
DFID Consultation

CIMRC Workshop on
Communication of Research Findings
8th August 2003 – An overview

DFID/CIMRC Workshop on Communication of Research Findings

Contents

<u>DFID FRP – Theme 5/6 - communication of research findings</u>1
<u>Exchange – Embedding critical enquiry and communication: making more effective use of research for social change</u>4
<u>IIED – Fieldwork in the corridors of power</u>7
<u>INASP – Contribution to DFID consultation: Communication of research findings</u>10
<u>NRI – Key approaches, evidence of positive results and innovative ideas from the five DFID-funded research programmes, managed by NR International: Crop Protection, Crop Post Harvest, Livestock Production, Forestry Research and Post Harvest Fisheries</u>13
<u>Panos – Research-communication projects and experience</u>19
<u>Peri – What techniques are employed to ensure that research is what people need...</u>22
<u>WEDC – Ensuring demand for research and reaching target groups with outputs</u>27
<u>IFRTD – Making it Happen: A Network Approach to Communicating Research</u>30
<u>ITAD – Experiences and lessons learnt from an NRSP funded research project – A learning and communications programme for the PAPD methodology (R8223)</u>33
<u>Alliance – Enabling research accessibility and use</u>35
<u>TVE – TVE-Earth Report presents: “Hands on -- communicating for development & change”</u>38
<u>Wateraid – A brief note on WaterAid’s research dissemination methodology</u>41

<u>Oxfam – Key approaches and evidence of positive results in research and communication</u>44
<u>ALNAP – ALNAP Key Approaches and Evidence of Positive Results: Communicating Research Findings.</u>48
<u>ITDG – Partnerships, services based on demand and social networks & local knowledge systems</u>51
<u>HR Wallingford – Communication review – experience from two recent EngKaR case studies</u>54

DFID - Forestry Research Programme

Theme 5/6 – communication of research findings

J R Palmer
Manager of DFID's centrally-funded Forestry Research Programme (FRP)
Natural Resources International Limited
Park House, Bradbourne Lane, Ditton, Aylesford, Kent ME20 6SN, UK.
Direct line telephone: [UK +44] (0 1732) 87 86 60
Direct line fax: [UK +44] (0 1732) 22 04 97
E-mail: j.palmer@nrint.co.uk

This note from the DFID Forestry Research Programme (FRP) responds to the invitation dated 24 July, received 07 August, from the CABI Communications and Information Management Resource Centre for a 2-page reply on **Key approaches and evidence of positive results in communication**. It follows earlier 2-page submissions of 22 June on each of the then themes 1–6 to the DFID Central Research Team.

1. Perceptions of the poor about their priority problems

Poverty reduction strategy processes "cookie-cut" by the World Bank are still failing to allow expression by the poor of their own perceptions of priority problems. In-country surveys of a wide range of stakeholders including the forest- and tree-dependent poor provided FRP with complementary data sets to those at macro level for PRSPs. Representatives of the poor have expressed appreciation of these non-sectoral opportunities for explaining their priorities. The remarkable consistency in findings from surveys in 23 DFID partner countries show that government and donor programmes are not perceived to be addressing successfully these priorities.

Using these surveys to improve the PRS processes is possible when the in-country surveyors have established connections into those processes. When the surveyors do not have such status, DFID in-country programmes could usefully promote these reports.

2. Demand-driven research

The problem surveys in DFID partner countries, and the priority problems raised at the Conferences of Parties in the UN Conventions in which DFID has an interest, have set the topics in the FRP strategy since 1997. Unsolicited requests are pointed to other funding agencies able to finance supply-driven ideas. As the FRP research arises from explicit demand, the major part of the client base is established automatically. This is not to say that locally-owned research leads always to improvements in the livelihoods of the poor. Obstacles such as a weak "enabling environment", inadequate mandates and staffing, lack of operational funds, and poor budget controls often prevent application of well-received outputs.

3. Criteria for success

Collaborators and clients or their representatives agree on their own criteria for success of a research project. Criteria are re-examined at annual monitoring meetings and can be changed as understanding evolves about the nature of the problem and the implications of the outputs.

4. Tailored outputs

FRP projects use a wide variety of output types, formats and languages. There are more than 80 categories in the database of outputs covering FRP projects since 1963. FRP requests co-funding to increase the number of printed copies and translation into other languages. Demand is always high for monographs and syntheses of knowledge, not restricted to DFID-supported research.

5. Training courses

FRP has often under-estimated the weaknesses in the primary-tertiary education of collaborators. In-service training is necessary to enable the project collaborators to develop the confidence to promote and adapt the results from strategic, multi-institutional, multi-country research. This training is built into the project design. In FRP experience, written/electronic outputs on their own rarely "sell" themselves on first acquaintance.

6. Policy briefs

Since 1998 most FRP projects must prepare at least one policy brief directed to explicitly identified (groups of) policy makers. The 1-page visually-attractive briefs summarise the problem and the outputs, and describe the developmental implications of the outputs for each category of policy maker. It is these briefs, or the parallel field practice briefs, and in tandem with oral presentations which have had the most attributable effects on policy, legislation and regulations. Early involvement of clients as stakeholders in projects is also important.

7. Advocacy of policy change

Research staff accustomed to conservative objective presentation at scientific conferences have difficulty in adjusting to the opportunity of 20 minutes of a Minister's time. Preventing the scientists from speaking about their science, and getting them to talk about the developmental implications and the vote-catching opportunities which might ensue from application of the research outputs, requires a change in mindset. FRP has commissioned a course in science communication and policy advocacy, the first course should be delivered in November 2003 and should be mobile overseas thereafter. Donor agencies such as Canadian IDRC expressed interest even before the course was designed.

It is not just the presentational advocacy which is weak. The linear mode of argument in most literate societies may be quite unsuitable in other cultures. Training is needed for the research teams, including extension staff, so that they can adapt to the cultural norms of the farmer association or Ministerial meeting and still make a convincing case for change.

FRP does not have a good grasp of the needs or customs of policy makers in different countries. We will follow closely the effort of the Global Development Network to make these needs more transparent and so easier to engineer a response.

8. Coping with illiteracy

70 percent of the world's farmers are women and most of them are illiterate. The great bulk of research outputs and extension materials require literacy. FRP has done some work on cracking the communication barriers, of needs upwards to service providers and of potential solutions downwards from the providers, using video filming and cartoon picture books.

Embedding critical enquiry and communication: making more effective use of research for social change

Dr Rob Vincent
Learning Co-ordinator, Exchange
c/o Healthlink Worldwide, Cityside, 40 Alder Street, London E1 1EE, UK.
Email: VincentR@healthlink.org.uk

Exchange is concerned to capture the 'learning' from its own work and that of others, to begin to synthesise some of this learning, and to 'map' the way other organisations are documenting and sharing the learning in their health communication work. Finding ways to ensure learning is fed back into practice, and gathering examples of approaches that are emerging as effective at doing this, are important parts of this work. In this way, Exchange's work raises issues that are pertinent to the challenge of seeing research used more effectively.

When it comes to sharing learning, Exchange emphasise the *process* of networking and communication rather than particular technologies or tools. Learning and critical enquiry are most effective when embedded in ongoing work, informed by the richness of contextual detail and the tacit knowledge of those involved. It is keeping this critical engagement process alive at a range of social levels, rather than particular research outputs, which is most important.

Applying this approach to research throws up a number of priorities:

- a need for more research that addresses local context and realities, including the character of processes of social change (particularly anthropological methods, e.g Hahn 1999 - Public health, Green 1999 - Indigenous theories of contagious disease)
- related to the above, a need to build capacity for critical enquiry, analysis and communication at local level (for engagement and empowerment)
- combine the above into decentralisation of research efforts
- need for embedding of communication, networking and analysis in practice – builds both engagement and capacity (parallels 'informationalism' of Castells 2000).
- 'validity' expanded to foreground relevance, and the priorities of target audiences (Universal Access to Health Information videoconference, BMA House 18 July 2001)
- value of interdisciplinary and 'cross-site' research to combine insights and perspectives-building into communities of practice/interest (see work of Canadian Institutes of Health Research CIHR 1999: Ingredients for success p10, http://www.chsrf.ca/docs/resource/frmoltocom_e.pdf)

Two examples of where the research process, capacity development, communication and social change are all integrated and embedded in the ongoing work are outlined:

CIET – Building the community voice into planning

CIET (Community Information, Empowerment Transparency) aims to bring scientific research methods to community levels, building capacity for such research with local people, and supporting them to inform the decisions that affect their lives. CIET is a non-governmental organisation working in several countries with an academic institute in Mexico. Its local evidence-based planning work has looked at a range of issues stretching from input into public health priorities in Atlantic Canada to sexual violence in South Africa and corruption in Uganda.

A research process combining qualitative and quantitative methods is designed in consultation with all stakeholders and local survey teams are trained on site. Data are analysed relating to coverage, cost, and impact of particular services, programmes, and interventions. As part of a ten-step process of 'socialisation of evidence' preliminary findings are fed back to the surveyed communities and discussed by them in focus groups for their interpretation and proposed solutions. This is followed by discussions of the evidence at regional and national levels, with an emphasis on building strategies for action. Cycles of data collection, analysis and 'socialisation' on different issues provide the basis for sustained, critical dialogue on issues that affect people's daily lives, providing accountability in the form of a 'Social Audit'.

Another important component of the CIET approach is the development of relationships with local and international media, so that the 'socialisation of evidence' includes key findings being highlighted in the media. By packaging the evidence to provide concise newsworthy copy, the major health issues make for engaging reading and ensure ongoing coverage. Involving key stakeholders in the research also means that in many ways the 'research is the message' with the potential to change people's perceptions and actions.

Projects: by theme and media reports: <http://www.ciet.org>

Examples of impact or CIET's work and more on Social Audits:

[http://www.capacity.org/Web_Capacity/Web/UK_Content/Download.nsf/0/5ED21B3CA9141FA2C1256D56002BEE1F/\\$FILE/issue-15e.pdf](http://www.capacity.org/Web_Capacity/Web/UK_Content/Download.nsf/0/5ED21B3CA9141FA2C1256D56002BEE1F/$FILE/issue-15e.pdf)

The Effectiveness Initiative – understanding 'good process'

The Effectiveness Initiative (EI) links 10 different long-standing early childhood development projects around the world in an ongoing cross-site and cross-cultural dialogue based on the in-depth study of each. Pioneered by Bernard van Leer Foundation, the aim of EI is to explore what makes a programme effective, under what conditions, and for whom; both what supports and what hinders a project under particular conditions and in particular contexts; and what these contours describe about effective programming more generally. The cross-site dialogue was sustained by linking two 'insiders' (from each project) and two 'outsiders' (from an international research team) together over time, through face-to-face and electronic dialogue.

The team recognised the tension between the importance of lessons from local contexts in their diversity and more generalised notions of 'effectiveness' that could be drawn. Packaging learning and experience can remove it from context, something that is always a risk in producing documents and the 'products'. However, elements of how *to sustain the process* of dialogue and some supportive characteristics of programming can be generalised, perhaps heralding a shift from good practice to good process.

Examples of key elements of effectiveness include:

1. **The need for credibility and trust**
hinged on people being able to continually negotiate the findings and analysis emerging from project work over time, and also to feel that their voices and values were heard and respected.
2. **The value of providing 'spaces of reflection'**
in whatever form, so that people could begin to develop their own understandings and set their own agenda. Participatory methods were as important for the space of reflection that they introduced, as any specific priorities that emerged at a particular time.

See *Early Childhood Matters* No. 99 for the 'first fruits' of EI: <http://www.bernardvanleer.org/>; For background of the Effectiveness Initiative: <http://bvleerf.hacer.com.ve/english/index.html>

Both of these examples touch on the issues of difference between learning from projects and formal research (although these are best seen on a continuum of methods of enquiry, learning and communication). Project learning tends often to be guided by embedded concerns and problems at hand, and can thus have a valuable practical focus, and immediately address practical priorities. More formal research, on the other hand, can more easily ask systematic questions of the 'outsider' which are less bound by the immediate givens of a situation, seeing past assumptions that structure the thinking and 'practical consciousness' of the 'insider'.

By combining the 'insider' and 'outsider' perspectives the EI combines the strength of both, while both CIET and EI build the capacity for critical enquiry, qualitative and quantitative, at the local level, empowering local communities for self-determined action. Local relevance and engagement need not compromise scientific validity.

Both approaches validate DFID's interest in a shift to using knowledge effectively and the concern to see research in a broader context of knowledge creation and the social infrastructure that can sustain change and innovation. At the same time valid misgivings about 'communities of practice' merely building on elites who are already networked and 'plugged-in' are addressed in these examples since they systematically involve local communities, not just those already connected and in dialogue.

