

# EORE Strategic Media Campaign – Iraq

A strategic media campaign to promote 'Safe(r) Steps' for populations affected by Explosive Ordnance.

الخطوات [الامنة]

المسابقة التي تفيك آمناً

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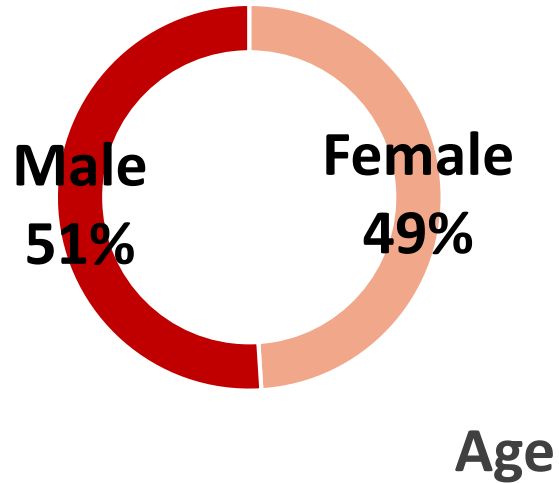


UNMAS

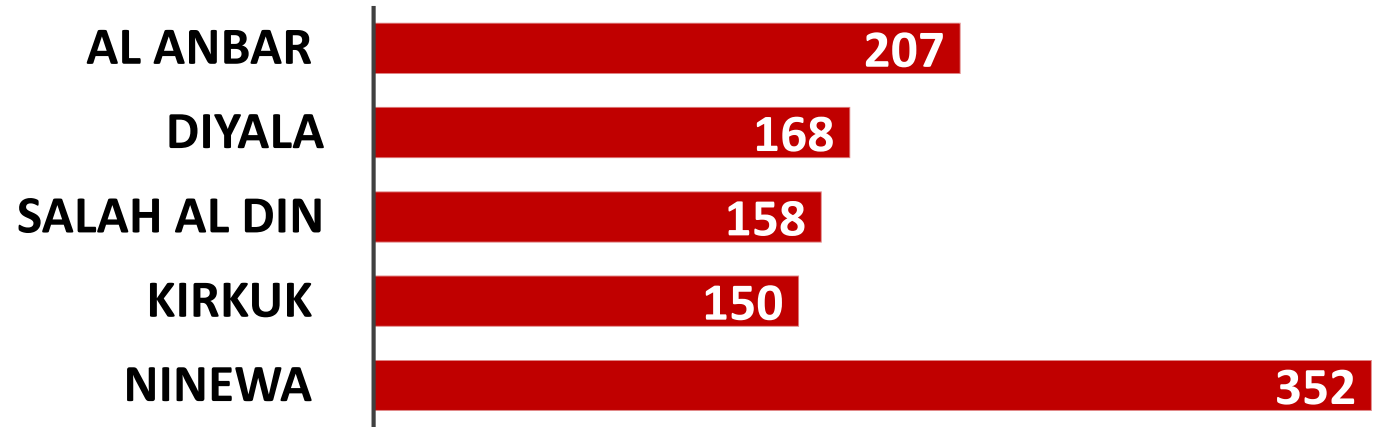
NEEDS  
DRIVEN.  
PEOPLE  
CENTRED.

