



USAID | **WEST BANK/GAZA**

USAID/ Public Awareness, Communication Strategy, and Community Outreach Project

QUARTERLY PROGRESS REPORT #2

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I Introduction

Due to circumstances during most of this quarter, most plans for media, outreach and public awareness activities and events did not take place. During Gaza crisis and due to the general atmosphere in the West Bank, most activities in our project were put on hold.

Accordingly project team utilized this time to develop plans for coming period hoping for changes in the prevailing political and security conditions. During the last 3 weeks of this period, positive changes reflected in approvals from US Consulate General in Jerusalem to conduct three proposed activities allowed us to resume activities and plan for contingency plans to make up for lost time during the coming periods.

During the second quarter, a number of activities were conducted:

- Finalization of the communication strategy document
- Meetings: Partners meetings, GIS training, and other meetings.
- Public Outreach Events.
- Weekly media monitoring reports
- Finalizing 2 success stories.
- Preparations for the launch of sports gear distribution campaign to 70 schools.
- Preparations to commission the project baseline survey including necessary vetting request.

2 Activities

2.1 Partners Meetings

One of the tools Al Nahser followed to get connected to USAID's partners as a part of its comprehensive and integrated communication efforts, is arranging a number of meetings with USAID implementing partners in different sectors and fields in Palestine.

Al Nasher targeted a list of partners as a first stage to meet based to an updated list received from USAID. Emails were sent and phone calls followed. The aim of the meeting was to learn about the project work and discuss opportunities for cooperation, discussing communications plans, events, and activities, where Al Nasher offered logistical assistance where needed, and as requested by USAID/WBG DOC office. In addition, it was important to highlight identifying venues of cooperation where Al Nasher can integrate its outreach efforts with the project activities of the partner to increase public awareness of activities and generate positive perceptions towards USAID among Palestinians.

Detailed reports of each partner's meeting conducted have been submitted to USAID.

Meetings conducted in this period included:

- Carana EDIP, PAPA projects
- The Flagship Project
- CHF LDRP, EJP

Meeting were held in a very positive and encouraging atmosphere. Partners were ready to cooperate, and the need for a better communication mechanism among partners was discussed. Can such a channel be developed via USAID partner secure web page, or do all communications have to go through COTRs and back to other projects?

Out of these meeting an important suggestion came out:

A shared portal for USAID implementing partners and grant recipients could become an essential tool to share news, event plans, fact sheets, photos, videos, and other media. Although the GIS system attempts to fill some of these gaps by providing the opportunity to add events and photos to activities, but a user friendly portal can provide a much more powerful solution that augments the valuable resources available through USAID/WBG GIS system.

We think that this could be a very innovative idea helping all parties work together and build on each other's successes.

2.2 GIS training session

USAID held a training session for 2 days on the 9th and 10th of March 2009 in the Amid East premises in Ramallah. Project Director and Project Coordinator & Reporting Specialist participated in the 2 days training session. The USAID GIS specialist Mr. Tayseer agreed to work with our team on the development of project specific indicators so we can use the system to report on our activities. Meanwhile, the training has been very useful and was put to immediate use in retrieving information on USAID projects in WBG for the planning and implementation of all activities in general and in local communities.

2.3 Meetings with USAID/DOC & Campaign Development

Meetings were held regularly for Al Nasher team internally and with USAID DOC representatives to monitor progress of conditions and evaluate what and when activities can be resumed and in what form. When conditions settled down post the Gaza crisis, Al Nasher submitted plans for three activities for approval to USAID. All activities had to be approved by the US Consulate in Jerusalem according to front desk instruction. The activities submitted included open day for women and children, sports open day, and sport gear distribution campaign. The approval for the three activities came on 10th of March, 2009. Immediately Al Nasher teams mobilized and started implementation steps of the planned activities. The open day for women and children was implemented successfully on 20th of March. The sports open day was planned for the next week, but unfortunately we had to pull the plug on the activity in the last minute since many of the teams could not make it due to short notice and other sports tournaments on the same day.

Sample of Theme designed for sports tournament and fun day outreach activities.



