



USAID | **WEST BANK/GAZA**

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

QUARTERLY PROGRESS REPORT **Q2, FY09: Jan 1, 2010 – Mar 31, 2010**

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Implementing partner: Al Nasher Technical Services

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I Introduction

This report discusses the progress of the USAID/ Public Awareness, Communication Strategy, and Community Outreach Project during the first quarter of the second project year. The report highlights the accomplishments and deliverables at all levels of public awareness, community outreach, and public relations efforts. In addition to the completed activities we will discuss the conclusions and recommendations to boost performance for the next quarter.

During the first part of this quarter, Al Nasher supported USAID efforts through the EDIP project in the Bethlehem Holiday Festival. Al Nasher work included public relations campaign, production of video clips covering festival activities, broadcast of videos on Maan network, and organization of two press conferences with Arab singers Hani Mitwasi and Elham Madfa'l who were performing at the festival.

This quarter witnessed a new level of cooperation and coordination between Al Nasher and other USAID partners. A number of meetings were held with key partners and a small working group was established to plan and organize events during the month of March as part of the celebration of Women's Month. A mailing list was established by Al Nasher to facilitate communications among the working group and it proved to be very effective. As a result of these efforts an integrated campaign including public relations, community outreach, and public awareness components was implemented.

Around the end of this quarter, the new permanent billboard campaign for USAID was launched. This new campaign includes outdoor signs at key intersections and city entrances across the West Bank. The signs showcase key USAID recent accomplishments in each governorate (i.e. Jenin billboards show projects from Jenin area and so on). The campaign carries the same slogan of the most recent USAID campaign "Step by step, we build and develop." For the first month of the billboard campaign, radio and television advertisements with the same message will be broadcast in the local media.

Other activities included weekly media monitoring reports as well as a number of other PR activities.

2 Integrated Communication Activities

2.1 Women Month

As part of USAID's policy of gender equality and continued support for Palestinian women through its various programs and projects, USAID launched a celebration of Palestinian women during the month of March 2010. The occasions of International Women's Day (March 8) and Mother's Day (March 21) provided USAID the opportunity to extend this celebration through a number of activities that covered this period and targeted women of different age groups and localities across the West Bank.

Under the theme of "**Strong, independent, creative ... I am Palestinian,**" an integrated campaign including community outreach, public awareness, and public relations components was organized.

In organizing this campaign, Al Nasher established a working group which included a number of partner USAID projects working in fields related to or serving women. The group included MWH, CHF, ANERA, ARD, AmidEast, and The Flagship Project. The group met several times and coordinated a number of activities across the West Bank. A mailing list established by Al Nasher made it possible for all the partners to communicate and exchange ideas and materials which enriched the campaign and facilitated its activities. Following activities were implemented under the scope of this campaign:

2.1.1 Opening Ceremony, Qalqiliya School

Date: Mar 10, 2010

Location: Qalqiliya Girls School, Ministry of Education Directorate Hall in Qalqiliya

The launch of the women month was celebrated at the recently constructed Qalqiliya Girls School. A press conference was held at the school and media were invited for a tour of the school facilities. USAID representatives launched drawing contest for girls through distribution of drawing kits with participation instructions to the school students. A celebration of Palestinian women and the month launch was held in the same day at the nearby Ministry of Education hall. At the celebration, attended by 250 people, 100 women from Qalqiliya were honored and received branded visibility items and flowers.

The day managed to demonstrate USAID's continuous support for Palestinian women across generations. USAID support young women through providing modern education facilities, better health facilities and through providing them with the space to express their dreams.

Selected Photos



Press conference at school



Distribution of drawing kits to girls



Honoring of women from Qalqiliya



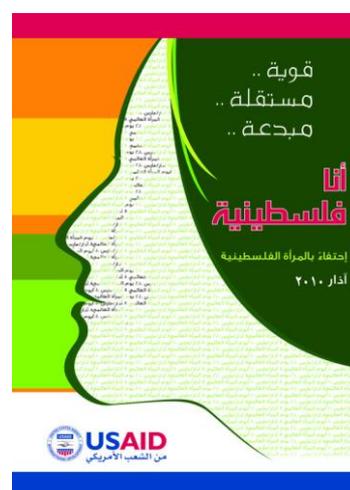
A view of the celebration audience

2.1.2 Theme and Poster

A special theme for the month was developed including the adjacent poster design. The poster highlights the campaign theme “**Strong, independent, creative ... I am Palestinian.**” The poster states that this is a celebration of Palestinian women during the month of March.

500 copies of the poster were printed and distributed during the month activities, to USAID office, and to USAID partners who in turn distributed them to their partners and offices. A quantity was sent to Gaza through CHF as well.

The same theme was used to brand all events during the month which helped in integrating the different components of the month under one umbrella.