# Breakdown of surveyed participants

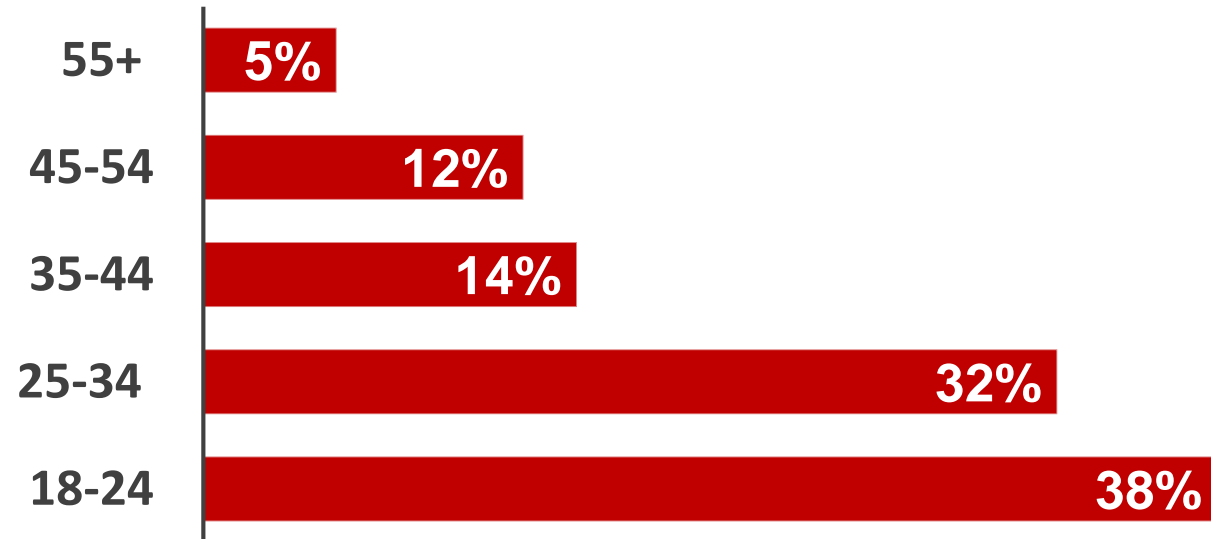
## Participants by gender



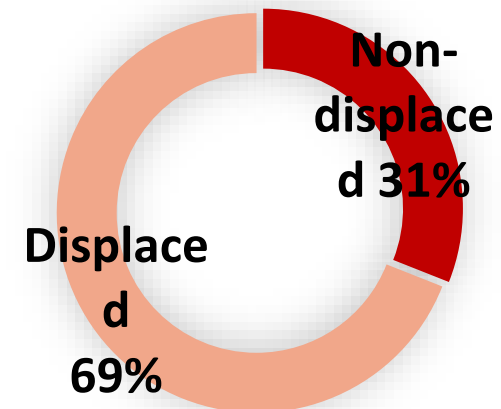
## Survey locations



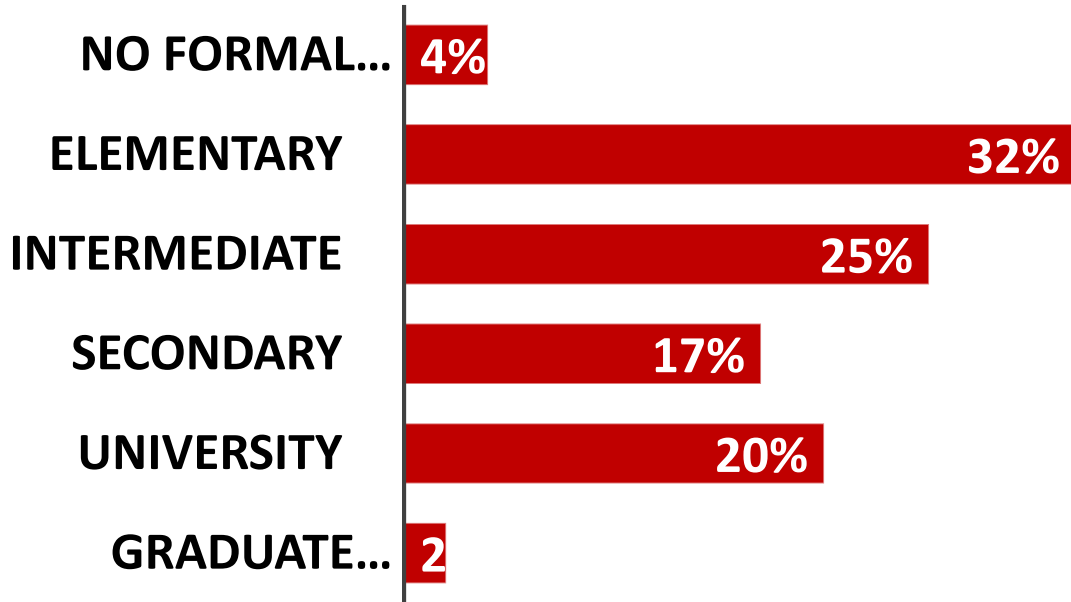
## Age



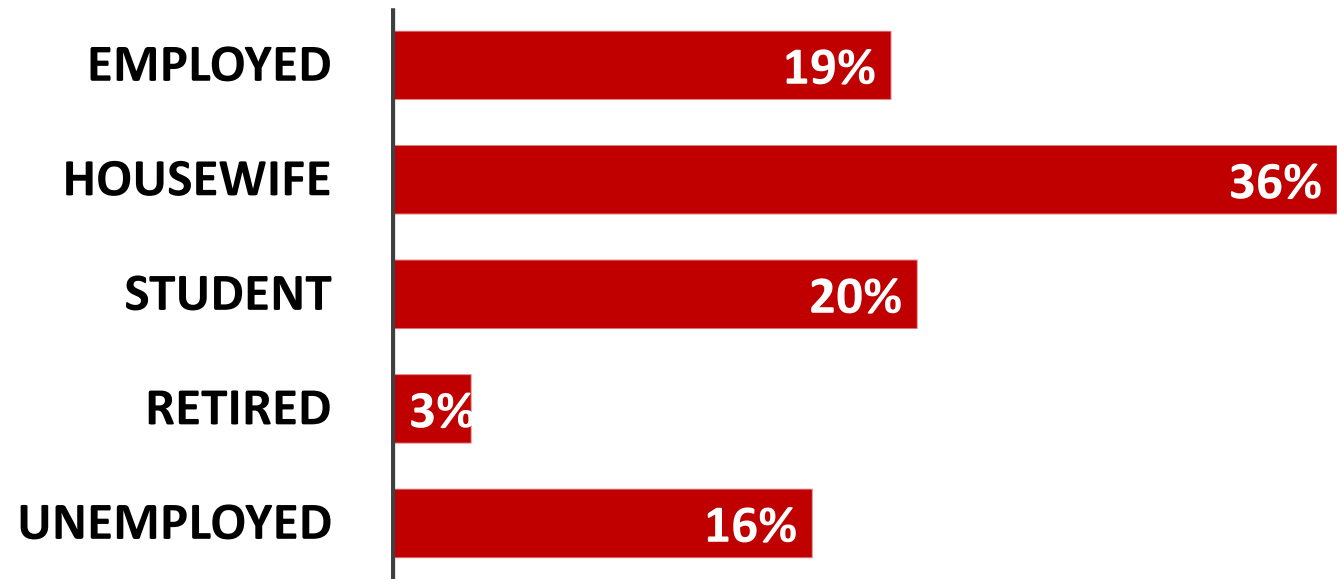
## Displaced vs non-displaced



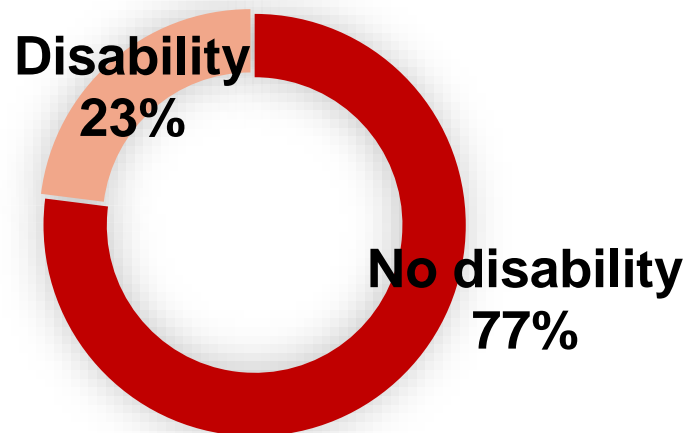
## Education Level



## Employment status



## Disability



# Key findings – General Outlook

- General feeling of pessimism, but optimistic for the future (53%);
- Many important challenges in Iraq, of which presence of EO was **not** cited amongst the main challenges.

