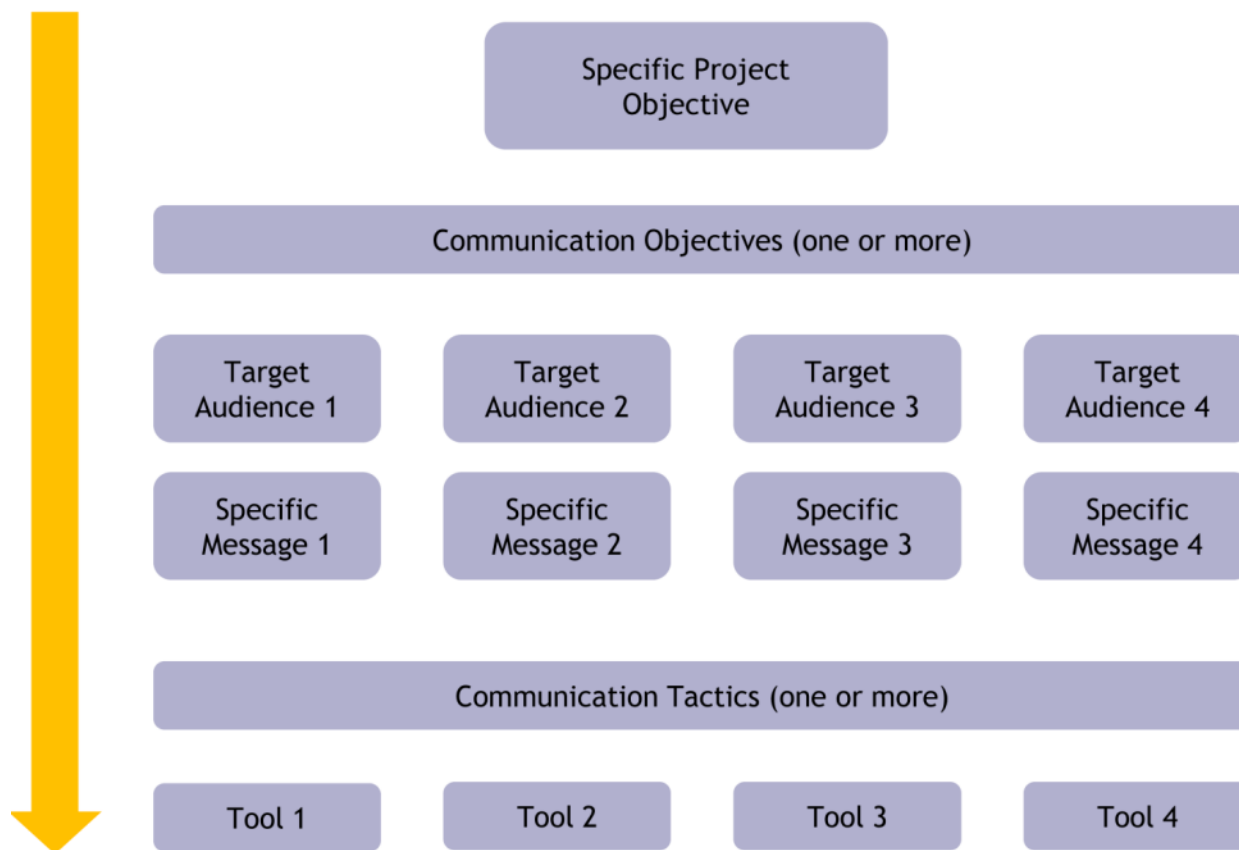


## INAIQ - COMMUNICATION STRATEGY

Communication played a key role in achieving the strategic and operational goals envisaged by the InAirQ project. Communication helped to raise awareness and inform stakeholders and the interested public about the project as well as to build, manage and sustain mutually fruitful relationships with and between key audiences.



## “STRATEGY TREE”: from specific objective to specific tools



## COMMUNICATION STRATEGY - SECTIONS

- *Communication to ensure internal involvement of all partners*

The internal communication strategy is designed to facilitate meetings, decisions and interactions between Partners, thanks to the procedures, tools and actions set up to keep the staff informed and involved

- *Communication to ensure external involvement in output development*

Facilitate experience sharing on a scale proportionate to the need for policy on indoor air pollution at the national level and coordinate the development and implementation of the planned actions at the local level.

- *Communication to transfer outputs to new target audiences*

The communication strategy defines how to capture the attention of the new target audiences and deliver a convincing campaign message through 3 different ways: Informing and Understanding, Awareness, Action.



## Communication to ensure internal involvement of all partners

### Objectives

- Ensure Grant Agreement obligations are met, as a two-way process
- Ensure consensus on project processes by all involved PPs
- Coordinate overall activities of the project and Manage the project to best effect
- Ensure the effectiveness and efficiency of PPs participation in the project
- Ensure the best use of resources and save PPs' time and energy often wasted on miscommunication and non-communication in project administration, meeting of targets and fluidity of process.

