

Stakeholder relations: how to get the right message to the right audience

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European Food Information Council

A brief introduction

- Not a dietician
- Not a nutritionist
- Not a health professional
- Not a scientist
- Not a food specialist
- Communications education
- 12 years experience with multi-stakeholder relations
- Former consultant
- EUFIC Communications Manager



European Food Information Council

- Membership-based not-for-profit European association
- Funded by the European Food and Drinks Industries, with project funding from the European Commission
- Established 14 years ago, to communicate science-based food information to health and nutrition professionals, educators, and journalists in a way that promotes consumer understanding
- Scientific & Editorial Advisory Boards
- www.eufic.org
- Active member of the EU Platform for Action on Diet, Physical Activity & Health

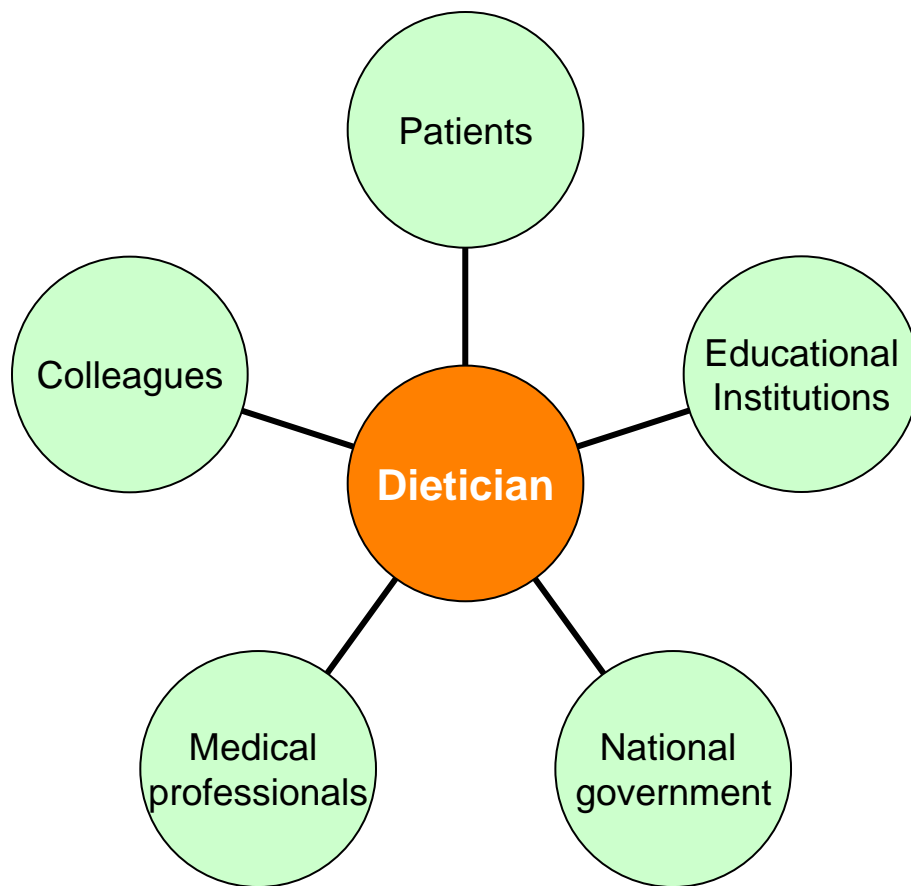
“Working With Others”

- Who?
 - Identification of key target audiences
- Why?
 - Prioritisation of key target audiences
- What?
 - Message development
- How?
 - Perceived constraints

