

A Communications Strategy for the Lobbying and Advocacy
Project of the Linking and Learning Programme

PROMOTING
THE WELFARE AND
RIGHTS OF OVC
THROUGH EFFECTIVE
COMMUNICATION



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LOBBYING AND ADVOCACY PROJECT
OF THE
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PIC: MITHETO LUNGU. VULNERABLE EARTHQUAKE VICTIM CHILDREN AT NGERENGE CAMP, KARONGA. DEC 2009

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NOTES

Acronyms

AED	Academy for Educational Development
AIDS	Acquired Immune Deficiency Syndrome
CBO	Community Based Organization
CEYCA	Centre for Youth and Children Affairs
CHSU	Community Health Sciences Unit
DHO	District Health Office
ECD	Early Childhood Development
FAO	Food and Agriculture Organization
FPAM	Family Planning Association of Malawi
HIV	Human Immuno Virus
IEC	Information, Education and Communication
IHS	Integrated Household Survey
L&L	Linking and Learning
MANET+	Malawi Network for People Living with HIV/AIDS
MCRD	Millennium Centre for Research and Development
MHRRC	Malawi Human Rights Resource Centre
NAPHAM	National Association of People Living with HIV/AIDS
NGO	Non-Governmental Organization
NOVOC	Network for Organizations working with Orphaned Children
NPA	National Plan of Action
NYCOM	National Youth Council of Malawi
OVC	Orphans and Vulnerable Children
PMTCT	Prevention of Mother to Child Transmission
SAN!	Stop Aids Now!
STI	Sexually Transmitted Infections
TV	Television
UNFPA	United Nations Fund for Population Activities
VCT	Voluntary Counseling and Testing
YECE	Youth Empowerment and Civic Education

Foreword

The development of this communication strategy became a reality as a result of the collaboration of several partners and stakeholders under the Linking and Learning Programme currently being supported by Stop Aids Now! (SAN!) in Netherlands.

Four organizations are core partners in this project-Center for Youth and Children Affairs (CEYCA), Plan Malawi, NOVOC and Malawi Human Rights Resource Center (MHRRC) to implement a Lobbying and Advocacy project in Malawi.

We would also like to appreciate the following organizations for participating at various levels in the formulation and refining of the strategy: World Vision International; Ministry of Information and Civic Education; CRIDOC, NGOGCN, MCTU, Mchinji District Social Welfare Office, Mchinji District Police Station and various CBOs in Mchinji

As players working in the OVC field increase, it is imperative that communication at various levels is strengthened. The Linking and Learning program has demonstrated that collaboration among various stakeholders adds value to the face of the initiative. As such, the spirit of networking needs to be continually enhanced - in order to draw out lessons and learn.

CEYCA as the implementing partner in this scenario, would therefore wish to thank all respondents and stakeholders that provided their undivided time to contribute to the development of this strategy. We believe this shall go a long way in contributing to making lives of OVC better in Malawi.

Linking and Learning program has demonstrated that collaboration among various stakeholders adds value to the face of the initiative...



PIC: NAMEIDA, ORPHANED CHILDREN, AWANA CHILDREN'S CLUB, BUNDA, LILONGWE.



PIC: MTHE TO LUNGU IN AMEDIA. TWO OVC GIRL OF THE AWANA CLUB GO THROUGH THE ABRIDGED AND TRANSLATED NATIONAL OVC GUIDE.

Introduction to the Communication Strategy

The production of this Communication's Strategy has been made possible with technical and financial support from a Dutch partner called STOP AIDS NOW! under the programme Linking and Learning (L and L), a Lobbying and Advocacy (L and A) Project was borne by four Malawian organisations namely Centre for Youth and Children affairs (CEYCA), Network for Orphaned and Vulnerable Children (NOVOC), Plan International Malawi, and the Malawi Human Rights Resource Centre (MHRRC).

