

## KNUST COMDIS Communications Strategic Plan

### 1. Communication Objectives:

#### 1a. What are your communications objectives?

Overall Communication Objectives:

To ensure that research knowledge generated by the programme (and other relevant research knowledge related to the topic) is incorporated more effectively into programme design at local and national levels.

To ensure that local, relevant evidence bases are developed that can support policy and practice change

Ghana COMDIS Overall Communication Objectives

To generate and promote research knowledge that would enable community based volunteers and parents/caretakers to identify early symptoms of uncomplicated and severe malaria and seek treatment promptly

To promote COMDIS findings leading to scaling up of HMM in Ghana

#### 1b. What are the communications outcomes you want to achieve?

- The research questions address problems identified as priorities by policy makers.
- Reproduce IEC materials on malaria home based care
- Orientate health staff in the district on home based care strategies
- Undertake IEC campaigns through mass media and interpersonal communication (e.g. home visits and durbars)
- Train community based health workers
- Civil society organisations get involved in communicable disease control
- Policy makers and programme managers know where to find the research knowledge they need.
- The research that is carried out responds to the identified needs of the target policy makers and programme managers.

### 2. Communication Target Groups and Individuals:

Person and position (if known)	Organisation	How can (s)he influence whether the communications objectives are met?
Director of Public Health	Ghana Health Service	Can directly influence policy and also a good advocate for implementation of research recommendations.
Malaria Programme Manager and staff	Ghana Health Service	Incorporate Research knowledge generated by KNUST COMDIS into their plans and activities. Will advocate and ensure implementation of

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		research knowledge
WHO-malaria focal person	WHO-Ghana office	WHO can influence policy on HMM
District Health Management Team(DHMT)	Ghana Health Service	Can advocate and oversee implementation of HMM
Regional Director	Ghana Health Service	Can advocate and oversee implementation of HMM
Representatives and focal persons	NGOs/Community Based Organisations(CBOs) Faith based groups	Can help in social mobilisation, advocacy and also influence policy makers
Health care providers	Ghana Health Service and Christian Health Association of Ghana (CHAG)	Will help in community mobilisation, advocacy
Opinion leaders, chiefs, elders, youth leaders etc.	Community	Can serve as advocates at all levels. Can also support the implementation research findings.

### 2a. How can these target groups and individuals be reached?

**Which interventions/ sources of information are currently used/trusted by the target group or individual?**

**Which would be the most effective, feasible/ trusted to use?**

<b>Target Person</b>	<b>Existing sources of knowledge available to them / him / her</b>	<b>Which interventions/ sources (effective, feasible and trusted) ?</b>	<b>By whom or what intervention/ source are they/ (s)he influenced by?</b>
Director of Public Health	Ministry of Health Policy documents, academic journals, procedures of conferences and meetings	Ministry of Health policy documents	Government, Donors and Funding agencies and NMCP
Malaria Control Programme Manager and staff	Ministry of Health Policy documents, academic journals, procedures of	Ministry of Health policy documents	MoH, GHS, Donors and Funding agencies

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	conferences and meetings, academic journals		
WHO focal person	ELDIS, SOURCE, Development Matters, WHO intranet	WHO Intranet, Academic journals	WHO policies
DHMT	Ministry of Health Policy documents, academic journals, procedures of conferences and meetings,	Ministry of Health policy documents	MoH, GHS, Donors and Funding agencies
Regional Director	Ministry of Health Policy documents, academic journals, procedures of conferences and meetings	Ministry of Health policy documents	MoH, GHS, Donors and Funding agencies
Representatives and focal persons of communities and civil society organisations	Meetings, durbars, media	Ministry of Health policy documents	NMCP

### 3. Key Dates:

External	Internal
November 2006 - Universal Children's Day	July 1 <sup>st</sup> -Republic day
1 <sup>st</sup> December 2006 - World AIDS Day	6 <sup>th</sup> March- Independence day
8 <sup>th</sup> March 2007 - International Women's Day	1 <sup>st</sup> -5 <sup>th</sup> November- National Immunization Days
8 <sup>th</sup> April 2007 - International Health Day	1 <sup>st</sup> December-Farmers day
25 <sup>th</sup> April 2007 - World Malaria Day	COMDIS Annual Review
7 <sup>th</sup> October 2007 - International Day for the Eradication of Poverty	
7 <sup>th</sup> April- World Health Day	

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### 4. Partners

#### Which organisations and individuals are potential partners for communicating this research?

Ghana Social Marketing Foundation (GSMF)- they could help in making research findings available in the most appropriate format to different audiences.

