

KEY STAGES OF THE COMMUNICATIONS APPROACH	OBJECTIVES	INDICATORS	MEANS OF VERIFICATION
	<p>Goal: Target communities have access to information and the ability to influence decisions that will affect them, enabling them to adapt to, withstand and recover from external and internal shocks.</p>	<p>% of target population who has access to information that helps to improve their own health and well-being % of target population who feel they have a voice and are able to influence decisions that affect them</p>	<p>KABP surveys and beneficiary perception surveys [all information to be disaggregated by age, ethnicity and/or any other relevant identify markers ...] Qualitative analysis (key informant interviews, focus group discussions)</p>
<p>STAGE 1: BASELINE ANALYSIS</p>	<p>Outcome 1: Results of communication needs and access assessments inform the development of a communication strategy which supports the delivery of aid programmes.</p>	<p>1.a. # of situation analysis documents developed 1.b. # of baseline indicators developed 1.c. Objectives of communications strategy clearly defined</p>	<p>1.a. and 1.b. Assessment reports 1.c. Communications strategy</p>

	<p>Output 1.1: Preliminary assessments conducted.</p>	<p>1.1a # of Target population information needs and access assessments conducted and for which data is disaggregated by age, ethnicity and/or any other relevant identify markers.</p> <p>1.1b # of Communication channel feasibility assessments undertaken (e.g. for radio, TV, print, mobile phone, internet etc.)</p>	<p>1.1a Rapid needs assessment questionnaires or information needs and access assessment reports.</p> <p>1.1b Feasibility assessment questionnaires; Feasibility assessment reports.</p>
	<p>Output 1.2: Communication strategy is developed.</p>	<p>1.2a Communication strategy developed</p>	<p>1.2a Communication strategy</p>
<p>STAGE 2: INFORMATION PROVISION</p>	<p>Outcome 2: Target communities have access to information that helps them improve their well-being and engage in recommended practices.</p>	<p>2.a % target population who perceive a given message to be:</p> <ul style="list-style-type: none"> o Easily accessible o Timely o Relevant o Useful o Accurate <p>2.b % target population who correctly comprehend a given message</p> <p>2.c % target population who express knowledge, attitudes and beliefs consistent with message</p> <p>2.d % target population who acquire the skills recommended by a given message</p> <p>2.e % target population who discuss a given message with others</p> <p>2.f % target population who engage in</p>	<p>KABP surveys and beneficiary perception surveys [all information to be disaggregated by age, ethnicity and/or any other relevant identify markers ...]</p>

		<p>recommended practices</p> <p>2.g % target population aware of how to access a given service or resource</p> <p>2.h % target population who perceive an increase in their ability to make informed choices as a result of messages received.</p>	
	<p>Output 2.1: Key messages developed and piloted with target population.</p>	<p>2.1a Key messages are developed which address information needs of target populations identified through information needs and access assessments.</p> <p>2.1b # men and women that participated in pre-testing of messages (also disaggregated by age, ethnicity and/or any other relevant identify markers).</p> <p>2.1c # and type of messages (alerts; behaviour change; service announcements etc.)</p>	<p>2.1a Message content analysis; information needs and access assessment reports.</p> <p>2.1b Pre-testing reports</p> <p>2.1c Monitoring reports; Radio/TV programme records; Phone/SMS records; print material distribution records; email records; Google analytics; Facebook insights; twitter counter etc.</p>

		disseminated to target population within a given time period.	
	Output 2.2: Key messages disseminated to target population.	<p>2.2a # and type of communications channel used to disseminate messages [e.g. Radio, TV, voice calls, SMS, newspapers, posters, leaflets, websites, email, social media, loud speaker etc.].</p> <p>2.2b % and geographic location of men and women in target population reached with messages (also disaggregated by age, ethnicity and/or any other relevant identify markers).</p>	<p>2.2a Household survey</p> <p>2.2b Household survey</p>
STAGE 3: DIALOGUE	Outcome 3: Target communities dialogue with aid providers and are able to influence decisions that affect them.	<p>3.a % target population who feel better able to speak out and feed their voices into dialogue as a result of established communication channels.</p> <p>3.b Increase in number of traditionally disadvantaged members of target population that participate in or use established channels of communication.</p> <p>3.c Community perceptions of levels of participation of different groups throughout</p>	<p>3.a-3d Household survey</p> <p>3.a-3d Qualitative analysis (key informant interviews, focus group discussions, monitoring panels and/or monitoring panels)</p>