Fieldwork in the corridors of power¹

Kimberly Clarke
International Institute for Environment and Development
3 Endsleigh Street, London WC1H 0DD, UK.
Email: Kimberley.Clarke@iied.org

'Ways of working' is a term that is increasingly used to describe the importance of the process through which something is done, rather than just focusing on the output or outcome. It is recognised that the quality of the outcome can be seriously affected by the nature of the relationships entered into and the choices that are made about the form, style and content of the relationship.

In IIED we have developed a way of doing collaborative research that builds capacity and makes research accessible throughout the project – and keeps it alive long after. Pioneered by the Forestry and Land Use programme, the 'Policies that Work' approach has been refined and used by other IIED programmes.

This collaborative research approach grew out of a realisation that international enthusiasms and decisions can't easily be converted into workable plans at country level. For example what 'good forestry' is is probably very different from one country to another, so we needed to look at: What are the actual decisions that matter? Who is making them? and Are they even about forest policy and institutions? The idea was to look very explicitly at processes in policy and governance that affect the way people behave towards forests and forest resources, as what happens to forests are a result of influences of varying kinds, not just forestry policy, e.g. competing land-use options might include cash crops, leisure, etc.

Teamwork

The key to this approach was an international team of smaller in-country research teams.

The plan was to build teams in each of the six different countries in which we planned to work. The shortlist included countries where there was a real opportunity, but also major links between people and forests, importance of forests to the economy, perceptions of major policy problems, existence of cores of enthusiasm, and particularly some sort of institutional history, whether with us or someone we knew.

Crucially, the teams were all contracted part-time, and continued to work in their institutions. The people chosen were the good and perceptive people that we knew or knew of, rather than any particular institutions, and we found that it was better to find good people and then go with their institutions. They were already 'insiders', or at very least engaged, and were well-regarded by different important groups of stakeholders and actors.

¹ This case study is the result of an interview with James Mayers, Director for the Forestry and Land Use Programme. It is intended to stimulate discussion at the 'Communicating Research Findings' workshop at DFID on 8 August 2003 and is not a comprehensive description of the Policies that Work project. For more information contact Kimberly.Clarke@iied.org.

Nothing substitutes for having a reasonable profile with a piece of politically relevant and topical ongoing work, with a local team who can jump on opportunities that arise. When the government department has a workshop or initiates a process that is germane to the issue, for example, the team is ready, plugged into the relevant networks and institutions, and with meaningful and reliable facts at their fingertips. *In our experience this is probably the main route for influence along the way.*

Governments were involved because they wanted to be. The research was focused on the specific needs of their country, and they wanted to make sure they knew what was happening. DFID and Dutch staff in-country (the two donors) were involved and invited to participate whenever possible.

The way in which the work was done, as well as the subject matter, varied considerably. Some excellent tools were developed to map power and influence. (These are all in the Annex of the overview book, *Policies that Work for Forests and People*, which is about to be republished by Earthscan.)

The teams were as open as possible about what they were doing, keeping the information flowing and holding workshops along the way to air preliminary thoughts and findings and invite reactions and feedback. They were also ‘circulating’ generally as they were only working on the project part of their time and so were attending other meetings, etc., in their professional capacity and producing various other products such as newsletters and interim reports etc.

IIED’s role

The teams were asked how they could use IIED most effectively. IIED’s main role in the early stages, in addition to overall co-ordination, was to swap information and try to spot gaps in the way teams were approaching things, and to note how one team could help another team to tackle a problem, or develop a method to solve a problem, thus enabling the teams to build each other’s capacity. It was a revelation at times just how useful this was, and when the whole group got together it really worked because there had been genuine links built between the teams.

Importantly, IIED was also used to back up the teams and to take the flak or to be the excuse for pushing at politically sensitive areas. We also pushed the teams to keep making their case in every way possible for different audiences, and to keep information moving and maintain the profile of the project.

Impact

In Ghana some recent institutional change can be traced back to influences from the project, e.g. changes in terms of farmers and their rights over trees and forests, institutional changes where decision-making about forestry and land-use became more local, partly because team members have moved into influential posts or have still been able to keep the issue on the table.

Some results are probably linked to international trends, but because this work was done when policymakers were heading in more progressive directions generally we were able to jump in with the book and give them somewhere to start. We know the books are used, and new professionals can use them to get up to speed. They are also used in other countries where there are similar situations – not by design necessarily, but using IIED contacts, word of mouth, etc.

Planning further information and influence

There was a 'Pressing Home the Findings' phase, which DFID supported. All the teams developed a basic matrix of what their message was, who needed to hear it, how they were going to get that message across (short, medium, long term), and how they were then going to follow up with that message. Some things would happen within the life of the project, others were setting in train things that would carry on, i.e. one goal might be to get institution X to *start* thinking about this issue. Different products were needed at different stages, in addition to the glossy country case studies, such as flyers, policy briefings, local language products, curriculum development, etc., and there was a range of different gatherings, such as retreats with forest officers about how to actually do something with these comprehensive reports, big launches through to local-level stakeholder discussions, articles in local newspapers, local television and radio. The teams interrogated each others' plans to make them realistic. They managed to do about 80% of the immediate activities, less of the more diverse long-term plans as the money ran out. It continues to be extremely difficult to persuade donors to support ongoing work to keep pressing home the research findings, as it often takes years to make significant gains in policy change.

One of the key results from this project overall was that the private sector is an extremely important player and is nearly always left out of this type of research. A follow-on project, 'Instruments for Sustainable Private Sector Forestry', used the same collaborative research approach to look specifically at the the role of the private sector in sustainable forestry. The teams built on the ways of working that had been found to be particularly effective in the first project, and the work disseminating the results of this project is ongoing. Three of the key books are in the process of being translated into Spanish, and one into Portuguese. Lessons learned in the first project about constructing more effective teams were also put into practice, but we still followed the same principle of seconding on a part-time basis professionals who will continue to be key (and increasingly senior) players in the sector in each country.

IIED is currently seeking funding to expand the private sector work to look at the micro-enterprise sector, which was identified as having particularly high potential to work with communities and improve livelihoods.



Contribution to DFID consultation: Communication of research findings

Neil Pakenham-Walsh (email: health@inasp.info)
The International Network for the Availability of Scientific Publications
27 Park End Street, Oxford OX1 1HU, UK.
Tel: +44 1865 249909
Fax: +44 1865 251060
Email: inasp@inasp.info
Web: <http://www.inasp.info>

Multistakeholder networking: Lessons learned from the INASP-Health programme

<http://www.inasp.info/health>

Multistakeholder networking: What is known already

- International development in general, and information development in particular, involves an increasing number and range of stakeholders. Efforts are largely uncoordinated and fragmented, and are often duplicative and wasteful. Lessons learned - what works and what doesn't - are poorly shared.
- International communication among stakeholders is weak. There is a clear need for increased collaboration among researchers, policy makers, end users and other stakeholder groups involved in research and information flows.
- Mainstream development strategies - including PRSPs - increasingly recognize the importance of ownership and agenda setting. In practice, however, this is prevented by weak communication among stakeholders *within* countries. This leads not only to lack of coordination, but also to inability to have ongoing dialogue and consultation among national and local stakeholders, to define their own development priorities, to create and drive policies that impact on their own development.
- New technologies provide unprecedented opportunities to enhance multistakeholder communication at international, regional and national levels.

Lesson 1: Involve all stakeholders around a common objective

INASP-Health is recognized worldwide as the leading focal point for international cooperation around issues of access to information for health professionals in developing and emerging countries. The programme serves the full range of stakeholders in the global health information community, from senior international executives to primary healthcare workers.

Lesson 2: Facilitate communication among stakeholders

INASP-Health is a specific programme of the International Network for the Availability of Scientific Publications, an international NGO established in 1992 by the International

Council for Science. INASP's mission is to enhance the flow of information within and between countries, especially those with less developed systems of publication and dissemination. INASP's objectives are:

- to map, support and strengthen existing activities promoting access to and dissemination of scientific and scholarly information and knowledge;
- to identify, encourage and support new initiatives that will increase local publication and general access to quality scientific and scholarly literature;
- to promote in-country capacity building in information production, organization, access and dissemination.

Lesson 3: Build step by step, in response to demand

The INASP-Health programme was launched in 1996, with a small grant from DFID, in response to the expressed need for a specific initiative to promote cooperation among the rapidly growing number of players involved in health information development.

Over the past 7 years, INASP-Health has introduced, step by step, and always in response to clear demand, an integrated package of communication tools to support cooperative networking for the health information community:

1996 → Advisory and liaison service (Help and advice on all issues related to health information development)

1997 → INASP-Health Directory (Directory of international health information development programmes)

1998 → Health Information Forum (Regular thematic meetings in London, linked with study visits for developing country speakers)

2000 → HIF-net at WHO (Email discussion forum, 1100 subscribers)

2001 → INASP-Health Directory (Directory of international health information development programmes)

2002 → INASP Health Links (Internet Gateway)

2002 → INASP Health Library Partnerships Database (N-S twinning partnerships)

2003 → Local HIF programme: Capacity building for regional and national cooperative networking

Users have a range of options, which together provide the information, support and contacts they need. Critically, all of the above components work synergistically for maximum effectiveness and efficiency. For example, users of the advisory and liaison service can be encouraged to consult their colleagues worldwide via HIF-net at WHO - this makes for greater interaction, involvement and learning for all concerned. Similarly, there is strong continuity and dynamic multidirectional communications between physical Health Information Forum meetings and HIF-net at WHO.

Lesson 4: Provide an open neutral space for international dialogue

A full review of all INASP-Health activities is available on the INASP website, but the HIF-net at WHO email discussion forum deserves further mention here. HIF-net at WHO is an open space for dialogue. The forum enables players to feel connected with others worldwide who are dedicated to improve access to health information; to identify contacts and potential collaborators; to find out funding and training opportunities, useful websites and new publications; to learn from others; to explore new ideas and perspectives; to understand priorities and needs; and to collaborate to achieve common goals.

Lesson 5: Keep focused

HIF-net at WHO was launched in collaboration with WHO in July 2000 and now has more than 1100 subscribers from 123 countries worldwide, with a substantial proportion from developing countries (currently more than 40%, and increasing as email becomes more widely available).

The focus of HIF-net at WHO has always been on providing a space for the sharing of experience among those dedicated to improve access to health information. (The list does not serve as a channel for technical health information, nor as a health information service to answer specific technical queries.) Given this specific remit, it was not originally expected that the list would attract such a high number of subscribers, but perhaps it is this specific focus that makes the list so popular.

Spontaneous feedback from subscribers is received on an almost daily basis, saying how useful the list has been to them. The unsubscribe rate has been minimal - well under 5% per annum, often because of job changes, travel, or other personal reasons.

Lesson 6: Remember the importance of interpersonal communication

All new subscribers are asked to supply name, affiliation and professional interests, from which a draft 'personal profile' is drafted and emailed back for checking, together with a personal welcome message. Personal profiles are appended to the end of all messages sent to the list, which helps readers to identify with the sender.

Lesson 7: Think of the reader

There is a rigorous focus on the reader. Any message that is irrelevant to the theme of the list, or which is unclear, would inevitably result in frustration and wasted time for readers - in the case of HIF-net at WHO, this potentially means several hundred people. Therefore the moderator spends 2-3 minutes to check each message for relevance, clarity, and readability - all messages are proofread and set in upper/lower case for ease of reading, and all URLs are also checked.

Lesson 8: Language is an issue

English is the main language of the list, but French and Spanish submissions are also encouraged (these are translated into English and forwarded to the list as bilingual messages). Multilingual networking is an important issue for multistakeholder networking. At present, this is limited by lack of resources, but it is possible that advances in translation software might eventually make this achievable.

Lesson 9: Future directions: the challenge of in-country networking

INASP-Health has done a substantial amount of work over the past 2 years, especially in East Africa, working on regional and in-country cooperation around local creation and adaptation of health information; CME; and use of ICTs for continuing education for healthcare providers in rural areas. Meanwhile, an increasing number of health information colleagues within developing countries are calling for networking and learning activities to promote in-country cooperation among key health information players. In-country cooperation is our current priority. We anticipate that capacity-building for in-country communication is achievable now for many reasons:

- there is a clear demand
- there is a supportive international communications framework (HIF-net at WHO and other INASP-Health communication tools)
- email is increasingly available to players in developing countries

This approach will be challenging, but we are convinced it will have a profound and dynamic impact not only within the countries concerned (currently we are looking at Kenya and Zambia) but on cooperative networking regionally and internationally.

