

SHARE

Communications can play a major role in increasing the effectiveness of your work in a number of ways. First, communications can inform and motivate communities and leaders to create a supportive environment to bring about behavior change and to achieve your project's objectives. Communications is also critical to engaging and supporting others to initiate dialogue and raise demand for respecting women's land rights. Third, communications activities help to support broader advocacy and engagement on women's land tenure issues at the national and international levels.

Your organization is likely to have its own process, aims, and methods for achieving its institutional communications objectives. These will largely determine the approach that you take to communicating about this project as well. This section of the Toolkit will provide guidance as you decide how to share information, support the adoption of new behaviors and mindsets that are supportive of women's rights to land, and share insights and stories from your work.

1. ASSESSMENT
2. PLANNING
3. MATERIAL DEVELOPMENT AND IMPLEMENTATION
4. MONITORING AND EVALUATION

STEP ONE: ASSESS THE CONTEXT FOR YOUR COMMUNICATIONS ACTIVITIES

Analysis develops the rationale or foundation upon which your communications activities will be built. In Prepare and Engage, you collected data and insights from key stakeholders, conducted in-depth assessments of the situations, needs and aspirations of project participants and their communities, and developed an implementation plan accordingly. This analysis has given you a detailed picture of the context in which you are working, the particular barriers to women's land tenure security that the project will work to address, and the relevant people and institutions in the implementation area. This analysis will serve as the foundation for building a communication strategy that will clearly support the advocacy, and social and behavioral change objectives of your project.



STEP TWO: COMMUNICATIONS PLANNING

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IDENTIFY YOUR COMMUNICATIONS OBJECTIVES

The approach that your team takes to communications will depend on your interests, capacities, resources, and overall programming strategy. Before you make a plan for communicating about the project and issues you are facing, you will have to determine what purpose communications activities will serve, and what audience you hope to reach toward that end.

You may want to communicate about your project in order to:

1. Increase understanding of the circumstances facing women in your target area;
2. Share information about potential approaches to make women's land tenure more secure;
3. Meet your own organization's goals to build support for the issue of women's land and property rights more broadly;
4. Lend greater credibility and momentum to local, regional and global efforts to strengthen women's land tenure security; and
5. Use results from your work to inform law, policy, and development practice.



OBJECTIVE: Ensure that as many people as possible know about the project itself, as well as the substantive women's land rights issues that the project is seeking to address.

OBJECTIVE: Raising and Maintaining National Level Awareness

There are several reasons for raising and maintaining awareness of a project at national level:

1. Encouraging debate at a national level amongst influential figures in government and civic life, as well as among communities, about the issues which the project aims to address;
2. Exploring ways that the project may be implemented elsewhere in country and internationally
3. Ensuring that the positive effects of the project reach beyond one individual community

OBJECTIVE: Producing Content for International Media

Emphasize the transformative outcomes achieved by the project. This can take the form of multi-media content - structured case studies from the field (audio, photos, video and written material)

DEVELOP A COMMUNICATIONS STRATEGY

A communications strategy is important because it will make it easier to spread information about the project and its successes and challenges with stakeholders locally, nationally and internationally. During this planning step, you will develop a communications strategy on the basis of the information collected and analyzed in Step One. The results of your assessment will be filtered in order to identify:

1. The behavior that will lead to a substantial improvement in women's land tenure security if adopted by a large segment of the target audience;
2. The message or methods that will promote the perceived benefits of the new behavior; and
3. The communications channels that will reach the audience as effectively and efficiently as possible.

Decisions about the above will guide formulation of a communications strategy and supporting elements (e.g. capacity needs, budget, timeline, etc) that will enable you to put the strategy into action.

Define your target audiences.

The primary audience for your communication strategy is the population whose behavior you seek to influence, initially identified through the stakeholder analysis. Once you have identified this population, you will need to identify the characteristics of this audience that will be relevant to your communications efforts. This group of will not be homogeneous, but rather will comprise a range of stakeholders and individuals with varying degrees of influence in a range of venues. Thus, different messages and methods will be required.