### Communication Tools

- Project meetings and Steering Committee meetings (meeting minutes)
- Common Database, Google drive folder
- Emails and conference calls or bilateral calls

### Monitoring and Evaluation

- 15 Indicators related to WP Management





## Communication to ensure external involvement in output development

### Objectives

- To facilitate the engagement and participation of public authorities in charge with school management in the agreement of a common strategy for the improvement of indoor air quality
- To achieve a better awareness of issues faced by the InAirQ project
- To perform a bottom-up approach and to set-up a cooperative mechanism for problem solving related to the improvement of indoor air quality in schools
- To ensure a better decision-making process based on local knowledge from those who will be impacted by the testing of Action Plans
- To contribute to the identification of potential problems and pitfalls, setting up a forum for comments and suggestions for alternative options

### Communication Tools

- Newsletter, Brochure and Leaflet, Official website
- Involvement in Environment Quality Forum
- Meetings with stakeholders aimed at developing the Action Plans
- Training 1-day aimed at school staff and teachers

### Monitoring and Evaluation

- 4 Thematic results Indicators
- 14 specific Deliverables



## Communication to transfer outputs to new target audiences

### Objectives

- Contribute to the fulfilment of the InAirQ project's objectives which require input, participation and commitment from external parties.
- Ensure that the project's key messages reaches all the target groups identified in the WPC - Communication, i.e.: Local public authorities (at least 8), Regional public authorities (at least 5), Education/training centres and schools (at least 60)
- Perform the communication-related outputs which were decided upon in advance

### Communication Tools

- Newsletter, Brochure and Leaflet,
- Official website and Social media campaign
- International conferences and Thematic events
- Press conferences and press-media releases
- Articles and summary report

### Monitoring and Evaluation

- 4 Communication results Indicators
- 10 specific Deliverables



# INAIQ PROJECT: COMMUNICATION STRATEGY AND RESULTS



**Sending targeted emails for some target groups**

**Production and dissemination of information materials**



**Specific meetings with school pupils and their families**

**Use of the national InAirQ Facebook pages for dissemination**

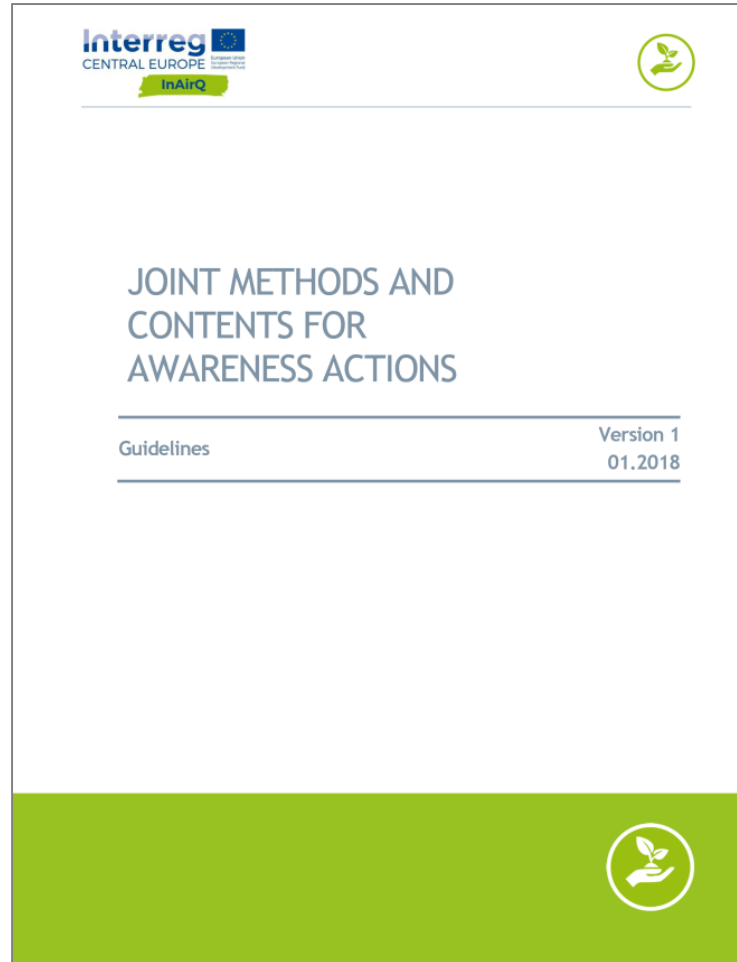


**Specific meetings with school staff**

**Organization of events for presentation of results and dissemination**



# INAIQ PROJECT: COMMUNICATION STRATEGY AND RESULTS



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**THANK YOU**



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