

NGO NETWORKS FOR HEALTH
COMMUNICATION, DOCUMENTATION AND DISSEMINATION
STRATEGY

March 2000

**NGO NETWORKS FOR HEALTH
COMMUNICATION, DOCUMENTATION AND DISSEMINATION STRATEGY**

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I. INTRODUCTION

NGO Networks for Health (*Networks*) follows a long tradition of USAID-funded support for family planning, reproductive health, child survival, and HIV (FP/RH/CS/HIV) services throughout the developing world. The project breaks new ground in bringing together five experienced organizations with a proven record in international development: Adventist Development and Relief Agency (ADRA), Cooperative for Assistance and Relief Everywhere (CARE), Plan International (PLAN), Program for Appropriate Technology in Health (PATH), and Save the Children/US (SC). This innovative partnership facilitates a field-driven participatory process to strengthen and build Partner capacity in FP/RH/CS/HIV and to strengthen and create new, sustainable networks to expand access to and provide quality information and services. Our Partners' existing country infrastructures and networks enhance the potential of the project's ability to have substantial impact on the reproductive health of the communities they serve.

As in other major USAID-funded projects, *Networks* communication, documentation and dissemination activities play an important role in facilitating communication and the exchange of information among stakeholders, in the development of new products that contribute to the expanding body of reproductive health knowledge, and in ensuring that appropriate products are made available to intended audiences in a timely fashion. Inherent in this process is the development of an information exchange network, and the use of existing and new technologies to transfer information. *Networks* will work to establish effective information linkages with our Partners at their headquarters and country offices. Additionally, *Networks* will build linkages with those projects with the same Results Package—CEDPA ENABLE and CAREMoRR, as well as with other PVOs, NGOs, cooperating agencies, donors, public and private sector groups, and the wider development community.

This strategy document sets forth our approach to communication, documentation and dissemination and identifies information activities that we will undertake to advance *Networks* Strategic Objective, Results, and Intermediate Results for the project. The interests and expectations of USAID, *Networks* staff, our Partners, and other stakeholders are reflected in this document and will continue to guide and shape our work over the course of the project.



II. THE ROLE OF INFORMATION IN NETWORKS

Networks has a broad mandate as indicated in the project's Strategic Objective: Increased use of FP/RH/CS/HIV practices and services through enhanced capacities of PVO/NGO networks. The following four Results support the achievement of this objective: sustained PVO capacity to provide quality FP/RH/CS/HIV services; accurate knowledge and sustained behavior change at the community level; expanded, sustained PVO/NGO networks to provide FP/RH/CS/HIV service delivery; and expanded coverage through public/private and private/private partnerships. Intermediate Results which contribute to the achievement of the Results are presented in the figure below and demonstrates the relationship of Intermediate Results, Results, and the Strategic Objective.

To achieve its Results, *Networks* uses a combination of public relations, marketing, advocacy, development education, technical assistance, training, monitoring and evaluation, and operations research activities. While communication, documentation and dissemination activities are key discrete activities within the project, they are also important cross-cutting elements that contribute to and support all activities including each of the technical areas as illustrated in the above framework figure.

Networks' communication, documentation and dissemination activities are designed to provide direct support to *Networks* staff, serve our Partners, and reach wider country and international development networks. The multiple aspects of the information function require that a combination of activities, mediums, and mechanisms be developed and employed:

- to ensure that the project is promoted effectively to potential stakeholders,
- to support the development and production of relevant, high quality information products in the technical areas and about country health service networks,
- to disseminate technical products and program information, and
- to identify sources of technical information and facilitate information sharing and networking among project staff, Partners, other key players, and the wider development community.