Tailor your strategy and messages to the audience.

Once the target audience has been defined and assessed, and goals have been identified that are feasible given the constraints that these audiences face, you can begin to devise an appropriate strategy. Developing messages based on the audiences' willingness to embrace what you are presenting. Good communications creates messages that solve problems that audiences recognize; methods must fit within the context of the lives and understanding of the audiences you hope to reach.

Choose communications methods.

Even if your message is perfectly adapted to your intended audience, it will not be effective if that audience does not hear the messages. As you devise your strategy, you need to determine how much exposure is needed, and how to achieve that level of exposure with the tools and resources available to you.

- As you decide which methods are appropriate for you, consider the following:
- Are there existing opportunities in the target communities that you can utilize to share your information. Is there a place, radio program, or event around which your target audience already gathers?
- What language, literacy, and other constraints pertain among your target audience?
- If you are targeting multiple audiences, should you try to reach each audience separately from the others to improve the effectiveness of your messages?



Mindset and behavior change is a long-term process, so set realistic goals.

INSIGHT



TOOLBOX

SAMPLE LIST OF STAKEHOLDERS

STEP THREE: DEVELOP MATERIALS

To reach your identified objectives, you will need to employ many methods of gathering and developing communications materials. Three methods described here are:

- Collecting stories;
- Radio programming;
- Disseminating Information, Education, and Communications materials.

METHOD: COLLECT STORIES

Sharing individuals' stories – their challenges in life, the ways in which land rights are important and have an impact on their daily lives, and their experiences and successes in the project – can be a powerful way to communicate the impact of your project to local, national, and international audiences. Your communications strategy will direct the medium and approach to gathering and publishing these stories.

Gathering stories can be done through individual journal writing or audio or video interviews with project participants. The purpose of this written and audio-visual material is to tell the stories of the women, their circumstances, and their experiences over the course of the project. The ultimate objective is to have a collection of personal testimonies which bear witness to the changes which have taken place in the lives of the women and their communities through their participation in the project.

CASE STUDY: MARGARET'S STORY

In our project in Northern Uganda, we used audio interviews to bring women's issues to life, and to share their challenges and successes over the course of the project with a wide audience. Below is an example of how we used her story, posted on our website, to communicate about women's land rights issues in the context of customary tenure.



Widows in northern Uganda face many challenges, as Margaret's story illustrates.

Margaret was married at the age of sixteen. She and her husband had two children. While her husband was still alive she had access to four plots of land through her connection to his family (in Northern Uganda tradition dictates that when a woman marries, she moves onto land which is provided by her husband's family.)

Unfortunately, though, Margaret's husband died suddenly in 2006. That's when difficulties began to arise between her and her husband's brother over the land she was using.

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TO SEE HOW THIS STORY WAS RECORDED AND PRESENTED, VISIT:
WWW.LANDESA.ORG/NORTHERN-UGANDA-PROJECT/MARGARETS-STORY



CASE
STUDY



TOOLBOX

FIELD RECORDING GUIDELINES

INTERVIEW CONSENT FORM

COMMUNICATIONS OFFICER JOB DESCRIPTION

METHOD: RADIO PROGRAMMING

Since radio is the dominant medium in most rural communities, it is a potentially powerful means for communicating your message, and because it is a decentralized medium, it is well-positioned to represent the voice of the community.

Before you begin developing your own scripts or recording programming, your team must define what quality standards will be used. Having well-defined standards will help to make sure that everyone on your team is clear about what is expected in any final product. A good starting point for establishing your standards is to define what your radio programming should sound like in order to achieve your objectives. This is best done keeping in mind specific criteria, such as the audio quality, learning outcome anticipated, story structure, message clarity, and level of engagement anticipated.

With your team, determine which criteria are most appropriate to your context. You may decide to use the criteria listed above, or add or remove criteria. Each member of your team will bring different insights and expertise to this discussion. For instance, staff from your radio station partners will have a better idea of what realistic expectations for audio quality should be, but they will likely be less familiar with what the criteria for effective learning outcomes should be.

