MKUKUTA COMMUNICATION STRATEGY

A PRESENTATION BY NICODEMUS ODHIAMBO AND PRISCA JACKSON, INFORMATION OFFICERS, PED TO THE MKUKUTA COMMUNICATION STRATEGY STAKEHOLDER CONSULTATIVE MEETING

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SCOPE OF THE PRESENTATION

- Outline of the MKUKUTA Communication Strategy

- A synopsis of the chapters

OUTLINE

- The communication strategy has six chapters

- The introduction in chapter I provides background information and rationale

- Chapter II presents the status and challenges Examines issues such as level of public knowledge of the PRS

- Chapter III explains the framework of the strategy

OUTLINE

- Chapter IV outlines the communication strategy in detail

- Implementation, monitoring, evaluation and review arrangement of the strategy is discussed in chapter V

- Chapter VI presents the financing arrangement for the strategy

INTRODUCTION

- MKUKUTA is a second national organizing framework for poverty reduction

- represents a new, more comprehensive approach to poverty reduction

- Under the strategy, government is committed to opening up and maintaining channels of communication with stakeholders including MDAs, private, sector, CSOs, and vulnerable groups, communities and Development Partners

INTRODUCTION

- A communication strategy is therefore required to

- institutionalize two-way flow of information

- create an open and inclusive national dialogue

- ensure transparency and accountability

- ensure communication is provided in appropriate formats

- ensure consistent and coordinated messages

- facilitate participation

INTRODUCTION

- The Communication Strategy therefore provides a framework and direction for reaching stakeholders as well as an effective feedback mechanism

- It will facilitate opportunities for debate, dialogue and sharing of knowledge

- The strategy will complement existing communication interventions

STATUS AND CHALLENGES

- **One-way Flow of Information**: The existing communication intervention is mostly a one-way flow of information

- **Weak or No Feedback mechanism**: There is no systematic approach to gather views,

- Simplified versions of various documents have been produced during the PRS, however their distribution has also been limited

STATUS AND CHALLENGES

- **Communication capacity:** The information flow primarily is confined within major stakeholders

- These include senior government officials, major CSOs, prominent research and policy advocacy organizations, and national and international development partners

- The involvement of parliamentarians and media has been generally occasional

STATUS AND CHALLENGES

- Approach: The DSA working group is responsible for the information/communication activities. Its practical approach is largely based on the concept of public relations or awareness campaign

- Approach does not address strategic issues such as who sends the information? how is it packaged? what is the timing/context? who are the audiences? etc.

STATUS AND CHALLENGES

- Apart from the Poverty Policy Week, most communication activities have not been able to create effective feedback mechanisms

- Literacy: Based on available estimates, 28.6 percent of Tanzanians cannot read and write in any language. Given the substantial proportion, the challenge is to find appropriate channels to reach these stakeholders

FRAMEWORK OF THE COMMUNICATION STRATEGY

PRINCIPLES

- National ownership
- Political commitment
- Right to information
- Accountability and transparency

FRAMEWORK Cont..

Because the MKUKUTA is monitored by the PMS and financed through the budget, the strategy is therefore nested on

1. the MKUKUTA itself
2. Budget and Public Expenditure Review processes and
3. Poverty Monitoring System