		<p>project cycle.</p> <p>3.d Community satisfaction with opportunities to be heard and influence decisions.</p>	
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	<p>Outputs 3.1: Appropriate channels for dialogue between target population and aid providers are established.</p>	<p>3.1a # and type channels established that enable beneficiaries to feed their voices into dialogue and debate [Interactive radio, TV or websites; voice calls; hotlines; SMS; emails; and community meetings]3.1b % target population who are aware of communication channels established for dialogue with aid providers3.1c % target population who report that they are able to access established communication channels. 3.1d % target population who (report they) have used established communication channels. 3.1e # and type of channel used by beneficiaries (phone calls; SMS message; emails; website/blog posts; tweets etc. received from beneficiaries (all information disaggregated by gender, age, ethnicity and/or any other relevant identity markers of sender).3.1f # of participants in meetings or events (disaggregated by gender, age, ethnicity and/or any other relevant identify markers).3.1g Frequency of use of established two-way communication channels by members of the target population within a given time period (disaggregated by gender, age, ethnicity and/or any other relevant identity markers).</p>	<p>3.1a Analysis of meeting reports; interactive radio/TV programme content; phone/SMS messages; email content; website posts; tweets etc. 3.1b-3.1f Household surveys</p>
<p>STAGE 4: INFORMATION ANALYSIS</p>	<p>Outcome 4: Information is gathered, managed and analysed, providing a clear understanding of</p>	<p>4.a. Weekly data analysis reports</p>	<p>4.a. Software applications, tools and templates and monitoring reports</p>

	trends and areas of focus for the delivery of programmes.		
	Output 4.1 System in place to document, analyse and verify information received.	4.1a Protocols in place for data collection, storage, verification, and analysis.	4.1.a. Data capture and storage system, guidelines and monitoring reports
STAGE 5: PROGRAMME DELIVERY	Outcome 5: Programmes are adjusted as a result of information gathered through dialogue with target population.	<p>5.a # of adjustments to communication strategy taken in response to feedback from beneficiaries</p> <p>5.b # of adjustments to programmes taken in response to feedback from beneficiaries.</p> <p>5.c # of advocacy campaigns undertaken on behalf of target population.</p> <p>5.d # of relevant reports/requests for action shared with other aid agencies.</p> <p>5.e % of target population who agree/disagree that their feedback/suggestions are responded to and acted upon.</p> <p>5.f Degree to which stakeholders believe their programs benefit (to be defined in terms of effectiveness, accountability or X) from target</p>	<p>5.a Monitoring reports, qualitative analysis (interviews with decision-makers, communications focal point)</p> <p>5.b Communication strategy documents</p> <p>5.c Project documents</p> <p>5.d-5.g Household survey</p> <p>5.d-5f Qualitative analysis (key informant interviews, focus group discussions, monitoring panel)</p>

		<p>population feedback.</p> <p>5.g Evidence of target population who have a sense of responsibility and co-ownership of project.</p> <p>5.2c Ratio of cases resolved/cases reported to stake-holders.</p> <p>5.3a Frequency of responses regarding outcomes of cases communicated to target population.</p>	
	Output 5.1 Verified information is systematically sent to decision-makers in stakeholder programs.	5.1. Frequency of reports/emails shared and meetings held with decision makers to flag key issues arising from analysis of data.	5.1. Monitoring reports
	Output 5.2 Communications focal point tracks information sent to decision-makers and follows-up on response.	5.2. Number of cases documented, sent to decision makers, and tracked for progress.	5.2. Monitoring reports
	Output 5.3 Communications focal point systematically communicates response (or non-response) to target population.	<p>5.3.a Ratio of cases resolved/cases reported to stake-holders.</p> <p>5.3.b. Frequency of responses regarding outcomes of cases communicated to target population.</p>	5.3.a-b. Monitoring reports

<p>Note: This framework has been developed in collaboration with IFRC. IFRC is further refining this framework and developing guidance and models.</p>			
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