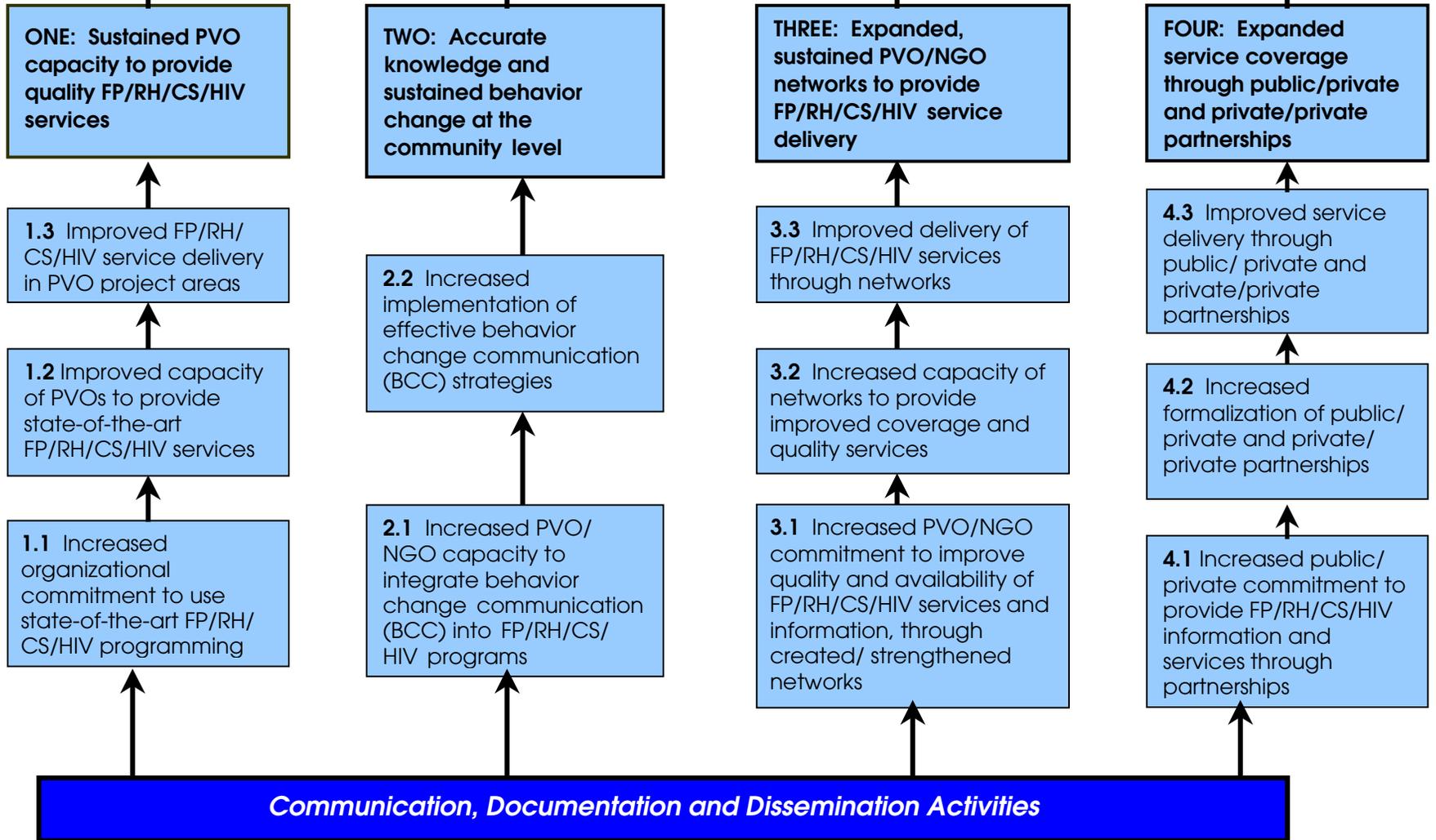
RESULTS FRAMEWORK

Increased Use of FP/RH/CS/HIV Practices and Services through Enhanced Capacities of PVO/NGO Networks

STRATEGIC OBJECTIVE

RESULTS

INTERMEDIATE RESULTS





III. WHO—THE AUDIENCES

The most important element in the communication process is the information recipient—the audience. Clearly defining the project’s key audiences and understanding their needs for information is, therefore, an important first step in developing an effective strategy that will support the achievement of *Networks* objectives. *Networks* has several stakeholder groups who represent key audiences for communication, documentation and dissemination services and products. Those key audiences, in particular project staff and Partners, who are most closely involved in the project work will receive greater attention and services while audiences farther removed from the immediate project implementation will be provided with information through mailings and other information sharing mechanisms. The following list identifies our various audiences:

- Project staff
- Partner headquarter and country office management
- Partner technical staff
- Partner country office program staff
- USAID – HPN office
- USAID – regional bureaus
- USAID – country missions
- Other PVOs
- Cooperating agencies
- Local NGOs
- Donor groups (i.e. WHO, UNICEF, UNFPA, UNDP, PAHO, World Bank, private foundations)
- Host governments (i.e. ministries of health and their local counterparts - district and town public health professionals)
- Private sector (i.e. practitioners, pharmaceutical companies and other corporations)
- Universities and research institutes
- The media

The above list is expansive and reflects the multiple immediate and potential audiences of the project. Meeting the communication, documentation and dissemination needs of all these groups will be challenging. And, to realistically address this situation, a relative priority will be assigned to each audience group based on types of information and supporting services they will need. Top-priority audiences will be the focus of our strategy and efforts. Secondary audiences will be reached through broad dissemination efforts, especially when this can be done with minimum expenditure of time and effort.