You may find that once some of these standards will change once your team begins actually creating the radio programming. You may realize that certain assumptions you had about what would be effective, for example, do not actually apply to your audience. It is better to recognize this and make adjustments, than to continue using standards that will not help you to achieve your objectives.

This process will also enable you to determine what it is possible for your team to do, who will be responsible, and what outside support might be necessary. During this process, you should also try to identify what barriers exist to enabling the local radio station to meet these quality standards on their own.

LIRA PALWO SICOUNTY AGAGO DISTRICT:					
DEMOGRAPHIC DATA.					
S/N	PARISH	H/HOLD	MALE	FEMALE	TOTAL
1	OMONGO	1285	2705	3037	5742
2	AGENGO	1185	2436	2461	4897
3	LUTOME	978	1812	1985	3797
4	ADEMI	1085	2330	2436	4766
5	LANYIRINYIRI	1029	2284	3415	5699
G. TOTAL		5562	11567	13339	24901
PARISH		VILLAGE			
ADEMI		13			
AGENGO		12			
LANYIRINYIRI		12			
LUTOME		09			
OMONGO		13			
GRAND TOTAL		59			

METHOD: INFORMATION, EDUCATION AND COMMUNICATIONS MATERIALS

Information, education and communication (IEC) combines strategies, approaches and methods that enable individuals, families, groups, organizations and communities to play active roles in achieving, protecting and sustaining women's land tenure security. Embodied in IEC is the process of learning that empowers people to make decisions, modify behaviors and change social conditions. IEC activities are developed based on the needs assessment and analysis of the local context that you have undertaken, so that your IEC efforts are developed and implemented within the broader context in which your project is engaging.

The influence of underlying social, cultural, economic and environmental conditions on women's land issues should also be considered in the IEC processes in order to facilitate the effective promotion of specific behaviors and mindset change. Your local partner is usually the best placed to oversee the development of effective IEC messages and implementation, since they will know the local context and the usual means by which people communicate in their areas. Develop IEC messages:

A good message is short, accurate and relevant. Aim to make, at the most, 3 points. Your message should be disseminated in the language of the target audience and should use vocabulary appropriate for that audience. The tone of your message may be humorous, didactic, authoritative, rational or emotionally appealing, and may be intended as a one-time appeal or as repetitive reinforcement.