Another project track of the L and L is being implemented in a partnership of NOVOC, Eye of the Child (EYC), Youth Net and Counselling (YONECO), and Ecumenical Counselling Centre (ECC) to undertake a Psycho-Social Support (PSS) Project.

CEYCA provided the coordination role of the L and L project and also the production of the Orphans and Other Vulnerable Children (OVC) Communications Strategy. This is one of the L and L products, adding value to realisation of the project goal, derived from the National Policy on OVC which is the guiding master plan.

Target groups

This Strategy is meant to be used by all institutions providing direct or indirect services to OVC in Malawi. Efforts have been made to produce a user friendly Communications Strategy which can be used even by OVC themselves.

Advocacy demands not just communication but **effective communication** in order to change attitudes and behaviour of individuals and institutions of service to OVC. In an

environment where resources are arguably insufficient of the time, service providers ought to be taking to each other all the times in order to share human, material, financial, technical expertise, and unqualified information in order to change the entire welfare and human rights of children regardless of the children's status.

The process to develop the Strategy

External consultants were engaged to help facilitate the process to develop the Strategy. Reverend Patrick Semphere, a media expert was engaged. another consultant Dr. Augustine Nagolowondo was engaged for advisory role and he assisted in formulating the process.

Consultation meetings and workshops were conducted in Lilongwe and Mchinji to help identify issues, discuss drafts and finalise the writing of the Strategy.

The drafts were circulated to all the seven partners in the L and L project in Malawi, to STOP AIDS NOW! in Netherlands, to other institutions and individuals in Malawi whose valuable inputs form part of this important Strategy for OVC.

In line with the concept of Linking and Learning, the consultative process has allowed plenty of time for the partners to richly reflect on the status of services available for OVC in contrast to the interest of the OVC Policy and other frameworks.

The lessons have become part of the enriching packaging of this OVC Communications Strategy.

Advocacy demands not just communication but **effective communication** in order to change attitudes and behaviour of individuals and institutions of service to OVC...

Section One

Introduction

1.1 Background

Orphans and other vulnerable children (OVC) constitute one of the biggest social challenges that confront Malawi as a nation. As of 2001, there were 937 000 orphans in Malawi. This number jumped to 1,008,000 in 2004, representing 14% of the total number of children at that time. It is projected that by 2010, 18% of or 1,150,000 children will be orphaned . The problem has exacerbated due to the prevalence of HIV/AIDS, which presently stands at 14.4%.

In this poverty stricken country, on a daily basis, 267 people are infected with HIV virus and 139 die due to AIDS related illnesses. The majority of these deaths occur in the reproductive age group of between 15 and 49 years . It is therefore not surprising that as of 2004, HIV/AIDS accounted for 48% of the total number of orphans, making OVC and HIV/AIDS to be closely inter-twined problems.

1.2 About Linking and Learning Project

The Linking and Learning Project is being supported by Stop Aids Now! (SAN!) and being implemented by four core partners; Center for Youth and Children Affairs (CEYCA), Plan Malawi, Network for Orphaned and Vulnerable Children (NOVOC) and Malawi Human Rights Resource Center (MHRRC). The goal of Linking and Learning Project is to contribute to the facilitation of support for care, protection and development of OVC in a coordinated manner in order to provide them with an environment in which they realize their full rights and potential. This project is being undertaken in Mchinji, Kasungu and Lilongwe districts.

In this effort, the Linking and Learning Project, supports the Malawi Government's National Action Plan for Orphans and other Vulnerable Children (Government of Malawi, 2005) to lead the national response seeking redress to the plight of Orphans and other Vulnerable Children (OVC). In particular the project seeks to contribute to the facilitation of support for care, protection and development of OVC in a coordinated manner in order to provide them with an environment in which they realize their full rights and potentials.

The project utilizes a phased, comprehensive and coordinated approach to providing key government and civil society partners with technical assistance, capacity building and coordination support.

