

Better Options for IFM: Uptake Promotion  
NRSP Project R8306

## Final Technical Report Annex D



# Communications Plan

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## Introduction

This document contains a revised communications plan for R8306: Better Options for Integrated Floodplain Management. The Communications Strategy is still a current working document as the communications objectives, context and stakeholders have changed little since the strategy was developed in January 2004.

The first table provides details on the communications plan for 2005. The second table indicates the communication activities that have been completed in 2003/04. One of these activities was the knowledge-attitude and practice study and this provides a good baseline for assessing changes in KAP following the communication activities that have been carried out. It is suggested that another KAP survey is conducted in mid-2005 and the communications plan revised again in view of the findings from the second study.

During 2005 one of the most important activities will be the production of the IFM Resources Pack. Experience indicates that this must be extremely well planned and tested prior to the final production. It is also advisable that a style and software for producing the guide is selected and planned well before the writing starts. External reviewers, especially a technical editor should also be identified.

The communications for the project still hold:

### Communications objectives

1. Policy influencing: To provide evidence about the benefits of integrated floodplain management to the fisheries and agriculture sectors, and of improved floodplain management through community based planning. Communicate this information, through a range of media, to those in a position to create or facilitate change within an organisation for promoting strategies and practices for integrated floodplain management.
2. Community learning and self-reflection: to facilitate communities to share and exchange their knowledge and practices to solve their own problems and constraints in relation to how they manage their floodplains. Evidence suggests (for example through current development and research work under CNRS, CBFM, SEMP, MACH) that communities (both fishers and farmers in the community) already practice some of the interventions (such as effort control and fish reserves and *rabi* crop diversification) identified through the research project R7868. The communities should drive communications activities.
3. Communities' communication: to facilitate communities to share their ideas on practice in IFM with those in a position to support policy and practice change (e.g. sub-district and district officers). Support them in communications activities.
4. Internal project learning: to reflect on the process of implementing the communications strategy, especially to gain a better understanding of the most effective and efficient means for raising awareness and changing attitude towards an integrated approach to floodplain management.

## R8306: Communications Strategy Plan 2005-2006

Activity	Method	Who	Timing	Location	Detail
<b>Context assessment/survey of communication needs</b>					
1. Follow-up assessment of level of awareness and change in practice within organisation about IFM	Workshop/group discussions	CNRS/ ITAD	Feb/ Mar 05	Dhaka/Field	
2. Review the success of the media and other promotional activities undertaken to date	As above	CNRS/ ITAD	Mar05	Dhaka	
3. Assessment of any change in awareness/knowledge of IFM as a result of IFM activities/media use	Follow-up discussions with communities	CNRS/ ITAD	Apr 2005	Field Sites	To identify whether messages have been fully understood and are being practiced. Identify if any follow-up is needed
4. Develop a participatory monitoring system for assessing change through IFM interventions in selected communities (change in practice/awareness as a result of project activities)	Design monitoring tool with community groups	CNRS/ ITAD	June05	Field sites	
<b>Communications Activities – community/micro-level</b>					
5. Review distribution list and distribution method for all information materials. Monitor quantities and recipients	Monitoring form	CNRS /ITAD	Jan 04	Dhaka	List of all recipients of information materials. Ensure good distribution.
6. Follow-up on <u>exposure visits</u> to demonstration sites – identify if follow-up visits are needed	Visits, observation and discussions	CNRS + partners	Mar-jul 05	Other suitable locations	Visits may be needed for DoF, DAE, CBFM-2 coordinators of partner organizations , District level Govt. officials, upazila level DAE officials, CBOs
7. Evaluate effectiveness of Folk drama	Discussions	CNRS	Feb 05	Field sites	To evaluate the effectiveness of drama as a tool for awareness raising and information transfer
<b>Communications Activities - Meso/national level</b>					
8. Review effectiveness of the promotion/awareness events held to date. Ensure these are held immediately after the exchange visits (if appropriate)	Short presentation/question and answer	C NRS	Mar/Apri 1 05	Partner/stakeholder offices	Maintain contact with identified target organisations who have potential to influence the agenda for IFM and institutionalise the process

