A strategic media campaign to promote ‘Safe(r) Steps’ for populations affected by Explosive Ordnance.
Breakdown of surveyed participants

Participants by gender
- Male: 51%
- Female: 49%

Survey locations
- AL ANBAR: 207
- DIYALA: 168
- SALAH AL DIN: 158
- KIRKUK: 150
- NINEWA: 352

Displaced vs non-displaced
- Displaced: 69%
- Non-displaced: 31%

Age distribution
- 18-24: 38%
- 25-34: 32%
- 35-44: 14%
- 45-54: 12%
- 55+: 5%
### Education Level

- **NO FORMAL...**: 4%
- **ELEMENTARY**: 32%
- **INTERMEDIATE**: 25%
- **SECONDARY**: 17%
- **UNIVERSITY**: 20%
- **GRADUATE...**: 2%

### Employment Status

- **EMPLOYED**: 19%
- **HOUSEWIFE**: 36%
- **STUDENT**: 20%
- **RETIRED**: 3%
- **UNEMPLOYED**: 16%

### Disability

- **Disability**: 23%
- **No disability**: 77%
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 women;

- 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.
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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