2.1.3 Drawing Contest

Under the theme “**When I grow up, I dream ...**”, a drawing contest with 7 USAID built or renovated schools (grades 7-9) was organized. Kits were distributed to the schools and at a later set date, the drawings were collected. A panel reviewed the drawings and chose the best 3 from each school. Drawings were enlarged and exhibited at the month closing ceremony. Winning girls received gifts (mp3 player) at the closing ceremony.

2.1.4 Digital Outreach

USAID IT staff created a wonderful landing page for women month. Al Nasher and other partners provided photos, success stories, videos and updates on the month events. An Internet advertising campaign was launched in most popular local websites to drive Palestinian web traffic to women month page on USAID mission website.

The online advertising campaign included the following sites:

Facebook	2,500,000 Impressions
MSN Arabia	150,000 Impressions
Yahoo	150,000 Impressions
Jeeran	200,000 Impressions
Maan News Network	1 Month



Screenshot of USAID banner from msn Arabia

2.1.5 Testimonial video production

The main concept of the video testimonials is to highlight the important role USAID has been playing in the empowerment of Palestinian women. Interviews were conducted with women working with USAID project explaining their role in the empowerment of women. On the other hand, interviews were also conducted with women who are beneficiaries of USAID projects. The interviews were successful in highlight how these women were empowered through USAID interventions in different sectors of Palestinian's life.

The testimonials were posted on the women month web page on USAID and on USAID/WBG YouTube channel. The testimonials were recorded with:

- Jumana Odeh, Pediatrician
- Manal Al-Azazma, Engineer
- Nuha Najem, Lecturer at Al-Azhar University
- Dana Adik, Junior law student
- Naila Madarsy, Headmistress of Tubas Secondary Girls School
- Haya Awaysa's, Palestinian Social Worker



2.1.6 Women health day in Sabastiya

23 Mar, 2010

The Flagship Project

Under the umbrella of the women's month activities, Al Nasher supported the Flagship project in the logistics and implementation of a women health day in Sabastiya. The health day included free breast cancer test for 15 women, blood test for 52 persons and a lecture on breast cancer awareness and behavior change communications by Dr. Suzanne Abdo, Director of Women Health. Other activities included a tour of Kayed Palace led by Mayor Camilia Sukor and Enaya Al Kayed, view of women making handcrafts and soap, story-telling by women about health decades ago, and other cultural activities by the local community. Outreach activities of this type strengthen ties with the local community and provide a venue for USAID to show the real benefit of projects to the local community.

Selected Photos



Attendance at celebration in Sabastiya



USAID Representative speaking with local media

2.1.7 Celebration of Palestinian women with Women Society in Qattanah

Qattanah women's committee and kindergarten have been supported through a number of USAID initiatives and provide valuable services to an important marginalized group of women from Qattanah and surroundings. For women's month, an activity to celebrate the women's accomplishments and encourage them to achieve higher goals in their local community work. In addition to the celebration for the women, a fun activity was organized for the children in the kindergarten.

Selected Photos



Fun activity for children



Distribution of flowers and visibility items to women

2.1.8 Aqraba Women Center opening

16 Mar, 2010

Local Democratic Reform (LDR), CHF

The opening of the Aqraba Women Center was a great opportunity to highlight USAID's role in supporting Palestinian women, especially in the marginalized communities. The project was implemented as part of the Local Democratic Reform (LDR) project implemented by CHF.

The newly built women center will provide many opportunities for women in the local community starting with their exhibition of local products at the opening event.

Selected Photos



Dr. Sumka speaking at the opening ceremony



A view of the exhibition for the women handicrafts

2.1.9 Closing ceremony

At the end of the women month a celebration was organized to conclude the events of the month and celebrate the winners of the drawing contest. Media were invited for a press conference where USAID representatives spoke about the women month activities and USAID role in supporting Palestinian women. Dr. Taroub Harb, Chief of Party of USAID Flagship project and an inspiring Palestinian women, gave an inspirational speech about the role of Palestinian women in the development of the society.

Winners of the drawing contest were transported with their teachers and principals to attend the ceremony and receive their gifts (mp3 players). The girls had a chance to speak and express their dreams and what they drew in their drawings.

Young women from RUWWAD volunteers participated by screening a video on their women initiatives and were present to take questions about the media and distribution information packets.

USAID partner projects who participated in the organization of the month events were also invited to participate at the event.

Media had a chance to interview USAID representatives, young girls, and their teachers.

Selected Photos



USAID representative speech



Students and media attending the event



Student drawings exhibited at final event



Dr. Taroub Faramand giving her inspirational talk



Student receiving their prizes



Teachers and principals receiving visibility item



Student interviewed by media



USAID representative speaking to the media

3 Media & Media Outreach Activities

On weekly basis, media monitoring reports are submitted to USAID with clippings from local newspapers and websites. The clippings cover USAID news as well as news regarding USAID partner projects. On occasion, alerts on hot issues are sent as they arrive to USAID. USAID coverage in the local media in the past quarter has been quite positive and continues to build on the success from the past years.