A. Assessing Key Audience Needs

Networks key audiences have unique as well as overlapping and complementary needs for information. Some needs will be met through the development of discrete products by *Networks*, and other needs will be best served by accessing existing technical and program information from other sources. A complementary need, for example, would be for promotional materials that describe the project and provide information about its service. A unique need may arise in a focus country such



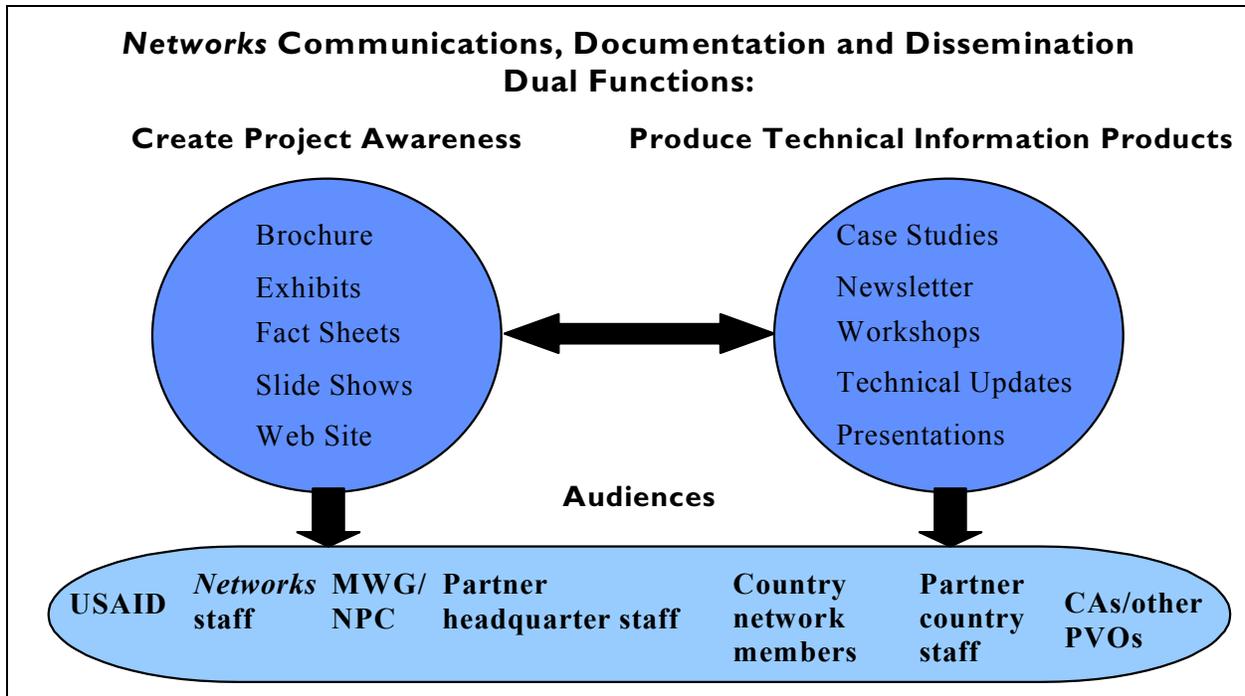
as Vietnam where the program focus on safe motherhood may require specific training materials that reflect a particular cultural situation and need. In other instances, existing informational materials on various technical and program topics can be accessed through other established sources of information.

An essential next step in the communication, documentation and planning process is to conduct an assessment of the project's key audiences (project staff and Partners) to assess the kinds of information they would find most useful, format preferences, preferred dissemination mechanisms, and feedback channels. This assessment will help project staff identify specific products to develop, match information products to specific audiences, and further inform the communication, documentation and dissemination planning and activities of the project to ensure our audience needs are met.



IV. WHAT—NETWORKS INFORMATION PRODUCTS

Two types of information will be developed and communicated by *Networks*: 1) Promotional materials to build project identity and market the project, and 2) Technical information products to address our audiences’ program needs. The figure below illustrates these two functions and suggests intended outcomes and various products that will be developed to impact these audiences.



A. Promotional Materials

Networks has designed and produced a variety of promotional materials for marketing the project and will continue to use a variety of products, such as brochures, fact sheets, project and country overviews, slide shows, press releases, articles and press stories, newsletters, exhibits, and videos, to maintain a high level of awareness among all our audience groups. Technical products will also serve to promote the project and when appropriate, will be adapted to suite specific marketing purposes.



The figure below identifies key audiences for *Networks* promotional materials and suggests specific intended outcomes of these promotional efforts.

AUDIENCES	INTENDED OUTCOMES
Partner HQ/country staff, ministries of health, local NGOs, private for-profits, community leaders, local research institutes, and other potential members of in-country networks...	...to promote favorable policies and cooperation and increase collaboration and/or participation in country networks
Cooperating agencies, other PVOs, and academic and research institutions...	...to promote collaboration such as with operations research or technical assistance
Wider development community...	...to promote networks as a mechanism for health services delivery

B. Technical Information Products

In practice, communication, documentation and dissemination activities within *Networks* will most often center around the writing, publication, and distribution of written documents. To ensure appropriate, high-quality product development, *Networks* has developed a “Documentation and Dissemination Planning Guide” to lead writers through a thinking process about their products. Early involvement in this planning process helps technical staff consider a range of important questions about the audience, purpose, review processes, management issues, and dissemination channels for each product. At the same time, it provides the communication, documentation and dissemination staff with information they need to ensure timely production and dissemination of products.

