

Session 16 Developing a communication strategy.....1 hour

Step 1 Start this session by showing **PowerPoint Day 2 Session 16**. As you present, ask learners if they have any comments or questions.

Step 2 Have a discussion about issues and concerns raised in the Presentation.

Step 3 Explain to participants that we cannot talk about communication for health without talking about the development of a communication strategy. Show the PowerPoint presentation with the steps involved in developing a communication strategy. Explain each step as you present it.

Point out that a communication strategy sets the direction and answers three basic questions:

- Where are we now?
- Where do we want to go?
- How do we get there?

Without the direction of a good strategy, we are making decisions on an ad hoc, day-to-day, or situational basis. Good planning tells programme staff:

- What is important;
- What is feasible
- What are the goals;
- How best to allocate available resources.

There are three key strategic levels:

- National level (overarching IEC strategy with a long time horizon),
- The campaign or project level (specific intended audiences with medium time horizon)
- The activity level (specific events with short to medium time horizons).

Strategic Leverage: Effective health communication strategies take into consideration the whole health system. The strategic leverage is a basic input-output model where

inputs are service delivery and IEC. Outputs are improved family welfare and specific program outputs (posters, number of clinics, etc.). This model illustrates how different interventions, or inputs, affect the outputs.

Strategic Focus: Effective strategies solve problems in stages. They don't try to address all the issues at the same time. Focus demands Sacrifice! Through proper sequencing of audiences and messages good planners can actually improve the impact of their interventions while maintaining clear direction.

Multi-stage Thinking: Strategic thinkers will look at the big picture and see how early decisions affect later situations. Careful planning will break down complex problems into manageable tasks and implement them in a logical order. An example of multi-stage thinking is the Multistage Approach used in marketing.

Strategic Coherence: Effective strategies are coherent throughout, meaning each goal and set of activities serves to reinforce and complement all the other goals. There is a consistency throughout which creates synergy of effort. When organizations run in all different directions, coherence is not achieved and progress is stilted.

Step 4 End this session by asking participants if they have any questions on the theories and models or about the development of a communication strategy.

**Discussion/
Evaluation**

1. Which of these models and theories are applicable in explaining the behaviour of your target group?
2. How will the development of a communication strategy assist you to achieve your programme goals?

- Title:** Overview of the P Process
- Objectives:** By the end of this session, you should be able to:
- Explain what the P Process is.
- Purpose:** The purpose of this session is to introduce the P Process in strategic communication
- Time:** 1 hour 15 minutes
- Session Overview:** 17. Overview of the P Process in Health Communication (1 hour 15 minutes)
- Materials:** Newsprint and markers, or board and chalk, masking tape, participants' files, copies of objectives in participants' files, VIPP cards.
- Advanced Preparation:** Prepare PowerPoint presentation on the P Process