

Procedure

Session 21 **The Importance of Monitoring Communication Interventions.....30 minutes**

Step 1 Start this session by playing the following game. Tell the participants to stand and form a loose circle. Explain to them that they are on a ship which is sinking. Ask them to move around the room quickly to look for a life boat.

They have to get into life boats, but their capacity is limited. Depending on the size of the group, you should call out that the life boats are only for 3, 5 or 6 people, for example. Then in two seconds, they have to form groups of 3, 5 or 6.

You then eliminate those who have drowned--- groups which are bigger or smaller than the number announced. You then announce a new number so that regrouping is necessary until there is only one group left.

Step 2 Ask participants to remember the P Process and what the 4th step in the process is. Point out that implementation and monitoring are done at this time. Remind participants that up till now, they have completed a programme or audience analysis, they have developed their communication design and completed the pre-testing of their materials and messages and revised them accordingly. It is now time to implement their intervention and monitor it.

Step 3 Show **PowerPoint Day 3 Session 21** and explain each slide as you present it. Answer any question participants might have about implementation.

Step 4 End this session by asking participants if they have any questions about monitoring and implementation.

**Discussion/
Evaluation** None