

## Procedure

### Session 17      **The P Process in Health Communication...1 hour 15 minutes**

**Step 1**                      Draw a big "P" on a flipchart and ask participants if they know what the P Process in health communication stands for. Ask for some volunteers to come up and write the meaning of the P in the squares on the flipchart.

**Step 2**                      Show **PowerPoint Day 2 Session 17** and as you present the P process, give the following additional information.

#### **The P Process**

The P Process has 3 unique qualities which sets it apart from other planning processes.

1.     The sections, or stages, of the P are connected. They are not separate boxes which operate linearly, or one-way. Rather, the P Process is dynamic. Project managers move back and forth between stages. For example, if a manager reaches the MATERIALS DEVELOPMENT stage and realizes he/she does not have enough information about the audience to develop effective materials, he/she will need to go back to the ANALYSIS stage and conduct more audience research.

2.     The ANALYSIS stage is most important because it provides the program foundation. If, for example, you take away the analysis section of the "P" on the felt board, what happens to the P? It falls over. Likewise, if a program has a weak analysis, the entire program will be weak. Why? Because program managers will not have a clear idea of where they are now. If they do not know where they are now, it will be difficult to know where they want to be at the end of the project and if the desired goal is realistic. A large amount of workshop time is spent on analysis.

3.     The P-Process is an integrated system. All the parts are interconnected. Therefore, if you omit one step or stage, the entire system will break down. Often, IEC managers are directed to produce materials (posters,

brochures, etc.). Resources may not be allocated to conduct an analysis or strategic design. In the end, the messages on those materials may not reach the intended audience because audience research was not available to guide message development. This results in wasted resources and little audience impact.

### **Step 3**

End this session with the discussion points.

### **Discussion/ Evaluation**

1. Why is it necessary to have a communication strategy for every communication programme and intervention?
2. Are there any stages that you might skip in the design of the strategy? Which ones and why?
3. What are the advantages of using the P Process in message and materials development?