| **Stakeholder Focus** | **Key Actions/Considerations** |
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| 1. Define Your Community (WHO) | * Identify Target Groups: Specifically list your primary target communities (e.g., residents near factories, school communities, asthma patients).
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|  | * Understand Community Context: Consider their demographics, existing concerns, communication preferences, and trusted information sources.
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|  | * Map Stakeholders by Function: Categorize stakeholders into Connectors, Supporters, and Impact Drivers for targeted engagement.
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| 2. Communication Goals (WHY) | * Secure Project Support: Aim to gain community buy-in to minimize vandalism and ensure smooth data collection.
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|  | * Empower Action: Raise awareness to empower communities to protect themselves and advocate for cleaner air.
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|  | * Build Trust & Credibility: Establish trust in the project, the data, and the team behind it.
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| 3. Key Messages (WHAT to Communicate) | * Project Information: Clearly explain the project's purpose, goals, methodology, and expected benefits for *their* community.
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|  | * Address Concerns Proactively: Directly address potential concerns about privacy, safety, data accuracy, and resource use.
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|  | * Highlight Community Benefits: Emphasize the positive impacts tailored to their specific interests (health improvements, environmental benefits, etc.).
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|  | * Offer Actionable Solutions: Provide practical steps individuals and the community can take to improve air quality and protect themselves.
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| 4. Communication Channels (HOW) | * Diverse Channels: Utilize a mix of communication methods to reach different groups (meetings, online, print, local media, community leaders).
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|  | * Tailor Channels to Audience: Select channels appropriate for each stakeholder group (e.g., social media for youth, meetings for elders).
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|  | * Accessible Language: Ensure all communication is clear, concise, and avoids technical jargon. Translate into local languages if needed.
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| 5. Build Trust (ESSENTIAL) | * Transparency: Be open about the project, data collection methods, and data usage.
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|  | * Responsiveness: Actively listen to and address community questions and feedback.
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|  | * Inclusivity: Engage diverse community members and ensure all voices are heard and valued. Include marginalized groups.
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|  | * Long-Term Engagement: View communication as an ongoing process, not a one-time event, to maintain trust and support.
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