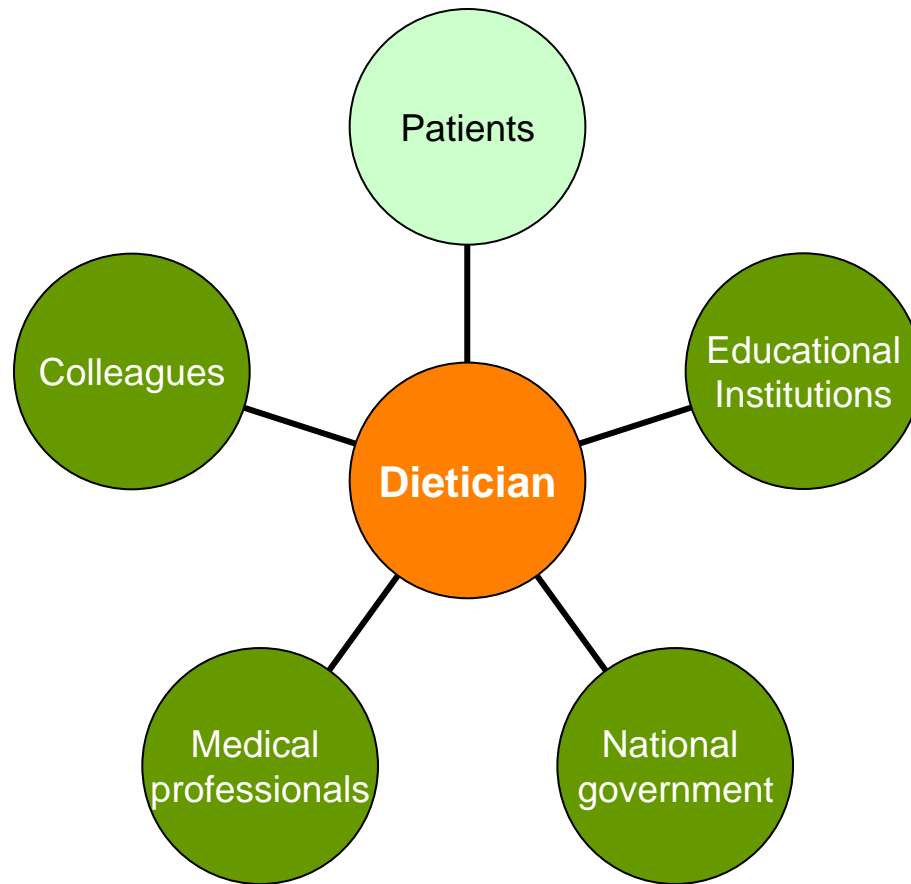
Perceived constraints

- Lack of respect for the profession
 - Legitimacy to approach stakeholders
- Lack of skills
 - Not trained communication professionals
- Lack of funds
 - DIETS II
- Lack of time
 - You all have a day job!