Key approaches, evidence of positive results and innovative ideas from the five DFID-funded research programmes, managed by NR International: Crop Protection, Crop Post Harvest, Livestock Production, Forestry Research and Post Harvest Fisheries

Benedikte Siderman-Wolter
Communications Manager

NR International, Park House, Bradbourne Lane, Aylesford, Kent ME20 6SN, UK.

Tel: +44 (0)1732 878646 (direct line), +44 (0)1732 878686/7 (switch board)

Fax: +44 (0)1732 220497

Email: b.wolter@nrint.co.uk

Web: <http://www.cpp.uk.com>, <http://www.nrinternational.co.uk>

Radio

Soap

In Kenya, there are 6m listeners of a radio soap which includes agricultural and developmental messages. It is broadcast by the Kenyan Broadcasting Corporation and 87% of the population has listened to it in the last 12 months. 13% of the population count the soap as their favourite programme. The majority of production staff are Kenyans. The idea is to roll out a similar soap in Tanzania. Therefore, a listener survey (sample size 600) was carried out to see what they want to hear about, so the soap is demand-led, with the provision of practical knowledge through drama. Two of NR International's DFID-funded research programmes will invest in return for 2-3 agricultural messages a year being broadcast. The potential reach of the soap, based on Kenya's example, is 5.5 million for £25/year, though the aim is 10 million in a year. With a total of one hour coverage a week, the soap is 15 minutes, as is the accompanying radio magazine which cross-promotes the stories in more detail, featuring Q&A sessions and debates.

Documentary

In the Field vignettes on the research projects were broadcast on BBC World Service.

TV

The research programmes have achieved international and national, terrestrial and satellite coverage.

Earth Reports: For example, a number of project leaders have been interviewed for publicity materials disseminated worldwide. These include Agfax articles for Wren Media and a programme by the **TV Trust for the Environment**, which reported the progress of the Cassava Brown Streak Project in combating the threat of cassava brown streak disease.

Bucadef: A video was produced as part of a sweet potato project as a promotional tool and in order to illustrate to others what can be done.

Cotton video: A video manual has been produced to disseminate cotton IPM messages to farmers, allowing at least 150,000 farmers around Uganda to see the video.

Newspapers

Several articles have appeared in national newspapers in the south. For example, the improved tomato variety developed by a research programme funded project was covered in *Prajavani* and *Deccan Herald* in India. The potential reach of such articles is increased in some countries where one newspaper is read by up to 15 people and often read aloud to farmers' groups (Uganda).

The Guru

This is a touch-screen diagnostic kit for livestock. The inventor takes digital photos of a region, making it instantly identifiable and relevant to that local user. A user then selects an animal by touching the screen, then the specific region on the body and different ailments can be diagnosed. It's simple and adaptable and it acts like a remote vet.

Research Overview Powerpoint Presentation

Produced for the Royal Show as a user-friendly overview for the general public, to explain clearly and simply, what the research programmes do. It was also an opportunity to show those in development what research is producing and in order to draw people in.

Issues papers

With a distribution of 2000 per paper, these were designed as think pieces to look at future trends in the post-harvest sector. The target audiences are donors, to guide policy, and research institutes, to encourage them to explore possible areas for research, in both the developing and developed world.

Post-Harvest Bulletin

Devised as a means to promote project outputs to a wide audience of NGOs, small entrepreneurs, research institutes, government and consumer associations. It is put together by the Southern African Regional Coordinator and has expanded, due to popularity, with each issue.

Websites

Focus on Forests: With funding from the Forestry Research programme, this is an interactive website for children produced by the World Land Trust. It covers the issues facing forests today (<http://www.worldlandtrust.org/forestry/>).

Research Programme websites: These are a massive source of information and act as a portal. For example, the development of the CPP website was one of the major promotional activities carried out by the management team in 2002–2003. The site (<http://www.cpp.uk.com>) promotes the research findings from CPP projects to a global audience and provides information from projects and forms for project leaders and new applicants. Users can view the programme's strategy, outputs and highlights.

Competition

For two consecutive years, CPP won an RNRRS competition to gain extra funds of £200k for a new project. In 1999/2000 this was used on a cotton project and in 2000/2001 it was used for a fruit fly project. One outcome of this was that a great deal of publicity was generated about the subjects as a result.

Informal Promotion

Markets

Vans with microphones have gone to markets in order to reach women with agricultural messages. Women would not have the time, necessarily, to attend meetings, but if women are sitting selling goods, they are easier to target. Also, local radio is being used in Uganda to broadcast market prices.

Small Enterprise Development: E-guide 2003 Breaking into Mainstream Food Markets in the UK

Funded by the CPHP, this is a tool for businesses in the south to navigate EU import legislation. For £60k, which includes everything, 1700 CDs have been produced. The project also included a roadshow' with the businessman from Tropical Wholefoods, who produced the CD. He gave a series of one day master-classes to demonstrate the CD and answer questions. There was a minimal charge to attend, covering the cost of the workshop. There were 85 attendees in Ghana. The CD can be reproduced as long as it is done in its entirety and that it is not done for profit. It has been widely taken up.

Workshops

These have taken place to ensure that project stakeholders are fully apprised of progress and outcomes. They are an important activity in monitoring and evaluating processes as they enable partners to share good practice and uptake opportunities. The cassava brown streak disease workshop held in Kenya in Oct 2002 brought together researchers and implementing agencies to discuss current knowledge, researchable issues and best bet management technologies with the proceedings being published in 2003.

Trusted sources

LPP did a study on available agricultural information sources for farmers and whom they trust. Twenty institutions who deliver information and knowledge were identified. Villagers were asked who they trusted of these. From a reduced list they were then asked whose information they actually adopt. The trusted sources were found to be: *The Women's Association; The church and school*. They were then asked why, and their response was that they have a regular dialogue with those people. Therefore, it is crucial to get information to these people, practical information for NGOs. Thus, extension workers should concentrate on identifying who the poor trust, rather than approaching farmers directly, in the first instance.

Demo plots

In Northern Tanzania, it was found that the poorest of the poor couldn't afford the time to attend workshops. They preferred **demonstration plots**, so that when they had time they could go and learn that way. Therefore, the basis for promotion, and not just the tools, has been explored.

In-House Communications Training

With the hiring of a Communications Manager with media production skills and contacts, it is now possible to pursue in-house media skills training in, for example: digital video recording, to ensure the capture of stories and information generated by research projects. In addition, there can now be a more strategic focus on targeting UK national media, in order to raise awareness of the public good done by research and researchers.

Policy

Biopesticides workshop: As a direct result of CPP input, Kenya is considering changing its crop protection legislation. What's very important about this is that it is being led by Kenyans. Currently, the Pest Control Act covers only chemical pesticides and treats natural pest control agents as similar products, thereby inhibiting their commercialization and use. However, at a workshop held in May, and attended by national and international experts, a framework was developed for the registration of naturally occurring pest control products. It is hoped that with legislation in place for their safe use in domestic and export horticulture, the trend towards home farm production by exporters will be reversed, and that production will go back to small-scale farmers. The draft framework is now in the hands of the Pesticides Control Products Board as the first step towards Ministry approval and legislation.

(Covered in the New Agriculturist 03-3 Focus On: Exacting standards)

ICOSAMP (Information Core for Southern African Migrant Pests)

Previously, countries acted independently, but pests don't recognize country boundaries. ICOSAMP developed a web-based dissemination tool which was a region-wide project in South Africa. It led to every country sharing information on migrant pests (locust, quelea birds and army worm) and demonstrates a triangle between research, policy and communication (<http://icosamp.ecoport.org>).

Integrated Vegetable Pest Management Manual

An article, featuring this manual, appeared in *Spore* magazine. This has led to about 400 requests, across the globe, for copies.

Pest of Vegetables

This is a handy pocket-sized field manual with a plastic cover. Produced in 1997 with funding from CPP, there have been numerous requests for it. Only critique is that CPP should have had attribution as a funder.

Wambui finds out

Stories introducing the cartoon-character Wambui, presented in a comic-book style, and offering simple advisory messages for livestock keepers derived from DFID's Livestock Production Programme. Secondary audience is the parents of children when they take the books home to colour-in and read. Eight titles: *Donkey Work Made Easy*; *Bees for Wealth and Health*; *Better Manure, Better Crops*; *Healthy Sheep Pay the Medical Bills*; *Healthy Cow, More Milk*; *Good Calf, Good Cow*; *Clean Hands, Clean Milk*; *Tethered Goats, Less Work*.

Posters

Ladybird Poster: Developed as a calendar of 12 developmental messages from a CPP project on good agricultural practice. It was produced using cartoons, in English and Swahili. **Farmers' Friends poster:** Project based in Zimbabwe about the environmentally friendly management of vegetable pests, linked with organic NGO. The researchers were dealing with biological control agents, but the NGO realized it needed to be more user-friendly so it became *Farmers' Friends*.

Compendium

LPP put funds towards the \$2.2 million CABI product called *Animal Health and Production*. It's essentially a veterinarian encyclopedia which has great long term benefits and impact.

Royal Show Highlights

Photo stories using people-focused highlights to demonstrate what research is doing e.g. *Sex and Chocolate* about the danger of chemical pesticides in cocoa production – sex sells! Products from the programmes e.g. marula soap and oil; postcards; pencils; CDR e-guide to entering the Euro market. Like honey to the bees, these invited people on to the stand where it was then easier to engage with them.

Panos Institute: research-communication projects and experience

Kitty Warnock
Panos Institute, 9 White Lion Street, London N1 9PD, UK.
Email: kittyW@panoslondon.org.uk

Who we are

Panos London is an NGO working to stimulate informed and inclusive discussion, in the north and south, on development issues including globalisation, poverty, environment, HIV/AIDS, reproductive health and gender, and media and communication. Our target audiences are the mass media, but also national and international policy makers. Panos London works closely with the rest of the Panos “family” - seven autonomous Panos Institutes in Africa, Asia, Europe and the Americas.

Some of Panos’ basic assumptions

- Accurate and insightful information and analysis are important in policymaking, but simply giving information to policymakers does not ensure that it is taken up; for it to shape policy, there has to be a process of debate and integrating the information with other factors.
- One element of such debate and integration can be debate in the mass media.
- Journalists should be researchers themselves, in their own way, if they are to fulfil their roles of agenda-setting, being a watchdog, channelling public concerns, etc. This includes being aware of and having the capacity to use (and to interrogate) academic and other kinds of research. But journalists’ capacity to do this can’t be taken for granted – in most developing countries they need support and perhaps training.

Panos’ research-communication projects and experience

1) id21: Popularising development research with the media

The id21 project at Panos began as a DFID funded project in October 2000 with the aim of popularising UK funded development research through the Southern media. Prior to this Panos was funded by the id21 project in Sussex to run occasional print and radio features based on the summaries produced by them on the website - www.id21.org.

Panos id21 outputs (1,000-word print features & 5-minute radio features) communicate research findings to a wider general audience, offering journalists and editors the opportunity to cover research in their outlets. The features are commissioned and edited by Panos London but are written/produced by local journalists and provide an analysis of research findings in the form of a topical story, with interviews with a cross section of society. Features have been based on research from the id21 website, ODI, Queen Elizabeth House, IDS and the DFID funded Development research centres.

Panos Features are sent directly by post or email to almost 700 recipients. The features web page got 1,033 hits in July 2003, of which 56% were in the US, 24% in Europe, and 12% in Asia.

The project also aims to build the capacity of Southern journalists to produce features based on investigative research, and does this through the commissioning process and through three completed training workshops - held in Nairobi, Johannesburg and Kathmandu.

Panos believes that popularising research through the media:

- Increases public understanding of complex issues. If development research is carried out for the benefit of people, then it should be made accessible and understandable to them.
- Communicates the voices/opinions of those outside the political elite on key development debates/processes, e.g. through interviews, rural stories.
- In an increasingly commercial and life-style focused media, the features inform and educate civil society, editors and journalists about poverty and development issues.
- Builds capacity and interest of Southern journalists to cover, analyse and critique research, providing a new angle on those findings from a southern perspective.

Panos' evaluation of the earlier project in 1999 showed that these id21 research based stories were taken up by the media and reaching Southern audiences. The current project ends in September 2003 and an evaluation is currently underway. Preliminary results - based on download statistics for radio features, and interviews with radio producers, newspaper editors and journalists - confirm this earlier finding. Some print features have been translated into a range of South Asian languages.

Some views:

Dr. Patel, Institute of Psychiatry UK, whose research was the basis of a story on mental health in India said:

"As a researcher, my main goal had always been to publish my work in journals. However, I quickly realised the limited reach of academic journals and was delighted that a new feature was available on-line to disseminate work on health in developing countries. id21 has provided a vehicle for our work to be read and discussed by a far greater audience than I could have imagined."

