

Rhwydwaith
CYMUNEDAU MWY DIOGEL CYMRU
WALES SAFER COMMUNITIES
Network

RHWYDWAITH CYMUNEDAU MWY DIOGEL CYMRU: CYFRES SEMINAR HAF

Datblygu eich Ymgyrch Gwybodaeth i'r Cyhoedd eich Hun

WALES SAFER COMMUNITIES NETWORK: SUMMER SEMINAR SERIES

Developing your own Public Information Campaign

22/07/2021, 10:00 – 11:30

PECYN SEMINAR PACK

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Rhwydwaith Cymunedau Mwy Diogel ▪ Wales Safer Communities Network
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3 Cyflwyniad siaradwr ▪ Speaker presentation

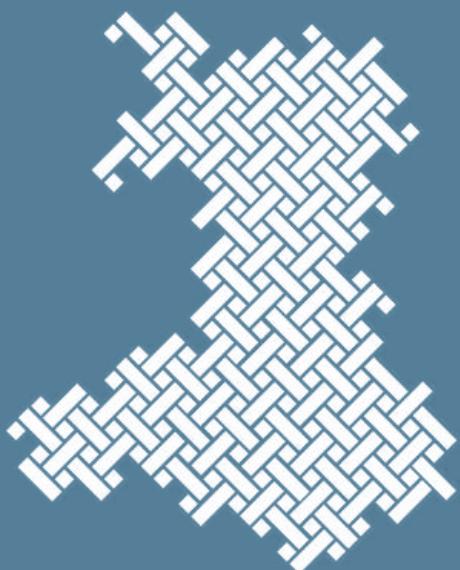
Crimestoppers
Hayley Fry, Rheolwr Rhanbarthol Cymru ▪ Regional Manager for Wales

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#safercommunities



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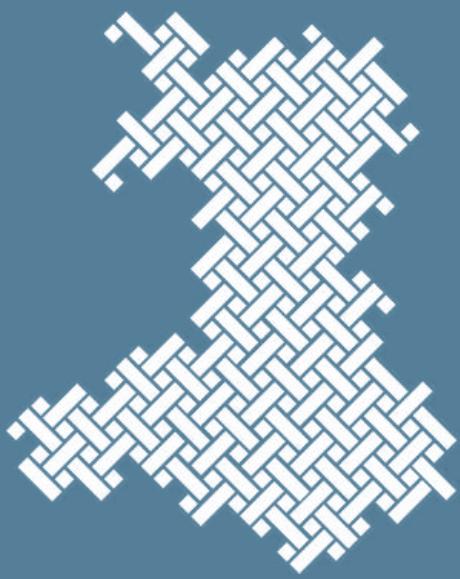
Developing your own Public Information Campaign

22/07/2021, 10:00 – 11:30

In this seminar we will hear from experts involved in community safety communications and explore “top tips” and learning in developing public information campaigns.

AGENDA

- 10:00** **Welcome and Introduction**
Ella Rabaiotti, Head of Safer Communities Network
- 10:10** **Crimestoppers**
Hayley Fry, Regional Manager for Wales, Crimestoppers
- 10:40** **Neighbourhood Watch**
Cheryl Spruce, Head of Membership and Community Engagement,
Neighbourhood Watch Network
- 11:10** **Question and Answer Panel**
All speakers
- 11:25** **Close**
Ella Rabaiotti, Head of Safer Communities Network



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22/07/2021, 10:00 – 11:30

Yn ystod y seminar hwn byddwn yn clywed gan arbenigwyr cyfathrebu diogelwch cymunedol ac yn archwilio awgrymiadau gwych a sut i ddatblygu ymgyrchoedd gwybodaeth i'r cyhoedd.

RHAGLEN

10:00

Croeso a Chyflwyniad

Ella Rabaiotti, Pennaeth Rhwydwaith Cymunedau Mwy Diogel

10:10

Crimestoppers

Hayley Fry, Rheolwr Rhanbarthol Cymru, Crimestoppers

10:40

Neighbourhood Watch

Cheryl Spruce, Pennaeth Aelodaeth ac Ymgysylltu â'r Gymuned, Neighbourhood Watch Network

11:10

Panel Holi ac Ateb

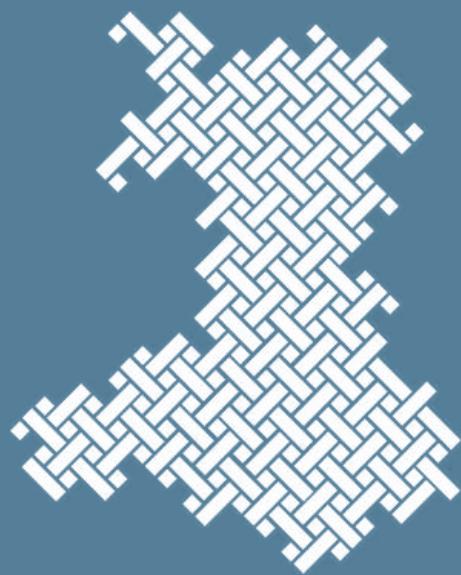
Pob siaradwr

11:25

Cloï

Ella Rabaiotti, Pennaeth Rhwydwaith Cymunedau Mwy Diogel

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Cwestiynau cyffredin ▪ FAQs

Children and young people are often the most difficult audience to reach. What are your “top tips” to successful campaigns that are geared towards this demographic?

Crimestoppers find that the best way to capture the attention of a younger audience is to do your research beforehand – “go where the young people are”. This doesn’t always necessarily mean on social media, it could mean visiting the local skate park/ gym/ places where children and young people spend time, and ask them what is the best way to engage with them. When using social media, young people tend to use platforms such as Snapchat and TikTok, rather than Facebook and Twitter. A single image with basic messaging can go a long way on these platforms. It is also advised to widen your network – speak to local partners and charities who work with children and young people, as they will know the best ways to reach this audience and capture their attention.

It has been particularly difficult to reach younger audiences during the current Covid-19 pandemic. Neighbourhood Watch overcame this challenge in North Wales with having young people lead on the issue and grow the campaign. This was achieved through online engagement with young people through local community groups. The learning from this was that young people are passionate about crime prevention and their communities, especially the ways in which crime can affect them, their friends and their families. Neighbourhood Watch worked with the young people and asked them directly “how do we advertise to young people?”. Working with young people can be very time consuming – they have different needs, and you will have to work to help and support them develop and overcome challenges, whilst also ensuring that they aren’t feeling overwhelmed in the process.

It can be challenging developing a campaign in partnership, as you will have many people with lots of ideas of what the messaging should be and what the campaign should look like. Have you got any “top tips” for reaching an agreement or setting boundaries so that progress can be made?

This resonated with both speakers. Crimestoppers gave the advice of going back to the key message of the campaign – what is the main message you want your audience to hear? What’s the “so what?” This should pull everyone together in symmetry.