The third approved activity was the sport gear distribution campaign. Immediately, our team met with the Ministry of Education who were anxiously waiting the response on this campaign. The arrangements were finalized for the general frame work of the distributions, launch event, and central events in the districts. Details were to be drafted in an MOU to be signed by the Minister and Dr. Howard Sumka. Campaign will be launched in mid April in order to finish distribution before school exams period.

The ministry agreed to provide us with a list of needy schools to cover all districts of the West Bank and to actively participate in this campaign planning and implementation. This should strengthen the ongoing partnership between USAID and the Ministry of Education and pave the way for more activities in the future.



Creative theme for sports gear distribution campaign.

Main Slogan:

Youth the Pulse of Life

Body Text:

The USAID campaign to support sports in Palestinian schools and clubs.

Distribution includes 70 schools covering all districts of the West Bank. The distribution will take place between April 17 and May 15. PR events are planned for the launch of the campaign and during the campaign in a number of districts around the West Bank. PR coverage through press releases and success stories will accompany the campaign in the local news.

In principle, this campaign will provide us a chance to make up for lost time since within the scope of this campaign we are able to conduct a number of activities:

- Public Awareness Media Campaign utilizing newspapers, local radio, branded distribution car, and internet web site advertisements
- At least 5 public relation events for the campaign launch and at central events across the West bank
- 70 community outreach activities through visits to the schools.

A media campaign will accompany the campaign in local media (newspapers, and internet in addition to radio spots). Preparation works for the campaign included development of creative theme and media for the campaign. The developed theme “Youth the Pulse of Life” reflects USAID’s commitment to providing a better future to Palestinian youth through sports, education, and other programs.

The second phase of the campaign, to be conducted towards the end of May will include events and distribution of sports gear to around 20 youth clubs across the West Bank.

2.4 Launching Community Outreach with Women and Children open day

For the occasion of Mother's day (21st March), an open day for Mothers and Children activity was organized in partnership with local village council for 5 villages east of Salfet (Kufel Haris, Haris, Barda, Qira, Deir Istya). The activity utilized the newly opened park for the 5 village shared service council which was constructed with the support of USAID. This activity provided an assortment of entertaining activities as well as a healthy social environment for women, youth, and children.



Distributing Candy Bags to Children

Youth and women are considered the most important target groups for USAID public awareness and community outreach. The activity was planned to coincide with the Palestinian Mothers' Day celebrations.

The day combined a number of activities for youth/children and specific activities for the women. The women activities consisted of awareness lectures on breast cancer and other health issues, and another lecture on women rights. The lectures gave the women a chance to participate and discuss and ask questions.

As for the children's entertainment activities, they consisted of a number of fun activities that contributed in creating a unique atmosphere for these children. It was apparent from the excitement and joy on the kids' faces, especially when they saw the five big inflatable games which were setup for the day. The children activities included inflatable games, clowns and face painting, art activity, dance and music.

Number of Attendees:

	Total	Male	Female	Youth
	550	225	325	350

Media Coverage:

Press release for the event was drafted by Al Nasher team and approved by USAID DOC. The PR was distributed to the local agencies and some international wires. The event received excellent positive media coverage.

Event Outcomes:

As a tool for measuring the people's awareness of USAID and its support for the Palestinian community as well as to evaluate the open day activity, a quick intercept survey was implemented pre and post the event.

Al Nasher team interviewed around 25 women before and another 25 women after the event took place. The questions inquired about what they know about USAID and whether they have heard about USAID from before.

The results clearly reflect the importance of the USAID's outreach activities in changing people's perceptions of USAID through direct interaction with the local communities. Complete details of the survey and event details were submitted in detailed activity report.

2.5 Media Monitoring Reports

Weekly media monitoring reports have been submitted to USAID/WBG. These reports included local newspapers, local news websites, and some international coverage over the internet. News related to USAID, US Government, and related news has been reported. A total of 13 reports were submitted during this period. The reports are an important tool to keep USAID DOC updated with the media coverage of USAID/WBG in the local media. As noticed in the reports, although USAID did not release any press releases during the Gaza crisis period, many USAID projects continued many of their activities and the media reported on their accomplishments.