Teena Gill, a journalist based in Chiang Mai, Thailand, said:

"I find writing for id21 an interesting proposition because it allows 'research' to meet 'journalism', something which rarely happens; especially if the research is not very topical, and the researchers don't know how to link up with the media. Such research inputs can also be very valuable for a journalist, especially those writing on rights, and other related, issues to help substantiate their arguments. However, what can be problematic is if journalists are asked to write around, and write for, what the research papers argue, This can compromise their freedom and basic journalistic ethics."

2) Panos Reports

Panos Reports are c.15,000-word booklets, aimed at policymakers, NGOs and journalists. They give an overview of a (usually controversial) global development issue and the debate around it, explaining the principal arguments and the positions of key actors, with a focus on the experience of that issue in the south. They generally include research specially commissioned from southern journalists or researchers, as well as drawing on and referring to a wide range of other research and analysis. These reports do not take a position on the issue. The aim is to facilitate understanding and inform debate, and to that end they aim to be objective as well as to use simple and jargon-free language.

Examples:

Reducing Poverty: is the World Bank's strategy working? (2002) included studies commissioned from NGOs in Uganda, Lesotho and Ethiopia, and drew on published and "grey" reviews and analyses from the World Bank, UNCTAD, bilaterals including DFID, and a number of national and international NGOs. It has influenced the thinking of development agencies including the Ford Foundation, Danida, DFID, the World Bank itself and others; and has stimulated further media research and public discussion in several countries including Zambia and Uganda.

Birth Rights: new approaches to safe motherhood (2001) was published with the support of the London School of Hygiene and Tropical Medicine as part of a DFID funded programme to disseminate new information on Safe Motherhood in developing countries. As well as extensive UK and international media coverage, at a national level some family planning associations asked for copies for all their local focal points; the Reproductive Health Programme of the Ministry of Health in Uganda asked for copies for all health sub districts. At the international policy level CEDAW requested copies for all its members. The author was invited to a high level strategy meeting convened in London by the World Bank in February 2002 to discuss future directions of the Safe Motherhood Initiative.

Beyond Victims and Villains: addressing sexual violence in the education sector (2003) draws on well over 50 published researched sources (medical, educational, sociological – it has 158 references) as well as research specially commissioned from journalists in Africa and India. If it follows the record of earlier publications from the Panos Reproductive Health Programme (such as *Birth Rights*, above), it is likely to have a significant impact; the project has already raised these issues in public debate through a workshop in East Africa.

Patents, Pills and Public health: can TRIPS deliver? (2002) drew on studies commissioned from journalists and experts in ten developing countries as well as extensive desk research. The country studies were also published in the countries, and formed the basis for high-level seminars or intensive media coverage in some of them (China, Pakistan, Zambia, Uganda).

What techniques are employed to ensure that research is what people need...

The Programme for Enhancement of Research Information (PERI) tries as much as possible to be a reactive rather than a prescriptive programme. There are four components to PERI and each views in-put, feedback and consultation with partner countries as the key means of shaping and developing the programme.

PERI was created in response to the research needs of partners working with Danida, Sida SAREC, DFID and others during the late 1990's. The research partners, funders, ICSU, UNESCO and INASP staff were tasked with developing a programme which would contribute to the alleviation of poverty in developing and transitional countries by materially enhancing access to national, regional and international knowledge and research.

To ensure that we are continually serving the needs of our users, PERI staff work with teams of coordinators in-country, typically librarians, who themselves work with further networks of researchers and faculty staff to promote PERI resources, monitor usage and collate feedback.

Thus the international information resources which are selected, the extent of access to national and regional research and the shape, timing and extent of in-country training are all determined through collaboration between colleagues in-country and PERI staff.

Publishers participating in PERI provide detailed usage data which helps us gauge the relative utility and relevance of resources on offer within the programme. These statistics are available to each institute in-country and colleagues are able to use them to supplement their own knowledge and experience. This is particularly useful when selecting and/or renewing resources.

Where there is demand for a particular product or service, PERI staff take this on board and use it to shape further negotiations within this component of the programme. Trial access to resources is also used to enable institutes which are unfamiliar with a resource to gain access for a limited period and establish its relevance, value-for-money and of course the level of demand.

Additionally, PERI also offers a range of delivery modes for its resources – these include access through the Web, CD/DVD, document delivery via email and also paper fax document delivery. By providing these choices, colleagues in country are able to establish what works best for them and their particular circumstances. For example, recently in Nepal colleagues decided that, in view of internal postal problems, British Library document delivery services, which entail airmail delivery, would not be reliable enough within Nepal and so the option for BL was dropped in favour of online packages. Elsewhere, for example in Mozambique and Malawi, where Internet connections and electricity supply are viewed to be more the issue, CDs are proving popular.

... and is it communicated in a way that is appropriate for the user?

Component 1 of PERI deals with the delivery of international research information into a range of countries (presently 20) in Africa, Latin America, Asia and the NIS. This research information is almost exclusively provided online in response to demand which acknowledges that speed and consistency of delivery are vital.

Online resources are in demand as they offer considerable advantages over what came before e.g. poorly funded libraries whose holdings were supplemented by sporadic and often irrelevant print donation programmes:

- E-resources tend to be highly current – articles in e-journals for example typically appear online well before their print equivalents and so deliver the latest information in a very timely manner.
- E-resources can be searched quickly and efficiently saving researchers time and money.
- Large databases, including aggregated databases of multi-publisher content, are very much in demand precisely for their scalability and one-stop-shop efficiencies.
- Online resources are accessible 24 hours a day, 7 days a week from all over the campus and, in the case of the PERI programme, throughout the participating country, answering the growing demand for access regardless of location, time or situation.
- the enhanced features available within most online resources are much in demand, for example linking from current awareness databases to full text articles, the navigation facilities within HTML documents and the capability to present software, datasets, colour and enhanced graphics, all help enhance and facilitate research.

What communications techniques have been employed to get research products disseminated to desired target audiences, and taken up by them in policies and practice?

Because of the distances and timescales involved, PERI communicates largely through email. The PERI programme works through partnership with researchers, librarians and other information professionals and so, for the most part, email is a realistic medium for us. PERI sends out regular email communications to names on its database, which is continually updated. PERI Country Coordinators and their teams also use email to help spread information through the country to their own networks of contacts and colleagues.

Component 3 of PERI – Enhancing ICT Skills - deploys in-country methods of communication, as well as the other channels mentioned in this section. C:3 provides training in-country in ICT skills (for example understanding the Internet, Accessing E-resources) adapted to local circumstances and using local examples. PERI training employs a cascading methodology which builds capacity by working with colleagues who go on to train others locally, nationally or regionally. This methodology has so far proved successful in many African countries and in the NIS and is presently being rolled out into further African countries, PERI countries in Latin American and Asia. All workshop materials can be downloaded and shared free of cost by PERI and non-PERI countries alike, indeed many colleagues adapt the materials for their own purposes and circumstances.

Full details can be found at: <http://www.inasp.info/peri/internet.html#1>

Component 4 of PERI – Enhancing Publishing Skills – utilises a range of communication strategies including intensive in-country training and collaboration, visitor programmes for publishing colleagues and journal exchange programmes. Additionally, INASP has a small but focused publishing programme supporting this component of PERI, which produces manuals and other practical books on themes supporting access to information in developing countries. These can be made available free of charge to colleagues in-country and can be ordered online or using paper order forms returned by fax.

Supporting all of its components, PERI has created a range of information documents to help colleagues get quickly up-to-speed for example about a particular information resource/research product. These documents are mailed out on a regular basis to countries and individuals. They have also been adapted and appear as part of the INASP website providing round-the-clock information and assistance.

When there is news about medical or health-related training or research resources to disseminate, PERI staff can also tap into a major INASP resource – the HIFNET list-serv. This list-serv is subscribed to by over 1,000 professionals in the healthcare field, many of them based in LDCs. Many colleagues within PERI countries have joined the HIFNET group and regularly contribute and share their ideas and concerns.

INASP produces a popular quarterly newsletter which is sent to over 2,000 recipients, mostly in developing countries. The newsletter is a channel for communication from INASP to its partner countries and from colleagues in-country to INASP. The newsletter typically features articles of interest to the research and information community and often includes news of new information resources – international or indigenous – available through the programme. Colleagues in-country are sent quantities of the newsletter for their own mailings.

Countries which have a coordination team hold regular meetings (typically quarterly) at which any issues to do with PERI can be discussed. Team members have access to a modest budget for in-country promotion of all 4 components of PERI. Often flyers and posters are created locally and are used in mailings, in libraries and faculties and for use at national and regional professional meetings.

INASP also produces a range of promotional materials and budgets for these to be shipped to all PERI countries where there are promotional opportunities – typically in response to the needs of colleagues in-country and otherwise to support speakers and attendees at meetings.

PERI also holds a regular annual meeting, (this year to be held for African coordinators in Accra, just prior to the AAU/World Bank meeting) at which concerns, issues and topics are discussed.

The potential strengths and weaknesses of these techniques and their impact?

Email

Strengths

Quick and efficient
Reaches many people at low cost
Popular medium for researchers and information professionals
Free email services/software increase potential audience

Weaknesses

Can be erratic in some LDCs
May not be available to everyone all of the time
Email overload

In-Country Training

Strengths

Engages directly with people i.e. creates relationships
Empowers many people, immediately
Builds skills and capacities in-country
Adaptable to local circumstances – more relevant

Weaknesses

Travelling takes time (and costs)
Language adaptations are time-consuming and expensive

Factors that deter organisations from investing in and supporting effective research communication?

- vicious circle: the library has no/few resources -> no no-one uses the library -> if no-one uses the library, the library doesn't get funding -> if the library doesn't get funding, the library has no/few resources
- general lack of funding into education in many LDCs – for variety of common political reasons:
 - budgets compromised by debt repayment
 - budgets channelled to health expenditure
 - budgets channelled to military expenditure
 - budgets not available due to inefficient or corrupt government
 - telecomms companies providing governments with sizeable tax revenues which may deter the break down of monopolies and monopolistic behaviour
- another quite common factor is the influence of senior staff who may stand in the way of progress which they do not comfortably understand and may perceive to be threatening i.e. ICT developments and online resources.
- reluctance, inactivity based upon fear of the lack of sustainability. The sense that development programmes come and go so why should they 'waste' money supporting staff time, expensive infrastructure and telecomms services when things are often transient and not sustainable.
- the desire to remain the key institute in-country may also stand in the way of country-wide sharing and progress.
- fear of losing staff if training is offered by a programme – well-trained staff may demand higher wages or leave altogether. On a wider scale, the brain-drain is an associated issue here.

Factors that encourage or inhibit users from making use of research information that they receive?

- **encourage**
 - access to many information resources when there has been so little for so long (one researcher in Nepal recently described this as 'the rains after the drought')
 - desire to share and communicate generally, but to do this with research results in particular
 - desire to inform one's own work with latest research
 - desire to 'gauge' one's own work with that of peers
 - new technology is exciting/inspiring to many researchers
- **inhibit**
 - (perceived) lack of skills
 - lack of confidence
 - lack of time
 - lack of access to Internet
 - lack of seniority (overlooked)
 - slow connection
 - expensive telecomms charges
 - expensive ISP charges
 - remote location

Ensuring demand for research and reaching target groups with outputs

Julie Fisher
WEDC, Loughborough University, Loughborough LE11 3TU, UK.
Email: J.fisher@lboro.ac.uk

1. Techniques employed to ensure demand for research

- Potential gaps in research are often identified during existing research and by project dissemination activities (workshops, etc). There usually follows in-country consultation and peer review processes to confirm that the gaps need to be filled.
- Responses are made to direct calls for proposals from funders.
- Project proposals require review of relevant literature, placing a project in the context of existing work, concerns and demand.

2. Reaching identified target groups effectively with research outputs

- Need to identify target groups which the project seeks to influence. These are then validated by in-country collaborating organisations. Many WEDC research managers have a strong sense of who needs to know what and how, based on past experience.
- Ideally a user information needs analysis survey is carried out to explore users' information needs, information receiving capacities, skills, time, resources to assist in matching dissemination pathways used to target group needs. In practice, this knowledge is more likely to come from experience, with some in-country partner consultation.
- WEDC's Knowledge Management Group (KMG) now provides advice on research dissemination strategies at project proposal stage. Intention to carry out a communications audit of research dissemination practice, to collate into framework for use by others.
- WEDC dissemination strategy:
 - Integrate dissemination strategy into the research project cycle.
 - Careful planning and budget allocation.
 - Multi channel approach to dissemination- graduated model of research outputs of increasing detail, complexity and technical specialisation. Different content versions in different formats suitable for different audiences.

