



USAID | **WEST BANK/GAZA**
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USAID/ Public Awareness, Communication Strategy, and Community Outreach Project

QUARTERLY PROGRESS REPORT

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Implementing partner: Al Nasher Technical Services

Table of Contents

1	Introduction.....	3
2	USAID PR Retreat in Jericho.....	4
3	Public Awareness Activities	6
	3.1 Public Awareness Event/Holiday Concert Sponsorship	6
4	Media & Media Outreach Activities	7
	4.1 Press Coverage & Success Stories.....	7
	4.2 Weekly Media Monitoring Reports.....	7
5.	Community Outreach Activities	8
	5.1 International Child Open Day - Nov 25, 2009.....	8
	5.2 Sports Suits Distribution Ceremony.....	9
6.	Public Relations Events	10
	6.1 Inauguration Ceremony for INP Projects- Northern West Bank/Arrabeh Event....	10
	6.2 Inauguration Ceremony for INP Projects –Southern West Bank/Tarqumia Event..	10
	6.3 Celebrating Procurements for the Ministry of Health /Flagship.....	11
	6.4 Inauguration of Jericho Equestrian Club/ARD.....	11
	6.5 Beit Sahour Peace March.....	12
7	Conclusions & Remarks.....	13

I Introduction

This report provides details on the events and activities that occurred during the first quarter of the second project year. The report highlights the accomplishments and deliverables at all different levels of Public Awareness, Community Outreach, and Public Relations. In addition to the completed activities we will discuss the conclusions and recommendations to boost performance results for the next quarter.

Typically, this is a slow season for USAID activities due to holidays, winter season, start of new fiscal year, and planning for the year activities. As part of this planning process, one of the important initiatives implemented in the beginning of this quarter was the USAID PR Retreat. The retreat was organized by Al Nasher and USAID PR office and aimed at:

- Networking with selected USAID partners
- Identifying cooperation opportunities for the next year with partners.
- Presenting the achievements, successes, and lessons learnt from the first year of the project.
- Preparing a comprehensive work plan for the project's second year, including identifying opportunities for outreach events, planning for public awareness campaigns, and possibilities for public relation activities.

This quarter included children and sports activities such as the international child day event held in Hebron and the sports suits distribution ceremony in Aqraba near Nablus.

Another important public awareness activity was the sponsorship of Al Adha holiday event which built on the success of the event held during Eid Al Fitr holiday.

2 USAID PR Retreat in Jericho

The aim of the retreat is to help develop USAID's PR strategy and work plan for the coming year and assist the implementing partners in planning their own PR strategies in coordination with USAID.

The retreat was held on the 14th & the 15th of October 2009 at the Intercontinental Hotel in Jericho with the attendance of Adnan Joulani & Anna Maija Litvak from USAID DOC office, Al Nasher project core team, and representatives from 11 USAID partners.

The first day included presentations by Adnan and Anna-Maija on USAID newly developed communication strategy, presentation by Al Nasher COP Jack Rabah on the 1st year activities and accomplishments, and presentations by the participating partners on their PR activities and plans for upcoming year. USAID Mission Director, Dr. Howard Sumka, dropped in to make a short talk to the participants and joined the groups for discussions over lunch break.

The partner presentations identified opportunities for cooperation between them and the project. In addition discussions took place to formulate common outreach methods, messages and directions for common strategy development.

The retreat was very challenging because it opened the door for taking a broader look at the project, concentrating on bigger issues that have impact on project direction. Talking with partners helped to identify trends in the broader environment and was very helpful in seeing opportunities, directions and doing something about them in a strategic way.

The second day included a number of working sessions between Al Nasher team and USAID (Adnan, Anna-Maija). It was a chance to look at the next year and fit proposed activities into a calendar, in addition to identifying important local and international days and occasions and match with appropriate program activities. In addition, opportunities for integration with other USAID partner projects were identified.

The retreat gave a chance for all participants to interact together, and was an excellent way to enhance communication and to clarify roles and responsibilities. Furthermore, better ideas were generated at the retreat. Changing the environment resulted in a change in the way people think and solve problems. There is more "out of the box thinking" when participants are outside their daily routine work.

Through the retreat important results and conclusions came up and could be summarized by the following:

- Evaluating the achievements and successes of the first year of the project.
- Approach an extensive plan for the coming year.
- Highlight public outreach opportunities with partners and plans for the coming year.
- Create communication channels with partners working in various fields and projects.

Selected Photos



3 Public Awareness Activities

3.1 Public Awareness Event/Holiday Concert Sponsorship

As part of USAID continuous efforts to create bigger public awareness of USAID and its work, a public awareness event was organized during “Eid Al Adha.” as a public outdoor live concert at the Spanish garden in Jericho by the famous Palestinian star “Murad Al Sweiti.”

