

**DESIGN PUBLIC AWARENESS CAMPAIGN FOR  
DISSEMINATION OF POLICY REFORMS**

**Submitted to:**

**U.S. Agency for International Development  
Mission to Ghana**

**by:**

**Sigma One Corporation**

**for:**

**Trade and Investment Reform Program (TIRP)  
Improved Policy and Financial Intermediation Project  
USAID Contract Number: 641-C-00-98-00229**

**In fulfillment of:  
Milestone 1.12**

**March 31, 1999**



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Trade and Investment Reform Program (TIRP)  
Improved Policy and Financial Intermediation Project  
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**Milestone 1.12** Design Public Awareness Campaign For the Dissemination of Policy Reform Information

**Introduction**

An important component of successful policy reform efforts is a communication strategy that identifies issues that have been or are being addressed, as well as educates and informs the public on issues that require policy attention. The TIRP project provides for all three aspects of the effective communication strategy.

**Procedure for implementation**

The following activities form the components of the communication strategy:

1. In January, 1999 Sigma One Corporation will begin a monthly seminar series at their Accra Office. These seminars will have presentations addressing various aspects of the TIRP policy agenda. The invited speakers will include senior Ghanaian policy analysts, policy makers, donor consultants and Ghanaian researchers. The presentations will include discussions on issues, presentation of results of analytical work on the issues and recommendations for actions. Public, private and labor sector leaders covering the political spectrum will be invited to the seminars. The seminars, depending on the subject, will highlight problems that need addressing and proposals for addressing them, present the results of analytical work on the issues and/or presentation of recommended policy actions that are required to deal with the problems. In addition to the seminar presentations, the results of these seminars will be disseminated to appropriate opinion leaders through a mailing list discussed below.
2. TIRP resources will be used to sponsor presentations by distinguished international economists and financial leaders on key policy issues and participate in discussions on the strategies and actions needed for achieving the increased level of international competitiveness. During their visits, distinguished economists and financial leaders will relate the experiences of other countries in addressing similar policy issues, the successes and failures and the relevance for Ghana. In bringing this experience to the discussion these presentations can help promote improved dialogue.
3. National Economic Forums in recent years have played an important role in the process of national consultation and dialogue on the economy. The use and value of the Forum is described in a separate paper. However, a review of the experience of recent years is that the

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use of Forums and Conferences to promote informed discussion of economic issues has been helpful in promoting policy change. The continued use of the Forum concept is an important component of this strategy to promote national consultations.

4. An important aspect of a strategy for promotion of National Consultations is the existence of a flow of information that will inform those participating and the larger body politic. In addition to the above cited use of seminars and task forces, the presentation of special and/or recurring reports will further enhance the national dialogue and consultation process. Several activities are planned that will communicate the problems facing the Ghanaian Economy through a reporting process:
  - a. An annual report on the state of Ghana's international competitiveness will be initiated. This report, to be done in collaboration with one or more Ghanaian institutions, will annually review the performance of the Ghanaian economy in the context of enhanced or lessened state of international competitiveness. This will involve monitoring the progress of the Ghanaian economy toward increased international competitiveness. This report will be presented in a special conference and will form the basis for radio and television talk programs which will further enhance the concept of and need for improved competitiveness.
  - b. On a quarterly or semi-annual basis the TIRP project will issue a newsletter that will review progress in implementing recommendations from national and sectoral economic forums and conferences. In addition, a review of economic policy actions that enhance or retard economic competitiveness will be reported in the newsletter.
  - c. Consultant reports on special economic topics such as the fiscal deficit, tariff reform, broad based taxation, labor market reform, savings and investment, the cocoa sector, etc. will, as appropriate, be summarized into 2-4 page briefs that will be circulated to economic and political leaders.
  - d. A mailing list of opinion leaders has been drafted who will receive the briefs and newsletters and from which committee participation lists can be formed.
  - e. Beginning in 1999, a program of Durbar or "Town Hall" meeting will begin. This would involve making presentations on issues affecting competitiveness and actions being taken to improve competitiveness. One meeting will be held in each of two Regional capitals (to be selected). In subsequent years, up to two meeting per year would be held in different Regional capitals. Holding the meetings in Regional Capitals will provide the opportunity for public and private sector leaders in the Regions to have a greater opportunity to be involved in the national consultation process and increase public awareness of and information availability on the issues affecting competitiveness.