Communication techniques used at WEDC

Communication technique	Example	Strengths	Weaknesses
Versioning of outputs: content	Database entry; 3 line headline; 1 page headline; Executive summary	Content tailored to target groups' information needs	Time and cost
Versioning of outputs: format	Flyer; 4 pg. Synthesis note; Final report/publication; Project website	Format tailored to target groups' information needs	Time and cost
WEDC mailing list		Collaborative effort by WEDC; Extensive	Difficulties maintaining currency
E-conferencing	Spreading the Word Access and use of watsan facilities by disabled people Learning and Teaching Network	Peer review International audience/perspective	Problems adhering to research agenda; Inaccessibility by some to e-fora Low response levels; (the usual suspects) High levels of facilitation required
Electronic networking	GARNET thematic and local networks and e-lists	Two-way information exchange Peer review/discussion Reduces duplication of research	Network management costly Requires incentives for participation Sometimes low participation levels
WEDC conference	Paper presentations Project/dissemination workshops Poster presentations Face to face interaction/networking	International audience Practice/academic/policy level Networking potential Peer review	Associated individual costs Limited audience
General promotional materials	WEDC annual Bulletin WEDC publications catalogue	Hard copy availability Details of research activity/publications Sent to extensive, targeted list	Postage costs Design and editorial costs
Text books/manuals/publications	Many	Support active training processes Research into practice	Limited audience Expensive to produce
WEDC website	All KaR projects	Accessibility of downloadable project outputs	Inaccessibility by some to e-fora
Journal article submission	(a) Academic peer reviewed (b) Professional journal (e.g Waterlines)	(a) Directed at research community Impact on academic networks (b) Reaches practitioner community	(a) Limited audience- professionally/geographically (b) Less academic rigour

3. Getting research taken up in policy and practice

- Evaluation of outputs and dissemination processes- 'STW', 'Guidance Manual', 'Services for the Urban poor', carried out 18 months post output, surveys appropriateness of dissemination pathway, use / comprehensibility of output, level / nature of use and its impact on practice.

- Production of advocacy materials / video materials (Gender Water Alliance, Solid waste management research).

4. Strengths and weaknesses of these techniques

- General difficulties in measuring uptake and impact of research- what indicators to choose.
- Confusion between assessing dissemination success (did the message reach audience?) and the impact of the message (levels of uptake?).

5. Factors that deter investment and support of effective research communication

(Dissemination is now given as an important element of WEDC's overall strategy but its implementation may take some time.)

- Lack of awareness of target group needs: user access to ICTS; socio-cultural issues; resource based issues; language barriers; regional/racial barriers.
- Funds to implement proposed activities- publishing and printing costs, paying intermediaries for dissemination, workshop costs.
- Lack of perceived specialist knowledge about dissemination amongst individuals. WEDC KMG now aiming to provide an internal advice service to WEDC staff.

Making it Happen: A Network Approach to Communicating Research

Kate Czuczman
International Forum for Rural Transport and Development
2 Spitfire Studios, 63-71 Collier Street, London N1 9BE, UK.
Email: Kate.czuczman@ifrtd.org

One of the major challenges for researchers and those supporting research activities, particularly research activities relating to development and poverty reduction, is to ensure that the research findings are relevant to and are taken up by, poor people and/or the people or organisations working with them. The International Forum for Rural Transport and Development (IFRTD) is a global network with the overall goal of reducing poverty and isolation by improving the access and mobility of poor women, men and children in rural areas of developing countries. Research is one of IFRTD's strategic objectives and this brief paper explores our networked approach to research and knowledge and the impact of this approach.

Who sets the research agenda?

IFRTD is committed to a Southern driven development agenda and recognises that the direction of development research is dictated by the interests of those that are able to fund it. As such the IFRTD actively encourages its constituency in the South to use the IFRTD network as a means to gather a critical mass of stakeholders around a particular issue in order to advocate for its inclusion on the international research agenda. The IFRTD Secretariat is mandated to initiate national or international research programmes when members of the IFRTD network identify significant gaps in information about certain aspects of rural transport that restrict their ability to advocate or implement change.

Building Research Frameworks

Where possible IFRTD aims to build ownership of the research programme, and its communication, into the research design itself. This networked research methodology brings together people from different countries or contexts that are, at some level, engaged with the particular research issue. These researchers are given the opportunity to work together to a common analytical framework, to cross fertilise each other's work, to complement each other's research capacities and to participate in the synthesis and bringing together of the key issues.

This participative formulation of the research framework encourages ownership of research and findings and stimulates debate at local and national level. It also establishes a small international community of practice that strengthens the research capacity within countries by unearthing local knowledge and experience and building upon latent research skills.

Synthesising and Communicating Research Findings

IFRTD's networked research approach uses the synthesis and communication of research as an opportunity to widen the community of practice interested in and taking ownership of an issue. Workshops are designed not merely to present findings but to engage participants in the application of the research findings to their own context, and to utilise opportunities for cross pollination of knowledge and experience.

The workshops build a larger community of practice committed to the resolution of a particular issue and focus upon concrete commitments to take the issues forward either through advocacy or practical projects.

IFRTD does not place any institutional ownership on research findings and researchers are encouraged to use the new knowledge in their own work or to look for alternative means of disseminating it (over and above those used by the programme as a whole).

Networked Input to Existing Research

IFRTD believes that with increased involvement in a research programme the level of ownership of the issues, and hence 'take up', increases. For this reason when IFRTD becomes involved at the dissemination stage of research we usually encourage a further stage of networked input into the project, or interactive dissemination. By this we mean that we do not simply hand out information products, but where possible we involve the network in an active process of feedback or in the finalization of the research outputs.

Networked Research Example 1 – Balancing the Load

The Balancing the Load programme researched gender issues in rural transport (1998-1999). IFRTD brought together people working with groups of poor women in different countries in Asia and Africa, and encouraged them to analyse their own contexts/experiences from the perspective of gender and mobility. The 31 researchers included a team from SEWA and the SEWA Bank in Ahmedabad, India, an architect from Calcutta, two activists (one with links to a remote village in Kenya and the other to tribal communities in India), staff of international NGOs in Sudan, Sri Lanka and Bangladesh, the coordinator of the Village Travel and Transport Programme in Tanzania, a government official and a transport safety professional from Uganda, a transport planner from the Centre for Scientific Research in South Africa as well as independent consultants and academics from South Africa, Nigeria, Burkina Faso, Bangladesh, Nepal and the UK. The researchers worked together in two regional groups to agree a common framework and timetable for the research, and then returned to discuss the key issues which they presented to two regional Seminars.

The programme raised the profile of gender issues in the rural transport sector, provided a platform for southern voices, and had some practical impacts on poor people. Following the seminars the UN Economic commission for Africa initiated a series of gender and transport studies using the researchers from the programme. The World Bank's Sub Saharan Africa Transport Policy (SSATP) Program's Rural Travel and Transport Program (RTTP) initiated the Gender and Rural Transport Initiative (GRTI) to support practical pilot projects in Sub Saharan Africa, and several of the Balancing the Load case studies were used by the World Bank for a gender and transport awareness raising programme. Researchers shared their findings with local newsletters and journals.

The research gave publicity to the isolation of the Nkone community in Kenya and strengthened their ability to lobby for assistance. Today the Nkone Bridge (previously a connectivity bottleneck) has been built, facilitating access, decreasing the burden on women, and improving transport safety for children.

Conceptually the research has advanced certain ideas. In Bangladesh researchers argued that 'mobility needs to be seen as a human right for women', a concept that another gender and transport researcher in Senegal is interested in pursuing. The World Bank's Gender and transport thematic group, in pushing for more research on how gender can be mainstreamed into transport sector projects, is using a networked research methodology drawing on expertise in 9 countries.

Networked Research Example 2 – Waterways & Livelihoods

IFRTD used the same methodology in its Waterways and Livelihoods research (2001-2003), carried out with 10 researchers across Asia, Africa and Latin America. The immediate impact has been the demand for an advocacy toolkit that participants and others can use for advocating for rural water transport in their own countries; discussion around the issue in countries bordering Lake Victoria; and planning of an exchange visit of artisans in Madagascar to their counterparts in Vietnam to understand and adopt the technology of Longtail engines. A community of practice that began with 10 researchers and some interested IFRTD members has grown to include the participants of an international workshop and other individuals and organisations that had heard about the programme and expressed their interest. This community of over 60 people communicates through an un-moderated email discussion group.

Networked input to Dissemination Example 1 – Improving Mobility Series

When the draft of the World Bank paper 'Improving Rural Mobility; Options for Developing Motorised and Non-Motorised Transport in Rural Areas' was presented to a predominantly southern audience at an IFRTD Seminar they were adamant that if the ideas were to have any impact the debate (rather than the final ideas) needed to be taken to the regions. Four regional workshops were proposed in Asia, Africa and Latin America, three of which were held between September 2002 and March 2003. The workshop structure was based almost entirely on small group discussions based on participant experiences. Outputs included proposals for action formulated by groups of participants, but more importantly the workshops brought new ideas into the debate that the paper itself had not emphasised. In Asia participants stressed the importance of gender and the need to address conflicts of interest between stakeholders. In Africa the stress was on the importance of hubs as stimuli for transport services, the decentralization context and the complementarity of land based and water transport. Participation of a government minister in the Tanzania workshop leads one to assume that the discussions will influence policy and practice. How far other participants will take these ideas into their daily activities remains to be seen. However the impact of the original paper is more assured than had it just been disseminated as a hard copy document.

Experiences and lessons learnt from an NRSP funded research project – A learning and communications programme for the PAPD methodology (R8223)

Abigail Mulhall
ITAD Ltd., Lion House, Ditchling Common, Ditchling, Hassocks, West Sussex BN6 8SG, UK.
Email: Abigail.mulhall@itad.com

This is a communications project that builds on a methodology developed in an earlier NRSP project, R7562: Consensus Building in Common Pool Resources (1996). The methodology is a participatory stakeholder based process, termed Participatory Action Plan Development (PAPD), which facilitates communities to build consensus for the way they manage their natural resources (initially developed for floodplain resource-users in Bangladesh).

The Centre for Natural Resources Studies (CNRS), a Bangladeshi NGO, became involved in the research after realising the potential use of community based planning in their work. CNRS continued to develop and use PAPD after R7562 ended. Limited resources meant scaling-up the approach was difficult beyond their own use. They used PAPD on an *ad hoc* basis as and when funds were available (for example, through being involved in other donor/Government of Bangladesh supported projects, such as the Community Based Fisheries Management (CBFM2) Project).

A communications and learning project was identified to develop promotion and training materials around PAPD, including ways to monitor and evaluate the process.

Lessons:

- The project is implemented and led by a local organisation with good and influential local contacts and excellent practical knowledge of the local context. The organisation is based in Dhaka, with field offices in a number of rural locations and hence is very accessible. The organisation has very good stakeholder relationships from community level through to more senior officials in relevant organisations
- The process in developing the methodology and testing it is a gradual process (initial research started in 1996), but progress may have been more rapid if a communications strategy had been developed with the first research project.
- Many organisations and individuals have said they are interested in the methodology (evidence through workshops, meetings and a short survey), but uptake is another issue. There is still a need to document more evidence that the methodology makes a difference. In this case we need to get the communities who are developing their plans and implementing them to express their views on the process. This has been done to a limited extent but it's not formally documented (cost and time implications). A strong evidence base, whether qualitative or quantitative is paramount to move the research beyond the stage of promotion.

- Identifying with stakeholders, understanding their needs and engaging them in the process is essential for scaling-up. It should not be a one off activity, but conducted at regular intervals throughout the project/research (in Bangladesh there is frequent movement of government officials between posts and departments).
- Engaging those in a position to create or influence change and maintaining regular contact is essential. In this project we found that these meso level decision makers (i.e. not necessarily high level officials but those in a position to create, manage and influence some sort of change) were keen to be involved with short (1 hr maximum), direct presentations about what we had to 'sell'. They demanded clear evidence that the process/product works and has an impact. Email and Internet are also important communication media in Bangladesh.
- Building local capacity in communications is important. In this research we developed a small booklet about PAPD (at the request of stakeholders). It took six months to develop and went through many pre-tests. The process has been documented and it was a very important learning process for CNRS. We are doing the same with the video materials used to accompany a training booklet. The lesson here is that developing printed materials is not a simple process. The process is very important, especially stakeholder engagement through getting them to use and test the various communications media.
- Regular monitoring and evaluation of the process and products is important, to ensure efficiency, effectiveness and quality products. Ideally measurable and useful indicators, to track process and change should be developed near the start of the research.