FRAMEWORK Cont..
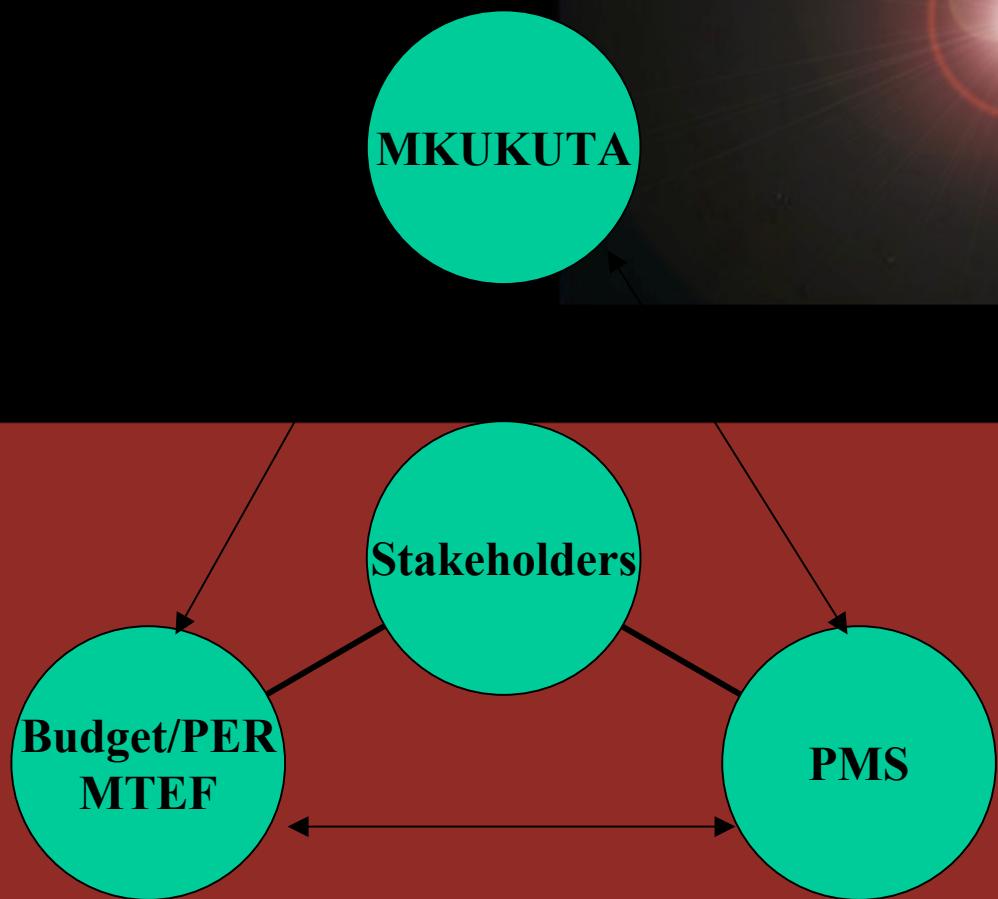
FRAMEWORK Cont..

- Each process contains specific issues and messages/many of these are interrelated and support each other. E.g. As the budget indicates what level of financial resources is available, who gets what and why, public have the right to be involved in the process and in assessing how resources are being allocated and used according to priorities in MKUKUTA

COMMUNICATION STRATEGY

The strategy identifies

1. Main goal
2. Communication objectives
3. The target audience (stakeholder groups)
4. Appropriate or key messages
5. Appropriate communication channels and
6. feedback mechanisms

COMMUNICATION STRATEGY

GOAL

Increased informed participation in the MKUKUTA, PMS and Budget/PER processes

COMMUNICATION STRATEGY

Communication objectives:

- Increase awareness of the MKUKUTA, PMS and Budget/PER
- Place the issues of poverty on the agenda of the mass media
- Facilitate and encourage feedback from the stakeholders
- Build consensus among the key stakeholders

COMMUNICATION STRATEGY

TARGET AUDIENCE

Stakeholder	Description	Target audience
Government	Are closest to the MKUKUTA	Civil servants at national, regional and local government
Politicians	Influences public opinion/generate discussions	MPs and other politicians
Broad Public	Outreach requires demographic data such as age,	Youth, children, farmers, traders, the unemployed

COMMUNICATION STRATEGY

Stakeholder	Description	Target Audience
Media	Generate informed discussions, require capacity building	Print and broadcast journalists
CSOs/NGOs	Closest to the grassroots and communities	E.g. researchers, clergy, trade unionists, business leaders
Development Partners	Inter-agency orgs. and multilateral agencies	UN reps., ambassadors

COMMUNICATION STRATEGY

STRATEGIES AND APPROACHES

A combination of media relations, public relations, e-communications and communication consultation

Examples

- Promotion of messages through music, sports, arts and motor racing

COMMUNICATION STRATEGY

- Participation at trade and agricultural shows e.g Saba Saba and Nane

- Holding of regular briefings for media representatives

- Convening of regional awareness workshops and seminars

COMMUNICATION STRATEGY

- Promotion of news coverage demonstrating success stories
- Organisation of a series of training and skill development for media in development journalism
- PMS outputs are repackaged appropriately in formats such as films, videos, brochures and posters to suit particular audiences

COMMUNICATION STRATEGY

KEY MESSAGES

- The fight against poverty is everyone's responsibility

- Your leaders and representatives are responsible for MKUKUTA – hold them to account for this

Specific messages will be developed appropriately

COMMUNICATION STRATEGY

CHANNELS

1. Mass Media (include radio, TV, newspapers)

2. Publications e.g. PPAs, which assesses the level of vulnerability and the PHDR, which assesses PRS implementation

3. PMS website available at http://www.povertymonitoring.go.tz

4. Documentation Centre

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5. Inter-personal information sharing e.g. at a village assembly or town hall meeting

6. Miscellaneous awareness raising tools e.g. popular versions, cartoons, wall calendars

7. Multipurpose community centres (can serve as a base from which a wide range of services and products can reach communities)

8. Newsletter (MAPAMBANO)

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FEEDBACK MECHANISMS

- regional seminars and workshops

- focus group discussions

- opinion polls and short surveys

- Village/town hall meetings, radio/TV phone-ins

- Feedback generated is to be compiled into an annual Voices of the People report