1.2.1 Communication Needs

By its very nature, the Linking and Learning Project thrives on good communication. The project goal, namely "to contribute to the facilitation of support, care, protection and development of OVC in a coordinated manner in order to provide them with an environment in which they realize their full rights and potential" (emphasis added) demands good communication. It is not possible for the disadvantaged to realize their full rights in the absence of appropriate awareness channels that shed light on the rights in question.

The first objective of the project seeks to ensure that "an increased number of OVC and their care takers have more knowledge of how to access basic social services including judicial redress". **According to the baseline survey that was conducted by the Millennium Centre for Research and Development (MCRD), a number of operational lapses occur in the implementation of the project, which are either directly or indirectly attributable to communication bottlenecks. The following are key areas related to the baseline study:**

- **Knowledge on policy issues:** The study revealed that in terms of issues related to policies and legal instruments, government officials and NGOs are more knowledgeable compared to CBOs. For example most CBOs are not aware of the principles, key instruments and strategic objectives of the national action plan on OVC. While the government has managed to develop and officially launch the NPA on OVC, there is a gap to reach the intended beneficiaries especially CBOs situated in remote areas.
- **Advocacy for capacity building:** The conclusion from this study on advocacy prospects in the Kasungu district was that there were large needs and a high level of

responsiveness by communities, but there is little prospect for mechanisms being put in place to articulate these via the advocacy process as currently being implemented. There are also some major questions over the degree to which CBOs are valid representatives of OVC interests.

- **Access to public resources and services:** Results from this study indicate while in principle the decentralization of resources

and services is desirable, the prerequisites for making this work are absent, as a result there were no standard resources for OVC at district level. The main constraints in accessing available resources included inadequate resources, limited participation on beneficiaries and lack of transparency and accountability. A good communications strategy will therefore ensure a heightened awareness by the OVC regarding the resources and services that are at their disposal.

Extract from the National Policy on OVC

Guiding Principles

...underlying this broad policy goal are key principles that will guide implementation of policy objectives and strategies. The principles are that:

- The extended family system shall remain the primary support structure for the care protection and development of orphans and other vulnerable children.
- Community participation, empower and ownership shall be emphasized as key elements in mitigating the social impact of HIV/AIDS on orphans.
- Community based approaches to care for orphans and other vulnerable children shall be emphasized and institutional care in form of orphanages shall remain the last resort.
- Establishment of Community-based support organizations or NGOs for the care of orphans and other vulnerable children shall be approved by the Ministry of Gender and Community Services.
- There shall be transparency, accountability and good governance in the provision of orphan care services by all stakeholders.
- Care programs for orphans and other vulnerable children shall be guided by the Constitution of Malawi, relevant Laws of Malawi, the Convention on the Rights of the Child and other relevant national and international human rights instruments.
- Care activities for orphans and other vulnerable children shall be integrated and harmonized with other interventions and services relating to the care and welfare of the children. No child shall be discriminated against, or segregated in the provision of care services on the basis of HIV sero-status.
- The Government shall use available means to protect children whose rights are being violated.
- Where relief assistance is provided to alleviate suffering, efforts shall be made to ensure that it does not create and develop a dependency syndrome.

1.2.2 Illiteracy

Literacy has implications on the type of communication channels that can be used in order to ensure the message reaches the intended audience. Literacy is defined as the ability to read and write.

Specifically this analysis classifies all those who can read and write in Chichewa or English or any other language as being literate. According to the Second Integrated Household Survey (IHS2, 2004-05), about 64 percent of the population in Malawi is literate.

Among males, almost 76% is literate while half of females are literate. Considering place of residence, urban literacy is much higher at about 86% compared to 61% for rural. At regional level, literacy rate is higher in the northern region at around 80% followed by the central region at 62% and then finally the southern region at 61%.

According to the Second Integrated Household Survey (IHS2, 2004-05), about 64 percent of the population in Malawi is literate.