Other communications work by ITAD

ITAD are also collaborating with CNRS on an NRSP supported uptake promotion project. The research builds on previous work to develop options for improving integrated floodplain management. The current research will test the identified options with users and in parallel develop a communications strategy for improving uptake at different levels (community, intermediary and institutions).

ITAD are developing communication strategies for two Natural Resources Programmes. One is primarily about influencing and learning, with an emphasis on building partnerships and facilitating networks for co-management of water resources (DFID supported Jigawa Enhancement of Wetlands Livelihoods Project in Northern Nigeria).



Alliance projects: enabling research accessibility and use

Tilly Sellers

International HIV/AIDS Alliance, Queensbury House, 104-106 Queens Road, Brighton BN1 3XF, UK.
Email: tsellers@aidsalliance.org

The International HIV/AIDS Alliance (the Alliance) is the only international development NGO that focuses exclusively on mobilising and strengthening community responses to HIV/AIDS. Within a framework of NGO/CBO support, the Alliance supports poor communities in developing countries to play a full and effective role in the global response to AIDS. Since 1993 the Alliance has provided financial and technical support to NGOs and CBOs from more than 40 countries. The Alliance also seeks to influence and improve the HIV/AIDS policies and programmes of international agencies, donors and the international NGO sector with a particular emphasis on the role of community action.

As well as supporting NGO support programmes, the Alliance maintains other global and national partnerships for the development and scaling up of good practice. The Alliance seeks to bridge the gap between research and effective programming by finding ways to support the translation of research findings into locally owned implementation strategies and into the development and implementation of national policy. This is done both by expanding the evidence base and developing practice through contributing to new research, and by communicating research findings using a variety of strategies to a range of audiences. During implementation, the Alliance provides programme technical support and support for monitoring and evaluation so that emerging practice can be documented and communicated. This contributes further to communicating how models of good practice can be refined and scaled up and also to identifying areas where further research may be necessary.

Three examples of Alliance projects for making research accessible and enabling its use in policy and practice are described below. For further information and other research and good practice communications products, please see the Alliance website www.aidsalliance.org.

Building Blocks: Africa-wide briefing notes. Resources for communities working with orphans and vulnerable children.

This is a set of booklets each covering guidance on a particular theme (for example, economic strengthening, education, social inclusion). The set is aimed at national policy makers and end users. Following wide consultation on which themes to prioritise and a comprehensive review of the research on each theme, the set was developed and designed simultaneously in French, English and Portuguese by practitioners from 11 African countries. These practitioners came together to draft the briefing notes and to add their own case studies and to share local experience of the issues. They then field tested the set in their own countries, introducing it for review both at policy and practice level and involving a large number of key people before finalising the set. The same group are now working on participatory tools for community workers to adapt this

national guidance to their specific local context. The project has an international advisory committee of people with internationally recognised expertise on working with children and is now being replicated with Alliance support by practitioners from India, Thailand and Cambodia. An evaluation of the project is due in 2004, however the indications are that by focusing heavily on involving end users and policy makers in the process of developing and designing the set, and by stimulating the formation of an African network of practitioners, the uptake is already, and will in the future, be high.

NGO Support Toolkits.

A series of web-based toolkits has been/is being developed by the Alliance and partners covering NGO Support, Orphans and Vulnerable Children (with FHI), Antiretroviral Treatment in Resource Poor Settings (with WHO), Voluntary Counselling and Testing. Aimed mainly at policy makers and NGO support providers, these toolkits are also available on CD rom for easier access. Each toolkit contains an overview of the subject area, divided into sections, and from each section the user can access research information, training resources and other relevant documents and links. The NGO Support Web-based Toolkit which was launched at the 2002 AIDS conference in Barcelona, for example, has over 300 separate documents available to the user. So far, apart from some glitches in web functionality, feedback has been positive with a variety of users appreciating the usefulness and accessibility of what could otherwise be an overwhelming amount of information to collect and navigate through. Two regional (Asia Pacific and Latin America) NGO support workshops in 2003 will review in detail how the NGO Support Toolkit is being used. Feedback will inform further versions of this and other similar web-based projects for communicating research and good practice.

Participatory Site Assessments: Frontiers Prevention Project.

The Frontiers Prevention Project is being carried out in 5 countries with support from the Alliance. Based on research and experience of twenty years of HIV programming around the world, the central hypothesis of the FPP programme strategy is that increasing awareness, motivation, skills and peer support for HIV/STI risk reduction amongst populations key to epidemic dynamics in a relatively low prevalence environment as part of a comprehensive package of services and interventions, will not only reduce HIV transmission amongst key populations, but will also slow the spread of HIV more widely in the population as a whole. In 3 of these countries (Cambodia, Ecuador and Andhra Pradesh State in India), the first project intervention was to train over 100 people from key populations (sex workers, men who have sex with men, injecting drug users and positive people) to work with their peers to assess the situation in each proposed site. Thirty-nine sites were assessed with over 13,000 participants (80% of them from the key populations). Along with a range of information about vulnerability factors and service provision, number estimates of key populations in each site were made using visual tools (such as group drawing and diagramming). In 24 sites, short intensive participatory workshops were also held with different key populations. Participatory tools to socialise research findings and enable discussion were developed in order to generate local suggestions for how evidence-based interventions could best be implemented in each site. These ideas immediately informed the design and roll out of further interventions which are currently beginning to be implemented. Apart from communicating research, these workshops catalysed increased mobilisation of key populations in all sites and increased awareness of risk reduction strategies. Verification of assessment findings with key stakeholders and feedback of findings to local and national policy makers has already resulted in changes of policy and practice for working with key populations. A pool of highly trained facilitators from key populations who understand and who can communicate the research on HIV/STI prevention has been developed.

TVE-Earth Report presents: "Hands on - communicating for development & change"

Janet Boston
TVE International, 2nd Floor 8-12 Broadwick Street, London W1F 8HW.
Email: janetboston@dial.pipex.com, gfr86@dial.pipex.com

Brief of a project which disseminates empowering information and knowledge to a global audience with the ultimate aim of eradicating poverty.

SUMMARY: "Hands On – Earth Report" is an award winning international communications package which purposely combines the power of television, radio, the web and printed word to maximise impact with a range of audiences from practitioner to policy maker. Broadcast on a five times a week cycle initially on BBC World Television to 234 million households world-wide the project comprises tv programmes about appropriate technologies, sustainable development and enterprise from Africa, Asia, Europe and Latin America, back up information, dedicated web pages and an enquiries service.

To date, the package has led to the biggest ever postbag that Television Trust for the Environment (TVE) and its partner Intermediate Technology Development Group (ITDG) have ever received with thousands of written responses and up to 50 000 hits per programme. In the words of the independent evaluator, Dario Pulgar, "*The volumes of letters received are the most eloquent testimony to the effectiveness of 'Hands On' and ...in more than three decades involved with donors funding development assistance, I can unhesitatingly say this is probably the best return for such a tiny investment I have ever seen.*"

CONTEXT: There are over 100 billion tv sets in the world. Seven out of ten are located in countries other than Western Europe, North America, Japan and Korea. While the majority of programmes deliver imagery that propagates a consumerist lifestyle far less than one per cent of the funds committed to development assistance are spent on 'advertising' sustainable development despite people's desire for empowering information. 'Hands On' addresses this need by increasing access to knowledge and ideas which can improve the lives of people and their environment through the use of a multi-media package combining the skills and expertise of the partner organizations involved – TVE, ITDG, the BBC and agencies such as DFID, UNDP and UNEP.

"I am a regular viewer ...and working as a professor in an engineering college. I have interests in renewable sources of energy. Please send more information" A Gupta, India.

The demand for a 'Hands On' series was first established by the international communications trust, TVE. Set up 18 years ago to distribute and act as a catalyst in the production of films about environment and development TVE has produced more

than 900 hours of programming wherever possible working with local crews and producers. And, since its foundation, TVE has received most enquiries from viewers following films on 'hands on' style initiatives. This tallied with ITDG's long experience of unsolicited requests for information from people around the world anxious to improve their lives. It was in response to these requests that TVE in collaboration with ITDG developed 'Hands On'.

"I was interested in the BBC programme concerning hand held rechargeable lamp. I am working in rural focused extension service covering Kenya, Ethiopia, Uganda and Tanzania" Gedion Shone, Kenya.

The success of 'Hands On' isn't confined to paper as the examples of take up prove:

- In China, one viewer was so inspired by the programme that he is helping to install 124 biogas tanks which will help 'poor' families increase their income by up to US\$100 per year, cut down on coal, increase their harvests and stock of pigs – by 3. So successful is the project that the Chinese government is now supporting the construction of up to 100 000 biogas plants as well.
- In Nepal, the government reacted to the pressure created by a 'Hands On' feature showing the benefits of electric vehicles by banning the polluting diesel three wheelers.
- In South Africa, the playpump manufacturer received a World Bank Grant to further disseminate the technology following the broadcast.

Ongoing impact and need to stay on air:

Since the first 'Hands On' series was broadcast on BBC World TV the demand for empowering information continues to prove the need for communication as development. Therefore, in line with the evaluator's recommendation that, "*Any long term change demands constant lobbying and visibility*" TVE continues to develop further outputs which enable 'Hands On' to cover more projects which improve services and technologies to economically 'poor' people while enabling them to increase their incomes and improve the environment. It will also carry features revealing innovative sustainable practice in the North in order to show that appropriate development is not just regarded as an option for the 'poor'.

" I am engaged in the design of development projects ...and would appreciate it if you could provide me with literature...which could assist me in my work" Goder Yohannes, UNDP

Inbuilt extension and added value:

Once the programmes have been aired on BBC World, and in line with TVE's mission to distribute films to the widest possible audience, it uses a combination of distribution strategies to ensure that they are picked up by terrestrial (national and local) broadcasters, satellite stations, multiplying agencies and other user groups. The success of this approach can be seen by the pick up of the current series:

- **In the South** - TVE's biggest ongoing achievement is the broadcasting of the programmes by **China Environment and Education TV which reaches 150 million**

Chinese speaking households. Other regional take up includes reports from TVE's Asia Pacific Office in Sri Lanka which notes that 'Hands On' is one of TVE's most popular outputs with programmes being translated into Tagalog, Vietnamese, Urdu, Khmer and Lao. This demand has been echoed with the use of the programmes in Latin America where a GEF-EC backed project is supporting the development of a localised version of the programmes – once on line this will take the inter alia 'Hands On' programmes to another 145 million TV households in Spanish and Portuguese.

■ **In the North – A recent coup with National Geographic sees the programmes going out in 16 languages to 85 million homes in 111 countries.** Other take up has included: Odysee La Chaine Documentaire in France which has shown the films in France, Andorra, Morocco, Algeria, Belgium, Luxembourg and Switzerland; GMBH the giant Kirsch group which will have used them in Germany, Austria and Switzerland; and the Carlton network which has acquired them for the UK.

■ **Through Targeted Use at International Events** - The number of conferences and video news releases for which the 'Hands On' material has been used is too lengthy to list but listed are a few high profile events which specifically targeted international policy audiences:

- The Equator Initiative Awards Ceremony at the World Summit for Sustainable Development in Johannesburg attended by over 500 members of international agencies hosted by Mark Malloch Brown, UNDP Administrator and Timothy Worth, President of the UN Foundation.
- UN Habitat Day 2002 held at the Palais d'Egmont in Brussels by the Ministry of Foreign Affairs and International Cooperation in presence of HRH Prince Philippe and other dignitaries.
- A series of Evening Lectures at the Institute of Civil Engineers in London 2002 – 2003 to audiences of development 'experts', practitioners and students: recently replicated at Cambridge University.

■ **Through Repackaging** – Having trialled several samples of 'Hands On' material with teachers from range secondary schools a selection of features are being repackaged for use with Design and Technology Students as part of the UK National Curriculum.

■ **Through TVE's partners** - In their mission to target non-broadcast audiences and extend the programmes TVE's local partners the Video Resource Centres (VRCs) have trialled selected programmes from the 'Hands On' package and are keen to use them with women's groups, local education institutions and other multiplying agencies. It is the endorsement of the focus groups which underlines the importance of the series: **"Even if social conditions are different it is possible to find relevance from nearly all the stories you have shown...there will be people who gain from seeing them as it will give them things to think about and ideas to replicate and innovate upon"** VRC Focus Group, India.

