

## **Programme for Improved Nutrition in Sindh (PINS)**

### **PINS Meeting on Communication Strategy**

**Location: RSPN Office-Karachi**

**Date: 22<sup>nd</sup> November 2018**

#### **Participants:**

Zahra Ladhani	Conseil Sante
Ayesha Aziz	Action Against Hunger
Hashmat Jatoi	Action Against Hunger
Akbar Raza	Rural Support Programmes Network
Rabab Jafar	Rural Support Programmes Network
Safina Abbas	Rural Support Programmes Network

#### **Key Discussion and Action Points:**

- The participants developed content for Mission (Process), Vision (Result), Values (emotion), positioning (difference/Unique Selling Point)) of the programme for the PINS communications strategy.
- Mr. Akbar Raza, Programme Director, PINS Nutrition-Sensitive component asked Ms. Zahra Ladhani about the responsibility of ER1 to finance the development of PINS website (as suggested by Ms. Shohreh and Ms. Sylvia to link monthly updates with) to which she replied that Dr. Schumann will address the question when she is back.
- Rabab also said that in the Communications Workshop the biannual newsletter was discouraged and instead Sylvia and Shohreh suggested that PINS do monthly updates for PINS. The participants said that they will finalise a monthly updates once they get an approval from the EU. On reiterating that it will have to be included in the work plan that also has to be submitted with the communication strategy, it was suggested that the workplan be made as per the contractual obligation mentioned in the proposal and submitted to receive feedback on.
- About the PINS logo, ACF said that there are some contractual limitations that will delay the design of the logo in the immediate future. As for the AAP logo it would be developed by policy advisor (ER-1). It was suggested that branding for the interim should be alternatively developed.
- At the Communications Workshop held on 29<sup>th</sup> October it was said by Ms. Shohreh that changes can be made to the workplan. Mr. Akbar Raza said that the given contractual obligations have to be fulfilled, he has written to EU to seek clarifications about certain activities (such as newsletter) in the workplan but has not received any feedback from them as of yet.
- It was decided that Ms. Rabab Jafar will plug in the content developed in today's meeting into the draft strategy document. The target groups and communication objectives will have to be done together in the next meeting.

- At the end, it was agreed that all components of PINS will meet again to work on communication strategy. The next meeting will be on Tuesday 27th November 2018 at 3pm at PIU-RSPN
- In the next meeting the following topics will be discussed:
  - PINS & AAP and their key features
  - The mutual relationship and alignment between PINS and AAP and the coordination needed
  - Target groups and profiles
  - Key Messages
  - Interim branding