



MEDIA TRAINING FOR CBNRM PUBLIC AWARENESS

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Community
Partnerships for
Sustainable
Resource
Management in
Malawi

Media Training for CBNRM Public Awareness Partnership

March 26 -27, 2001

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Section One: Prelude

Acronyms

AED	Agriculture Extension Division
AEEC	Advocacy, Environmental Education and Communications
CBNRM	Community-Based Natural Resource Management
CBO	Community – Based Organization
COP	Chief of Party
CRECCOM	Creative Center for Community Mobilization
CSREES	Cooperative State Research, Education & Extension Service
COMPASS	Community Partnership for Sustainable Resource Management
CTTA	Communications for Technology Transfer in Agriculture
CURE	Coordinating Unit for Rehabilitation of the Environment
DC	District Commissioner / District Council
EE & C	Environmental Education and Communication
ELDP	Evangelical Lutheran Development Program
FAO	Food and Agriculture Organization of the United Nations
FECO	Forum for Environmental Communicators
FM	Frequency Modulation
FOYO	Focus on Youth Organization
IEC	International Economic Council
IBM	International Business Machines
MALDECO	Malawi Development Company
MANA	Malawi News Agency
MBC	Malawi Broadcasting Corporation
MOH	Ministry of Health
MS / DOS	Microsoft Disc Operating System
MEET	Malawi Environmental Endowment Trust
NGO	Non-Governmental Organization
NRM	Natural Resource Management
NIS	New Independent States
NICE	National Initiative for Civic Education
PATH	Program for Appropriate Technology in Health
PNG	Papua New Guinea
SMART	Specific, Measurable, Action – oriented, Realistic and Timely
SOW	Scope of Work
STTA	Short Term Technical Assistance
TV	Television
TVM	Television Malawi
US	United States of America
USAID	United States Agency for International Development
UNFPA	United Nations Population Fund
UNDP	United Nations Development Programme
UNICEF	United Nations Children’s Fund

Executive Summary

Over the last five years most CBNRM communication activities have been on an *ad hoc* basis, focusing on particular geographic area and issue. Little work has been done in developing national messages. To improve natural resource management at all levels- national, district and local- the promotion of awareness is critical. Successful CBNRM requires that particular skills be developed- the ability to communicate clearly, and decide upon goals and objectives. Having developed a strategic framework for CBNRM media campaigns in Malawi, which amongst other things identifies training needs for effective communication in CBNRM, COMPASS now intends to harmonize the approach through collaboration and coordination amongst its partners on how to establish effective media campaigns for promoting CBNRM in Malawi. The exercise will involve COMPASS and COMPASS partners working closely on how to develop timely and accurate messages that target different categories of people. This will be a follow-up activity to the media training that was conducted in March 2001.

COMPASS promotes and supports communication strategies that target the community groups and NGOs most likely to be receptive to CBNRM messages in order to fulfil the objective of sustainable management of natural resources by communities. Television, radio, and print media are already used in Malawi and will continue to serve an important role in disseminating information. The use of village workshops and folklore can also provide effective ways of communicating with the rural people of whom the majority are semi-literate and do not have ready access to print or electronic media.

A review conducted by COMPASS in June 2000, on Environmental Education and Communication reveals that the Strategy of 1996 discusses Environmental Education and Communication (EE&C) at length, but nowhere does it mention CBNRM or CBNRM messages. A further review of NGOs involved in CBNRM activities indicate that more than twenty NGOs are involved in providing services that are CBNRM related. To ensure efficient delivery of services, efficient liaison, collaboration and coordination are very vital. A good working relationship needs to be adopted in order to promote timely and accurate dissemination of information without unwarranted duplication and confusion. This is urgent and critical since the reality in most Malawi is that natural resources are being steadily and rapidly depleted at the hands of people whose daily requirements for survival cannot be otherwise met. At present less than one (1) article appears in Malawi's daily newspapers on issues affecting natural resources management and the environment. This means that in some weeks no environmental articles are featured in the papers. Less than two radio programs on environment are aired on the national radio station per week. We feel that in a nation where economic activities are largely natural resource based, this is not enough to provide adequate information to resource users and managers for effective decision-making. There is dire need to embark on a vigorous campaign that promotes conservation and sustainable utilization of Malawi's natural resources. There is no time to waste. An effective campaign by all players is a sure way of promoting CBNRM in Malawi.

