ACVFA
Subcommittee on Public Outreach

Draft Recommendations
October 2, 2008
Current Situation

• The world is getting smaller
  • 24/7 communications
  • Faster technologies
  • Political/economic realignments
  • Security threats cross borders

• Public outreach is increasing in importance
  • Perception matters
  • "From the American People;"
Limited by Misconceptions, Prejudices and Ignorance

- Americans believe 40% of U.S. Budget is for foreign aid
- 2/3 of Americans want foreign aid reduced
- 2/3 Americans do not know whether foreign aid has been effective (Gates Foundation)
- Only 1:5 Americans believe most-needy people are receiving aid assistance (Gates Foundation)
Recipients’ Knowledge of U.S. Aid

Uninformed about Providers and Amount of Aid

• In 2004 college-educated nationals in Egypt and Indonesia estimated that over the last 10 years U.S. aid only totaled a couple of million dollars.

  Actual numbers:
  Egypt: $7 billion
  Indonesia: $1 billion

• However, in 2006, surveys in Indonesia demonstrated that there was a direct correlation between awareness and favorable views of the U.S. and foreign assistance.
Primary Conclusion

The Fact Is:
There is a *wide-spread lack of awareness*, both here and abroad, about the scope of U.S. foreign aid

The Result Is:
An insufficient perception of aid effectiveness, and a *reduction in support for needed resources*

Our Conclusion:
We must increase the awareness of U.S. foreign aid through *strategic and proactive communication* – here and abroad.
Key Strategies

• Use and expand existing strengths
  - Identify new partners who add value
  - Plan and *conduct* outreach campaigns
  - Keep Congress closely informed

• Be *proactive* with media

• Increase and own USAID communications staff

• “Prove the messages” through opinion polling and focus groups
Key Strategies [2]

• Identify and train communicators at headquarters and in the field
• Institutionalize role of DOCs within missions and agency
• Put human faces to communications outreach
• Provide adequate resources
  – Budget, staffing and mindshare
Thank you!