PIC: M'THETO LUNGU. CLOSED POOR STANDARD SCHOOL, KARONGA BOMA. DEC 2010

Section Two

The Strategy

2.1 Strategy Development Process

The development of this strategy was consultative. CEYCA and its fellow partners engaged the services of Dawn Consulting. The process involved several processes. Initially, Dawn Consulting engaged CEYCA and its partners in order to clearly understand the nature of assignment. The strategy development process drew its strength from the networking nature of the Linking and Learning Project. CEYCA, NOVOC, MHRCC and Plan Malawi agreed upon the development of an Information, Education and Communication Strategy.

In order to ensure that the process leading to the development of this strategy is in line with the basic principles of the concept of linking and learning, it was planned that consultative workshops be conducted by the partner organizations.

Once there was a shared understanding on the nature of the strategy development process the following activities followed:

- **Lilongwe strategy development workshop:** This workshop essentially involved technical personnel from partner organizations. Through the workshop, partners were able to analyze the issues and agree on the focus of the strategy. Participating organizations had been requested to bring along to their workshops their IEC strategies (if available).
- **Mchinji validation workshop:** This workshop involved primary target audience (caregivers and OVC). These two groups are the target groups that are supposed to benefit from all the efforts that are being invested in the Linking & Learning Project. The network partners recognized that these target groups have in the past been "overwhelmed" by a number of actors who come with diverse messages and initiatives. Some of these messages have come in a top-down fashion with little assessment of the effectiveness thereof.

The development. During the workshop, the primary target audience discussed and agreed on their general and communication needs and how such needs can best be addressed.

2.1.1 Goal and objectives of the Strategy

In line with above-listed communication challenges, the goal of this communication strategy is to contribute towards the improvement of the livelihood of OVC in Malawi through effective communication. The following are the objectives of the strategy:

- a. To promote understanding of policies, acts, laws and services related to OVC among OVC keeping households, service providers and the general communities in Lilongwe and Mchinji by end of 2009
- b. To lobby for adoption of policies, acts, laws and advocate for legal redress and access to public services for OVC, service providers, beneficiaries and the community in Lilongwe and Mchinji by 2010
- c. To promote networking and collaboration amongst partners and other service providers on OVC at national and project district levels by 2009
- d. To enhance communication capacity among OVC service providers in Lilongwe and Mchinji by end of 2009
- e. To lobby for the improvement of the public and NGO sector resource allocation for OVC at national and district levels by 2010
- f. To promote cultural practices that are positive for child growth and development at community level by 2010 or to discourage cultural practices that are negative for child growth and development at community level in Mchinji and Lilongwe by 2010.

...target groups have in the past been "overwhelmed" by a number of actors...

2.2 Audiences, Issues, Messages, Media used and Activities

The table below is a matrix showing primary target groups, communication objectives, key messages, communication channels, measurement indicators and critical assumptions. It should be noted that the channels of communication provided herein are only possibilities. Individual partner organizations are free to choose the channels that may be more relevant to their work plans.



PIC: HORACE BOTI, A CIVIL SOCIETY PARTICIPANT AT A COMMUNITY ISSUE DEBATE. MZUZU, FEB 2010



PIC: BISHOP WILLIAM MANDHLOPA. A VULNERABLE BABY SLEEPING ON HIS DAILY 'BED' IN A VILLAGE CLOSE TO BUNDA COLLEGE, LILONGWE. 2009.