COMPASS is determined to provide support to CBNRM promoters on how to establish an effective media campaign through radio, television, bulletins, posters, newsletters and village workshops etc.

This report is an outcome of a Consultant's work rendered to COMPASS through short-term technical assistance (STTA). It outlines a concerted effort COMPASS has taken to guide its

partner organizations in planning and launching CBNRM public awareness media interventions through collaboration and coordination. It provides guidelines on how to review CBNRM issues and community needs suitable for public awareness, illustrates public information campaign methodology steps that can be replicated by each participating organization, and guides participating organizations develop action plans that promote CBNRM in Malawi. COMPASS will scrutinize institutional plans to provide support on public awareness for CBNRM.

Section Two: Workshop Outline, Content and Conduct

The workshop was planned and conducted in a logical framework that underscores the need to develop conceptual, investigative and interpersonal communication skills. A lot of emphasis was put on the importance of critiquing, diagnostic thinking, judiciousness, questioning and question-asking.

Part I: Purpose of the Consultancy

To support the launch of CBNRM Public Awareness. The purpose of the consultancy was to help guide COMPASS in organizing its prospective partner organizations in the development of public awareness campaigns. This mission was a follow up to the development of a “Strategic Framework for CBNRM Media Campaigns in Malawi”, August 2000 by providing practical, hands on training of a number of partner organizations in developing public awareness campaigns and Action Plans for future collaboration with COMPASS. The above mentioned strategic document was written following a public awareness needs assessment by a previous consultant who emphasized the need for urgent action to pursue public awareness activities in the face of a rapidly decreasing natural resources base. Since over 20 NGOs in Malawi are also engaged in CBNRM, each with its own information - outreach role, it is even more crucial that some effort be made to pull together such a group of communicators to sharpen the focus on CBNRM programming and to maximize successful impacts. It will also allow for less duplication of effort by eliminating the need for more than 20 organizations conducting their own brand of NRM education and awareness.

With the above as background a Scope of Work (SOW) (*Annex 1*) was subsequently prepared by COMPASS and an international consultant recruited to carry out a two day workshop to plan and implement public awareness – media interventions in support of Community Based Natural Resources Management (CBNRM). The consultancy period was from March 11th to 29th, 2001 with the entire assignment carried out from within Blantyre and its immediate surroundings.

Part II: Accomplishments

The workshop approach was very consultative and participating. Several media organizations showed interest and eagerness to contribute during consultations, participate in the training and share experience on their involvement in NRM.

- ***Pre-Workshop Visits to Partner Organizations***

Consultant and COMPASS Information Management Specialist, Mr. Mesheck L. Kapila, made personal visits to a number of prospective COMPASS partner organizations to assess activities related to CBNRM public awareness and to gain additional inputs to help determine the most suitable approach to the workshop. During these visits it was learned that each organization conducts outreach-information dissemination, following a systematic process in varying degrees. A few of these organizations appear to have impressive skills in covering CBNRM issues with target groups through village drama. Among the partner organizations there is also a close collaboration with Malawi journalists and broadcasters who facilitate quick access to the country’s mass media when it is necessary to produce and disseminate spot announcements and obtain news coverage. Most of the organizations admit an area of

greatest need is to explore ways for partners to work more closely together and to seek support from COMPASS. The organizations visited prior to the workshop included:

- ✓ Creative Center for Community Mobilization (CRECCOM), Zomba
Mr. Simeon B. Mawindo, Executive Director
- ✓ Lake Chilwa Wetland and Catchment Management Project, Zomba
Mr. Daimon Kambewa
- ✓ The Story Workshop, Blantyre
Ms. Pamela Brooke, Resident Advisor
Mr. Marvin Hanke, Managing Director
- ✓ Coordinating Unit for Rehabilitation of the Environment (CURE), Blantyre
Mr. Emmanuel Kamangira
- ✓ Wildlife Society of Malawi, Blantyre
Mr. Fumbula Kachigwali
- ✓ Malawi Environmental Endowment Trust (MEET)
Mr. Tikhala Chibwana, Chief Executive
- ✓ Forum for Environmental Communicators (FECO)
Mr. Grover Mzumara, Patron

