

Good Communication Strategy to Better Convince

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The role of the CTBTO is to detect any atomic explosion on the planet. It also has the mission of convincing States to renounce nuclear testing. The implementation of a good communication strategy is a major challenge. For a communication strategy to be relevant, it must be based on a good analysis of the situation the objectives that can be set, the desired results and impact and the possible communication solutions.

Communicating for a complete ban on nuclear testing must address the following challenges:

1. Create a network of communicators to raise awareness and inform the population about the benefits of the nuclear test ban.
2. Mobilize the necessary resources for those responsible for communication.
3. Cooperate with civil society actors, influencers for a better understanding of the program.

Promoting the benefits of a nuclear complete test ban will require:

- Having a clear, approved and scrupulously implemented communication strategy and plan.
- Allocating a substantial budget to the communication activities.
- Mapping stakeholders around the following major groups: policy makers, opinion leaders, youth and women's organizations.

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Promotional text

Une bonne stratégie de communication pour convaincre

Oral preference format

in-person

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