Audiences, issues, messages, media used and activities

Primary Target Group	Communications Objectives	Key Messages	Channels of Communication	Measurement Indicators	Critical Assumptions
OVC "	<ul style="list-style-type: none"> To raise awareness of policies, acts, laws and services related to OVC To ensure consistency in message delivery to OVC To diversify channels of communication to OVC To empower girls to be in charge of their sexuality 	<ul style="list-style-type: none"> OVC-related policies, acts and laws apply to you. No one should infringe your rights. You are entitled to fair and non-discriminatory treatment. You can be in charge of your future by making right choices. Do not be fooled 	<p>Promotional tools</p> <ul style="list-style-type: none"> Posters, community gatherings, music, T-shirts, caps <p>Radio</p> <ul style="list-style-type: none"> Drama, plays, entertainment <p>Events</p> <ul style="list-style-type: none"> Festivals, contests, community gatherings <p>Schools</p> <ul style="list-style-type: none"> School field trips 	<p>How many target groups were reached by messages?</p> <p>What methods/activities were used to reach target audiences with specific messages</p> <p>What feedback was collected from target audience. Feedback to be obtained through personal interaction, questionnaire, focus group discussions, etc?</p>	<p>OVC are willing to stand for their rights and not feel intimidated</p>
Care Givers CBOS ,	<ul style="list-style-type: none"> To raise awareness of policies, acts, laws and services related to OVC To enhance communication capacity among OVC service providers. To promote cultural practices that are positive for child growth and development at community level. 	<ul style="list-style-type: none"> OVC-related policies, acts and laws are meant to enhance your task. Be aware of them. OVC are entitled to fair and non-discriminatory treatment. Make their life better. Protection of children from harm and exploitation creates a better world. Treat OVC fairly without discrimination in order to provide them a bright future. OVC service providers are there to serve you Culture should protect and not oppress OVC 	<p>Promotional materials</p> <ul style="list-style-type: none"> Community gatherings, T-shirts, badges, music <p>Radio</p> <ul style="list-style-type: none"> Documentary programs, plays. <p>TV</p> <ul style="list-style-type: none"> Locally produced drama, news <p>Events</p> <ul style="list-style-type: none"> Festivals, religious events. 	<p>How many target groups were reached by messages?</p> <p>What methods/activities were used to reach target audience from target audience?</p> <p>What feedback was collected from target audience?</p>	<p>Caregivers prioritize the needs of OVC and are not opportunistic, focusing on their own needs.</p>

Primary Target Group	Communications Objectives	Key Messages	Channels of Communication	Measurement Indicators	Critical Assumptions
Social Welfare	<ul style="list-style-type: none"> To raise awareness of policies, acts, laws and services related to OVC To enhance communication capacity among OVC service providers. To provide non-discriminatory services to OVC and their care-giver 	<ul style="list-style-type: none"> OVC are entitled to fair and non-discriminatory treatment. Make their life better. Protection of many children from harm and exploitation creates a better world. 	<p>Promotional materials</p> <ul style="list-style-type: none"> Community gatherings, T-shirts, badges, music <p>Radio</p> <ul style="list-style-type: none"> Documentary programs, plays. <p>TV</p> <ul style="list-style-type: none"> Locally produced drama., news <p>Events</p> <ul style="list-style-type: none"> Festivals, religious events, community gatherings 	<p>How many target groups were reached by messages?</p> <p>What methods/activities were used to reach target audiences with specific messages?</p> <p>What feedback was collected from target audience?</p>	OVC service providers are willing to provide non-discriminatory services
Youth groups	<ul style="list-style-type: none"> To prevent abuse and discrimination of OVC To raise awareness of policies, acts, laws and services related to OVC To promote cultural practices that are positive for child growth and development at community level. 	<ul style="list-style-type: none"> OVC-related policies, acts and laws apply to you. No one should infringe your rights. OVC are entitled to fair and non-discriminatory treatment. Make their life better. You can be in charge of your future by making right choices. Do not be fooled. 	<p>Events</p> <ul style="list-style-type: none"> Community gatherings, theatre, drama, video screen <p>Promotional materials</p> <p>Radio</p>	<p>How many target groups were reached by messages?</p> <p>What methods/activities were used to reach target audiences with specific messages?</p> <p>What feedback was collected from target audience?</p>	Young people will be willing to participate in various activities planned under this project
Community Leaders	<ul style="list-style-type: none"> To promote cultural practices that are positive for child growth and development at community level. To prevent abuse and discrimination of OVC To raise awareness of policies, acts, laws and services related to OVC 	<p>Harmful cultural practices retard development</p> <p>Culture should protect and not abuse OVC</p> <p>All boys and girls must be protected from harmful cultural practices</p>	<ul style="list-style-type: none"> Social mobilization Drama Radio listening clubs Exchange visits 	<p>How many target groups were reached by messages?</p> <p>What methods/activities were used to reach target audiences with specific messages?</p> <p>What feedback was collected from target audience?</p>	Community leaders will be willing to expose other harmful cultural practices detrimental to OVC, in addition to the obvious ones

