



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

QUARTERLY PROGRESS REPORT

Q3, FY09: April 1, 2009 – June 30, 2009

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Contents

1	Introduction	3
2	Campaigns	4
2.1	Sports Campaign.....	4
3	PR & Community Outreach Events	7
3.1	Badhan Event	7
3.2	Tulkarem Event.....	7
3.3	Jenin Bus Tour.....	8
4	Focus Group Discussions	9
5	Partner Meetings.....	10
5.1	1 st Partners' Meeting.....	10
5.2	2 nd Partners' Meeting	10
6	Media Monitoring Reports	11
7	Updating the yearly work plan	11
8	Conclusions & Remarks	11

I Introduction

This quarter has witnessed an intensive effort conducted by Al Nasher Technical Services and USAID DOC office to compensate for the halt of activities during and after the Gaza crisis. The following lists all activities and efforts achieved during the 3rd quarter.

Outreach activities:

- Sports Gear Distribution Campaign including media campaign and 58 outreach events in Palestinian schools across the West Bank.
- PR Events (Badhan event / Tulkarem event).

Message development as part of media campaign:

- Focus Group discussions as part of the public awareness campaign theme development.

Media:

- Jenin local community and media bus tour to USAID projects.
- Weekly media monitoring reports.

Others:

- Meetings: Partners meetings, USAID, team meetings.
- Finalizing I success story.

Following is an overview of each activity and an assessment of its impact.

2 Campaigns

2.1 Sports Campaign

The “Sports, the Pulse of Life” campaign was designed as part of USAID’s integrated communications strategy. The campaign was designed to distribute packages of sports gear to public schools around the West Bank. Around the distributions, a media campaign and public relations campaign was implemented. The strategy combines public awareness tools, effective public relations and direct communications with the local community through community outreach. The campaign serves both purposes by targeting the largest segment of the Palestinian community; youth.

The Sports campaign achieved these objectives by raising public awareness through local media, comprehensive public relations coverage, and community outreach through distribution of sports gear to needy schools across the West Bank.

The sports distribution campaign highlighted one of the major goals of USAID: to improve the lives of the Palestinian youth through supporting sports education and thereby helping to create healthier lifestyles. The campaign was conducted in cooperation with the Ministry of Education (MOE) and targeted 58 needy schools throughout the West Bank. The MOE provided the Al Nasher with a list of schools in all districts based upon a set criteria and school needs.

The campaign was launched on the 17th of April 2009 following a ceremony at the MOE. The distribution process started on the 21st of April 2009 when a schedule of the schools visits was sent to USAID with the dates and suggestions of Central events. Although the list was approved before we started, we faced a lot of changes due to difficulties coordinating with the MOE and preparations from the schools and governorate sports coordinators.

The distribution took place between April 21st and the 13th of May. Media coverage through press releases, interviews, and reports took place during the campaign, in addition to a mass media campaign through radio spots, Newspaper advertisements, and an Internet e-Marketing campaign utilizing popular youth websites. Mobile outdoor advertising took place across the West Bank in the form of a car branded with the campaign theme and USAID logo.





Quick Campaign Facts:

- 58 schools were visited during the campaign. Each school received a package containing:
 - Soccer balls
 - Basket Balls
 - Volley balls
 - Volley ball Net
 - Training Cones for soccer
 - Badminton racket and balls
 - extra badminton balls
 - Jump ropes
 - Hoola hoops
- Around 120 participants attended the launching ceremony.
- Hundreds of students participated in all events around schools In total more than 4,000 school students have participated
- Thousands heard indirectly about the campaign through student families and word of mouth.
- Press releases in local newspapers throughout the campaign.
- Speeches in schools by USAID representative Mr. Adnan Joulani.
- Direct interaction with many teachers and students in all schools.
- Interviews with local radio channels with Mr. Adnan Joulani.
- 660 radio spots were aired in local radio stations around the WB mentioning USAID and slogan of the campaign.
- 16 newspapers ADs were published in local newspapers with campaign slogan and theme.
- Web advertising campaign on youth web sites viewed around one million times by Palestinian internet users.
- 2 USAID rollups was produced and placed at the main ceremony location, all schools and central events in addition to other printed materials.
- 1 USAID Banner was placed in all event locations.
- Foam board posters with the campaign theme were produced and presented as a gift to each of the schools.
- A feature story was written and distributed with photos to the media.