Activity	Method	Who	Timing	Location	Detail
9. Plan programme of taking <u>video</u> of different stages of IFM, different communities, and selected case studies of good practice etc. for IFM resource pack/video/TV	video	CNRS/media house	key project activities	Various	Video to support IFM resource pack. – need to also look at the material produced for TV documentary
10. Identify format and content for IFM resource pack (to contain leaflet, poster, video clips and IFM training guide, which incorporates research results)	Planning workshop with identified users of the pack	CNRS/ITAD + partners	June-Sept 05		Content planned with stakeholders who will use the resource pack. Ensure that the training guide is well planned, fully tested and reviewed
11. Develop and test resource pack	Presentation, review and feedback sessions	CNRS/ITAD + partners	June-Sept 05		Comprehensive resource material for learning and practicing IFM
12. Training for identified stakeholders using the IFM resource pack	Training (of trainers?)	CNRS/partners	Sept – 2005		Training for DoF/World Fish/CBFM-2 NGO partners and CBOs involved in CBFM-2, MACH projects
13. Newsletter	Printing media	CNRS	May – August 05		Popular article on Research findings for wider stakeholders.
14. Design simple web page on IFM – either get main articles/promotion products (poster, leaflet, policy brief) on a website pages (CNRS and ITAD)	Web	CNRS/ITAD	Mar 05		Consider other sites, e.g. <a href="http://www.livelihoods.org">www.livelihoods.org</a> www.id21.com
15. Review the media monitoring plan	Presentation, discussions and feedback, review other similar documents	CNRS	June05		Look at the cost effectiveness of media and stakeholder access to different information
16. Seminar for DFID Bangladesh (influencing activities)	Max 1hr lunch time meeting	CNRS + partners	Mar/april 05	DFIDB?	Wider awareness in DFID-B about research/development projects.
17. Seminar, symposia	Paper/presentation	CNRS + partners	various	various	Seek opportunities to present results and progress of IFM work in Bangladesh
18. Review communication strategy	Workshop	ITAD/CNRS	Mar05		
<b>Regular Reporting/Monitoring</b>					
19. Annual Report	Progress Reporting	CNRS	February 2005		Yearly review of project progress towards achieving outputs

Activity	Method	Who	Timing	Location	Detail
20. Quarterly Reports	Activity Reporting	CNRS	Every 3 months		Statement of project activities and progress
21. Internal Project reflection/learning meeting/discussion	Discussion [email or face to face] Monitoring form for project team	Project team	Every 3-4 months		Documentation and analysis of project progress. Serves as a participatory monitoring tool.
22. Develop monitoring indicators to assess change in knowledge, awareness and practice	Through workshop and group discussions	ITAD/CNRS	July 2005	Dhaka/Field sites	Documentation of changes in knowledge, awareness and practice among stakeholders
23. Summarise key lessons being learnt in the project	Documentation from internal project/lesson learning event	Project Team	On going process		A series of documents on key lessons [one page sheets; report on web?]
24. Final Technical Report	Final results of project	CNRS and project team	End of project	Dhaka/various	The Final Technical Report

## R8306: Communications Strategy Plan June 2003- March 2004: COMPLETED ACTIVITIES

Activity	Method/Media	Who	Timing	Location	RESULT
<b>Context assessment/survey of communication needs</b>					
1. Rapid assessment of KAP to IFM by selected micro, meso and national level stakeholders. Rapid identification of information needs and media preferences for receiving information	Rapid survey	CNRS / ITAD	Mar/ Apr 2003	Field Sites and Dhaka	<u>PD124: draft communications strategy</u>
2. <u>Produce summary of PD124 using additional information from rapid KAP survey</u>	Analysis of primary and secondary information	ITAD	Jan 04	Dhaka	Summary of Communications Strategy; updated communications plan
3. In-depth KAP survey of IFM with meso and national level stakeholders	KAP survey	CNRS	Feb 04	Dhaka/Field Sites	Report on KAP towards IFM with meso level/key stakeholders
4. Review results from PAPD's already conducted in field site to identify awareness towards IFM/potential problems and solutions already identified	Review of PAPDs	CNRS	Feb/ Mar 04	Dhaka/Field Sites	Context situation for possible messages on IFM
5. Carry out survey of knowledge, awareness and practice of IFM, using participatory tools with selected communities	KAP survey for micro level	ITAD/ CNRS	Mar/ April 04	Field sites	Identification of messages for building knowledge about IFM and changing practice
6. Main messages for enhancing the awareness level on IFM identified and incorporated in communication media	On the basis of PAPD, KAP survey and the results of previous NRSP project	CNRS for TAs	June 2003— Dec 04		TAs at all level are sensitised on IFM issues
7. Analyse community level results and identify 2 potential media	Feedback meetings with community groups and KAP Results	CNRS	May04	Dhaka	Folk drama and demonstrations already identified; but may need other materials to further raise awareness and build knowledge
<b>Communications Activities – community/micro-level</b>					
8. Establish distribution list and system for all information materials. Monitor quantities and recipients	Monitoring form	CNRS /ITAD	Jan 04	Dhaka	List of all recipients of information materials. Ensure good distribution.