Primary Target Group	Communications Objectives	Key Messages	Channels of Communication	Measurement Indicators	Critical Assumptions
Educators	<ul style="list-style-type: none"> To persuade curriculum developers to include OVC modules in curriculum. To create a conducive learning atmosphere for OVC. To provide a safer environment for the girl child. To communicate child rights issues to students. 	<ul style="list-style-type: none"> It is your responsibility to protect OVC. Inclusion of OVC issues in the curriculum improves national understanding of OVC. Schools should be a safe haven for OVC. Safer environment for girls enhances their capacity to learn. OVC should know their rights. 	<ul style="list-style-type: none"> Schools events, Festivals, workshops, conferences, contests, print media, radio Role models TV 	<ul style="list-style-type: none"> How many target groups were reached by messages? What methods/activities were used to reach target audiences with specific messages? What feedback was collected from target audience? 	<ul style="list-style-type: none"> Curriculum developers will be willing to include OVC modules in curriculum. Once included in curriculum modules, teachers will be able to teach OVC issues.
Journalists/ Media Editors	<ul style="list-style-type: none"> To promote networking and collaboration amongst partners and other service providers on OVC by 2009 To improve the image of the Linking & Learning Project To increase awareness of the L & L accomplishments To Increase accessibility to and responsiveness of the L & L project To increase awareness of services provided by the L & L project 	<ul style="list-style-type: none"> L & L is strong, active and responsive L & L is your partner in facilitation of support for care, protection and development of OVC. L & L offers valuable services to organizations and individuals looking to improve services to OVC 	<p>Promotional</p> <ul style="list-style-type: none"> (T-shirts, brochures, www) <p>Events</p> <ul style="list-style-type: none"> Festivals, workshops, seminars <p>Print media</p> <ul style="list-style-type: none"> Newspapers, feature stories and supplements <p>Radio</p> <ul style="list-style-type: none"> Forum for specific audiences <p>Television</p> <ul style="list-style-type: none"> Documentaries, news, feature stories Development, library collections 	<ul style="list-style-type: none"> Amount/type of coverage (# of positive or negative, case-related info regarding OVC). How many target groups were reached by messages? What methods/activities were used to reach target audiences with specific messages? What feedback was collected from target audience? 	<ul style="list-style-type: none"> Journalists and Media Editors will report positively on issues affecting OVC.
Law Enforcement Agents	<ul style="list-style-type: none"> To help fight the infringements of the rights of OVC. To provide non-discriminatory 	<ul style="list-style-type: none"> OVC-related policies, acts and laws apply to you. Take your responsibility. 	<ul style="list-style-type: none"> Events, conferences, workshops TV documentaries, feature stories, radio, face-to-face encounters. 	<ul style="list-style-type: none"> How many target groups were reached by messages? What methods/activities were 	<ul style="list-style-type: none"> Law Enforcement Agents are willing to enforce OVC related laws

