





Founded in 1996

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Panmedia is a digital media agency in New Kingston. The company provides a full range of communications services and employs cutting edge media and web technologies to service our clients.

#### Services:

1. Traditional & Online Marketing
2. Web Development – including website authoring, content development, software engineering and hosting
3. Advertising
4. Graphic Design
5. Public Relations

## About Us

Panmedia's competitive edge comes from our close personal service, a wide palette of skill sets from internal and external professionals, our broad outlook and our out-of-the-box thinking.

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## Introduction

In crafting a communications plan for public information and awareness, we considered carefully how Jamaica's history of failed identification systems would come back to bite this new effort. We were also aware that many forces in the current environment over which the NIDS Team and Panmedia have no control – economic, political, legal, and technological and socio/cultural – would impact this initiative and, ultimately, the behaviour change we seek.

Our planning began with the results of the Baseline Study, which gave us insight from its situational market analysis. We first looked at people's attitude to a National Identification System and the factors that would prevent them from signing up for anything that's new.

We looked especially closely at the kind of resistance survey respondents communicated for clues to moving them from there to where they would accept a new system that over time would become established as the process matures. We paid particular attention to the responses from young people, who will be the major beneficiaries of NIDS.

We can only know if the communications plan for social mobilization and adoption works if we can measure behaviour change, which is the critical objective in this instance. So we discuss how we measure outcomes of the various elements of the communications plan later in this document, and we also talk about what a follow up programme might entail.

Finally, we recognize that the government body charged with implementing NIDS must itself look at its profile with the public and be prepared to undergo some organizational (behaviour) change of its own in order to accomplish its goals.

We firmly believe that like seat belt adoption, Jamaicans will initially go *raee, raee, raee* but eventually exhibit the desired behaviour, which is, register for the NIDS.



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## Step 1: Goal and Overall Objectives

The National Identification System (NIDS) is a progressive step by the Government of Jamaica to give better public services to the people of Jamaica. The purpose of NIDS is to increase efficiencies in processing personal identification of Jamaican citizens and others who live here. It is meant to give the public greater convenience and confidence in their engagement with government agencies. The system also provides a unique National Identification Number (NIN) that will be valid throughout a person's lifetime.

The objective of this consultancy is to help develop, implement, monitor and work closely with an internal team on the communication elements that will accompany the implementation of NIDS.

The objective of this Behaviour Change Communication Plan (BCCP) is:

1. To show how these public messages will communicate critical identity information to the public
2. Influence their decision making, and
3. Eventually lead to behaviour change and elicit acceptance of NIDS.

Overall Communication Objectives:

1. To increase by 35% over a one year period the number of nationals within Jamaica who know about NIDS and by 30% the number of nationals residing outside of Jamaica who are aware of NIDS.
2. To increase by 20% over a one year period the number of nationals living both within and outside of Jamaica who are willing to register with NIDS.

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## Step 2: Behavioural Objectives

The specific behavioural objectives (outcomes of the overall communication objectives) of the BCCP are to:

1. To motivate individuals to **register**
2. To persuade those who have registered for NIDS **to use it** consistently and confidently
3. To encourage those who have registered with NIDS to **pass on the good news about its convenience and security features** to family, friends, work colleagues, community members

### Step 3: Situational Market Analysis

The Baseline Survey shows that many people don't know that there is one national identifier or that they believe other outputs like passport and/or Voter's Registration ID are the national ID.

A big issue for many is their unwillingness to trust a new system, especially if it is in the hands of the government, which they deem to be inefficient at the least and corrupt at the worse. Others were concerned about identity theft. Still others were concerned about what happens if their NIN is lost or stolen.

It was largely believed that any system with all the promises of NIDS would be too expensive for the government to finance given the country's economic condition. And some people questioned whether such a system would bring tangible benefits.

Even with all these misgivings, a large majority (65%) of survey participants expressed interest in being involved in the system. Unfortunately, the youth were least aware of any such system under consideration and they are the target market that needs a NIDS most.