- The campaign received excellent media coverage as reported in the media monitoring weekly reports.
- A van was branded with the campaign theme and used in the distribution all around the West Bank.

3 PR & Community Outreach Events

3.1 Badhan Event

Badhan Road Inauguration – the Ribbon Cutting ceremony on the 5th of May 2009 was an important event to showcase USAID support to the infrastructure sector in Palestine through the INP project.

The event was held in cooperation with the Ministry of Public Works and Housing celebrating 1.3km of new asphalt road in Badhan area in Nablus district.

Key figures attended the event, Dr. Howard Sumka, USAID Mission Director and Mr. Kamal Hassouneh, Minister of Public Works and Housing.

The location venue was branded with USAID logo as well as before and after photos of the project. A number of media representatives attended and covered the event, highlighting the role of USAID in supporting the infrastructure sector in the West Bank. Around 120 people from the local community attended the event. The local community representatives highly appreciated the new road and look forward to other USAID interventions in the area.



3.2 Tulkarem Event

The main Tulkarem Road Inauguration was held on the 14th of May 2009, to showcase USAID's support to the infrastructure sector in Palestine. The project was implemented by MWH as part of the INP project.

The inauguration was held under the auspices of His Excellency, Prime Minister Dr. Salam Fayyad and USAID Mission Director, Dr. Howard Sumka.

Around 100 people including local community representatives and the media participated in the event. The event received good coverage in the local and international media outlets. In addition local community participation added value to the event as it provides an excellent outreach opportunity to inform the local community of USAID interventions in their surroundings.



3.3 Jenin Bus Tour

As a continuation of USAID/WBG efforts to establish strong and direct lines of communications with the local media and local community leaders, a bus tour to USAID projects in the Jenin area was organized for local journalists representing media agencies in Jenin, in addition to local community leaders from Jenin including school principals, club directors and other key figures. This tour comes as a part of the outreach activities implementation in the Jenin area in an effort to introduce the community to USAID projects and programs in the area as well as, create positive perceptions of USAID among the local community.

The PR objectives of this activity is to inform the local media about USAID projects in their area in addition to creating positive relations with media representatives in WB. Overall objective is to increasing the Palestinian public's understanding of USAID's assistance through influencing key local community figures.

The bus tour covered a sample of USAID projects covering different sectors including infrastructure, education, health, youth, and economic development.

The tour ended by an open discussion between Dr. Howard Sumka, USAID's Mission Director and the participating media and community representatives.

Overall, the tour atmosphere was very positive and resulted in a number of feature stories published in the local media. In addition, it allowed the local community to directly interact with USAID representatives on all levels. Local community was able to voice their concerns and needs in addition to receive valuable information which they will spread through word of mouth to the rest of their community.



4 Focus Group Discussions

Focus Group discussions were held in different localities in the West Bank targeting Jenin, Nablus, Ramallah, Jericho and Bethlehem, to measure public perception and awareness levels of USAID and its activities in the WB:

- Opinions, beliefs, and attitudes of Palestinian various groups on issues related to USAID, its role in development, its credibility and perception
- Preferred media sources
- To measure public perceptions of USAID
- To gauge general perceptions of media sources in the WB
- To discuss appropriate messages for USAID's upcoming media campaign
- USAID youth and individuals promotional items ideas & Suggestions
- To provide a list for recommendations and suggestions

In conclusion, the Focus Group discussions were a good tool to measure all the aforementioned points and provided USAID with some major findings on people's awareness and perceptions of USAID presence & activities in the WB. In addition, the focus group helped in selecting the creative approach for the upcoming public awareness campaign. The majority of focus group participants leaned towards the factual approach as presented through the "Step by Step" theme developed by Al Nasher. It was agreed with USAID to proceed with the development and production of this approach.



5 Partner Meetings

One of the tools AI Nasher used in order to connect with USAID's partners as a part of its comprehensive and integrated communications efforts, was to set up a number of meetings with USAID's partners and implemented projects regarding different sectors and fields in Palestine.