Primary Target Group	Communications Objectives	Key Messages	Channels of Communication	Measurement Indicators	Critical Assumptions
	services to OVC and their care-givers.	<ul style="list-style-type: none"> You are custodians of security for the vulnerable children. OVC are entitled to fair and non-discriminatory treatment. Fight for their protection. OVC are entitled to fair and non-discriminatory treatment. Make their life better. Protection of children from harm and exploitation creates a better world. 	used to reach target audiences with specific messages? What feedback was collected from law enforcement agents?		<ul style="list-style-type: none"> People who break the rights of OVC are prosecuted and given appropriate punishments.
General Public	<ul style="list-style-type: none"> To prevent abuse and discrimination of OVC To raise awareness of policies, acts, laws and services related to OVC. To promote cultural practices that are positive for child growth and development at community level. 	<ul style="list-style-type: none"> Treat OVC fairly without discrimination in order to provide them a bright future. OVC are entitled to fair and non-discriminatory treatment. Make their life better. Culture should protect and not oppress OVC. 	Promotional materials <ul style="list-style-type: none"> Community gatherings, T-shirts, badges, music. Radio <ul style="list-style-type: none"> Documentary programs, plays. TV <ul style="list-style-type: none"> Locally produced drama, news. Events <ul style="list-style-type: none"> Festivals, religious events, community gatherings. 	<p>How many target groups were reached by messages?</p> <p>What methods/activities were used to reach target audiences with specific messages?</p> <p>What feedback was collected from target audience?</p> <p>What was the kind/quantity of media coverage</p>	<ul style="list-style-type: none"> The general public will be willing to report abuses of OVC rights in any manner or form.
Government	<ul style="list-style-type: none"> To lobby for adoption of policies, redress and advocate for legal services for OVC, service providers, beneficiaries and the community. To lobby for the improvement of 	<ul style="list-style-type: none"> OVC-related policies, acts and laws are meant to enhance your task. Be aware of them. Improved resource allocation enhances the well-being of OVC. 	Promotional materials <ul style="list-style-type: none"> Billboards, posters, stickers, calendars, newsletter, internet, banners. Radio <ul style="list-style-type: none"> Talk shows, forums for specific audiences. 	<p>How many target groups were reached by messages?</p> <p>What methods/activities were used to reach target audiences with specific messages?</p> <p>What feedback was collected</p>	<ul style="list-style-type: none"> Decision and policy makers desire change in status of OVC in Malawi.

Primary Target Group	Communications Objectives	Key Messages	Channels of Communication	Measurement Indicators
	<p>the resource allocation for OVC at national and district level.</p> <ul style="list-style-type: none"> To increase awareness of services provided by the L & L project 	<ul style="list-style-type: none"> Collaboration in OVC work enhances productivity. 	<p>Print media</p> <ul style="list-style-type: none"> Newspapers, supplements, editorials. <p>TV</p> <ul style="list-style-type: none"> News, documentaries, talk-shows, feature stories. <p>Events</p> <ul style="list-style-type: none"> Conferences, workshops and seminars, photo exhibitions. <p>Ministry of Education</p> <ul style="list-style-type: none"> National curriculum development. 	<p>from target audience.</p>
Donors	<ul style="list-style-type: none"> To lobby for more donor support towards OVC programs. To increase awareness of services provided by the L & L project among donors. 	<ul style="list-style-type: none"> Improved resource allocation enhances the well-being of OVC. Partnership in OVC work enhances productivity. 	<p>Promotional materials</p> <ul style="list-style-type: none"> Billboards, posters, stickers, calendars, newsletter, internet, banners. <p>Radio</p> <ul style="list-style-type: none"> Talk shows, forums for specific audiences. <p>Print media</p> <ul style="list-style-type: none"> Newspapers, supplements, editorials. <p>TV</p> <ul style="list-style-type: none"> News, documentaries, talk-shows, feature stories. <p>Events</p> <ul style="list-style-type: none"> Conferences, workshops and seminars, photo exhibitions. <p>Ministry of Education</p> <ul style="list-style-type: none"> National curriculum development 	<p>How many target groups were reached by messages?</p> <p>What methods/activities were used to reach target audiences with specific messages?</p> <p>What feedback was collected from target audience?</p>

2.3 Operational Plan for the Strategy

Given the multi-institutional nature of the Linking and Learning Project, this Communication Strategy is generic. Its implementation can happen at the following levels:

- **Consortium level:** For instance, some campaigns can be held to publicise the OVC as an umbrella target audience.
- **Institutional level:** Individual partner organisations can use the strategy by extracting customised elements depending on their particular context.