- ***Organizing & Facilitating the Workshop***

Following the review of a number of COMPASS activity documents, through personal visits to the above-mentioned organizations and in further consultations with COMPASS staff, consultant developed the public awareness-training workshop slogan, “*Partners in Supporting CBNRM*”. The workshop was developed with the aim of synchronizing workshop activities to the series of steps in carrying out public awareness campaigns. This would be done while simultaneously organizing participants into groups of collaborating partners to facilitate potentially sustainable working relationships following the workshop. The workshop was conducted on Monday and Tuesday, March 26th and 27th, 2001 at the Ryall's Hotel, Blantyre. While the consultant provided overall facilitation to this workshop, significant contribution and assistance was provided during the two days by COMPASS COP, Dr. Andrew Watson and COMPASS Information Management Specialist, Mr. Mesheck L. Kapila.

Part III: Details of the Training Workshop

The training workshop enabled participants from various media houses share their work experiences, conceptual reflections and methodological innovations on the current status of Malawi's natural resources. The atmosphere was informal and sought to establish frank accounts, address issues of practical and immediate value, encourage innovation and act as a “voice from the people”.

- **Goals and Objectives of the Workshop**

“Partners in Promoting CBNRM” was organized with the goal of guiding COMPASS prospective partners in planning CBNRM public awareness interventions in a way that would allow each organization to continue to pursue its own programs while collaborating more closely with each other to avoid duplication. The activities organized during the two-day workshop allowed participants to achieve the following objectives:

- ✓ Translated current CBNRM issues into S.M.A.R.T. (*specific, measurable, action-oriented, realistic and timely*) public awareness objectives
- ✓ Completed a public awareness planning matrix that covered the steps on communication planning
- ✓ Formed strong partnerships for prospective future public awareness collaboration
- ✓ Identified some key participant organizations having unique skills and resources to offer to the other groups
- ✓ Took the first steps in formulating Action Plans for potential COMPASS collaboration with action plans to be completed and returned to COMPASS by each participant

- **Workshop Participants**

While not all participants were necessarily in position to solidify a COMPASS partnership for future public awareness programming, the individuals in attendance during the two-day workshop were committed to exploring such collaboration by consulting their supervisors upon returning to their jobs. A full list of participants and contact information appears as *Annex 7*.

- **Content & Materials**

Workshop materials include an agenda, a participant pre-workshop questionnaire, two public awareness campaign planning exercise handouts, two skills assessment matrixes, a COMPASS media campaign Action Plan form, a workshop evaluation form and a copy of Power Point slide presentation used throughout the workshop. *See Annexes 2, 3, 4 & 5 on Workshop Agenda, Participant Pre-workshop Questionnaire, Skill Assessment Matrices and Workshop Evaluation Form.*

Developing a public awareness – intervention – campaign on CBNRM Issues

This module was conducted through an exercise. Participants were divided into three separate groups, with the following categories of persons represented in each group: A Government of Malawi official/employee, an NGO, and representative of the mass media/journalist. The objective was to cross-fertilize ideas as group members were sharing their individual experiences.

Step 1: Analyzing the issues, target groups, resolutions and behavior change

The groups were given the task to review a sample periodical- “Letter from *Nantchengwa*”, that appeared in a recent natural resources newsletter. While not in detail, participants were required to note from the article numerous complex issues related to population and the use of natural resources in a community that depends on the resources for its economic livelihood. Obviously, space did not allow the article portray an in-depth coverage or

resolution of the problems raised herein. However, the assignment was to review the article individually and then as a group, complete the matrix Part 1: Analysis of Issues, etc. The blocks seek information about the following:

- a) Based on what one read in the article, participants **identified one single issue** that needs urgent action or resolution. This issue was related entirely to the CBRNM approaches in seeking creative solutions to solving the problems to the economic benefit of communities. Using attached matrix part 1 as a guide, participants listed their answers on flip chart.
- b) Participants identified who they believed were the specific group(s) of people who are responsible for, and who are affected by the issue that was selected. Two categories of people were considered, **those in the community who are using the resources** and **those officials or other decision-makers whose policies affect the resolution of the problem**. Participants were asked to be unbiased in giving information regarding: Whom they are, where they are? Information was then listed on flip charts.
- c) **Participants identified what specific action(s)** these people need to take to bring about resolution. Required actions were also listed on flip charts.
- d) **Participants identified possible obstacles, or restrictions** on these people for being able to take action that would resolve the issue previously identified. This was listed on flip charts.
- e) **Participants identified anticipated rewards or benefits** if these people were to take the action specified in c). The list was put on flip charts.