Activity	Method/Media	Who	Timing	Location	RESULT
9. <u>Sensitisation meetings</u> and introduction of project to the community/local level stakeholders	Discussion; technical discussions,	CNRS + partners	May'03	Field sites	Community aware and engaged in the project. Ask about expectations from research (any media we need to produce to support this?)
10. Established <u>Demonstration sites</u> for IFM	Motivation and Technical & material support	CNRS + partners	Oct'03 & Aug'04	Field sites	Demonstration Sites and supporting information
11. Three exchange/exposure visits for the 60 farmers (including 3 women farmers) to encourage them for cultivating alternative rabi crops to the potato, maize, wheat, onion and garlic growing areas.	Exchange visit; verbal face-face information exchange; sharing experiences	Organised by CNRS for farmers of IFM sites.	March 03  April 03  Nov04	Maize, Wheat and garlic growing area of Bogra district. Wheat, Garlic growing area of Natore district. Potato growing area of Munshigonj district	Positive changes amongst participating farmers on alternative rabi crop. 85 farmers are now practicing alternative rabi crop in 41 acres of land instead of HYV boro. At the beginning of piloting of IFM the number of participating farmers were 3 covering 3 acres of land. Without support many women in the charan areas have started growing vegetables, onion and garlic in the homestead land through their own initiative.
12. Training sessions with farming communities on alternative rabi crop	Technical presentation followed by discussion using the guidelines of rabi crop Maize, wheat, Potato, Garlic, Onion, Pepper and other winter vegetable	Organized by CNRS, DAE field level officials for farmers of IFM sites	Feb 04 Oct04 Jan 05	Project sites	As above
13. One exchange visit for Farmers of the CBFM-2 in IFM sites	Exchange visit to encourage farmers to practice alternative rabi crop (horizontal extension)	CBFM-2 CBO members. 28 members from 14 CBOs (2 representatives from each) under CBFM-2 project participated in the exchange visit.	Feb 05	Charan beel site	Participants contacted CNRS local field offices for further supports and developing linkages with Upazila level Agriculture officials.