4 Community Outreach Activities

A number of outreach activities were conducted as part of the women month integrated campaign. Plans for a number of other activities were ready to kick off, but were changed due to a slight shift in policy with regards to outreach activities. Activities in the past fell into two categories: activities with partner projects, and others which are planned independently by Al Nasher with partner civil society organizations. We feel it is important to try to extend the reach of community outreach to more marginalized communities across the West Bank. On the other hand, USAID/WBG would like to couple community outreach with the activities of other USAID projects to provide added value to

these projects and increase public awareness of USAID in the same communities. As a result, the hope is to create more positive perceptions towards USAID due to cumulative effect. While many activities were prepared and ready to kick off during this quarter, the outreach team went back to the drawing board to work in coordination with partners on other activities.

We had a very positive experience in cooperation with partners during women month and we hope to extend this experience to more activities in the coming period. The coordination through the newly established mailing list proved to be very beneficial and we will capitalize on it as well.

5 Public Awareness Activities

5.1 Permanent Billboard Campaign

An extensive public awareness campaign utilizing outdoor media was launched this quarter. The campaign aims to increase public awareness of Palestinian of USAID work in their localities. Billboards carry photos of projects from the area where they are placed (i.e. billboards in Jenin area carry photos of project from Jenin area). The billboards have been rented for a full year and will be updated every few months with photos from new projects in each area. The campaign continues with the latest USAID public awareness campaign theme, “Step by step ... we build and develop.”



Billboard design for Tulkarim area



One of the locations in Jenin area

5.2 Continuation of Step by Step campaign

In parallel to the permanent billboard campaign, a continuation of the public awareness campaign was launched. The campaign includes a full month of radio spots on local radio stations across the West Bank in addition to the newly developed USAID television spot which is being aired on local TV stations as well.

The TV and radio spots aim to increase the public awareness of USAID work in the different sectors (health, education, infrastructure and economic development).

6 Public Relations Events

6.1 Bethlehem Holiday Festival

USAID, through Enterprise Development and Investment Promotion program has been working with the Ministry of Tourism and the private sector to support the tourism industry. In cooperation with the Ministry of Tourism and the Bethlehem Chamber of Commerce and Industries, USAID supported a holiday festival aiming at improving economic conditions in the Bethlehem area and increasing tourism.

In order to further highlight the role of USAID in the festival, Al Nasher implemented a comprehensive public relations plan including:

- Five radio interviews with local Radio stations
- Two radio talk shows
- Five reports on local and regional TVs
- Broadcast of 4 feature stories on Maan TV network
- Two newspaper feature stories
- Two feature stories with PNN and Reuters
- Drafting of Press releases
- Press conference with Arab singer Hani Mitwasi
- Press conference with Arab singer Elham Madfa'i
- Media monitoring report for the conference including 41 clippings from local newspapers and websites.

Selected Photos



Press conference with Hani Mitwasi



Press conference with Elham Madfa'i

In coming years, although primary objective of the festival is to promote tourism in the Bethlehem area, a stronger visibility plan for USAID should be integrated in the festival plans by the organizers.

6.2 Inauguration of Al Taybeh – Deir Jareer – Silwad Road

INP Project
 Implementing Partner: MWH
 Feb 25, 2010

Selected Photos



Celebration hall with branding



Ribbon cutting with Dr. Sumka and dignitaries

6.3 INP/Signing Two MOUs

Signing of two MOUs with the infrastructure needs program:

- FORSA: Employment and Professional Enrichment Program
- West Bank street map

Implementing Partner: MWH
 Mar 3, 2010

Selected Photos



Dr. Sumka and Minister Shtayeh sign the two MOUs at Ministry of Public Works in Ramallah

7 Conclusions & Remarks

While this quarter was characterized with extensive progress on all fronts, the nature of this project's activities fall within seasonal cycles. For example, best time to launch intensive public awareness campaigns is during the Summer, and Winter times are slower and have less opportunities for activities. Therefore, there will always be a big variance between different quarters.

Cooperation with USAID partner projects on community outreach activities, while not a new concept, will be more emphasized during the coming periods. More active coordination through meetings and mailing list will be continued. In addition, new opportunities for integrated campaigns such as the women month will be identified and developed.

During the next quarter, most important activities will include:

- Survey research to evaluate latest public awareness efforts and update general indicators in preparation for the launch of the intensive public awareness campaign in the Summer.
- Campaign theme and media development.
- Community outreach and PR emphasizing USAID role in support of Palestinian youth during World Soccer Cup 2010.
- Hiring of new project staff will allow for more extensive work on success stories, USAID website content, and media relations development through a monthly newsletter.