Who? Identifying key stakeholders



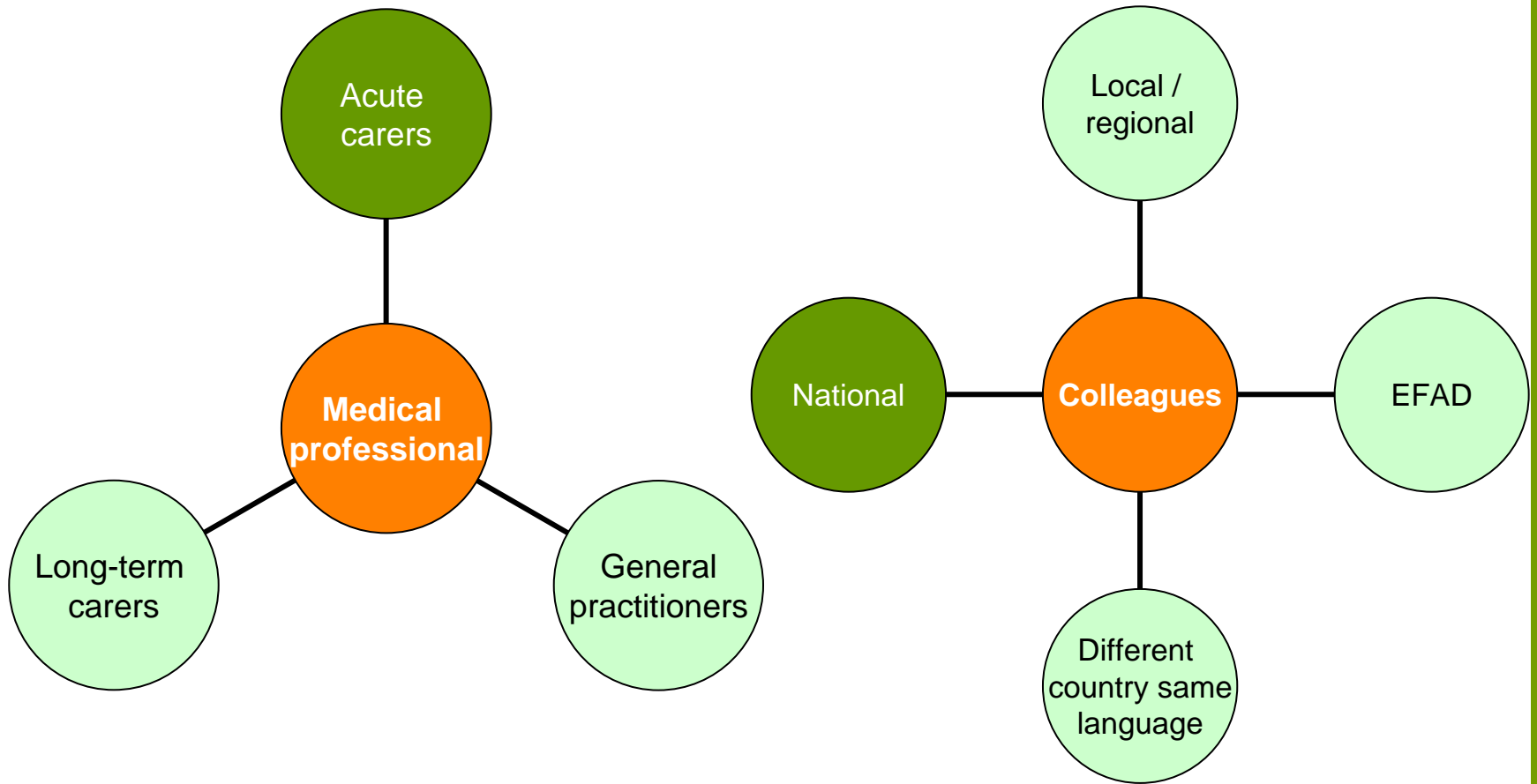
Identifying key stakeholders



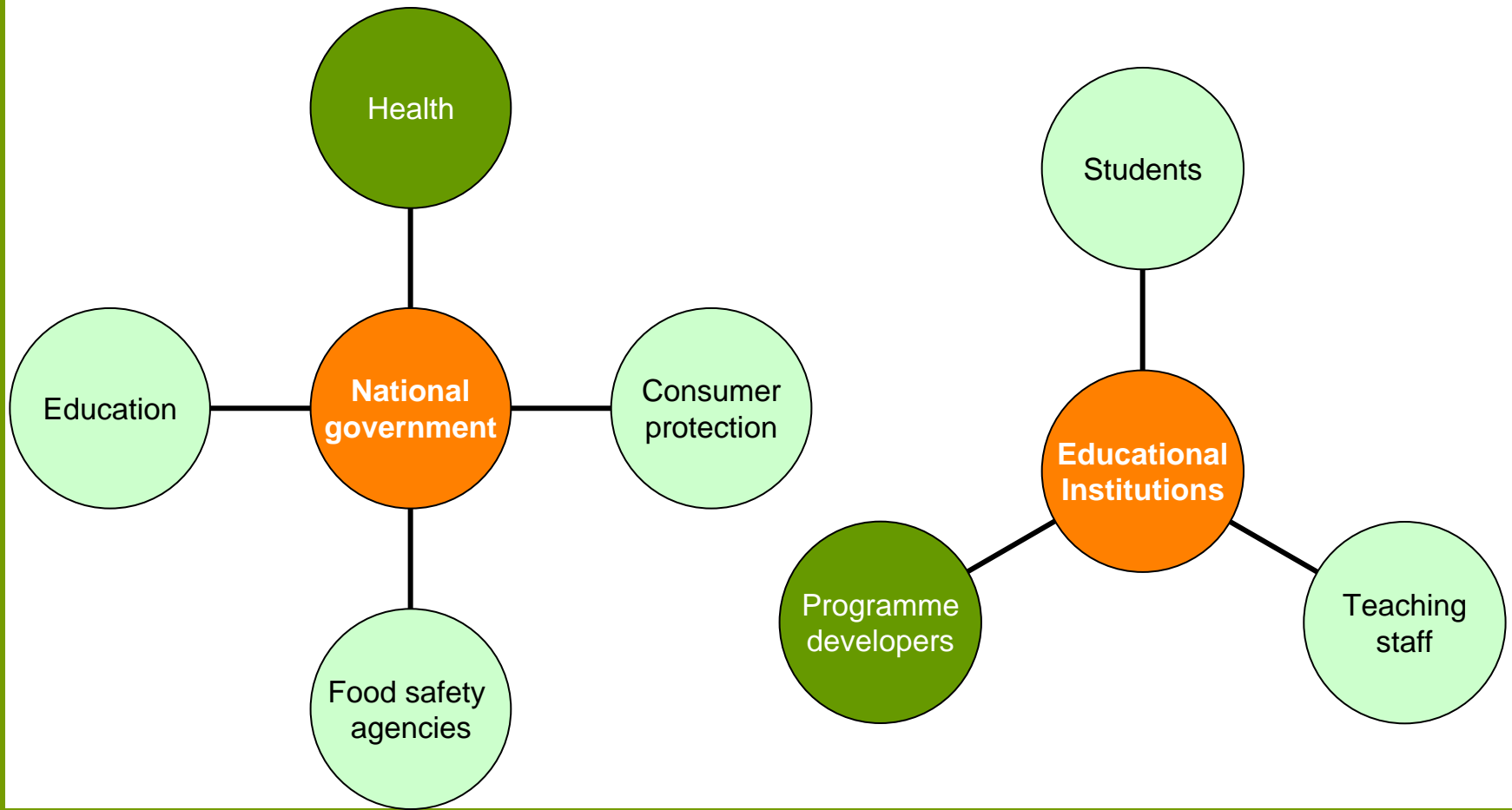
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The need for bite size chunks



The need for bite size chunks



Prioritised target audiences

1. Acute carers
2. Colleagues at national level
3. Ministries of Health
4. Programme /curriculum developers

How much do you know about them?
Why is this important?

Information
+
emotion
+
relevance
=
communication

How much do you know about them?

How to find out more...

- Colleagues at national level
 - e.g. Skills & interest survey
- Acute carers
 - Listen, read & learn during coffee breaks
- Ministries of Health
 - e.g. National Obesity Platforms
- Educational programme developers
 - Third-party endorsers

What should you be communicating about Message development

1. The need for a multidisciplinary partnership for prevention rather than cure
2. Profession's commitment to life long learning
 - Maximum of 3 messages can be communicated at one time
 - Need to tailor messages at national level