#### SWOT Analysis

STRENGTHS	WEAKNESSES
Older population already aware of NIDS	Younger population not aware of NIDS
Strong partnerships with government agencies	Policy and legislative framework to be finalized
Strict security measures for NIDS	
NIDS has years of preparation	
OPPORTUNITIES	THREATS
Based on research results, most persons are 'extremely likely' to register for NIDS	Fears of data leakage and improper use of information
More efficient streamlined government services	Government's stigma for inefficiency and lack of security
Improved access to government services	Negative public perception
Equal access of all persons to rights, benefits and civic participation	Faith Based Organizations backlash against the system due to assumed 'anti-christ' features
Leverage a new culture of doing business in Jamaica	
Create linkages between public private databases, with real time data sharing.	

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## Step 4: Defining the Audience

### **Primary:**

Adult Jamaicans living on island  
Adult Jamaicans living off island  
Primary & Secondary School Students

### **Secondary:**

Businesspersons  
Faith-based Organizations  
Members of Parliament  
Primary & Secondary School Teachers  
Service Clubs  
Community-based Organizations

### **Tertiary:**

Internal Stakeholders responsible for design & execution of NIDS  
Other Public sector workers including members of the security forces

The Communication Strategy will be to:

1. Position NIDS as beneficial to all Jamaican citizens
2. Generate trust in NIDS
3. Convince the public that NIDS is secure
4. Create a feeling of nationalism towards registering with NIDS

The strategy for execution of the various communications programmes to mobilize public participation in NIDS carefully considers the policy and legal framework and their intent. Once finalised these must be clearly communicated to the various publics.



## Step 5: The Plan of Action

More generally, the BCCP is to mobilize and influence the public and to prompt action from individuals, like signing up for NIDS. To achieve that aim, we will use an integrated communications strategy that can be broken down in to four key areas:

*Public Relations and Public Advocacy* – Using mass media’s free opportunities to educate the public about NIDS.

*Advertising* – Using mass media’s paid opportunities to promote the use and benefits of NIDS.

*Inter-Agency Support* – Using the office of key government agencies to promote the benefits of NIDS.

*Community Mobilization* – Using meetings at the community level to educate, invite participation and disseminate information about NIDS.

AUDIENCE	KEY MESSAGE	COMMUNICATION CHANNEL	DESIRED BEHAVIOUR OUTCOME
<b>Demographic</b>			
0-13	NIDS is beneficial, NIDS is a necessity.	Essay competition; Debates; Celebrity podcasts; Flyers; Posters	Aspire to have a NIN. Build values of trust and confidence in government.
14-19	NIDS is beneficial, and your NIN says who you are.	Essay competition; Debates; Social Media; Travelling exhibits; <i>Street Campaign</i> for NIDS; Celebrity Podcasts; Flyers; Posters	Aspire to have a NIN. Build values of trust and confidence in government.
20-34	NIDS is beneficial, necessary, secure and useful. The government has systems in place and will be accountable.  Sign up for NIDS	Social Media; Travelling exhibits; <i>Street Campaign</i> for NIDS; Celebrity podcasts; Advertisements; E-newsletters; Brochures; PR – events, press releases	Sign up for NIN, tell friends

35 -45	NIDS is your identity and is beneficial and a necessity. It is also secure and convenient.. Government offers secure systems and will be accountable. Sign up for NIDS	Social Media; Travelling exhibits; <i>Street Campaign</i> for NIDS; Advertisements; E-newsletters; Brochures; PR – events, press releases	Sign up for NIN, tell friends
46 and over	NIDS gives you access to your benefits, and it is secure and convenient. Government has systems in place and will be accountable. You can be comfortable using NIDS. Sign up for NIDS	Travelling exhibits; <i>Street Campaign</i> for NIDS; Advertisements; Brochures; PR – events, press releases	Sign up for NIN, tell friends
<b>Geographic</b>			
Urban	NIDS is beneficial, NIDS is a necessity. It is secure, convenient and technologically up-to-date. . Government offers secure systems and will be accountable. You can be comfortable using NIDS. Sign up for NIDS	Flyers; Brochures; Advertisements – Television, Radio, Newspaper and online, PR activities; Travelling exhibits;	Sign up for NIN, tell friends
Rural	NIDS is beneficial, NIDS is a necessity. It is secure, official and useful. Government offers secure systems and will be accountable. You can feel comfortable using NIDS. Sign up for NIDS	Flyers; Brochures; Posters; Community meetings; Advertisements – Television, Radio, Newspaper and online, PR activities; Travelling exhibits;	Sign up for NIN, tell friends
Diaspora	NIDS makes you Jamaican wherever you are. It is secure	E-blasts; Advertisements – online; Social media;	Sign up for NIN, tell friends