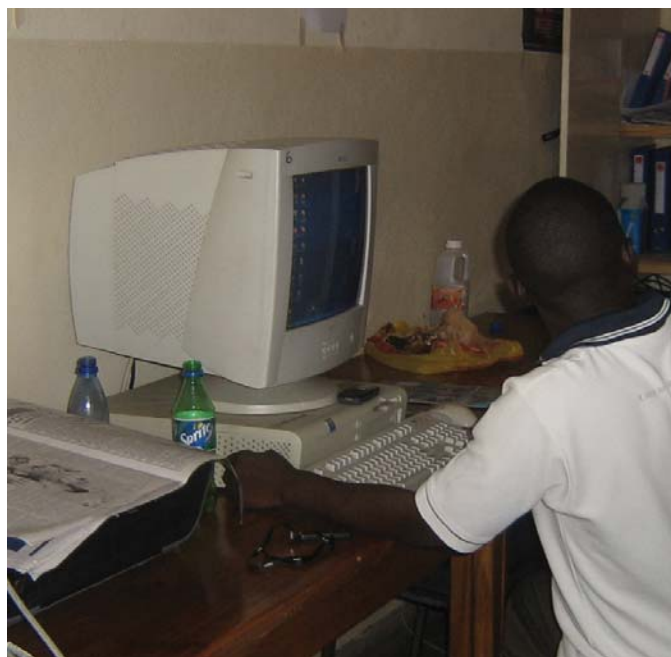


Developing Themes, Messages and Communication Materials

The production of materials or media for communication would require budgetary provision. A group of creative minds (editors, musicians, artists, cartoonists) have to be mobilized for a retreat to develop communication materials.

Alternatively, the task can be assigned to institutions, working committees or task forces to develop different themes during implementation. The composition of such workshops can include the following:-

- Content specialists (e.g. gender, agriculture, health, environment, etc.),
- Members of target groups,
- Production technicians and artists, media professionals,
- Traditional communicators.



A group of creative minds (editors, musicians, artists, cartoonists) have to be mobilized for a retreat to develop communication materials...

The following matrix would be employed to capture the implementation plan:-

Target Audience	Communication Objective	Activities	Inputs	Responsibility (with costing)	Timeframe

Generally speaking, the development of material is organised in the following steps:

1. Design of material (Formulation of Each Message for Each Medium or Activity)
2. Production of Drafts and Rough Designs
3. Pre-Testing of Drafts with Members of the Target Group
4. Finalising of Texts and Designs
5. Distribution to media outlets

2.4 Conclusion

As players working in the OVC field increase, it is imperative that communication at various levels is strengthened. The Linking and Learning program has demonstrated that collaboration among various stakeholders adds value to the face of the initiative. As such, the spirit of networking needs to be continually enhanced.

The Communication Strategy being developed will help ensure that there is coordination in the OVC field of operation. It will also ensure consistency in the area of message delivery. When finally developed, there is need for the core partners of the Linking and Learning Project to demonstrate total commitment to the strategy, before it can be recommended to other stakeholders.

Behavior change in the various OVC-related spheres is a long-term effect. To bring about such change calls for consistency and commitment. In this regard, it will be imperative that the partnership makes available the requisite human, financial and material resources that will facilitate the implementation of this strategy.

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PIC: BISHOP WILLIAM MANDHLOPA. A VULNERABLE MOTHER AND HER BABY IN A VILLAGE CLOSE TO BUNDA COLLEGE. ALL THEY HAVE ARE A FEW POSTS AND PLATES FOR HOUSEHOLD GOODS

