



**USAID**  
FROM THE AMERICAN PEOPLE

# **ACVFA Subcommittee on Public Outreach**

***Draft Recommendations***  
**October 2, 2008**



**USAID**  
FROM THE AMERICAN PEOPLE

# 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;”*



**USAID**  
FROM THE AMERICAN PEOPLE

# Americans' Knowledge of U.S. Aid

## 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)



**USAID**  
FROM THE AMERICAN PEOPLE

# 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



**USAID**  
FROM THE AMERICAN PEOPLE

**Thank you!**