

Programme for Improved Nutrition in Sindh (PINS)

PINS Meeting on Communication Strategy

Location: RSPN Office-Karachi

Date: 27th November 2018

Participants:

Dr. Ute Schumann	Conseil Sante
Dr. Ayesha Aziz	Action Against Hunger
Rabab Jafar	Rural Support Programmes Network
Safina Abbas	Rural Support Programmes Network

Key Discussion and Action Points:

- The meeting started with review of last Communication Strategy meeting held on 22nd November in which content was developed for Mission (Process), Vision (Result), Values (emotion), positioning (difference/Unique Selling Point)) of the programme for PINS communications strategy. It was discussed that the cross cutting themes for all three components will be same in the document. Dr. Schumann suggested that migration also be added as a cross cutting theme.
- Communication, M&E, transparency (budget, spending rules), methodology of reporting (streamline the reporting from field to policy makers) are cross cutting aspects of all three components of PINS.
- In the communications Workshop held on 29th October it was agreed that there will be a single communication and visibility strategy for PINS. Rabab said that in developing communications strategy document for ER3, the SUCCESS communication strategy has been used as a reference.
- The key messages that would be developed for the communications strategy would be component specific. The messages for policy advisory component will address the bureaucrats whereas ER2 and 3 will address overlapping target groups, whereas the messages will be component specific.
- EU has specific visibility guidelines. And the government has different guidelines for visibility. PINS we will have to find a way to cater to both. For the government, visibility of the EU will not be a priority, awareness change, attitude change and behavior change will however.
- Dr. Schumann said that policy advisory component's interaction with the government is part of the communications strategy and there is a need to accommodate messages concerning the multi-sectoral coordination and cooperation.
- Talking about the website, Rabab said that PINS ER3 does not have the budget for website. She showed the PINS page on RSPN website that is being used for PINS ER3 component. Rabab also raised the issue of logo but no conclusion was reached on that.
- Rabab said that the newsletter was discouraged at the communications workshop, despite being a part of the ER-3 workplan and budget. However, Ms. Shohreh and Ms. Sylvia said that monthly updates should be done instead of doing a biannual newsletter. It is yet to be decided what changes are to be made to the ER-3 workplan to be sent to EU for review.

- All components of PINS have different workplans and it is a problem that all components did not start at the same time. To synchronise the programme it would have been better if all components had started at the same time with a single communications strategy document with clearly defined component-specific workplans.
- The idea of hiring an independent consultant to work on the communications strategy was discussed at length. Suggested by Dr. Ayesha Aziz, she said that the consultant would bring in independent and objective vision for communication strategy. It was however noted and agreed by all participants agreed that the process of hiring a consultant to develop the communications strategy will take at least two months.
- Discussing the process of developing the communications strategy, Dr. Ayesha Aziz was of the opinion that once the document was developed, it would also have to be reviewed and therefore not be able to reviewed and finalised by the deadline.
- The role of ER1 was discussed with regards to the communications strategy. Ms. Shohreh's email was discussed in which she says that ER1 will be 'coordinating' the communications strategy but it does not clarify that a common strategy would be developed for all three components. Dr. Schumann said that her ToRs do not specify that ER1 will guide ER2 and ER3 in this matter. She agreed to coordinate the development of the strategy. She will consult her company on the issue of hiring an external expert and also clarify with Ms. Shohreh.
- Dr. Schumann also added that she is ready to send the communications strategy document as far as it has been developed to EUD. Once feedback from the EU has been received, the request for a consultant can also be presented.
- So far all three components of PINS have participated in two-half day meetings and have come up with certain parts of the communications strategy. It was mutually agreed by participants that the deadline of 30th November does not give ample time to develop the entire document and review it. All participants agreed that only parts of the communications strategy that all three components have developed so far including the introduction (mission, vision, values and positioning) and communications objectives will be shared with the EUD by ER1 for feedback on the given deadline of 30th November.
- It was agreed to proactively complete the current version of the draft PINS communication strategy by Nov 30th adding in the relevant activities of each component into the document. This will then complete the basic document of communication strategy which may be submitted to EUD for comments after the required quality control by the HQs. Depending on the comments from EUD, an external consultant may be invited to finalize the strategy.