

PR PLAN SCHOOL PACK



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Public Relations Management • University of Greenwich 2009



Street crime a growing concern

jeudi 17 décembre 2009

causes : group pressure, troubled background, drugs



Street crime

a growing concern

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- 18-24 men are the most common victims of street violence
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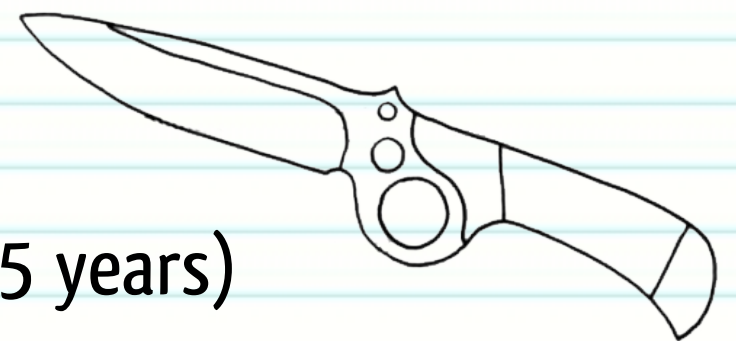


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- Knives

- 22,151 knife crimes recorded
- 14,000 people treated in hospital (+20% in 5 years)





The CACT action

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3

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...and is “award-wining”, 9 awards from 2006 to 2009

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The school pack

- Description
 - Designed by missdorothy.com
 - Taught by a [football coach](#) accompanied by a policeman to pupils aged [11](#) in schools
- Goal : make the young teenagers aware of the issue of [street crime](#)
- Subjects : mutual respect, rights, values, danger and street issues



Publics

- The general public
 - The opinion leaders - a strong power of influence
 - The children - the indirect target
- Institutional communication
 - The business community
 - The local government



Objectives

Make allies in the general public

Unite the opinion leaders in terms of the school pack in order to relay the information to the general public.

Build a long-term relationship with the institutional partners

rouse financial and moral support to the CACT through the school pack, in order to ensure the success of the organisation's future projects.



Messages

legitimacy

good
plannig

efficiency

in the
school pack project
the CACT shows...

it has
“catalysts”

relevancy



Strategy

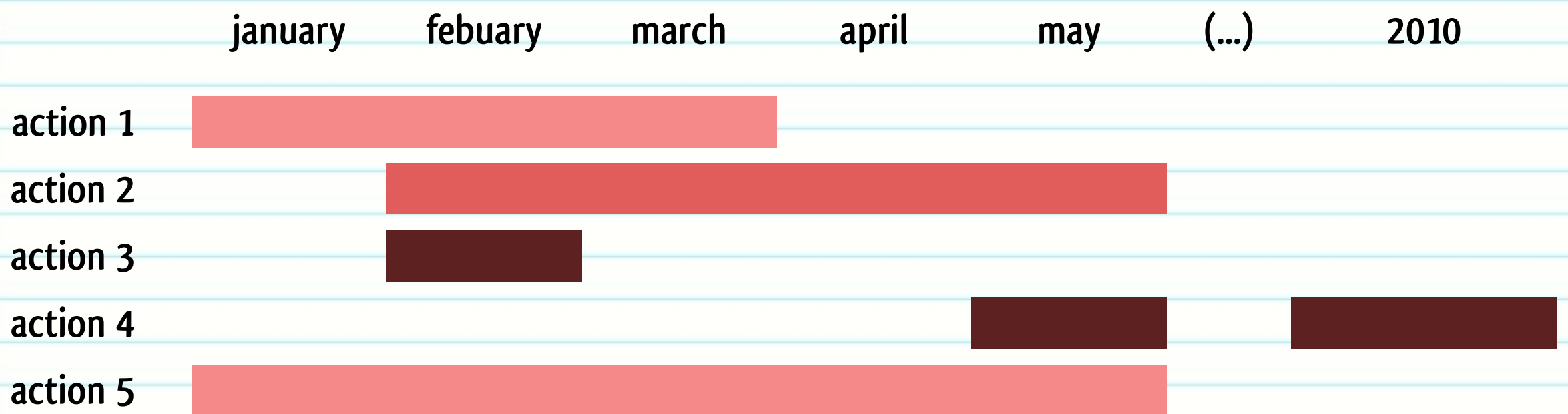
Raise awareness → Create understanding → Build a relationship



Tactics



Timescale





Resources



Evaluation



Review