5 Baseline Survey Preparations

As mentioned in the last report, it was decided that there is a need for a baseline survey for the purpose of reflecting performance indicators of the project based on the research results of the surveys. The baseline survey is important for the reason of the change in the political situation in the area that would definitely affect the Palestinian's perception and awareness towards USAID.

Preparations for the survey have begun through meetings with Jerusalem Media and Communications Center (JMCC), the survey research subcontractor to discuss the questionnaire that was used in the last survey where same questionnaire will be used to develop trend analysis for USAID's indicators. Additional questions have been developed in order to enhance the media section of the questionnaire.

Unfortunately, due to the prevailing conditions, it was agreed with USAID DOC to put the field work on hold until conditions settle down. Otherwise, the results of the survey may be quite biased.

5 Milestones & Benchmarks

Item	Activity	Planned	Completed	Progress	Comments
1	Communication Strategy Development & PR Plan			100%	Completed and submitted for final comments on Feb 7, 2009. Awaiting feedback from USAID and final approval.
2	Public Awareness Campaigns				Plans have been completed to launch first media campaign to accompany sports distribution events.
3	Public Awareness Events				Halt on events according to USAID request.
4	Monthly Newsletter				Still waiting for feedback on first issue developed in first quarter.
5	Media Outreach				Halt on events according to USAID request.
5	Media Monitoring Reports	13	13	100%	Reports are sent on timely manner to USAID on OOB Monday of each week.
6	Web & Internet Outreach				First e-marketing campaign planned to start in April to accompany sports gear distribution.
7	Media Training & Partner Meeting				Postponed according to USAID request.
8	Public Opinion Measurement				Still awaiting vetting results for subcontractor (JMCC). Request was submitted to USAID PSU on Feb 9, 2009.
9	Event & Project Photo & Video			100%	Photography and video documentation of events have been supplied through Pal Mirror the photo/video subcontractor as needed for the pr events. Subcontract award has not been signed due to no response on vetting request sent on Feb 9, 2009.
10	Public Relations Services			100%	Our PR team has been making sure we have excellent media coverage at each one of the PR and outreach events. Press releases have been drafted and translated where needed.

Item	Activity	Planned	Completed	Progress	Comments
					In other cases, the press release was drafted by USAID and the project staff assisted in the distribution to the media.
12	BTL Materials				Awaiting materials for factsheets and folder from USAID to develop media kit for USAID with complete sheets on all sectors.
13	Visibility Items				Produced 350 branded tot bags for distribution in Open Day. As instructed by COTR, bags were not distributed and will be used at other events.
14	Community Outreach Events	2	1		Open day activity was completed. Soccer day was postponed due to advice from Al Nasher that event will not be as successful as desired. Only last 3 weeks of this quarter we were allowed to perform outreach activities.
15	Public Relation Events				No public relations events were conducted during this quarter due to USAID instructions.

6 Success Stories

Al Nasher has identified and prepared two success stories during this period.

6.1 Biddo Success Story

One story was about Biddo a village from the north western area of Jerusalem that has been for the last decade one of many marginalized areas in the West Bank. Biddo area suffers not only from lack of community and health services, but also from high rates of unemployment.

In such communities women and children are known to be the most marginalized groups, the Biddo women and children center has therefore been established in 2004 to serve these marginalized groups, however with a population of 8500, the centres limited services and its humble premises such an objective was quite challenging. USAID built a new floor in the village council building for the women and child center allowing them to offer unique opportunities in education and income generation for the local community and some of the surrounding villages.

6.2 Iraq Al Tayeh's success Story

Constructed in an area suffering from economic hardship and marginalization of hundreds of female students, Iraq Al-Tayeh School in Nablus area, is a unique example and proof of USAID commitment to the advancement of the youth and education sector in Palestine.

6 Conclusion

As a conclusion, it is worth to say that the grounds are set for intensive work in the coming months to make up for the delays due to the Gaza crisis. An amended time plan will be prepared to propose an alternative schedule for campaigns and events that will make up for lost time and allowing us to reach the set objectives of this project.

Although almost no PR efforts or activities were conducted during this period, USAID/WBG received positive coverage in the local and international media especially for its role in providing emergency aid to Gaza. This is a good sign for the coming period which will feature public relation events, community outreach, and public awareness campaigns.