	<p>and makes it easier for you to do business with Government Agencies.</p> <p>Government offers secure systems and will be accountable.</p> <p>Dispel fears of using NIDS.</p> <p>Sign up for NIDS</p>	<p>PR activities;</p> <p>Travelling Exhibit at e.g. airports</p>	
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## *Public Relations and Public Advocacy*

### **Objectives:**

1. Up the public profile of Agency responsible for NIDS as capable, efficient, accessible and ready to roll.
2. Generate trust in NIDS security and ease of the process to acquire the card.
3. Create a sense of National pride and ownership of NIDS.

### **Logo /Slogan**

The BCCP must first begin with giving the new system a “face” and a personality in the form of an engaging logo, and a slogan. The slogan provides critical support for the logo because it can communicate simply and clearly what NIDS is.

The slogan of the NIDS campaign has the intention of letting the public know how the NIDS is beneficial to them. The words chosen and their core meaning are critical to communicating the NIDS main advantages to the public.

The slogan, “**Protect Your Jamaican Identity**”, embodies the core advantages of the system, encourages a nationalistic spirit and will also make any public information or advertising campaign immediately recognizable.

When people know this “face” they are likely to be more amenable to any messages that go with it.

### **Media Relations**

We will tailor messages and design communications collaterals that capture both savvy technology users as well as audiences who utilize traditional communications channels. A Fact Sheet will also be developed for the project outlining and providing answers to likely FAQs, this will be very useful for the media as well as the main target audiences.

### Inter-Personal Communication, (IPC)

This will be used to nurture media relationships with a view to creating advocates/champions. This will be executed through:

- Releases
- Press kits
- Articles
- Gleaner Editor’s Forum & Observer Monday Exchange
- Speaking engagements
- Taking advantage of the news cycle to release timely announcements and to target specific groups
- A Media tour of the centre of operations for NIDS and the team at which time media will be some of the first to receive their National I.D.’s

- A Media rap with the Prime Minister & the NIDS Team to address all questions and concerns
- A session with main stakeholders e.g. Government, Registrar General's Department, the Electoral Office of Jamaica and the Tax Administration Department

We will also push for the involvement of the media in various NIDS activities as media buy-in will be critical to this initiative.

### **NIDS Champions / Celebrity endorsements**

We suggest the use of influential celebrities such as Usain Bolt, Joseph Matalon, Shelley-Ann Fraser-Pryce, Dutty Berry, Chronixx, Fae Ellington and Etana to promote the NIDS message and encourage the public's support. To help build enthusiasm for the message we will also look to celebrities to endorse the campaign on social media, using posts on Facebook, hashtags on Twitter, sharing YouTube video links and the like. We also propose using these celebrities as influencers in the radio advertising campaign.

We recommend utilizing the NIDS Champions to engage with community members at popular events/expos/stage shows etc.

### **Schools programme**

We will implement an essay competition and collaborate with debates competitions to include a NIDS topic in their events.

### **Suggested Year 2 Activity:**

The full roll-out of the schools' programmes will be used to get NIDS literacy through the use of age-appropriate programmes and activities. Teachers, will be equipped through the workshop activities and will lead the charge in this effort. This initiative will be developed in association with the Ministry of Education and the Jamaica Teachers' Association. To reach primary school students, we will have general class discussion in social studies class. For secondary and tertiary schools, we will promote debates on the pros and cons of a NIDS.

### **National ID Day**

The launch event will be billed as National ID Day and will include the launch of the essay competition, travelling exhibits, the *Protect Your Jamaican Identity* Street Campaign (where branded promoters distribute flyers and bananas at strategic locations). We also recommend that press and radio advertising be launched simultaneously, along with radio and television interviews on programmes such as *All Angles*, *Jamaica Speak* (Hot 102 FM) and others.

On the day of the event, we will have a launch event with the main address being given by the Prime Minister, the Hon. Portia Simpson Miller to signify the national importance of this project. Invitees would include bodies from the media, education, health business and other sectors for effective message distribution.

If we can pull it off we will take her to the *Street Campaign* at the Kingston venue after the launch so she can be present when the promoters begin distributing the flyers and launch the essay competition. We will invite school children to attend this event.