Networks will develop a number of products over the life of the project to meet the information needs of our Partners and other audiences they identify. Some products have already been anticipated. Others will be identified during the assessment process and with the evolving needs of country network projects. Examples of the kinds of products that will be developed during the project include:

- Technical updates (e.g. STIs/STDs, Sexuality, HIV/AIDS)
- Network case studies (e.g. PROCOSI, Groupe Pivot)
- Workshop and conference reports



-
- Monitoring and evaluation guides
 - Operations research papers
 - Occasional technical papers
 - Newsletter
 - Presentations (overheads and Powerpoint slides)
 - Resource compendium
 - Articles for external publication
 - Project and country planning and reporting documents

Special attention will be paid to maximizing the usefulness of written information by adapting pieces written for one purpose to serve another. The multiple purposes for documents will be specified during the document planning process. This will allow a more expedient and simultaneous preparation of products and up-front dissemination planning.

Networks has also developed reporting guidelines, publication formats, templates, and tracking instruments to facilitate documentation and production processes such as:

- Report preparation guidelines for consultants
- Presentation/briefing report template*
- External meeting (e.g. brown bag) report template
- Trip report template*
- Work planning and donor reporting formats
- Product timelines*
- Master document production tracking instrument*

Samples of the above templates marked with an (*) are included in the appendix. Additional guidelines and formats will be created as the needs of the staff and project dictate.



V. HOW—THE MECHANISMS FOR DISSEMINATION

Today's technological advances and expanding access make it increasingly important that the need for information be balanced by the real potential for information overload. Given the field-driven nature of *Networks*, we will exercise care to ensure that information is immediately usable and relevant to busy country staff and those who support them. In this regard, *Networks* will announce the availability of publications or other documentation through an email group and through USAID's Monthly Activities Report.

Because of the complexity of *Networks* and the number, distance, and diversity of our audiences, effective mechanisms and streamlined processes for information dissemination and sharing are imperative. First and foremost, *Networks* will work through our Partners and other existing channels to share information. We will collaborate with our Cognizant Technical Officer to disseminate information within USAID and share relevant documents with the Media and Materials Collection and Popline at Johns Hopkins Center for Communications Programs, the Reproductive Health Materials Working Group, and USAID's Center for Development Information and Evaluation. *Networks* will also explore using the document distribution services available through the Population Reference Bureau.

Networks Web site, which is linked to our Partner sites, will provide up-to-date information about the project's activities and will house summaries of or complete project documents. Descriptions of documents and, where possible, complete documents will also be posted to other relevant Web sites and listservs, such as USAID's repro-hlth, World Bank's hddflash, MSH's Electronic Resources Center, Reproline, UNFPA's POPIN, Sea-aids, HealthNet, and the Gender and RH listserv (managed by FHI).

Other mechanisms that *Networks* will use to share information and materials about the project to our audiences may include: oral presentations to USAID, PVOs and cooperating agencies; conferences, workshops and seminars that *Networks* organizes or attends; and presentations at professional meetings. We may also "piggyback" publications to Partner country offices through our Partners' channels and, during the upcoming assessment, will continue to explore opportunities and mechanisms to effectively and efficiently share technical and project related information.

An up-to-date mailing database that appropriately identifies recipient categories provides an effective and efficient tool to ensure that relevant print materials reach targeted audiences. Our Partners, other PVOs, and cooperating agencies have been generous in sharing their mailing lists, which we have reviewed, culled, and coded to suit *Networks* specific audience needs. The mailing database is in a constant state of growth and is updated on a regular basis.

To enhance the reciprocal sharing of information and learning, *Networks* has established a resource center at its headquarters office, which houses relevant periodicals, books, monographs, and articles including *Networks* documents. The center provides a readily available source of materials to meet *Networks* program and technical staff research needs. A materials database has been established to monitor the collection and to assist staff in their searches. Linkages with Partner and other libraries/resource centers will be explored during the assessment to expand the resource base and



facilitate expedient searches. The resource center is also available for use to our Partners, other PVOs, and collaborating agencies.

Historically, USAID has encouraged the documentation and dissemination of information about the programs and technical areas that the agency funds. This policy has contributed to new knowledge and facilitated its sharing among the broad development community and their audiences. As a result of this policy, over the years, the PVO and cooperating agency (CA) communities have accumulated vast amounts of experience and expertise in effective documentation and dissemination of information about their projects and programs. They have developed systems, procedures, guidelines, and mailing lists, and assembled lists of experts. Therefore, to capitalize on this wealth of experience, *Networks* formed a documentation and dissemination working group that brings together key communication staff from the PVO and CA communities to exchange information, lessons learned, “best practices”, and share ideas about how to do our jobs more efficiently and effectively.

