

Consensus building in common pool resources: a learning and communications programme for the PAPD methodology

(R8223)

Report on Pre-testing and Development of PAPD Promotion Leaflet

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Process and experience in developing a promotions leaflet for PAPD

Introduction

This report outlines the process for developing the promotion leaflet for PAPD. The leaflet was developed by CNRS and ITAD and pre-testing, using a structured questionnaire took place in the UK and Bangladesh.

PAPD is a methodology used in planning for community based natural resources management, which is being promoted by CNRS. PAPD is being used on a relatively *ad hoc* basis by a number of organisations whom were either involved with the initial research project R7656 (for example, WorldFish Centre), or who have been exposed to PAPD through CNRS mainly using the methodology in other projects (for example, MACH, CBFM2). The one exception is ITDG-Bangladesh who is using the methodology in a research project (R8103) investigating the livelihoods of Char Communities¹.

CNRS are very committed to developing the methodology further and spreading its use within Bangladesh and other countries. So, a follow-on communications project (PD124) was develop with the specific objectives of:

- Promoting PAPD in a suitable form to those people in a position to make decisions (and create change) within their organisations
- Developing a relevant training programme for training facilitators of PAPD
- Developing a suitable monitoring and evaluation mechanism to track PAPD use and training.

The audience for PAPD

The audience for PAPD has the potential to be very large. At this stage we feel it best to target specific organisations identified by the following characteristics:

- (i) They have a significant portion of their work in the natural resources sector
- (ii) They primarily work at the community level
- (iii) They implement, or have some experience with community based planning methods
- (iv) They are familiar with systems methods and or the use of participatory tools.

This narrows down the number of stakeholders considerably and affects the type of communications media that are suitable (effectiveness and cost-efficiency) to communicate PAPD at meso-level²; mass media (e.g. radio and TV) is less relevant at this stage. At meso level we are looking to scale-up, or influence those in a position to create change. For example, reaching a point where PAPD is at least included in an organisations strategy, with the intention to institutionalise the process providing evidence from micro-level use is approved at meso/macro level.

¹ More detailed information on the current use of PAPD is available in the final report for PD124 and the inception report for R8223

² *meso* level refers to middle -management and those people who can influence and communicate to macro level decision makers (may include policy makers, managers in development organisations, decision makers in donor institutions; local government heads)

A communication needs assessment is being conducted for investigating peoples and organisations needs for being aware and knowing about PAPD. Results of this survey will be reported on in another document.

Initial responses from the inception phase of the research and from the previous scoping study, indicate that a simple brochure or leaflet, which outlines the key steps in PAPD and the benefits of PAPD is needed. The promotion leaflet is aimed primarily at the meso level stakeholders. Its objective is to raise awareness about PAPD and illustrate the benefits that can be achieved through using such a methodology.

The leaflet is not intended for mass distribution, as the target audience is relatively small at this stage. It will also be available on the web in PDF form for downloading. We may produce a non-graphics version in word, also to go on the web (initially available at www.itad.com when CNRS develop their website, there will be a redirection link from the ITAD site).

The process for developing the leaflet

It has taken more than five months to produce the leaflet and two pre-tests have been carried out (see Annex A for initial drafts). The process was as follows:

First draft (December 2002): This provided a relatively detailed explanation of the process and was developed by someone with no practical experience of PAPD.

Second draft (January 2003): CNRS modified the first draft to draw-out the key points in the process.

Third draft (January 2003): The third draft was developed by CNRS and ITAD following comments received from CNRS staff on the second draft.

Fourth draft (February 2003): The fourth draft was copied using a colour laser printer and circulated to a selected group for pre-testing.

Fifth draft (March 2003): Reviewers comments were incorporated into this final draft. The major changes were in the font size, use of photographs and the PAPD diagram.

Six draft (April 2003): A selected group of reviewers in Bangladesh reviewed the draft produced following comments made by the reviewers listed in the annex.

Seventh draft (May 2003): Final draft, incorporating reviewers comments, minor edits and changes to colour.

Final copy: 300 (?) copies produced in May 2003 (printer:) (see Annex B)

Lessons learnt

- Use one publishing package to save time in transferring data between different programmes.
- Select photographs carefully and if possible, plan and take them especially for the leaflet (e.g. don't always rely on a database). Ensure photographs are very good quality.
- Ensure respondents of the pre-test answer all questions, including the qualitative ones. It is more important to get a few good responses than many half completed questionnaires.
- The respondents should complete their own questionnaires, especially the tick box section.
- Don't underestimate the time taken to pre-test.

Pre-test: analysis of responses

Fifteen people were contacted in Bangladesh and four were contacted in the UK to pre-test the promotion leaflet. The overall response was quite poor and only one postal response was received in Bangladesh and two email responses were received in the UK. In Bangladesh a CNRS research officer visited all fifteen organisations and obtained verbal responses about the leaflet. The questionnaire used in the pre-test in UK and Bangladesh is given in Annex C. A full list of people who provided comments on the first draft are listed in Annex D. Generally respondents answered the tick-box questions, but failed to provide responses to the open-ended questions.

Four people responded to the first question, which sought to test whether the leaflet was targeted at the right audience and at an appropriate level. Respondents identified government, non-government, or community organisation working with different stakeholder groups on sustainable management of natural resources; NR research organisations; policy makers in different types of organisations.