The Essay Competition will be launched on the National ID Day with the topic being “NIDS: the assurance of one’s identity?” We will also commence the traveling exhibit on National ID Day, we recommend placement in high traffic institutions in major towns.

These traveling exhibitions comprise 3 portable retractable banners (78’ X 33’) highlighting the NIDS project and its importance to national development and asserting individual identity. We recommend that the exhibition be supported by audiovisuals and literature promoting the project and its benefits.

Following National ID Day, the exhibition would be taken on the road for display in schools, malls and the lobbies of large corporations island wide. This will spread the message to the larger public.

## *Advertising*

### **Online Marketing**

We will provide consultation on the use of Social media (Facebook, Twitter, Instagram, YouTube etc.) and recommend that an engaging website be developed as both will be key in communicating with the youth audience. It also provides excellent opportunities for feedback and interaction with this audience.

### **Newspaper Ads**

These will be published as part of the national campaign to increase visibility and promote awareness the NIDS. The message must be a personal one to show how the new National Identification System will benefit each individual.

We suggest three designs targeting the following groups:

1. Family that incorporates all age groups from toddler to grandparent
2. Adult Jamaicans living on island
3. Business persons

These advertisements should be placed in the national newspapers such as The Gleaner and Jamaica Observer and community papers e.g. North Coast Times and Western Mirror.

### **Posters**

Posters with various informative NIDS messages will be distributed to schools, businesses, hospitals, post offices, government offices and supermarkets throughout the island. We suggest two designs, targeting:

1. Low literacy piece / comic strip style
2. Essay Competition

### **Television Commercial**

The use of television as a promotional medium will be crucial to the campaign as it provides the largest audience reach in a given time period. Additionally, the public still sees TV as reliable, respectable and influential. So messages via this medium will engage audiences in a positive way.

### **Radio Commercial**

Just as crucial to the success of the campaign, are radio advertisements. It also presents the best opportunities for targeting specific segments because of the niches served by the numerous radio stations now broadcasting. In addition to developing a commercial, we will also produce a jingle that will use catchy and memorable lyrics to build awareness of NIDS.



### **Banners**

Banners will provide branding for events and promote the NIDS slogan. They will also give a consistent look and feel to events. Banners are also used to identify the purpose of an event and as a backdrop to images and video in the recording of those events.

### **Brochures**

Brochures can provide a lot of information in a graphically appealing format, easily reaching a variety of audiences with targeted messages. The brochure will provide information that clarifies what is NIDS, its purpose, the benefits to be gained, tackle some possible FAQs, briefly discuss legislative changes and provide contact information.

We have revised the initial budget to include the printing of 15,000 brochures. We suggest distribution as follows:

- Town hall meetings
- Workshops
- Through the Registrar General's Department and branches of the Inland revenue Department
- Inserts in utility bills and monthly pension payments to senior citizens
- Through other stakeholder agencies and Ministries.

Electronic copies of the brochures should be accessible via a link on GOJ websites.

### **E-Newsletters**

We will use this medium to update the press and key stakeholders. We suggest a one-pager with information on the National Identification System and its activities and other resource information that links back to the website.

### **Bus Advertising**

This unique marketing opportunity gives your message high visibility throughout the major corporate areas. As a moving channel bus advertising has the ability to capture a large number of eyes and it is an exciting tool for getting your message seen.



## Billboards

These work well in areas of high-density population because they grab attention. We suggest Negril, Montego Bay, Ocho Rios and Kingston.



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## *Inter-Agency Communication*

The Government is made up of several Ministries, Agencies and people. To ensure buy-in from this group we suggest proactive internal communications to inform staff of all activities and encourage their involvement and participation.

Additionally, through this wide government network we suggest making use of their various communication channels such as events, press conferences, television programmes, radio programmes, mailing lists, websites, social media, bulletin boards, intranets etc. to get the NIDS message out.

## Internal Stakeholders Workshop

We recommend a workshop for our Internal Stakeholders in order to

- Introduce them to the BCCP that will support their efforts
- Guide them on how to deal with increased demand as there is uptake
- Communicate the importance of their own Advocacy efforts
- Highlight the Importance of communication mechanisms up and downstream internally when issues arise e.g. the provision of Help Desk Support; Importance of honesty in communicating with the Public etc.