Developing sustainable communication, documentation and dissemination capabilities within our Partner organizations in focus countries is also an important objective of the project. *Networks* envisions providing technical assistance and training in the following areas: message and materials development, publications, and dissemination strategies including working effectively with the media to encourage accurate coverage of health and reproductive health information and issues. Partners’ needs for specific training will be identified during the assessment.



VI. MONITORING AND EVALUATION

Networks will monitor and evaluate the reach and impact of our materials and dissemination activities by soliciting feedback from recipients on the usefulness of products. We will also track dissemination of materials through our mailing database. A simple evaluation tool soliciting recipient feedback about the material will be developed and included as an insert with all our product mailings. The insert will also provide a mechanism for materials recipients to request additional copies of materials or provide other contacts to be added to the mailing and distribution lists. An electronic version for this feedback will also be developed.

Additionally, the *Networks* web site has a built-in mechanism for viewer feedback, which will be used to inform decisions about additions or revisions to the site.



VII. NEXT STEPS

Networks plans to conduct an assessment to determine the information needs of our various stakeholders. A carefully designed approach to information development and sharing must take into account variations in the nature of staffing, structure and existing communication channels within the five *Networks* Partner organizations. The assessment will identify a point person(s) in each Partner headquarters responsible for disseminating *Networks* products to headquarter and country office staff and will clarify how each Partner prefers to disseminate information within headquarters and to their country offices.

The lead PVO Partner in each of the project's focus countries as well as the regional technical advisors may act as information hubs—both for generating learnings and for disseminating promotional and technical information. While it is likely that the lead Partner in a given country will be a major conduit for reciprocal information flows, this arrangement needs to be worked out during the assessment and may vary from Partner to Partner and country to country. The assessment will identify the point person within the country network and will determine the role and capacity of each coordinating Partner in disseminating information within the country network. The role of the regional technical advisor in 1) project promotion/raising awareness, 2) disseminating *Networks* materials, and 3) responding to specific information needs of Partners and other stakeholders likewise will be clarified during the assessment.

Additionally, the assessment will examine e-mail and Internet access and software and hardware capabilities in focus and non-focus countries. Different combinations of the audiences listed below will be identified as recipients of information, products, potential participants in workshops, site study tours, conferences etc.

The figure below provides a preliminary outline of various stakeholder needs that will be considered when investigating information needs. Please see the appendices which follow for the communication, documentation and dissemination assessment methodology that will be used with *Networks* staff and Partners.

A. Analyzing the Audiences

Stakeholder	Needs to Consider
<i>Networks</i> program/technical staff	<ul style="list-style-type: none">• Specific technical information• Easy mechanisms for vetting ideas and disseminating information to Partners and other colleagues• Access to information databases• Sources of ongoing information about <i>Networks</i>• Linking relevant technical and program materials from Partners with <i>Networks</i>' resource center



MWG/NPC	<ul style="list-style-type: none"> • Materials and information to promote <i>Networks</i> • Overview articles and summaries of activities • Established communication protocols • Clarify individual roles in disseminating information within their organizations • Identify which of <i>Networks</i> draft products require their review
Technical staff at Partner HQ	<ul style="list-style-type: none"> • Appropriate technical information from <i>Networks</i> • Sharing of technical information among all Partners (e.g. through <i>Networks</i> technical seminar series) • Effective interface with Partners existing headquarter-field communication and distribution systems
Partner field staff	<ul style="list-style-type: none"> • Identify key users in each country office • Establish links via regional technical advisor, Partner headquarters and focus country offices for requesting, accessing, and sharing program and technical information • Develop access to relevant, practical information reflecting cultural and language needs • Promotional materials to market the project • Access to <i>Networks</i> centralized database of consultants and other information databases such as Popline
USAID	<ul style="list-style-type: none"> • Clarify which documents require review in draft form • Explore effective ways to share materials within USAID
CAs and other PVOs	<ul style="list-style-type: none"> • <i>Networks</i> promotional materials • Linkages for sharing program and technical information • Reciprocal participation in workshops, meetings, conferences • Communicate their areas of expertise with <i>Networks</i> and to explore how to collaborate with <i>Networks</i>
Country network members and potential members	<ul style="list-style-type: none"> • <i>Networks</i> promotional materials • Specific technical information • Develop access to relevant, practical information reflecting cultural and language needs • Reciprocal participation in workshops, meetings, conferences • Establish links via regional technical advisor, Partner headquarters and focus country offices for requesting, accessing, and sharing program and technical information • Assistance to effectively communicate with public and private sector groups to promote participation in the network



VIII. CONCLUSION

In conclusion, this communication, documentation and dissemination strategy for *Networks* will guide us in documenting and sharing relevant information and experiences in reproductive health, capacity building, and network development. The implementation of the strategy will support and contribute to the advancement of *Networks*' goals—the increased use of FP/RH/CS/HIV practices and services through enhanced capacities of PVO/NGO networks.