A brief note on WaterAid's research dissemination methodology

Mary O'Connell
Water Aid, Prince Consort House, 27-29 Albert Embankment, London SE1 7UB, UK.
Email: maryoconnell@wateraid.org

Categories of research

WaterAid's own research activities currently fall into four types. These include:

- Research to 'scope' the policy environment to inform the organisation, resulting in production of internal policy briefings
- Documentation and analysis of actual programme experiences for purposes of lesson-learning and dissemination
- Research and analysis of policy experiences and implications to focus and feed advocacy work for change
- Programme evaluations and assessments for purposes of corporate oversight and programme improvement

To simplify, research at WaterAid falls into the following three categories:

1. Programme Learning

Much of WaterAid's research has been in this category and falls into either a description of practices or an evaluation of them. Programme research takes the form of case studies, assessments, evaluations or process documentation of existing practices. Programme learning research is intended to highlight a particular practice or development process within an organisation, a community, or a project. It seeks to communicate particular lessons and challenges drawn from these experiences. Audiences for programme learning research products include other WaterAid programmes and partners, other practitioners in water and sanitation and their networks, project managers and advisers in governments and the donor community in-country as well as globally, and in-country and global policy-makers.

Dissemination: Products from programme learning research include stand-alone publications (e.g., blue Advocacy Reports, Issue Sheets), case study reports published in journals and magazines (Waterlines, Sustainable Development International, etc.), case study papers presented at national, regional and international seminars (e.g., Ecosan, India sanitation, Bangladesh urban water supply), reports published on WaterAid's website, articles in programme newsletters (e.g. Mozambique Update), seminars / workshops (e.g. Mozambique's M&E workshop, Tanzania's 'Looking back' seminar etc.), and other internal unpublished reports.

2. Situational Analysis

This area of research looks at the environment WaterAid and others work in and highlights issues of concern, without necessarily moving on to making policy recommendations. The principle example of this research is the country sector review, usually carried out by country programmes as background to the development of new country strategies. Other instances of such research include reviews of water and sanitation coverage statistics in India and Malawi, a case study of the difficulties facing pastoralists in accessing water in Tanzania and a review of sector financing in Nepal.

Dissemination: Learning products include country strategy documents and published and internally circulated case studies distributed amongst key staff.

3. Public Policy Analysis

This is a relatively new area of research, heralded by the 1999 Ghana & Nepal Contracting and Partnerships research (title 'Contracts or Partnerships: Working through local NGOs in Ghana & Nepal', edited by Andrew Clayton 2002) and other policy-orientated research since then (on Private Sector Participation, Poverty Reduction Strategy Papers, Financing, etc.). Policy analysis takes the form of desk-based research that seeks a historical analysis of and / or synthesis of knowledge on a given policy topic, case studies of country-level or sub-national level experiences of the implementation of a given policy, and more often than not, a combination of both of these. Policy analysis seeks to understand the implications of a given policy and highlight its negative or beneficial impacts on poor people's access to water and sanitation. This is done in order to determine the focus of advocacy for any change of policy as well as determine what changes are required. Policy analysis is more effective when it links analysis of local level experiences with national-level policies and global ones.

Dissemination: As in programme learning, the products from policy analysis range from stand-alone documents, to media reports, papers and presentations at consultations, seminars and conferences, journal articles, website pages. In addition, they could include position statements, campaign leaflets and other materials as well as media reports and short policy briefing papers / critiques for parliamentarians.

WaterAid 's current research agenda

Through a series of consultations and discussions, bringing together WaterAid research and programme learning agenda, current public policy issues for WaterAid research are focused around:

Sanitation

Financing Water Supply & Sanitation services

Water Supply & Sanitation and Poverty

Sustainability

Water Sector Reform and role of Private Sector Participation

Some of the additional ways in which WaterAid disseminates its research findings include:

- WaterAid's website and WaterAid's supporters network updates in addition to articles in WaterAid's supporters bi-annual magazine 'Oasis'
- International meetings such as the World Summit on Sustainable Development; the World Water Forum; World Bank Water Week
- Notice of WaterAid publications are posted onto listservs and newsletters such as Source Weekly, ACCESS, Bretton Woods Project
- Case study reports published in journals and magazines such as Waterlines, Sustainable Development International
- Presentations at consultations, seminars and conferences
- Media reports
- Campaign leaflets such as 'Hitting the Targets' produced for G8
- Issue Sheets which are published and available from WaterAid

Oxfam has been asked to provide a 2-page statement of key approaches and evidence of positive results in research and communication. How have our research and communications approaches produced research that is (a) useful to users, (b) accessible to target audiences, and (c) more likely to be taken up into the practices and policies of others?

Robert Cornford
Oxfam House, 274 Banbury Road, Oxford OX2 7DZ, UK.

Following are two approaches: first a statement of principle for Oxfam GB Research. It is still 'work in progress' but is what we aspire to. Then a brief write-up of the four specific projects I spoke about at the workshop.

Statement of Principles for the Oxfam Research Team

One of the central objectives of the research team is to deepen and broaden our research capacity. We also aim to develop an information system that will facilitate sharing, improve access to resources, and expand the scope for dialogue. Detailed strategies will be set out in each of these areas in the context of individual research plans. The broad principles that will guide these strategies are set out below.

Southern institutions and capacity building

Oxfam's research programmes will include programmes for capacity building work with programme staff and partners, the development of links with southern partners, and local consultation. Individual members of the research team will take responsibility for coordinating work and sharing information on capacity building and links with southern institutions. This work will be integrated into the broad remit of the restructured Programme Policy Team (PPT) on learning, programme development and information sharing.

Southern institutions

We have set the following objectives in terms of developing Oxfam's links with research institutions:

- Terms of Reference will identify through consultation with local offices and partners a core group of southern institutions that will act as research agencies for individual projects.
- The development of a continuous working relationship with a network of around 10 core southern research partners, and a strategy for linking this network to wider NGO advocacy work.

- A financing and support strategy for the development of this network.
- The development and maintenance of an accessible directory of research partners.

Capacity Building

There is a broad recognition that we need to improve our capacity to collect programme-based evidence, to link that evidence to our advocacy and campaigning work, and to support the development of research skills. To these ends, we have set the following objectives:

- For each research project individual programme staff/partners will be identified to 'accompany' researchers and engage in research.
- Through consultations with Regional Centres, each project will include an appropriate training component.
- An initial consultation with Regional Centres to identify priorities for research-based capacity building work with staff and research partners.
- Research that will support national level advocacy.

Information systems and learning

The Research Team has an important role in play is sharing and communicating information on research. This includes information on specific research programmes, relevant development literature, and global research partners. We are currently in the process of developing an information system, which we hope to have in place by October 2003. Work in this area will be an integral part of the redesign of the web system. This system will make available the following:

- Terms of reference and documents on specific research programmes (placed on the OGB Intranet).
- A site through which programme staff can request information on specific research programmes.
- All documents prepared by the Research Team.
- Key articles relevant to the core campaigns.

Gender

In addition to developing a work programme on financing for development and gender equality, the research team will integrate gender into all of the major research programmes, provide overall advice on gender research methods, and respond to specific programme requests.

Some examples

At the workshop I talked about four examples that I know about. Here are summaries.

Example 1. PRSP research in Uganda: an Oxfam researcher based in the Ministry of Finance

- Evidence of NGO and Government working together gave credibility.
- Sources of information for research were regional councils and regional NGOs and partners, so credibility of data could not be challenged by the Uganda government (plus for in-country advocacy work).

- Integrated local and international advocacy work – lobbying local and national government for services at the same time as using research to lobby other national governments and multinational organisations on debt relief.
- Partners in research participated in communication and advocacy.
- Part of sustained advocacy agenda (debt relief).

Example 2. Current research being undertaken on labour issues

- Methodologies developed for linking/recognising northern advocacy agenda and southern advocacy needs – avoiding the ‘extractive industry’ syndrome.
- Developing participatory research approaches – developing good practice.
- Capturing this good practice and applying to other projects.
- Ways of capturing research results in other than numeric or ‘academic text’ forms.
- Conscious attempt to build research capacity in countries as a part of the research process.
- Conscious decision to work through local networks – so built-in communication capacity.
- Attempts to develop approaches to validation and quality control, working with stakeholders.

Example 3. The research undertaken for the Education Report

- Wide ranging geographically.
- Using research to disaggregate national statistics – a conscious attempt to establish micro level results to challenge some widely accepted national perceptions.
- Part of a global campaign – research and information from one country easily transferred to another.
- Case study research in depth used in context of a global framework – and research designed for this (e.g. Michael Kelly in Zambia – some very micro level data integrated into a global structure).
- Not such a good thing – not having all the base research easily available to people: it was synthesised into the report, but not easy to get to all the base papers.

Example 4. Women for Change, Zambia (an NGO funded by OGB)

- Seamless integration of programme work, research and advocacy at a national level.
- Consciously work with and through local power structures (e.g. traditional leaders) – so results have validation. And embedded in local and national politics, so politicians have to listen to them.
- Use results of their programme experience and of specific research to feed and develop local and national advocacy programme.
- Wide range of mechanisms to communicate findings and required actions – workshops, conferences, radio, printed reports, newspapers, rallies.

- Have contributed research and experience at regional, continental and international levels as well – providing authentic voices for international campaigns.

ALNAP Key Approaches and Evidence of Positive Results: Communicating Research Findings

John Lakeman
ALNAP, c/o Overseas Development Institute, 111 Westminster Bridge Road, London SE1 7DJ, UK.
Email: j.lakeman@odi.org.uk

"ALNAP, as a unique sectorwide active-learning membership network, is dedicated to improving the quality and accountability of humanitarian action, by sharing lessons; identifying common problems; and, where appropriate, building consensus on approaches." www.alnap.org

ALNAP is the 'Active Learning Network for Accountability and Performance in Humanitarian Action', and is a unique network of agencies spanning all major stakeholders across the humanitarian sector – including NGOs, UN agencies, Red Cross and multilateral/bilateral donors (incl. DFID) to work collectively to improve performance, learning and accountability in the humanitarian sector. The ALNAP secretariat is based at ODI.

ALNAP's existence in itself is evidence of research impacting on policy, since its origins are in the Joint Evaluation of the Humanitarian Response to the Rwanda Crisis, the impact of which, is still resounding within the humanitarian community, and has played an important part in recent developments towards developing standards and coordination mechanisms in relief work.

As such ALNAP is now one of several organisations that was spawned in the wake of this research, and as an organisation has adopted the same collaborative approach that was so key to the success of the Rwanda Evaluation: The fact that many policy-makers representing a broad range of agencies were included in the steering group of the Evaluation meant that they were intricately involved in the research as it took place. Consequently, ALNAP as a network has ensured representation of both policy-makers and researchers, which facilitates a much greater level of ownership on the research that takes place.

More specifically, there are three recent examples, where ALNAP has displayed initiative in impacting policy through research:

Firstly, as part of a three tier strategy, ALNAP collects evaluative reports of humanitarian work, submitted by ALNAP members and occasionally other agencies. These are stored in the 'Evaluative Reports Database', which is made available online at the ALNAP website.

However, it is recognised that, this as a large body of information needs to be made more accessible to practitioners, and an annual synthesis of humanitarian evaluations is produced as part of ALNAP's 'Annual Review', which identifies weaknesses and strengths in various areas of the sector, and makes recommendations for the future. As

a piece of research, this is not only disseminated to relevant personnel across the sector (mainly policy-makers) but is made even more accessible in 3 ways:

- a summary of the Annual Review is produced in the form of a 'Key Message Sheet'.
- issues raised in the Annual Review feed into ALNAP training modules on evaluation in humanitarian action, which are regularly updated to reflect current issues, which are available as a free good from ALNAP's website and are distributed to a list of some 60 other agencies, who have an interest in evaluation training in the humanitarian sector – thus ensuring that ALNAP's findings are communicated to the most appropriate personnel.
- a recent initiative has been to follow up the publication of the Annual Review with visits to selected agencies to explain and follow up the findings of the Annual Review (This is in regard to the metaevaluation, a section of the Annual Review, which aims to monitor the quality of evaluation reports submitted). Thus agencies are actively encouraged to incorporate ALNAP's findings into its practices. There will be follow-up activities in coming months to monitor the impact of these visits, but already feedback on the visits has been extremely positive:

"Follow up visits affirmed many findings about evaluation quality, of which agencies were already aware; even so agency staff thought that it was useful for their own assessment to be confirmed by an outside source. As a result, one agency has revised its terms of standard terms of reference for evaluations and is proactively seeking training. Most other agencies committed to working on weaker areas in their evaluation practice; however they recognized that they may not have the capacity to improve quickly in some areas that are weak across the sector, for example protection and gender quality."