This workshop should be held early in the game before any communications are introduced to the public. We should also receive feedback from the team to the proposed plan.

## *Community Mobilization*

### **Interpersonal Communication**

Interpersonal Communication (IPC) is always an effective approach in getting community buy-in for anything new. As part of the BCCP, our public engagement will include utilizing local media, edutainment strategies and involvement of Community Based Organizations that reach stakeholders on a local level to help broaden participation.

The communication will be built around messages that focus on important life events/milestones that Jamaicans see as critical to their lives: birth, school, work, travel, marriage and death. We will focus on education, health, jobs, home ownership, driver's license, passport/travel and retirement.

Since any Behaviour Change Communication Plan should employ a participatory approach, Town Hall meetings will play an important role as part of the IPC strategies. Panmedia will act as key support to the NIDS team in these efforts to engage communities. These town hall meetings will facilitate meet and greet with community members and to answer their questions/ concerns about NIDS and will provide valuable feedback from participants which can further help to inform the design/reshaping of messages to meet their needs. Additionally these meetings will also be used to build trust in the process.

### **Community Engagement**

In promoting the NIDS we plan to engage the different communities since one of the most important determinants of success of the NIDS Project is the extent to which the message reaches people at the grass root level. We propose working with Parish Council representatives to get the message out to their respective communities. Town Hall meetings will provide the opportunity to inform the audience about the advantages of having a NIN, how it will improve access to Government benefits and social services, the application process and answer any concerns. There will be on-location exhibits and supporting collaterals and we recommend that the audience be shown a short video presentation.

We will develop a Customized Sensitization Programme for community meetings, here is a draft agenda:

Registration of participants (collect name, telephone#, email and community)

Contents:

1. Ice Breaker
2. Introduction
3. Objectives
4. Key Messages
5. History of NIDS
6. What is NIDS?
7. Who is NIDS for?

8. Why NIDS?
9. Funding for NIDS?
10. Management of your information with NIDS
11. Registration, costs, expiry and renewal of NIDS
12. Show NIDS celebrity podcasts and television commercials
13. Q &A. Audience feedback on what they have heard & seen so far & their suggestions/ Feedback on marketing materials/ideas for further spreading the message at the community level.
14. Distribute brochures/tokens
15. Refreshments

### **Train the Trainer Workshops**

Participants would be trained to convey the NIDS message to their specific audiences and motivate enrollment. They would receive an Advocacy Kit including a trainer manual, posters and brochures to assist them in the task. Participants may include the media, educators, religious groups, the health sector, non-governmental organizations, community based organizations, government officers and the private sector.

#### *Advocacy Kits*

Contents:

Train the trainer presentation on CD

NIDS flyer

NIDS brochure

NIDS posters

List of registration locations

#### *Train the Trainer Presentation*

1. Questionnaire – beginning
2. Introduction
3. Objectives
4. Knowing NIDS
5. NIDS FAQs
6. Profile of the target audience
7. Prepare for your presentation
8. Build confidence and credibility
9. Reduce stage fright
10. Set the tone
11. Break the ice
12. Rules to managing your session
13. Strategies for effective teaching
14. How to facilitate discussions
15. Evaluate your session
16. Reflect
17. Q&A (throughout entire presentation and at end)
18. Distribute advocacy kits
19. Administer short test to trainees on NIDs and training techniques
20. Questionnaire – end
21. Refreshments

*Monitoring the Training Sessions:* templates will be developed to capture the following information:

1. Date, time, location, trainer, attendance and duration for each session.
2. Take register for trainees at the beginning of each session.
3. Have trainees complete a questionnaire on their training confidence at the beginning of training session.
4. Questions from trainees and responses to be recorded for lessons learned repository.
5. Administer short test to trainees on NIDs and training techniques. Criteria to be developed to determine pass mark.
6. Record test scores.
7. Rewards for passing test/training session will be NIDS branded certificates and NIDS branded folder with advocacy kit material.
8. Have trainees complete a questionnaire on their training confidence at the end of training session.
9. Have trainees fill out suggestion cards at the end of training.
10. Photo and/or video to be taken at each training session.