Plan of action

CORE OBJECTIVE

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AUDIENCES

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NEEDS

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**COMMS
OBJECTIVES**

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STRATEGIES

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MESSAGES

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TACTICS

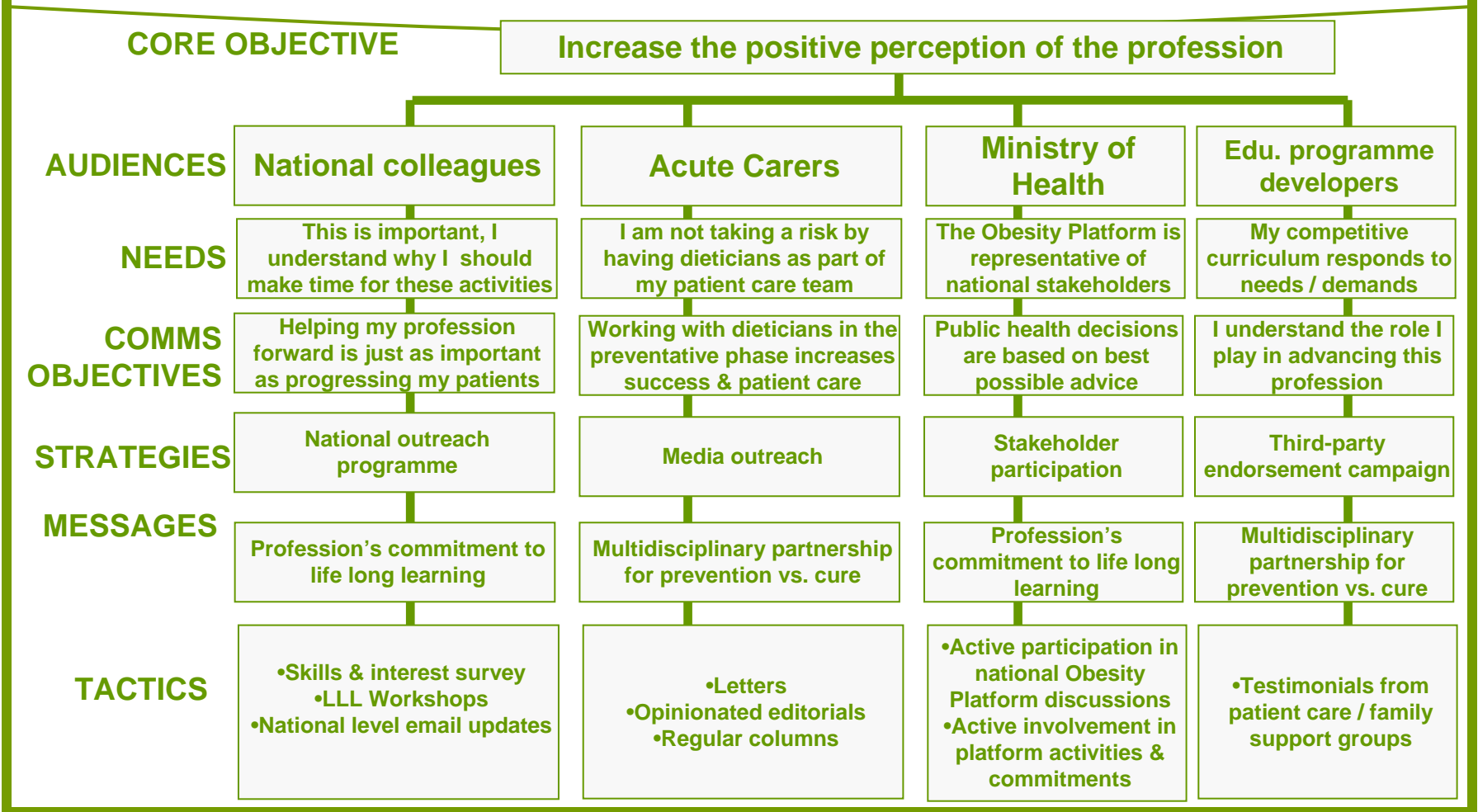
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Plan of action



Summary

- You are not alone & doing a lot better than many other professions / sectors / industries
- Don't use yourselves as a reference, strengthen national collaboration & get to know your colleagues better - undiscovered riches
- Use a systematic approach to communications
 - Select target audience
 - Define messages
 - Methodological approach to communications
- Less money does not mean less effective
 - Be clever & use resources efficiently

Example of multi-stakeholder relations

11 am

Energy in, energy out
an interactive tool to explain the
importance of balance

~~(optional)~~ strongly advised

Thank you for your time

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