

Programme for Improved Nutrition in Sindh (PINS)
Communication Workshop for PINS

Location: RSPN Office – Karachi

Date: 29th October 2018

Facilitator:

Sylvia Beamish

Participants:

Shohreh Naghchbandi	European Union
Zahra Ladhani	Conseil Sante
Muhammad Aamir	Action Against Hunger
Ayesha Aziz	Action Against Hunger
Mobeen Ajaib	Action Against Hunger
Hashmat Jatoi	Action Against Hunger
Akbar Raza	Rural Support Programmes Network
Abdul Ghani	Rural Support Programmes Network
Rabab Jafar	Rural Support Programmes Network
Alee Kapri	Rural Support Programmes Network
Shahana Ali	Rural Support Programmes Network
Safina Abbas	Rural Support Programmes Network

Key Discussion and Action Points:

- There needs to be a vision and a mission. The vision will guide the mission. For PINS, we see the vision as “**developing the government’s capacity so the government is able to address the growing problem of malnutrition in Pakistan**”, since the government is an important part of PINS and should be part of the vision.
- EU’s Vision as the world’s largest aid donor, the EU demonstrated its commitment to substantially reduce undernutrition. It committed to reducing stunting by at least 7 million children by 2025.
- Nutrition is complex to understand, especially when we further break it down to the different components. It is imperative that we simplify basic terms used by PINS and avoid jargons if we have to capture the readers’ interest. PINS intends to strengthen capacity of the Government in order to face the nutrition challenges.
- Positioning is not about only a programme. It is all about policy of Government for improving the nutrition.

- We must update AAP about PINS progress on regular basis. PINS is supporting the Government of Sindh in implementation of AAP while providing direct assistance in showcasing models using different approaches. **It is also important to note that our unique selling point is the comprehensive support provided to the AAP by the EU.**
- It has been discussed in length that the project beneficiaries and programme staff should know about the donor of the project i.e. European Union; and that the funding is coming from them. **EU visibility should be ensured throughout the project timeframe in the communities and at relevant forums, with relevant stakeholders.**
- If there is an upcoming communication activity, share plans with the press officer 2 months in advance of the activity (this needs to be sent to Shohreh for input and she will further coordinate with press officer). All the publications should be developed as per EU's guidelines after getting proper approval from EU communication department through the EU Project Manager.
- In videos produced under the programme, ownership of programme by the beneficiaries and communities should be reflected because EU wants to see the change among the beneficiaries lives. Scripting of videos should be prepared and approved by EU before video production to avoid any disallowances.
- For high profile events (e.g. suppose EU's ambassador is attending the event), media persons should be invited and press release should be issued.
- It was discussed and decided that a logo for PINS shall be developed where AAP should be mentioned on top and picture of a malnourished child with mother should be added at bottom. These are broader guidelines. **After discussion, it was agreed that ACF will take lead in designing the PINS Logo with the help of a consultant and will share it with EU for approval.**
- It was discussed that PINS staff should be sensitized why nutrition is so important. Only then, our staff can sensitize communities about the subject.
- When mentioning the government, do it in a way that doesn't come off as you are working in competition with the government. It should reflect that you are working on something that already belongs to the government, on behalf of Government of Sindh. It is already very clear that EU is working for Government of Sindh to achieve their AAP.
- Technical Assistance should have a strategy in line with the government in order to ensure that the government is onboard throughout the process. All strategies should be prepared in collaboration with the Government of Sindh – AAP, so that the government can own the strategies at the end.
- In terms of communication, **draw the public's attention to the impact** instead of focusing on the indicators. Portray the impact in a way that people want to find out more about PINS, which is where you can then plug in indicators.