### **Diaspora Initiative**

Promoting this initiative to the Diaspora will be critical to its success. Many Jamaicans in the Diaspora are contract workers or visitors and will be returning soon enough to have need for their NIN. Those who have been away for a long time and want to make Jamaica home again also need to know. And often relatives abroad play a leadership and persuasive role in the lives of their family at home. So they can help to spread the message and convince people here to enrol.

Panmedia proposes the following strategies to effectively target the Diaspora:

- Working with the Ministry of Foreign Affairs and Foreign Trade - Diaspora and Consular Affairs Department (DCAD), Jamaica Diaspora Institute, overseas Missions and other organizations and institutions that can help us target Jamaican communities in the United States, Canada and England.
- Forging Partnerships with key Jamaican private sector companies who have a firm footing overseas e.g. Jamaica National; Victoria Mutual; Grace Kennedy. They could be instrumental in helping to disseminate brochures, flyers to clients on the ground.
- Utilize Email Blasts targeted specifically to the Diaspora with mailing lists from these organizations
- Hosting at least one of the travelling exhibits at Norman Manley International or Donald Sangster airports during peak holiday travel when there are large volume returning residents e.g. Summer and Christmas as well as consider billboard placement at the airports.

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## Step 6: Management and Implementation of the Behaviour Change Plan

Managing and implementing the BCCP will take well-coordinated actions from an organized team that will work closely with the internal NIDS team. Constant communication is key and all team members will be briefed frequently on new developments and role expectations. The Panmedia team is also expected to include a behaviour change specialist once issues are worked out with the internal team. Our current team is made up of the following persons:

Knolly Moses	Quality Assurance
Kayon Webley	Project Manager
Donnett Smith	Marketing Manager
Daemone Brown	Technical Lead
Nimoy Burrowes	Technical Support
Patreece McIntosh	Graphic Design
Tracey Smart	Marketing Assistant
Emma Lewis	Editor
Marie-Leise George	Writer

## Step 7: Scheduling Implementation Plan

N°	Activity <sup>1</sup>	Months												Target Audience
		1	2	3	4	5	6	7	8	9	10	11	12	
	<b>Phase 1 – Ground Work</b>													NIDS Team/Panmedia
1	Finalize Scope of Work and Work plan													
2	Behaviour Change Plan													
	<b>Phase 2 – Production</b>													
	<i>Marketing Material Preparation</i>													
3	Banners													Adults in Jamaica; Events Attendees
4	Posters													Primary & Secondary School Students; Adults in Jamaica;
5	Brochures													Adults in Jamaica; Events Attendees
6	Flyers													Adults in Jamaica; Events Attendees
7	E-Newsletters													Stakeholders; Adults in Jamaica; Events Attendees
8	E-blasts													Diaspora; Stakeholders
	<i>Advertising Production</i>													
11	TV Commercials													Adults in Jamaica; Primary & Secondary School Students;
12	Radio Commercials													Adults in Jamaica; Primary & Secondary School Students;
13	Celebrity Podcasts													Primary & Secondary School Students; Adults in Jamaica;
14	Billboards													Adults in Jamaica; Primary & Secondary School Students;
15	Bus signs													Primary & Secondary School Students; Adults in Jamaica;
16	Adverts for online & newspaper													Adults in Jamaica; Primary & Secondary School Students;
17	Pretesting of communication materials													All target groups
	<i>PR Planning</i>													
18	National ID Day													Adults in Jamaica; Primary & Secondary School Students;
19	Press Releases													Adults in Jamaica;

20	Diaspora Content																Diaspora; Stakeholders
21	Essay Competition																Primary & Secondary School Students;
22	Schools Debate																Primary & Secondary School Students;
	<b>Phase 3 – Launch &amp; Sustaining Programme</b>																
23	National ID Day																Adults in Jamaica; Primary & Secondary School Students;
24	Distribute Marketing Material																
25	Advertising launched																
26	Commence PR Activities – Press Releases, Articles, Media Relations, Interviews, Speaking Engagements etc.																Adults in Jamaica; Primary & Secondary School Students;
	<b>Phase 4 – Interpersonal Communication</b>																
27	Train the Trainer Workshops																Stakeholders
28	Pilot Community Meeting for testing																Adults in Jamaica; Primary & Secondary School Students;
29	Community Meetings																Adults in Jamaica; Primary & Secondary School Students;
	<b>Phase 5 – Reports &amp; Evaluation</b>																NIDS Team/Panmedia
30	Conduct and report on evaluation of communications activities																
31	Submit Final Report for project as well as long term communication strategy and community strategy sustainability plan																