Ghana News Agency (GNA) - could serve as a point of disseminating information to the public through various print and electronic media.

Planned Parenthood Association of Ghana (PPAG)- Involved in reproductive health services including early childhood development. They have extensive experience in community education and extension work

Community Based Partners - Will help in information dissemination through community durbars, meetings and unit committee sittings.

### 5. Activities

#### For each group/individual list the intervention/source (radio, face-to-face etc.) and the related activities

Activity	Materials	Who will it reach (which targets)?	When will it take place?	Who will carry it out?
Initial Stakeholder workshops with policy makers to identify priority problems to be addresses		Policy makers, programme managers	December of 2006	KNUST COMDIS and NMCP
Publication of papers in trusted journals	Research paper	Other researchers, MoH, NMCP	December 2006 to December 2008	KNUST team
Production and dissemination of policy briefs on research	Policy briefs	Other researchers, MoH, NMCP	As findings of each research project are published	KNUST team
Production and dissemination of case study and fact sheets	Short, easy to understand document with a case study and	Media	As findings of each research project are published	KNUST team

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	facts about the topic			
Stakeholders workshops with policy makers to inform on progress of research, and identify new research priorities		Policy makers	As new rounds of research questions are being formulated	KNUST team
Journalist training		Media	Towards the beginning of the programme, then links with attending journalists maintained	SciDevNet
Links established with IDS	Dissemination of research	Policy makers, programme managers	Initial meeting 1 <sup>st</sup> November 2006, then continued relationship	
Links established with SOURCE	Dissemination of research	Programme managers	Initial contact late 2006, then ongoing	
Workshop for civil society programme managers		Civil society programme managers	When relevant findings are established	<b>KNUST COMDIS</b>

### 6. Support

**What support will you require from COMDIS to carry out these activities?**

Information on other partners' research; Information on priority problems identified by policy makers in endemic countries during initial stakeholders workshops.

### 7. Risks

**What risks are there which may have an impact on the achievement of the communications objectives?**

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If the findings of the research contradict the views of people who are influential to policy makers, it may be hard to change policies, and it may take longer than the COMDIS project runs for.

If policy maker's change, the priorities of the new policy makers may be different, and therefore they would not be as interested in the results of the research, or feel ownership of the project.

If the target group to whom the messages are given do not understand the message

If community members do not assume ownership of the research findings, it may affect the way they will receive communication activities

Natural occurrences like unexpected weather changes can affect time lines for communication activities

### **8. Monitoring and Evaluation**

#### **What milestones and indicators will you use for monitoring and evaluating activities and outcomes?**

Process / Outcome indicators:

Director of public health and other MoH/GHS directors, development partners, NMCP manager and staff, MoH/GHS staff, civil society organisations,

community oppion leaders participate in stakeholders workshops

4 research papers published in Eldis, ID21, HINARI, R4D, Source

52 IEC campaigns undertaken per year throughout project period at district, regional and national levels

IEC materials produced; 20000 posters, 100000 leaflets and distributed to MoH/GHS outlets, civil society organisations and communities

50 community-based health workers trained in early recognition of malaria signs and symptoms, danger signs as well as referral

Health personnel in the selected districts given orientation on malaria home-based care strategies

### **9. Post-Project Dissemination**

#### **How will communication of the research continue once the COMDIS project has finished?**

Appropriate, well-written and readily comprehensible documentations of the project findings will be made available to key audiences including decision and policy makers; civil society organisations; National Malaria Control Programme; media, development partners; academic and research community; parents and the local communities.