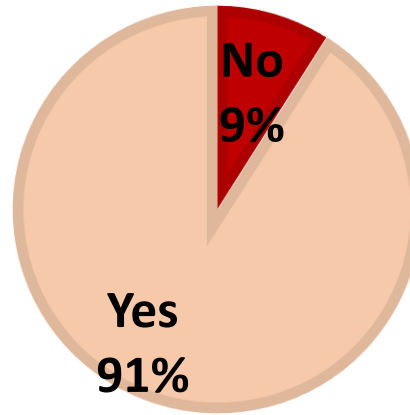
# Key findings – Perceptions of EO

- Men seemed less concerned about the threat of EO than woman;
- 65% of men said they felt they could identify an EO if they saw one, even if only 33% have never encountered one before. In general, 55% of respondents believe they can identify an EO;
- People living with disabilities seemed the most concerned about EO;
- 70% of respondents have been personally or know a family member injured by EO.

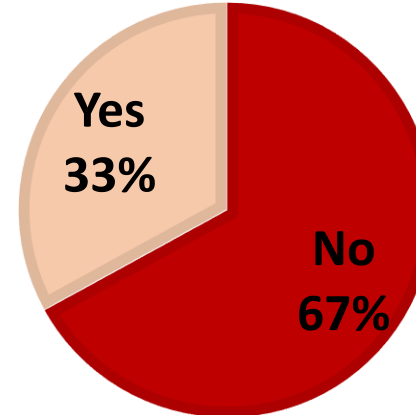
# Key findings – Media access and consumption

- Television and social media were by far the most frequently used platforms;
- Facebook and Youtube were the most common media platforms;
- Facebook, WhatsApp, Word of mouth common use for sharing.

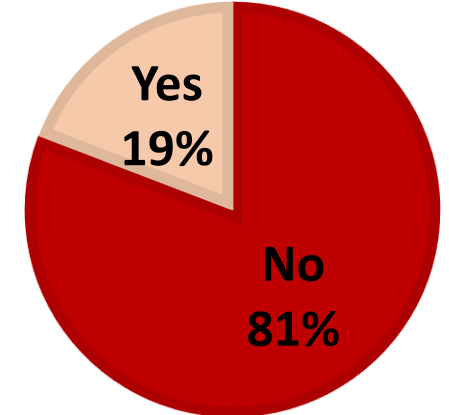
**SMARTPHONE**



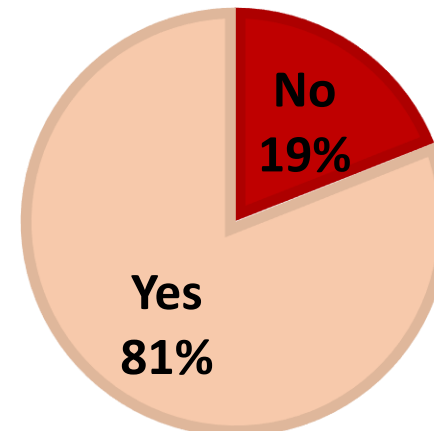
**COMPUTER**



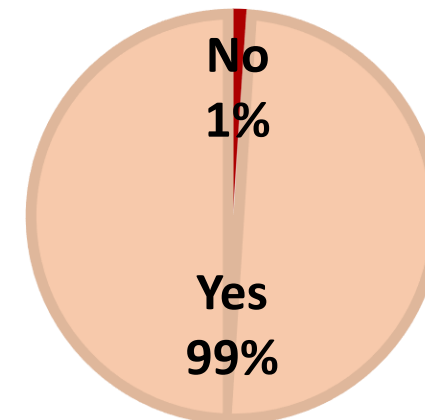
**RADIO**



**INTERNET CONNECTION**



**TELEVISION**



# Campaign strategy (anticipated)

- Paid Facebook campaign with ability to target specific groups;
- Games approach: ability to win mobile credit for each stage of the quiz, certificates of completion;
- Various materials including films, photos, live testimonials, influencers;
- Complementary media campaign on television and Youtube;
- Positive expressions: ‘save your life, take Safer Steps today’, ‘your actions will save a life!’.

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