## Risk Assessment Plan

		Probability of Occurrence	Impact	Risk Rating	Management Strategy		
Risk No.	Risk Description	Negligible = 1; low = 2; medium = 3; high = 4;	Negligible = 1; low = 2; medium = 3; high = 4;	Calculated Value	Description of Mitigation Action	Action Status	Comments
1.	Backlash from religious groups	3	4	12	Get buy-in from Faith Based Organizations such as the Jamaica Council of Churches before launch	JCC member invited to Stakeholder Session	
2.	Backlash against NIDS itself from both the general public and the Opposition.	4	3	12	Demonstrate why NIDS works & utilize the docudrama video on TV to demonstrate usage.		
3.	Rejection of Security Claims	4	4	16	Bring in the Design Team whether local or overseas to validate the technology via TV, Radio, Press coverage		
4.	Rejection of Convenience claim given the necessity for other IDs like passports, driver's licence	3	2	6	Ensure one of TV spots speaks clearly to convenience and demonstrates real life scenario that negates use of other items. In the event of action occurring airing of that spot can be significantly increased. As programme progresses testimonial can be produced with satisfied customer to support this claim.		
5.	Threats from Registration technical challenges.				Ensure immediate & truthful communication with public at first series of glitches. Communicate expectation of resumption as soon as this is known. Increase hours of registration to accommodate backlog.		
6.	Lack of trust in Government's ability to keep information safe	4	3	12	Use PR to communicate benefits and systems being put in place by the Government to manage NIDS		

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## **Step 8: Monitoring Implementation**

Monitoring the implementation of the NIDS Behaviour Change Communication plan is integral to its effective execution. The work plan and schedule will be checked constantly to ensure that what's on paper and what pertains on the ground are the same. If anything happens to derail the schedule, we will re-examine the plan and make the necessary adjustments.

The project manager will monitor the implementation progress internally, and via communications with the NIDS team to make sure expectations are aligned throughout the process.

We will also monitor implementation externally through the use of polls to discover where the NIDS project stands with the public.

We will collaborate with the media, educators, religious groups, health sector, government officers and private sector and request periodical reports on the responsiveness of the public to the programme.

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## Step 9: Measurements

All elements will be measured using tools appropriate to particular channels. We recommend pretesting communication materials with focus groups to garner feedback and adjust if necessary before release to the public.

Analytics will be used to measure website visits, lengths of stay and inquiries. Likes, sharing, re-tweeting and comments will be used to measure social media impact. And audience share and circulation will be used to measure message distribution to the press.

Some recommended indicators as an immediate way to measure behaviour change:

- Number of Message Trainers trained
- Number of people participating in a workshop
- Number of Advocacy Kits developed and issued
- Number of Target population that has seen the TV ads, etc.

After the communication interventions and during the 5 year implementation phase we can use long term Impact indicators /evidence that would include:

- Increase in the number of citizens enrolled, as a percentage of the population e.g. per parish, per county
- Percentage Reduction in identity theft
- Expanded public and private dialogue / debate, etc.

### *Making Something Happen*

The stages of any change continuum usually are from unaware to the optimal sustained behaviour change. That is, moving beyond creating awareness to motivating action. Thus cause driven awareness is only successful if a social good marketing campaign pushes people to do what you want, which, in this instance, would translate into registering for NIDS.

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## Step 10: Impact Assessment

It makes sense to use the 65% who expressed willingness to be included in the programme as a baseline for measuring behaviour change. If our research and polls show a similar figure then we can assume we are on target. If the figures fall substantially below that 65%, then we can assume the communications programme needs to be stepped up or adjusted for future marketing activities.

The impact assessment will look at the effectiveness of the communication interventions against the established immediate indicators/results to include:

1. Assessing message visibility, reach, sources of seeing and hearing
2. Comprehension and relevance – awareness of logo, slogan, jingle, recall of campaign contents and core messages

We recommend that the NIDS Project conducts a Post Baseline Survey to gauge the end line findings of how effective the Communication and Behaviour Change Strategy was in meeting its objectives.



CHANGING NEW MEDIA

