Training Module 'Communications and Networking'
Peer to Peer Exchange Program

Summary from small group discussions

Addressing the challenges – General issues

→Lessons learned:

- There's a need to involve comms professionals in design/implementation

- Applying the logical framework approach is key to address complexity of plans

→ Tips/advice:

- Context setting in the policy/programme lifecycle

Addressing the challenges – Target audience

→ Lessons learned:

- NRNs can play a role in facilitating stakeholders' needs analysis when preparing programmes/comms plans

→ Tips/advice:

- Targeted focus as resources are limited

- Needs of target evolve: be responsive

Funded by the

Addressing the challenges – Message

→ Lessons learned:

- Counter negative perceptions/costs of policy can only be done by focusing on benefits

→ Tips/advice:

- Test your ideas befoe you put them out

- Evidence-based, supported by facts

Funded by the

Addressing the challenges – Tools&channels

→Lessons learned:

- Some tools can be very costly (i.e media) therefore efficient/effective management is needed

→Tips/advice:

- Grassroot-level outreach gives credibility to the message

- Original, real-life, re-sellable, innovative