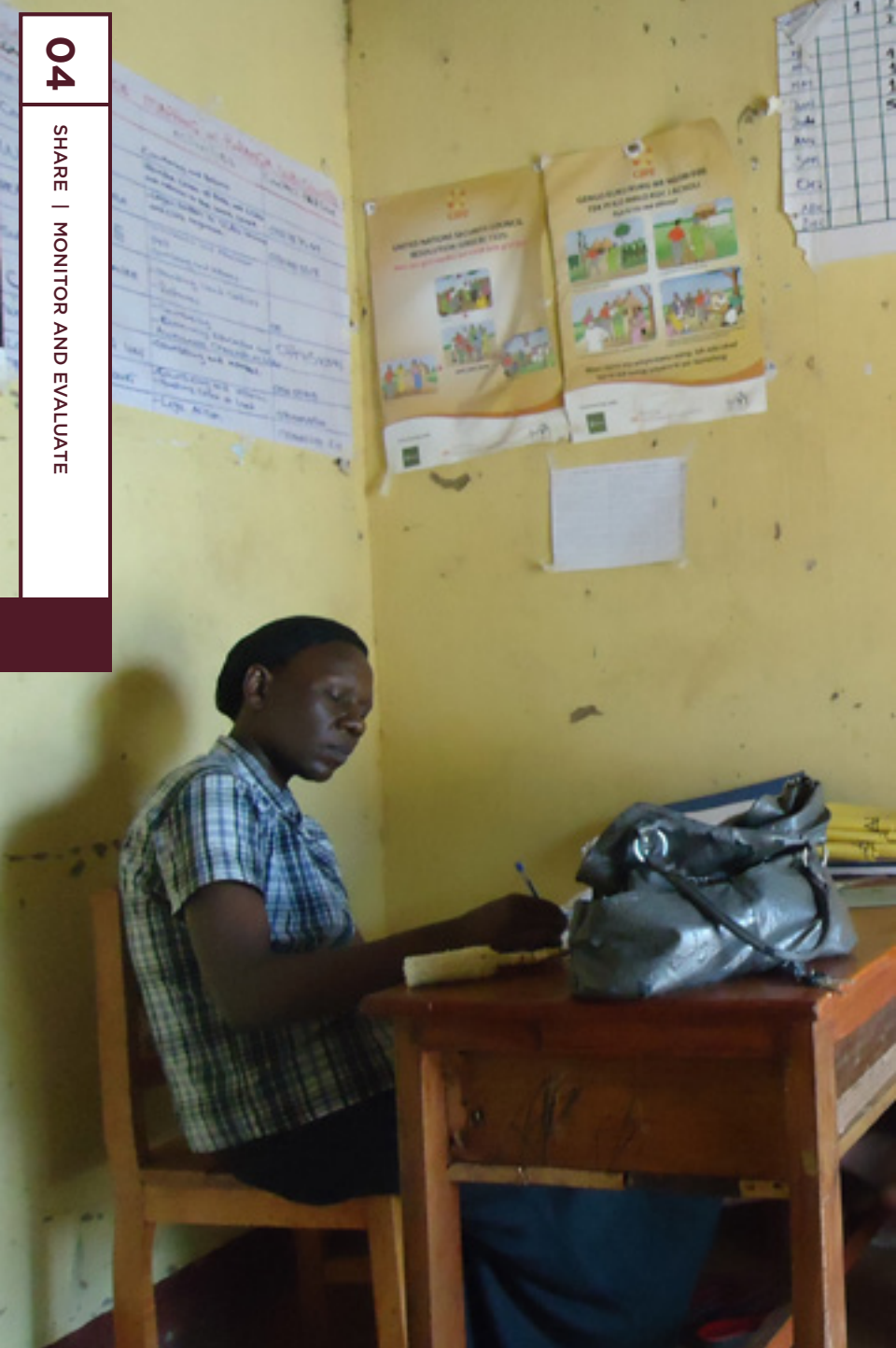
It is often necessary to develop several versions of a message depending on the audience to whom it is directed. For example, if you want to raise awareness about women's rights under a particular law, you might want to address women and leaders separately, through tailored messaging. Their needs and priorities are different, so the IEC materials used with each group must also differ. Find out if materials already exist in the target area, and if appropriate, use these instead of developing new ones.



METHOD: DEVELOP IEC MESSAGES

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STEP FOUR: MONITOR AND EVALUATE THE EFFECTIVENESS OF YOUR COMMUNICATIONS EFFORTS

As with the project implantation activities, monitoring and evaluation comprises a continuous cycle of reassessment and refinement, ensuring that your adopted methods and messages bring about the desired change. The process is based on an acute awareness of the audience you intend to address, beginning with an observation of the key individuals and institutions and how they impact – or could impact – women’s land rights issues, and is organized around a strategy that will communicate to the identified audiences to achieve your intended aims.



CHECKLIST

SHARE CHECKLIST

Complete the following:

SHARE

- ASSESS THE CONTEXT FOR YOUR COMMUNICATIONS ACTIVITIES**
- PLAN YOUR COMMUNICATIONS STRATEGY**
 - Identify your communications objectives
 - Develop a Communications Strategy
- DEVELOP AND IMPLEMENT COMMUNICATIONS MATERIALS**
 - Collect Stories
 - Radio Programming
 - Information, Education, and Communications Materials
 - Develop IEC Messages
- MONITOR AND EVALUATE THE EFFECTIVENESS OF COMMUNICATIONS ACTIVITIES**

CONSIDER THE FOLLOWING:

Sample Communications Strategy

Case Study: Margaret's Story

Field Recording Guidelines