APPENDIX A: DOCUMENTATION AND DISSEMINATION PLANNING GUIDE

Networks product manager _____

Date of activity being documented _____

Questions to Ask in the Documentation and Dissemination Planning Process:					
1. Document Name:					
2. Technical Area/Topic:					
3. Objective/s of Document:					
4. Key Audience/s: (ID primary/secondary audiences by organization type: PVOs, NGOs, CAs, USAID, other donors, general public; and who within these groups: administrators, health care managers, service providers, trainers, clients, etc.) Is a mailing list available?	<table border="0"> <tr> <td>Yes</td> <td>No</td> </tr> <tr> <td>Hardcopy?</td> <td>Electronic?</td> </tr> </table>	Yes	No	Hardcopy?	Electronic?
Yes	No				
Hardcopy?	Electronic?				
5. Main Messages/Information to be Communicated:					
6. Type of Publication: (report, training manual, pamphlet, flyer, booklet, brochure, compendium, chart, article, etc.)					
7. Languages: (English, Spanish, French, other)					
8. No. of Copies:					
9. Review Process: (Who should review the content?)					
10. Dissemination: (At national, regional, local levels and through what channels: mailings, CD-Rom, Web sites, partners, workshops, conferences, etc.)					

Please note: This worksheet is designed to assist *Networks* staff in planning documentation activities.



APPENDIX B: REPORTING TEMPLATES

External Meeting Report

Use this template to briefly summarize a presentation/briefing or workshop/conference you have attended on Networks' behalf.

Meeting Date:

Host/Sponsor Name:

Title of Presentation:

Presenter:

Name:

Title:

Address:

Phone:

Email:

Participants: (ID types of organizational representation. Attach participant list if available)

Short Summary: (Please keep brief—one or two paragraphs)

Author's Name:

Handouts:

(Please pass to Kerry MacQuarrie along with a copy of this report for inclusion in the resource center.)



Trip Report

Report Date:
Name of Traveler:
Destination:
Dates of Travel:

Purpose of Trip

(Insert scope of work if available. Otherwise, provide brief synopsis)

Key Findings and/or Accomplishments

-

Next Steps and/or Recommendations

-

Contact Names and Addresses (Please pass contact names and addresses for entry into our mailing database to Kerry MacQuarrie.)

Annexes (Attach to one hard copy and pass to Kerry MacQuarrie for inclusion in the resource center.)



APPENDIX C: SAMPLE PRODUCT TIMELINE

Capacity-Building Strategies: Workshop Report Manager: Sumana Brahman		
	November	December
1. Record Workshop Proceedings (Charlotte Storti)	4—5	
2. 1st draft to reviewers (Sumana, selected participants)	12	
3. Reviewers comments reviewed/revisions made	22	
4. Revised copy to MWG for review and comment	23	
5. MWG comments reviewed/revisions made	24	
5. No substantive changes after this revision		
6. Finalize title	22	
7. Decide on cover design concept	4—22	
8. Create/revise cover	22—24	
9. Send cover to printer (offset)	24	
10. Cover proof from printer	30	
11. Cover from printer		6
12. Final document copy edited	24—22	
13. Final document formatted	1	6
14. Document sent to printer (docutech)		6
15. Proof from printer		6
16. Document from printer		10
17. Disseminate report		11



APPENDIX D: MASTER DOCUMENT PRODUCTION TRACKING INSTRUMENT

Responsibility Chart for Document Production								
Document Name	Networks' Manager	Author/Writer	Editor	Reviewers	Trans	Design/Graphic	Printer	Status
Year 2 Work Plan	B. Bassan	Team	Feinberg	MWG/NPC	no	style manual	internal	done
CARE Report	S. Brahman	S. Wilcox			no	style manual	internal	done
Safe Motherhood Workshop Report	T. Shaver	K. Lombardi	Feinberg	Presenters	no	C. Snyder	lkon	done
M&E Plan	J. Valadez	J. Valadez	Feinberg	Partners, AID, CAs	no	style manual	Internal	done
BCI Forum Report	P. Bartlett	K. Lombardi	Feinberg	Presenters	no	C. Snyder	Imatek	done
Gender Workshop Report	M. Negerie	B. Giorgis J. Light	Feinberg	TSG	no	style manual	internal	done
Semi-Annual Report	B. Bassan	Team	Feinberg	TSG	no	style manual	internal	done
Compendium	R. Hope	M. Krieger	Lombardi	TSG	no			in process
Capacity Building Workshop Report	S. Brahman	C. Storti	Feinberg	TSG	no	K. MacQuarrie	docutech	done
Consultant Report Prep Guidelines	R. Feinberg	R. Feinberg	Feinberg	Team	no	style manual	internal	done
PROCOSI Case Study	C. Long	M. Zimmerman	Storti	TSG/MWG				in process
Gender Case Study (Mali)	C. Long	E. Moore	Storti	TSG/MWG		K. MacQuarrie		in process
Gender Case Study (Nigeria)	C. Long	L. Fox B. Giorgis	Storti	TSG/MWG		K. MacQuarrie		in process
Gender Case Study (Kenya)	C. Long	B. Giorgis	Storti	TSG/MWG		K. MacQuarrie		planning
Groupe Pivot Case Study	C. Long	Modibo	Storti	TSG/MWG		K. MacQuarrie		in process