IMPLEMENTATION, MONITORING, EVALUATION

- As chair of the DSA under existing institutional arrangements of the PMS, the PED will preside over overall co-ordination and management

- The PED will be supported by a Strategic Support Team involving PED Information Officers and co-opted information officers for example from MOF

IMPLEMENTATION, MONITORING, EVALUATION

- The PED will establish links and networks with IEC units of the stakeholders such as MDAs, LGAs, CSOs, Private sector

- Because of their information component, the four technical groups of the PMS will play an important role in implementing the communication strategy

IMPLEMENTATION, MONITORING, EVALUATION

- Survey and Census, Research and Analysis and Routine Data Systems will be responsible for information generation
- The DSA will be responsible for refining this information and defining strategies and activities necessary for meeting communication objectives

IMPLEMENTATION, MONITORING, EVALUATION

- A series of capacity building activities have been lined up for communicators so they provide their audiences right and clear information on MKUKUTA, budget processes and the PMS
- Evaluation will be both formative and summative

IMPLEMENTATION, MONITORING, EVALUATION

- Formative evaluation will involve pre-testing and evaluation of strategies and tactics during communication development and delivery

- Summative evaluation will track how, and how well, a package of communication tactics have helped to meet objectives and outcomes

FINANCING

- The budget of the MKUKUTA communication strategy will be included in the work plans of the DSA under the PMS modalities

- Stakeholders are urged to support implementation of various activities through their own finances

FINANCING

- An annual communication schedule will provide a menu of thematic windows from which stakeholders can access small support grants

- Possibility for supporting MKUKUTA communication activities and budget in respective MDAs and LGAs will be explored in future
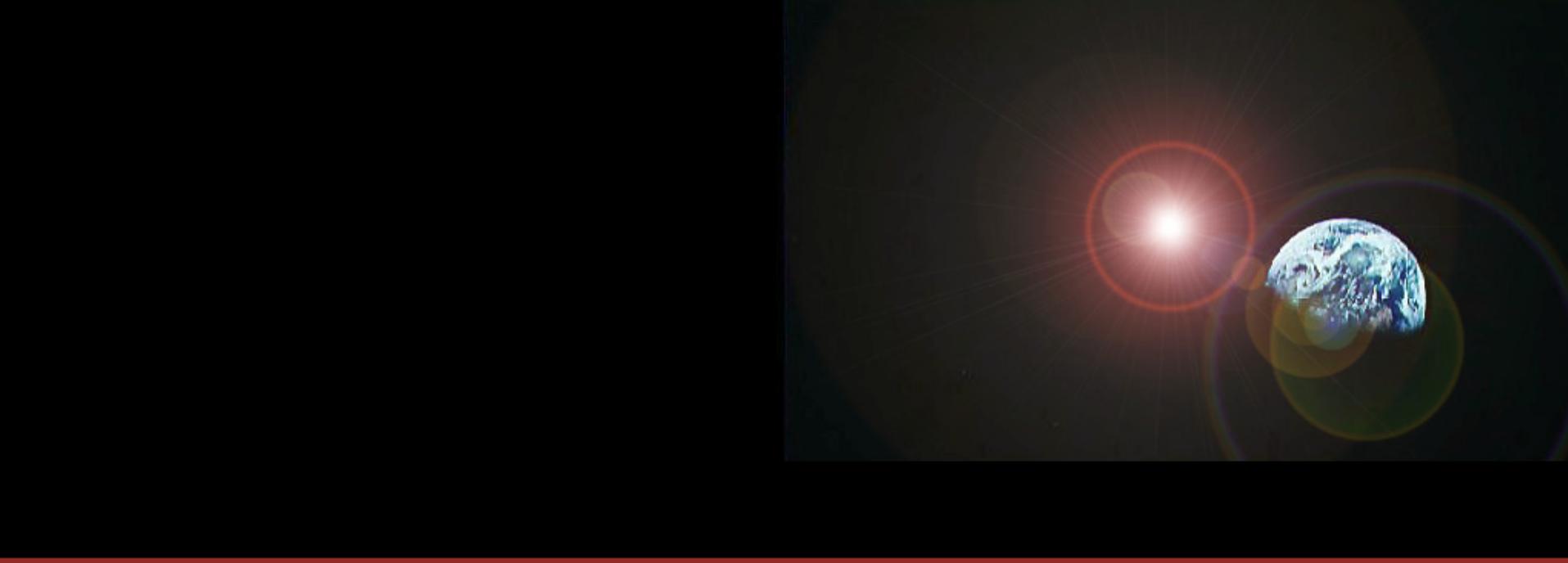
END OF THE PRESENTATION

THANK YOU FOR LISTENING