Activity	Method/Media	Who	Timing	Location	RESULT
14. <u>Folk Drama</u> on IFM: develop script for folk drama; plan drama; hold drama in 6 villages.	Script reflects results of R7868 and other relevant projects	Drama group Community formed by CNRS and Partners	Nov 03	Charan Beel, Tangail Goachola Hatihara Floodplain, Narail District	Folk Drama held in x villages. Evaluation forms (to indicate what community members gain from the drama). Awareness raising activity
Jan 04					
And Nov'04 Feb'05					
15. Ensure 10 community members are consulted about developing script/test/revise					
16. Evaluate folk drama					
<b>Communications Activities - Meso/national level</b>					
16a) A brief (1 page) on the IFM is developed and published in the Zoological Societies of Bangladesh's Annual Meeting Publication – 2004.	One page brief	Developed by CNRS and published by Zoological Society of Bangladesh	Feb 04	Dhaka	Awareness raising for Senior National NR Management practitioners and institutions.
17. Promotional meeting with three TIs - Bangladesh Rice Research Institute 9BRRI), BARI (Bangladesh Agriculture Research Institute) and LGED (Local Government Engineering Department) for piloting and promoting IFM options through their current set up in their respective arena.	Promotional meeting for Influencing IFM friendly policy	CNRS for representatives from target institutions	May 04	Dhaka	Memorandum of Understanding and letter of Agreement have been signed with DAE, BARI and BRRI for testing and promoting IFM.  BRRI tested deep water aman rice varieties at one of the sites
18. IFM promotional meeting with Department of Agriculture Extension (DAE) officials	Promotional meeting for Influencing IFM friendly policy	CNRS and DAE officials	Feb 05	Dhaka and District level	
19. Draft policy brief circulated amongst the DAE policy/planning level officials (for promotion and comments)	Distribution among the policy level stakeholders	DAE Officials	Feb 05	Dhaka and Division level	DAE officials suggested to make a policy brief compatible to the Parliamentary standing committee. (DAE will then come forward with this document to place before the Parliamentary Standing committee)
20. Draft Posters have been circulated amongst the practitioners and other Meso/Micro level TAs (for promotion and comments)	Poster targeted at Meso and micro level TIs	CNRS	June 04	Project site s and different locations in Bangladesh	Sensitisation of Meso and Micro level stakeholders



Activity	Method/Media	Who	Timing	Location	RESULT
21. A daylong session on IFM had been incorporated in 5-day training programme on wetland management organized by CBFM-2 (DoF and World Fish) for PNGO' staff and Upazila level DoF officials.	Training programme	CNRS and World Fish Centre	Dec 03 – Feb 04	CBFM-2 project sites	Senior Upazila Fisheries officer, Upazila Fisheries officer, Assistant Fisheries Officer and all CBFM-2 staff and 11 partner NGOs viz. BRAC, PROSHIKA, CARITAS, Bachte Shekha, SDC, SHISUK, CRED, GHARANI. No of Participants were 200 (9 training) Awareness raising and share field experience.
22. <u>Workshop/Seminar</u> for meso level stakeholders : power point presentation on IFM to the DoF field staff	Presentation and feedback	CNRS + partners	Dec'04- Jan'05	Dhaka	Awareness raising and knowledge updating for DoF field staff
23. A power point presentation on IFM issues and interim results from two pilot sites has been made at the DoF-NGO coordination meeting of the Fourth Fisheries Project	Presentation for Awareness raising	CNRS	June 04	Dhaka	Awareness raising activity for DoF officials are in different policymaking level and NGO.
24. A Poster presentation on IFM issues	Poster paper	CNRS	July 04	International Wetlands conference, INTECOL, Netherlands	Aware International communities on Wetland management: Bangladesh experience.
25. Diary and Year planner (highlighting IFM options) produced and distributed to the target audiences	Diary and wall planner	CNRS produced for Stakeholders support policy and practice change, NGOs	Jan 04	Policy and Meso level stakeholders and Tas	National/Meso/ Micro level stakeholders have an access to the message on IFM
26. Spot on TV extension programme on IFM	Telecast	CNRS and TV channel	28 <sup>th</sup> Feb 05	All levels – nation wide	TV channels has come up with a broadcast a 10 minutes story on IFM

## Project Budget for Communications Activities

The communications activities, not including subsistence, travel and staff costs, account for approximately 14% of the overall budget.