The second question aim to test whether it was clear what PAPD stands for and what it's about. Two responses indicated no. First, because the meaning of the acronym was not clear and second, one respondent felt that the actual outputs produced through conducting a PAPD were not clear. Also one respondent wanted to know what difference PAPD makes to community based natural resources management (CBNRM). A few respondents felt the text about PAPD should place more emphasis on highlighting how a community benefits after going through a PAPD.

The majority of respondents could identify why PAPD should be used and who should be contacted for more information about PAPD. One respondent did however feel the contact details for CNRS were not very obvious (font too small and difficult to distinguish the text from the background).

Although eight respondents said they liked the overall look of the leaflet, one respondent felt the overall look of the leaflet was unremarkable and would not grab people's attention. Several responses were made about the photograph on the front cover, including the colour and quality.

Language does not appear to be a problem, though a couple of respondents felt the language was a bit too complex in places (for example 'bio-physical', 'problem census'). The main comments related to the size of text, which is too small throughout the leaflet and the quality and relevance of photographs. It was also highlighted that headings were different sizes, implying different levels of importance when this was not intended.

Although five respondents liked the use of colour, one respondent felt that 'the front cover is unassuming, too much of the same tone, type sizes and contrast too apologetic, you want people to be excited when they see it and want to pick it up. It needs to look authoritative'.

The diagram in the centre pages brought a few comments and received a neutral response from five respondents. The general feeling was: (i) it dominated the centre pages too much (ii) PAPD is not a cycle (iii) the starting point is not obvious.

The use of photographs also received some comments. The main ones related to the poor quality of photographs and their being too many photographs. One respondent suggested including a photograph to illustrate implementation of the plans developed from a PAPD. It was emphasised by one respondent that the photographs in general did not add to understanding the text. They should be selected to illustrate a point being made in the text.

Annex A: First drafts of PAPD leaflet (these are large files and can be sent on request)

Annex B: Final Published copy of PAPD leaflet

Annex C: Questionnaire distributed with draft 1 of the leaflet

Pre-test form for PAPD promotion leaflet

PAPD is an approach to community based natural resources management, which is being promoted by CNRS. We have produced a promotional leaflet to tell people about PAPD. We would appreciate your assistance in testing the first draft of the leaflet. Information you provide will be used only to improve this leaflet.

Please read the PAPD promotion leaflet and answer the following questions without looking at the leaflet again. [3-4 lines of text only. If you want to make additional comments please use a separate sheet of paper].

[the explanations in italics were not in the original pre-test form]

1. **Who do you think should read the leaflet?** *[to find out whether the leaflet targets the intended audience]*
2. **After reading the leaflet do you know what PAPD is? YES/NO** *[to find out whether it is clear what PAPD stands for and what it is]*

If **no**, explain what information you would like to see in the leaflet that would help you understand PAPD

3. Do you know why people should use PAPD?

[to see whether the leaflet adequately explains the benefits of using PAPD]

4. Who would you contact to find out more about PAPD?

[to see whether it's clear who can provide support in PAPD]

Please look at the leaflet again and respond to the following: [tick either the 'like', 'neutral' or 'dislike' box and make any comments you feel would help us improve the leaflet]

	Like	Neutral	Dislike	Comment
Overall general appearance of leaflet (e.g. layout, colour, photograph)				
Use of language – is it easy to understand				
Use of colour – too much, too little, etc				
Diagram – PAPD Cycle – is this clear. Does it help you understand the text?				
Photos – are they appropriate to the text?				
Font – size, type and colour				

Annex D: List of persons who pre-tested the leaflet

PAPD Promotion Leaflet: list of people to pre-test first draft

Objective: To provide a non-biased assessment of the PAPD leaflets usability by its target audience. The leaflet is aimed primarily at informing and promoting PAPD to meso level decision makers. It may also be applicable to those interested in participatory and community-based approaches. It does not aim to provide a comprehensive insight to PAPD. It aims to inform readers about PAPD, the benefits of PAPD, who is using PAPD and where to go for more information and training on PAPD.

The following persons were selected for:

- (i) their good knowledge of PAPD
- (ii) having none or little knowledge of PAPD
- (iii) their position in the organisation (meso level)
- (iv) their expertise in communications
- (v) the type of organisation represented (government, NGO, international NGO, research, university, private sector)

Anis – can you check this list for me and make changes where appropriate

Name	Organisation	Type of Organisation	Estimated knowledge of PAPD	Response received
Dr Nazmul	Project Director or Assistant Director CBFM2 Department of Fisheries	Government	Good	Yes
Mohammud Ali	ITDG Bangladesh	International NGO	Good – using on another NRSP project	Yes
Mr Anwar	BRAC, Project Coordinator of CBFM2	Local NGO	Good	
Communications or media person	PRA Promoters	Local Network Organisation	None	
Masud Siddique	Assistant Director, Department of Fisheries	Government	None	Yes
Paul Thompson/ Parvin Sultana	World Fish Centre	International Research	None	Yes
	Country Representative, IUCN	International NGO	None	Yes
Dr Anwar	Director, NACOM	Local NGO	None	
Communications or extension person	Department of Agricultural Extension	Government	None	
Julian Barr	PL R6756		Good	Yes
Stuart Coupe/ Barnaby Peacock	Leader of NRSP R8103		Some experience	Yes
Pat Norrish	Communications Specialist		Some	Yes