



MOTIVATE LONDON

Pilot Project Summary: Turkish-speaking Community Media Initiative



Background

A 'one size fits all' approach does not work when promoting sustainable lifestyles. Different motivators and barriers apply to different communities and individuals within those communities. Many black and minority ethnic communities, in particular, can often be overlooked by traditional communication channels when disseminating environmental sustainable messages.

This 'Motivate London' pilot project was delivered to examine the effectiveness of using specific ethnic media channels in helping to raise environmental awareness and action in London's Turkish-speaking community. A series of environmental columns in Londra Gazete, a London wide Turkish-speaking newspaper, and the incorporation of environmental messages through a Turkish-speaking comedy play were delivered. The estimated audience targeted was approximately 23,000 (approximately 10% of London's Turkish population).

Key Findings

"In theatre you can visualise things that you can never grasp from reading this article ten times"
A focus group participant.

Overall, our evaluation showed the play to be a more effective and memorable approach than the newspaper articles when promoting environmental awareness and action. However, when prompted those surveyed received the articles very well and still recommended them as a key communication channel, stating that they wanted to see more environmentally themed information at greater frequency. Other key communication channels for them were through their children's schools, ethnic TV and radio and doctor's surgeries, all of which they felt would especially target those from the Turkish-speaking community who were less integrated into mainstream society.

Of those sampled most people were aware and active in relation to recycling, with some also being aware of energy and water efficiency. Overall they were keen to do even more to lead a sustainable lifestyle and did not see this as reducing their quality of life.

To help them take action motivators highlighted were the provision of more targeted information on environmental issues; advice and signposting to facilities; feedback to show them that they were making a difference to the environment. Some also felt incentives such as tax discounts or prizes would help while others felt fines would be more effective. Barriers to environmental action were identified as lack of: time, information, resources and encouragement from their community.

Recommendations and learning

1. **Find a 'champion' within the community** you are targeting so they can help with contacts, provide knowledge and insight and help to increase absorption and retention of messages
2. **Research the media channel** - obtain circulation and readership information to ensure good coverage; understand who the audience are so you can design appropriate messages and make sure they are trusted sources within the community
3. **Obtain insight into the attitudes and perceptions** of the communities towards environmental sustainability. This will help you identify their barriers to action and seek out potential motivators
4. **Language** - research possible language differences. Some words in English may have different meanings when translated
5. **Do not provide information alone** - add signposting to resources and services so people can take action
6. **Provide incentives** – always highlight personal benefits. Provide prizes, giveaways or discounts. And where possible use well-known and trusted role-models to provide the 'endorsement' factor
7. **Promote action and learning** through informal as well as formal channels such as comedy plays so people can connect positively with your message rather than it being dull and negative - people learn and retain messages in different ways
8. **Reiterate messages** - If messages are delivered through local newspapers make sure they are repeated often. Consider a combination of adverts and themed environmental pages
9. **Monitor and evaluate** – don't underestimate its value in learning what works and doesn't, you can then respond quickly to what's not working
10. **Use a 'multi-media' approach** – where possible deliver environmental messages through more than one communication route – in our case we used a newspaper and comedy play

Key learning

- Londra Gazete had a real desire to support this project and its benefits to the Turkish community. As a result they provided much 'in-kind' support by tailoring and translating information for the newspaper articles, play and questionnaire templates.
- The majority felt living a greener lifestyle would not impose on their quality of life, an indication they are receptive to change
- When using the term 'waste' or 'rubbish' it was highlighted that this was not associated with 'reuse' and so this was taken into consideration when disseminating messages
- Recruitment of a Turkish-speaking facilitator for the focus group maximised its effectiveness
- It's been difficult to measure whether the Turkish-speaking community actually took action at home as a result of the play or newspaper columns. A longer term monitoring strategy would be desirable if replicating this model again

'Motivate London' is a three and a half year project to identify what motivates Londoners to take up environmentally sustainable lifestyles. Through pilot projects, research and London Motivators Learning Network we are compiling the 'know how' to support individuals and groups that are working to directly persuade the target audience in London. For more information about London Sustainability Exchange, visit our website www.lsx.org.uk

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