Sexuality Seminar	R. Hope	R. Hope/C. Storti	Feinberg	TSG	no	K. MacQuarrie	internal	in process
Core Behavior Change Workshop Report	P. Bartlett	N. Newton	Feinberg	Participants		K. MacQuarrie		planning
Safe Motherhood/ Newborn Workshop Report (Kenya)	T. Shaver	K. Lombardi	Feinberg	Participants		K. MacQuarrie		planning
Comm/D&D Strategy	R. Feinberg	R. Feinberg	Feinberg	Team/MWG		K. MacQuarrie	internal	done
M&E LQAS Technical Report (Nepal)	J. Valadez	J. Valadez	Feinberg	Team			internal	in process
Plan's Workshop Report (Kenya)	R. Hope R. Feinberg			Participants				planning
Portfolio Review	B. Bassan	R. Feinberg	Feinberg	MWG	no		internal	done
Y2WP Comments	B. Bassan	Team	Feinberg	Team	no	K. MacQuarrie	internal	done
ICM Rpt (Philippines)	T. Shaver	T. Shaver	C. Storti		no	K. MacQuarrie	internal	done
Semi-Annual Report #3	B. Bassan	Team	A. Ferrar		no	K. MacQuarrie	internal	in process
HIV Seminar	R. Hope/M. Negerie	R. Hope/C. Storti	Feinberg	TSG	no	K. MacQuarrie		in process
STDs Seminar	R. Hope/M. Negerie	R. Hope/C. Storti	Feinberg	TSG	no	K. MacQuarrie		planning



APPENDIX E: COMMUNICATION, DOCUMENTATION AND DISSEMINATION ASSESSMENT

A. Assessment Objectives

The objectives of the assessment exercise are to identify key information, mechanisms, and dissemination channels to:

1. Raise project awareness among key Partner staff at headquarters and focus country offices
2. Identify immediate and long-term information needs of key stakeholders
3. Identify existing distribution mechanisms including point persons
4. Determine preferred dissemination mechanisms and channels
5. Reach agreements on how *Networks* will share information with Partner headquarters and field offices
6. Develop working relationships with counterparts within Partners

B. Participants

The following stakeholders will be contacted during the assessment:

1. *Networks* technical staff, including regional technical advisors (headquarters)
2. Communications/public relations staff (Partner headquarters)
3. Librarians and heads of resource centers (Partner headquarters)
4. Web site managers (Partner headquarters)
5. Dissemination and documentation staff (Partner headquarters)
6. Health and/or reproductive health staff (Partner headquarters)
7. MWG/NPC members (Partner headquarters)
8. Country directors (Partner focus country offices)
7. Communications, public relations, advocacy, development education staff (Partner focus country offices)
8. Health and or reproductive health staff (Partner focus country offices)

C. Key Questions and Methods of Inquiry

A predetermined list of key questions addressing our specific information needs, along with identified issues for discussion will be prepared for each stakeholder group. Two levels of questions will be developed: 1) those which all stakeholders will be asked related to information needs (particularly of end users), expectations of the project, and optimal dissemination channels; and 2) those questions that are audience specific. Over the course of the assessment, a picture will build of information needs and dissemination channels that will best serve our audiences.

A combination of methods will be used to elicit information and ideas from *Networks* and Partner staff including face-to-face interviews and discussion, focus groups, telephone interviews, and email.



Face-to-face interviews are important not just to solicit important information from key individuals, but to establish the basis for sound working relationships able to buffer the inevitable challenges of dissemination. Face-to-face interviews are reserved for key informants.

Focus groups or in-depth interviews may also be used among some stakeholder groups in focus country settings. Key questions will be used to guide the process, with ample room for discussion, brainstorming, and problem solving among participants. A major advantage of focus groups is their efficiency and the synergy they bring to the participants. The focus group setting will also provide an opportunity to begin a dialogue and build consensus among stakeholders around issues of information and communication within emerging networks.