- When photographing large events, take consent from the beneficiaries. If verbal consent is difficult, then put up a sign that says that you will be photographed. Photographs should be excluded if someone does not consent.
- Two versions for banner should be developed for use on different forums. For provincial level events, logos of EU, Government of Sindh, Conseil Sante, ACF and RSPN should be displayed. At second banner, all partner's logos should be displayed including main partners and sub-partners.
- There is no need to complicate things further by adding terms like technical assistance before a logo. Instead use the EU, PINS and GoS as the first tier; and if AAP logo is designed, use that as well. If there is a district-level activity, use the first tier as well as the second tier that includes Couseil Sante, RSPN, ACF and the implementing RSPs, Concern, PPHI Sindh and others.
- The bi-annual newsletter was discouraged as it was deemed to be too long and reporting on things that were no longer relevant after 6 months. Instead, a monthly or bi-monthly update sent electronically was suggested where stakeholders esp. the government were kept in the loop as to what was happening on the PINS front to encourage further coordination. Given the discussion, the bi-annual PINS newsletter being designed by ER-3 was also asked to be put on hold until the final comms strategy was developed.
- The monthly updates suggested by Ms. Beamish were to contain links that then opened up to show more details. To address this, it was first suggested that these links be connected to the Facebook page that has dedicated posts on programmatic activities. Ms. Beamish was of the opinion that social media is informal and that this needs to be addressed in a more formal way.
- This then led to a discussion on PINS having a dedicated website so that links can be directly connected to that. A website dedicated to PINS was also brought up as there is currently only a page on the RSPN website with regards to web presence for PINS and nothing on both ACF or Couseil Sante's end. While it was suggested that some of the budget may be allocated to developing and maintaining a website, **it was not conclusive as to how the budget would be shifted and who would take ownership of the development and maintenance of the website.**
- For social media, it was suggested that not more than 3-4 posts per week be published. To aid planning, a calendar was to be sent to all three components were they were given a slot a week to plan for a post of something they wanted to highlight within their component. It was suggested that this be done at the start of the month so it was done well in advance of the actual post date.
- Along with Facebook, it was also suggested that PINS have a Twitter account to allow for more interaction through social media given that important government officials and departments are active users of the social media platform.
- There was also a question raised on what possible subjects could 5 videos be created on that is currently a part of ER-3's work plan. It was commented that the number of videos be reduced with the ones in the initial years talking about why there is a need for an intervention targeting malnutrition.

- The discussion took place about the target groups, it was shared that we have 3 target groups:
 - Partners: 3 main partners, 7 sub-partners, 8 ministries that come under P&DB and SCM
 - Influential: politicians, journalists, community leaders, religious leaders, teachers, lady health workers, think tanks, complementary projects, COs and BHUs
 - Beneficiaries
 - Wider public

 - PINS Communication strategy should be prepared as one. It was discussed in length who can take lead in preparing PINS Communication Strategy. EU was of opinion that ER1 as technical assistance partner should take lead in drafting the strategy and ER2 and ER3 should prepare two/three pager communication plan that must be attached as annex.

 - **At the end, it was agreed that all component of PINS will meet again for the whole day and prepare the PINS communication strategy. The deadline for sharing the communication strategy with Shohreh is November 30, 2018.**
-

Annex 1



“Enhance EU visibility in Pakistan through effective communication”

(ACA/2018/398-242)

PINS Communication Planning Workshop

Agenda

October 9, 2018

9:00 – 16:00

09.00 – 9:10	Welcome, intros and Statement of Purpose
---------------------	---

09:10 - 09:40	PINS Project and Accelerated Action Plan (AAP) <ul style="list-style-type: none">• Mutual relationship, alignment, overall Objectives, USP, key features• Scope of supporting Communication Strategy
----------------------	--

09:40 - 10:10	EU Visibility Requirements and project visual identity
----------------------	---

	TEA (10:10 am to 10:30 am) and breakout into groups
--	--

10:30 to 12:15	Target group analysis <p>Target group prioritisation and categorisation – internal</p> <p>Target group prioritization and categorisation – external</p> <p>A. Profiling the Target Audience</p> <ul style="list-style-type: none">Demographics, agecommunication preferencesInfluencersCurrent mind setDesired mindsetMotivators <p>Communication objectives per target group</p>
-----------------------	---

12.15 – 13.00	Objectives <ul style="list-style-type: none">• Overall communication objectives• Communication objectives per target group
----------------------	--

Lunch (1:00 pm to 2:00 pm)

14.00 - 15:00

Key Messages

- A. Overall messages – what do we want everyone to know and think about PINS and AAP
- B. Specific information needs of each target group
- C. Based on the information and action needs of each audience what key motivational messages do you want to communicate to each audience?
- D. Some questions to ask:
 - a. What questions do people ask staff during field visits?
 - b. What do people need to understand in order for the program to succeed?
 - c. What would you want to know about the program if you lived in the community?
 - d. Is there any information that should not be shared, given the context?

WORKING TEA 3 pm

15.00 - 15.45

Tools & Channels

- A. What tools are best for the different audience (internal and external)
- B. What tools are the best for which message, two way communications and call for actions
- C. Which tools and channels have the best value for money
- D. How frequently do you need each tool
- E. What resources would be required to implement and is it viable?

15:45 – 16:00

Communication Activities – Internal & External

- A. What inputs will be required from whom in order to implement this campaign?
- B. Who will need to be involved in the dissemination activities
- C. Who will lead and coordinate the activities?