Secondly, a recent ALNAP project has been to test the concept of a 'Learning Support Office' (LSO) in Malawi, during the recent food crisis there. The role of the LSO was to act as a neutral facilitator for learning by agencies and personnel working in the crisis – encouraging learning from previous situations, learning from current best practices and other agencies, and 'banking' lessons learned as a resource for future crises. During the test, the LSO became involved in improving the food distribution operations there:

Although guidance for food distribution had been issued at the start of the operation, it was felt this could be improved upon. Consequently, in collaboration with WFP officials, the LSO followed a workshop/manual/training approach to glean best practice information from experienced personnel, capture the learning in the form of a manual, and then distribute this learning by training operational personnel. Although it has not been feasible to monitor the impact of the training upon the quality of food distribution, the training was well received – 85% of participants felt the course had achieved its objectives.

Thirdly, ALNAP's global study on 'Consultation with and participation by beneficiaries and affected populations in the process of planning, managing, monitoring and evaluating humanitarian action' is the first major effort to seek answers and increase understanding through a direct focus on current practice in the field — combining researcher, practitioner, national and international perspectives in each of the study teams. It focuses on such issues as – how do agencies and affected populations interact? What are the opportunities for participation? Why are such opportunities lost? Five case study monographs were published recently, based on research in Sri Lanka, Angola, Afghanistan, DR Congo and Colombia, which will form the basis of a

practitioner's handbook. The second stage of the project is currently being developed, where the handbook will be piloted in the field.

Partnerships, services based on demand and social networks & local knowledge systems

Lucky Lowe
ITDG, the Schumacher Center, Bourton Hall, Bourton on Dunsmore, Rugby CV23 9QV, UK.
Email: lucky@itdg.org.uk

Strategic Focus

ITDG's new Strategy 2003–2007, entitled Knowledge, Impact and Influence, provides the vision and the driving force required to put information, knowledge generation and communication at the forefront of what we do. By creating and disseminating knowledge on the use of technology to reduce poverty, ITDG contributes to sustainable development, by:

- **Publishing** books, journals, newsletters and web pages.
- Offering a **technical enquiry service** for small enterprises in the developing world and for development workers.
- Communicating effectively with the print and broadcast **media**.
- Influencing the content of young people's **education** and providing resources for learning.
- Helping to build and lead local, national and international **networks** to disseminate useful knowledge on technology and poverty reduction.

Building Partnerships

ITDG works in partnership to provide practical support to agents of human development and carry out action research to inform its own programmes and influence the work of others. ITDG benefits from direct linkages with the people living with poverty, practitioners and professionals working to alleviate poverty and policy makers aiming to support pro-poor change. Given these connections ITDG is able to listen, collaborate in learning and share that learning with others. ITDG's staff and partners are working, from an international network of offices, on a programme of research projects and interventions that continue to deliver effective communications outputs to Southern and Northern audiences. There are numerous communications products, channels and networks which support the effective delivery of information and knowledge:

- By adopting participatory approaches in research ITDG engages many stakeholder groups in the design and delivery of action research. Individuals, CBOs, street level bureaucrats and entrepreneurs gain ownership of the process, findings and outcomes of research.
- ITDG Publishing builds on the skills and capabilities of people in developing countries through the dissemination of information by way of book publishing, journal publishing, providing a development bookshop online, world-wide mail-order service and distribution network and delivering book voucher schemes.

- Professional journals are produced by ITDG and its partners in support of specialised development interests. The international titles include Boiling Point, WaterLines, Food Chain (English and Spanish language Cadena Alimentaria), basin News and Small Enterprise Development. Projects and partnerships often create local or regionally pertinent newsletters for example, the East African PEACE Bulletin.
- Professional networks that link development practitioners across continents. Often themed around specialist interests, these development-focused networks bring people together, enable sharing of knowledge and experience, resource collation and critical analysis, storage, information production and dissemination, delivery of conference, training and provision of human resources. For example, the building advisory service and information service (see latest newsletter and web site: www.gtz.de/basin) or SPARKNET (www.sparknet.info) or HEDON (ecoharmony.com/hedon/).

Services based on demand

ITDG's Technical Enquiry Service acts as the focus for the Group's information and advisory services. As well as providing information on a wide range of topics, we can offer advice on the application of that information. The service is provided free of charge to predetermined target audiences because it is supported by DFID. Through the Group's own International Technical Enquiry Service, which is developing in all our offices, we can call on the expertise of several hundred professionals in technical, economic, and sociological disciplines. The TES is also a member of the International Network for Technical Information — INTI — which brings together the combined information resources of the major European development bodies to ensure that our enquirers receive the best possible help.

ITDG's Technical Briefs are introductory fact sheets that provide straightforward, practical information and signpost additional resources. These are written in response to the demand for information on a broad range of technologies. Statistical reports from ITDG's webmaster demonstrate that Technical Briefs are the most popular documents. In April 2003 favourites were focused on cashew nut processing, bicycle trailers, wind electricity generation, yoghurt making and micro-hydro.

Building on this model ITDG have, for the past 5 years worked in collaboration with TVE to provide Ideas To Go - a back-up information service in support of the global, multi-media initiative HandsOn. We create information on what people around the world are doing to meet the practical challenges of human development.

Social Networks & Local Knowledge Systems

In making the most effective use of limited assets, access to knowledge and information by the poor is crucial. This research assessed the demand for information, focusing on the information needs of the urban poor, and the sources they use in accessing that information. Fieldwork was carried out in low-income settlements in Peru, Sri Lanka and Zimbabwe; this was complemented by case studies elsewhere, a review of the literature and an electronic conference. The resultant paper summarises the findings of that research, and suggests six ways in which development agencies could improve the methods they use to share their knowledge and information with the urban poor.

A new research proposal builds on this earlier work. It assumes that information is a key factor in increasing the urban poor's resilience in the face of shocks, stresses and disasters. It also assumes that people's local knowledge is not entirely sufficient to

cope and therefore needs to be enhanced with some knowledge from elsewhere, to enable change or innovation to happen. Its hypotheses are:

- that learning and knowledge development within social networks can be enhanced
- that external knowledge can be fed more effectively into social networks
- that information and knowledge can become more equally accessible across communities

Examples

- Since 1966, when ITDG first published the Directory of Hand and Animal Drawn Equipment, millions of publications have been distributed world-wide. Formally registered in 1974, IT Publications' portfolio has generated 500–600 new titles, these are materials produced for the development practitioner market.
- Nadagari is an isolated Char (sandbar) in Jamalpur District - one of the most poverty stricken areas. Agriculture based livelihoods is dominant but choice is limited ...this is because of a vacuum of external sources of information and new experience. Since last year, ITDG Bangladesh acted as a catalyst, inspiring people to generate consensus and greater unity, building capacity and better linkage with service providers. Experimental efforts in maize cultivation created an opportunity for char farmers to work together with Regional Agricultural Research Station. For the first time ever the institute agreed to work in that charland area. Unnayan Sangha (partner NGO) also assisted to access seed and money. This offer of maize cultivation was initially not welcomed as farmers were in confusion. However, field trials demonstrated the good germination rate in their own fields and they became interested.
- KVC is situated about 50 km out of Colombo. It produces organic jams, chutneys, juices, purees etc. and exports to Sainsburys under the "Legends" label and also supplies local markets with chilli and tomato sauces. It takes 16 days for the product to be delivered from the factory to the shelf. Shelf life is 10 months and products can be kept for 2 weeks in a refrigerator once they have been opened. Before reading an article in Food Chain about processing tomato pulp into puree, KVC only used the tomato juice and threw the pulp away as waste; this 'waste' is now used to produce concentrated tomato paste. KVC use Food Chain technology to test the quality of the product before processing. KVC has been using this testing technology for 2 years.

"Thanks for sending the info that I requested regarding the arc welder, Palm oil processing, and coffee/rice hullers. The arc welder drawings are spot-on, the groundnut oil-processing book is very useful and can probably be adapted for palm oil, and the other info provided invaluable background information. I am following up the links you gave me also. Thanks again." Jerry Board, Apt Enterprise Development, Sierra Leone.

Communication review – experience from two recent EngKaR case studies

Felicity Chancellor

1. R 6876 Gender-sensitive Irrigation design Project

Techniques to ensure appropriateness of research for users

- Combining survey and focus-group analysis methods to identify research issues in irrigation design and social and gender context of particular schemes.
- Ratification of the research focus by prioritisation of issues at a workshop in the inception phase. Care was taken to involve a wide spectrum of stakeholders at this workshop.
- The main output was guidance for implementing agencies on gender-sensitive design. It was a conventional report with some ‘less conventional tables of ‘do’s and don’ts’ and targeted extension officers and engineers implementing small-scale smallholder projects.
- It was clear from research that end-users also needed raised awareness of gender issues. Communications consultants were asked for help to develop good techniques to reach populations with low literacy. Extension funds were granted by DFID.
- The extended output was a training/awareness-raising package, consisting of:
 - a booklet ‘Don’t get lazy’ that incorporated lessons from the research into a simple illustrated story that built on the regional tradition of story telling.
 - A discussion guide and posters providing twelve easily adapted discussion sessions based on the story that allow local communities to discuss problems in a non-confrontational way. This material targeted farm families, communities and extension staff.

Getting research disseminated and taken up

- The guidance material was disseminated to irrigation departments in partner countries, we received little comment beyond polite acceptances and it is not possible to evaluate any impact.
- The DGL material was tested in irrigation schemes where it successfully stimulated discussion among farmers. It was then extensively distributed in Southern Africa through workshops and the SARIA network. Testing longer-term impacts on behaviours is not yet planned.
- Dissemination was further requested by RSA to train trainers in Limpopo Province. The week-long course was highly successful and the materials proved useful for training as well as for direct use with farmers and communities.
- Translation into local language and idiom was facilitated at this workshop to encourage further use in South Africa. It is now likely that a gender-awareness module

will become an essential part of new extension training programmes although the focus may be wider than just 'irrigation'.

- The attractiveness of the materials has led to significant demand. Over 120 packages have been requested by people in over 32 countries as far apart as Mexico and Sri Lanka, encouraged by publicity in DFID 'Water' and the Water for Food Catalogue 2001 as well as personal networks.

Strengths

- The DGL material was based on everyday experiences of study participants and seems 'real'.
- The participatory nature of the package is attractive to trainers and farmers alike.
- Opportunities for the role-playing give flexibility and are welcomed.
- Promotes ownership of knowledge by the trainees/participants.
- Encourages humour and strengthens relationships between trainers and trainees.
- Encourages knowledge sharing among people normally excluded by formal approaches.

Weaknesses

- Resources are needed for facilitation, such as a place, time and a skilled facilitator.
- Departure from past rigid top-down training requires new mindset among users.
- Demands active participation and effort from farmers which may scare them.
- Could lead to frustration if a bottom-up route for change is not established.

R7810 Creating Sustainable smallholder Irrigation Businesses

Techniques to ensure appropriateness of research for users

- Inception Phase workshop used to focus research through discussion of analysis of baseline data. Farmers and implementing agencies and policy makers facilitated in face to face discussion.
- Close liaison with in-country collaborators (later lost in Zimbabwe).
- Attention to cross-sectoral linkages affecting irrigation businesses especially marketing.
- Recognition of the social and political concerns of both water users and implementing agencies.

Getting research disseminated and taken up

- Dissemination has been on-going throughout the project through the close association with in-country actors/agencies.
- An atmosphere of trust has developed over three KaR projects involving many of the same people/agencies in core activities. This has made it possible for the

research to get attention at a high level in government Departments in RSA throughout the project.

Strengths

- Broad-based workshop activity and participatory prioritisation ensured good focus on central issues.
- Close liaison during the project helped researchers keep track of the changing environment in the sector.
- The co-operation and good communication with both farmers and agencies has been important to clear understanding of intentions, avoidance of errors and interest in results.

Weaknesses

- Close liaison can lead to difficulty in maintaining and expressing objective assessment.
- Despite requests from implementers in South Africa and the stated objectives of DFID about dissemination and uptake, it is proving difficult to organise funding for the assistance requested by the host institution. They would like a quick decision to use research findings in their own programme, which would be seem appropriate for resource centre support but that is proving very difficult to access.

Factors that deter investment in and support to research communication

- Communications falls outside the research team's competence and may be ignored.
- Resources for communication may be appropriated by core research, which is considered more deserving of scarce resources.
- General attitude that 'if it is out there and visible it will be taken up' is commonly stated but there is little evidence to support such a notion.
- Researchers may need communication skills at the proposal and early research stages but may not be trained/ assisted.
- Tendency among researchers not to recognise the value of expertise in communications.
- Little appreciation of the pressures in developing countries that restricts the potential for implementers to 'scan the horizon' or 'be out there' to spot new approaches and techniques.
- Developing country agencies lack resources to implement change. The real high cost and opportunity cost of developing new mindsets is often unrecognised.
- The cost of receiving and acting on messages is generally ignored and only outreach costs are considered/calculated.