The concert was attended by thousands of Palestinian families from around the West Bank. The gathering was a very good opportunity for Mr. Adnan Joulani, USAID representative to address the audience and deliver a good speech about USAID role in the West Bank and Gaza and its projects in general.

In order to better advertise the event and reach more audience the following vehicles were used:

- 4 USAID branded banners were displayed in Jericho main entrances a week earlier to promote the event.
- At the event venue entrance and on stage 2 branded banners were displayed.
- 250 radio spots were broadcasted on local radios across the West Bank to advertise the event and announce USAID greetings to the Palestinian public for the Holidays.
- Post event press release including events photos was distributed to all media vehicles in Palestine and it was published in a number of newspapers and websites.
- The event was a success; providing USAID with high visibility.

Selected Photos



4 Media & Media Outreach Activities

4.1 Press Coverage & Success Stories

During the past quarter, USAID had excellent coverage in the local media as it is clear in the amount of clippings in the weekly media monitoring reports.

Throughout the last month of the quarter, Al Nasher team identified a very important success story that highlighted the importance of the USAID's role in supporting the Palestinian society, specifically in Jenin area. The success story is ready and will be published in local newspapers and on USAID home page.

4.2 Weekly Media Monitoring Reports

12 Weekly media monitoring reports for all news related to USAID, the US Government in local newspapers, local news websites, and international portals have been submitted to USAID/WBG. The reports included the clippings, translated titles and summaries in English, and an indication of whether the clipping is positive or negative, and what is impressive in the clippings published in the last 3 months that their general impact was all positive. The reports were submitted on Monday morning OOB on weekly basis.

5. Community Outreach Activities

5.1 International Child Open Day - Nov 25, 2009

On the occasion of International Child Day, an open day activity was organized in Hebron. More than 500 children and 100 parents participated in various activities including Dabkeh, singing, painting, children groups' interaction and a health session. At the end of the event, gift items were distributed including coloring books by Ministry of Health which were recently reprinted with the support of USAID/Flagship project.

Visibility and media coverage:

The event had good visibility and media coverage including:

- A branded banner was displayed at the location of the event.
- 500 flyers distributed during the event.
- 500 branded T-shirts distributed.
- 500 branded Caps distributed.
- 500 soap pieces were distributed to children emphasizing the health importance for children.
- 100 Flagship and USAID branded coloring books
- The activity had good media coverage in all newspapers and a number of websites

Selected photos from the event



5.2 Sports Suits Distribution Ceremony

In continuation to USAID efforts to support Palestinian sports, and as an extension for the sports summer camp that was sponsored by USAID during last summer, a sports suits distribution ceremony was held in the south of Nablus.

The activity was attended by more than 160 people from south Nablus area including key figures and students from different schools who were trained during the summer camp. The sport summer camp was organized during the summer with sponsorship of USAID to train the directorate's basketball, volleyball, handball and gymnastics teams. During the camp, as a result of the training, 45 players were chosen to play in the governorate teams.

Speeches were presented by the director of education, the supervisor of sports of south Nablus, and USAID representative Mr. Adnan Joulani.

Branded suits were distributed during the ceremony which ensure very high visibility for USAID logo as these suits will be used in the national championships.

A press release was prepared and published in the local newspapers and web portals.

Selected photos from the event



6. Public Relations Events

6.1 Inauguration Ceremony for INP Projects- Northern West Bank/Arrabeh Event

INP Project
Implementing Partner: MWH
October 8, 2009

Selected Photos



6.2 Inauguration Ceremony for INP Projects –Southern West Bank/Tarqumia Event

INP Project
Implementing Partner: MWH
November 18, 2009

Selected Photos



6.3 Celebrating Procurements for the Ministry of Health /Flagship

Flagship
Implementing Partner: Chemonics
November 24, 2009

Selected Photos



6.4 Inauguration of Jericho Equestrian Club/ARD

ARD
Implementing Partner: CEP
October 14, 2009

Selected Photos



6.5 Beit Sahour Peace March

CEP

Implementing Partner: ARD

December 20, 2009

Selected Photos



7 Conclusions & Remarks

In summary, the past three months started with the planning stage for the whole year through the retreat, and it included significant and successful activities and events. Through this quarter, USAID implemented 5 public relation events directly with partners, in addition to 2 outreach events, and 1 public awareness event which significantly improved USAID's visibility among Palestinians.

In addition, USAID had very positive coverage in the local and international media which was well received by the local communities.

During this past quarter, Al Nasher team put all efforts to reflect the USAID PR Retreat outcomes to use them as a base while planning and implementing all new activities.

It is worth noting that the following activities are in process:

- USAID film commercial.
- Permanent billboards campaign.
- New job openings are in process.
- ICT Training for Women
- Lecture Series in cooperation with the universities.