D. Summary

As the assessment proceeds, findings from initial interviews with *Networks* and Partner headquarter staff will be shared with country offices in advance of visits. This will allow key informants there an opportunity to review and discuss the information with a wider group of stakeholders.

The cumulative assessment findings will be compiled and reviewed, and the information used to inform *Networks* continuing communication, documentation and dissemination activities.



Questions for Partners Assessments

Public Relations and Marketing

What kind of information do you need/want about *Networks* for your PR/Marketing purposes?

	Yes	Quantity	Comments:
• brochure			
• fact sheets (donor/partner)			
• web site post card			
• semi-annual reports			
• newsletter			
• technical reports			
• workshop/conference reports			
• slide presentation			
• other			
2. How do you wish to receive information and materials about <i>Networks</i> ?	Mail		Email
			Web Site
3. What PR/Marketing materials should <i>Networks</i> have/receive about you?	Comments:		
•			
•			
•			
4. Is <i>Networks</i> included in your mailing database? If not who is person to contact?	Contact name:		
5. Who is your contact for future questions about activities, etc.	Contact name:		
6. What do you recommend on how to best market <i>Networks</i> ?	Comments:		
• At headquarters			
• At site offices			
• To other groups			



Web Site/Information Systems			
1. Can we link <i>Networks</i> site with your site?	Yes	No	Comments:
2. If yes, what is next step?	Comments:		
3. What are the technical capabilities of your site office? <ul style="list-style-type: none"> • Email access • Internet access • CD-Roms • Acrobat files 	Yes	No	Countries:
4. Are email addresses available for key contacts in the office?	Yes	No	Who can provide? Contact Name:
Information Dissemination			
1. How is information usually shared internally <ul style="list-style-type: none"> • In-house newsletter • Intranet • Email groups • Meetings • Mail boxes • Other 	Yes	No	Comments:
2. What is the best way to ID who wants to receive <i>Networks</i> project materials/information	1.		
	2.		
	3.		
	4.		
3. Is there a central materials/information dissemination point at your office:	Yes	No	Name of contact person/s:
4. Is there a regular mailing that goes from you to site or country offices?	Yes	No	Frequency:
5. What are the dissemination channels you recommend that <i>Networks</i> should use to get project materials/products to you?			



6. Based on above preferences, who are the contact persons if bulk mail preferred? <ul style="list-style-type: none"> • DC • Other site offices 	Names of contacts:		
7. What is your capability to serve as an information hub for disseminating <i>Networks</i> materials to other groups in country?	Comments:		
8. Is there a mailing database or multiple databases and lists?	Central	Multiple	Comments:
9. Who is/are responsible for mailing database/s?	Contact/s:		
10. Can <i>Networks</i> have access to relevant mailing list/s?	Yes	No	Contact/s:
Library/Resource Center			
1. What <i>Networks</i> and other documents does library/resource center want?	Comments:		
2. How to ensure publications come to <i>Networks</i> Resource Center?	Comments:		
3. Are library resources available to external audiences?	Yes	No	Comments:
4. Procedures for requesting assistance by TSG?	Comments:		
5. How is staff notified of new acquisitions or arrival of other materials including periodicals?	Comments:		



Product Development			
1. What kind of in house expertise is available to Networks Communication Dept. for project materials development i.e. <ul style="list-style-type: none"> • Conceptualization of products • Graphic design • Content/substance • Writing • Editing • Translation 	Comments:		
2. Do you have a publications manual?	Yes	No	Get copy from whom?
3. Procedures for submitting project updates/articles for inclusion in your newsletter/s	Comments:		
Program Staff			
1. Who are your focus country contacts: <ol style="list-style-type: none"> a. Nicaragua b. Malawi c. Vietnam d. Armenia e. Indonesia f. Ethiopia g. Egypt h. India 	Headquarter	Country	
	a.		
	b.		
	c.		
	d.		
	e.		
	f.		
	g.		
	h.		
2. What are your expectations about the project?	Comments:		
3. What kind of materials would be useful for you to have from the project? <ul style="list-style-type: none"> • Brochures and other marketing information • BCI Report • Core Report • Capacity Bldg Report • Care RH report (transition) • Best Practices Compendium (FP/RH/CS/HIV) • Technical Seminar Series (sexuality, HIV, etc) • Other 	Yes	No	Comments

NGO Networks for Health is a worldwide project to improve health services by building or strengthening partnerships at the community level between organizations that are already working there. These partnerships provide a range of services, including family planning, maternal and child health, and HIV prevention, that are relevant to the local situation. This five-year effort began in June 1998, and brings together five development organizations—the Adventist Development and Relief Agency (ADRA), Cooperative for Assistance and Relief Everywhere (CARE), Plan International, Program for Appropriate Technology in Health (PATH), and Save the Children USA. NGO Networks is supported by USAID's Global/Population, Health, and Nutrition Center.

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