Communications Activity	Detail	Cost	Total (Taka)	Total (£) (£=102 Taka)
<b>Booklet</b>	A-4 size/10.5 to 11.5 inch size, 4 colour, both side printing, single fold, art card 300 gsm <i>Cost includes:</i> printing, positive output (Film), plate, paper, folding, dye cutting, type setting and scanning/DTP system process. <i>Cost does not include:</i> designing, testing, editing, photography, message developing. Costs for these items are varied based on extent and degree of the work.	Tk. 15/copy (min. 3000 copies)	45,000	440
<b>Poster</b>	Size: 20 inch X 30 inch, one side printing, 4 colour offset printing, art paper 120 gsm Cost includes printing, positive output (Film), plate, paper, dye cutting, type setting and scanning/DTP system process. <i>Cost does not include:</i> designing, testing, editing, photography, message developing. Costs for these items are varied based on extent and degree of the work.	Tk. 25/copy (min. 3,000 copies)	75,000	735
<b>Resource Pack</b>	Page: 100, size: A-4, Cover: 4-colour offset printing, art card 300 gsm and inside black and white, mat paper 100 gsm, offset printing Cost includes printing, positive output (Film), plate, paper, folding, binding, dye cutting, type setting and scanning/DTP system process, mat lamination and spiral (coil) binding. <i>Cost does not include:</i> illustration, developing, reviewing, designing, testing, editing, photography these vary depending on scope of the work.	Tk. 300/copy (min. 1,000 copies)	300,000	2,900
<b>Folk Theatre</b> Preparatory cost (once only)	Script development	Tk.50,000		
	Training of 15 members folk team for 15 days (venue rent, subsistence, wage compensation/training allowance, resource person, transport, test show)	Tk. 100,000		
	Costumes	35,000		
	Stage decoration	5,000		
	Microphone set (includes two speakers and amplifier)	45,000		
	Props	15,000		
	Instruments	25,000		
	<b>Sub-total to produce folk theatre</b>		275,000	2,700
<b>Folk Theatre (to stage a show)</b>	Cost varies depending on professional level of folk groups, location of show, transport facilities			
	CBFM-2 project experience (per show)		5,000	50
	MACH project experience		10,000	100
	Fourth Fisheries Project experience		22,000	215
	SEMP project experience		7,500	75

Communications Activity	Detail	Cost	Total (Taka)	Total (£) (£=102 Taka)
<b>PAPD</b>	Cost varies from Tk.30,000 to Tk.90,000 <i>Cost includes:</i> participants wage compensation, subsistence, transport, resource persons subsistence, transport, aids and materials, stationeries, venue rent/decoration, assistants honorarium, etc.). <i>Cost does not include:</i> facilitators salary costs and allowances		30,000 – 90,000	300 - 880
<b>Workshops – field level</b>	1 day with 20 participants <i>Cost includes:</i> resource person's honorarium, transport and subsistence of participants, resource persons, wage compensation, aid/material, stationeries, documentation, rent of audio visual aids viz. OHP, Flipchart, etc, venue, refreshments.		10,000 – 20,000	100 - 200
<b>Workshops – national level</b>	Half day, 20 participants. <i>Cost includes:</i> resource person's honorarium, transport and honorarium of participants, resource persons, aid/material, stationeries, documentation, rent of audio visual aids viz. LCD, OHP, printing materials, etc, venue, refreshments.		20,000- 30,000	200 - 300
<b>Training [residential]</b>	A 3 day-day long training, 20 participants, residential. <i>Cost includes:</i> venue rent, organizing the event, materials, handouts, training bag, accommodation, travel and subsistence, OHP, LCD, etc. <i>Cost does not include:</i> developing training module/manual, testing of manual, long transport of participants, training evaluation and completion report, documentation.		100,000	1,000
<b>Training [non-residential]</b>	Cost includes venue rent, organizing the event, materials, handouts, training bag, travel, OHP, LCD, etc. Cost not included: Developing training module/manual, testing of manual, participants, local transport (for non residential training participants), training evaluation and completion report, documentation.		76,000	750
<b>Video</b>	20 minutes long video, Beta and DV format with CD [professional/TV quality] <i>Cost includes:</i> scrip development, shooting, editing, music composition (background), computer graphics, sound system, honorarium of vocal artist, etc.		1,200,000	11,800
<b>Newsletter</b>	Size 11X17 inch, single fold, both side offset printing, 4 colour <i>Cost includes:</i> printing, positive output (Film), plate, paper, folding, dye cutting, type setting and scanning/DTP system process.	Tk.20/each (min 3,000 copies)	60,000	590
<b>Exposure visit</b>	Exposure visit to a demonstration site by the policy level persons, 6-8 persons, daylong visit. <i>Cost includes:</i> hiring 2-3 cars, organizing, food, honorarium, briefing note and literature, etc.		30,000	300
<b>Exchange visit</b>	Exchange visit by the beneficiary group members, 3 days long, 10 members <i>Cost includes:</i> transport, accommodation, subsistence, honorarium, etc.		50,000	500