The aim of these meetings was to discuss communications plans, events, and activities where AI Nasher could offer any needed assistance. In addition, it was important to highlight identifying venues of cooperation where AI Nasher could integrate its outreach efforts with the project activities of the partners in order to increase public awareness and generate positive perceptions towards USAID among Palestinians,

5.1 1st Partners' Meeting

Date & Location:	June 22, 2009 @ Flagship, Ramallah
Time:	11:00 – 12:00
Partner:	Flagship Project
Attendees:	Flagship: Dr. Salem Jarayseh /Ms Randa Bani Fadel AI-Nasher: Jack Rabah, Narmeen Khalaf
Meeting Agenda:	Identifying opportunities of cooperation

- AI Nasher team presented to Flagship its role in general, and the possibilities for cooperation
- The working mechanisms of the Flagship project was explained by Flagship representatives. In specific their supporting role of the Ministry of Health.
- The independent successes of each of the organizations were discussed and exchanged, highlighting the potential for cooperation
- The Flagship Project and AI Nasher team discussed the distribution of visibility items during different activities
- The Flagship Project is still formulating its plans for community intervention where there is a big potential for cooperation. These plans will be discussed with AI Nasher once completed.

5.2 2nd Partners' Meeting

Date & Location:	June 25, 2009 @ CHF, Ramallah
Time:	10:00 – 11:00
Partner:	CHF
Attendees:	CHF: Maya Abu Al Hayyat AI-Nasher: Saher A. Hadi, Narmeen Khalaf
Meeting Agenda:	Identifying opportunities of cooperation

- CHF will be engaged in a number of different opening ceremonies throughout the West Bank
- It was agreed that CHF would send AI Nasher information on projects and contact personnel, this information will allow us (AI Nasher) to facilitate partnership coordination and identify potential activities
- The meeting emphasized the possibility of cooperation between both CHF and AI Nasher throughout different activities and campaigns CHF might be working on now or in the near future.
- CHF will provide AI Nasher with their plans to pin point possibilities for cooperation.

6 Media Monitoring Reports

Weekly media monitoring reports have been submitted to USAID/WBG. These reports included local newspapers, local news websites, and some international media coverage over the internet. News related to USAID, the US Government, and related agencies were also reported. The reports are an important tool to keep USAID DOC updated with the media coverage of USAID/WBG in the local media. Overall, USAID has been receiving very positive coverage in the local media through covering stories of USAID events and celebrations, in addition to USAID project activities and news.

7 Updating the yearly work plan

As part of AI Nasher and USAID/DOC efforts to overcome the delay caused by the Gaza Crisis, an updated work plan for Q3-Q4 was prepared by AI Nasher team and presented to USAID. The general approach of the plan can be summarized as follows:

- Focus on high impact major campaigns including both public awareness and community outreach components.
- Project maybe financially divided into two sectors, but our approach should not separate the two components. On the contrary, integration of both sectors will add value to both.
- Program smaller activities as part of the major campaigns.
- Integrate with activities of other USAID partners.

This approach was demonstrated during the implementation of the sports gear distribution campaign “Youth, the Pulse of Life.” Active outreach with local communities through visits to schools and regional events was affirmed through a comprehensive media campaign utilizing various media tools including newspapers, radio, branded campaign van and internet advertisement campaign,

The updated plan highlighted the main campaigns and community outreach activities to be conducted during Q3-Q4 period.

8 Conclusions & Remarks

In an effort to overcome delays caused by halt of activities and PR around the Gaza Crisis, this quarter witnessed the implementation of extensive community outreach and public awareness activities. We believe that the integration of both public awareness efforts along side the community outreach activities provides an opportunity to reach the local community as well as inform the general public of USAID efforts and programs. This combined approach provides a bigger opportunity for USAID to connect to the local community through a comprehensive communications covering all West Bank areas. While this approach requires more ground work and preparation, involves bigger budgets, and is quite intense for both AI Nasher team and USAID, it is much more effective than single isolated activities in one area. In addition, this approach provides more opportunities for media coverage.

The planning and creative work for an intensive public awareness campaign was one of the major activities conducted during this quarter. The fruits of these efforts will be reaped through the launch of the campaign in the local media during the next quarter. In addition, summer camps, the month of Ramadan and the opening of schools will be important occasions for community outreach efforts during the next quarter.