Each group selected a representative who reported to the participants in a plenary session.

Step 2: Media and Interventions

This exercise built on the previous one. In this exercise participants were able to create a message, select appropriate mix of media, plan community mobilization activities and other media dissemination, and explore ways to determine the extent the “campaign” is successful.

Utilizing the matrix, part 2: “Developing the public awareness interventions”, participants worked with their individual groups to complete the following:

- With Part 1 data as reference, participants **identified any number of messages** that they felt were important to convey to one or both target groups to resolve the issue cited in Exercise 1. The messages and media-dissemination activity outlined sought to encourage the behavioral change actions identified previously. This was listed on flip charts.
- For the messages identified, participants **determined appropriate mix of media** that could be employed to reach the target groups with messages calling for action. Consideration was made on mix of mass media (radio, TV, newspapers) and other community mobilization activities. The list was put on flip charts.
- Next, was to **identify any number of possible events and activities (Interventions)** that could be organized to strengthen delivery of messages. These were to include but not

limited to broadcasting of radio spots, village theatre, folk songs, dance, extra curricular school activities for youth, special “sensitization” seminars, etc. The list was put on flip charts.

- Participants ***identified approximate time frames*** expected ***to carry out the message and media dissemination***. Consideration was made on the proper synchronization of mass media materials with activities that would occur during planned face-to-face interventions. In this section, it was important to know how intense message dissemination (campaign) should be, considering any number of factors.
- ***How*** would one expect to know if messages had been received and how effective they were? What would one do ***to determine the monitoring and evaluation*** of their effort?
- One member was appointed from each group to present their findings in plenary session.

Following the exercise on developing a public awareness -intervention-campaign on CBNRM issues participants were exposed to an outline of compiling an Action Plan.

COMPASS media campaign participant Action Plan

(Participants were required to take this form back with them to their own organization and considering what was accomplished in this workshop, complete as fully as possible their intentions to pursue any of the following activities. Describing in as much detail as possible and indicating dates they intend to accomplish these activities. Duly filled copies of this form were to be return to COMPASS for follow-on support.)

ACTIVITY	DATES	PARTNERS YOU THINK YOU WOULD LIKE TO WORK WITH
Selecting topics for the coming year		
Doing target group research		
Crafting messages and selecting media mix		
Collaborating with journalists		
Disseminating media products via the mass media (journalist workshops, media briefs, press releases)		
Arranging for other interventions at national, district and community level (DESCRIBE)		
Working with special groups such as women and youth, school teachers, etc		
Conducting or participating in training on CBNRM issues		
Tracking progress of information dissemination and determining impact of your campaigns		

Part IV: Results and Lessons Learned

Advocates of training argue that the production of knowledge and generation of potential skills should be developed with clear focus on those whose livelihood strategies form the subject for behavior change. Often, training should aim at yielding immediate results with learner-centered and action-oriented outcome. The methods used in this training range from field-based visualization to conceptual reasoning. The common theme was promotion of interactive learning, shared knowledge and experience, yet maintaining the analytical capability for processing the impact of message development and delivery.

• Skills Developed

In all, 21 representatives of COMPASS prospective partner NGOs were trained in applying a systematic approach to planning and implementing a public awareness campaign. Each step, outlined in a matrix as part of *Appendix 4*, contains a series of activities that each participant would have to undertake throughout the period of a campaign. These steps include identifying issues needing urgent attention, translating these issues into communication objectives, crafting appropriate messages to select target groups, selecting a multi-media mix most likely to reach target groups, synchronizing mass media with community level activities, and following the progress of campaigns through various monitoring mechanisms.

Through responses to a pre-workshop questionnaire, it was learned that most participants understood that a public awareness campaign was something more than a series of ad-hoc media interventions to be carried out in limbo of other organizations. It was also revealed that many of the participants have some scope to determine what kind of issues they can cover in their outreach information dissemination responsibilities. All admitted they wanted to gain more information about communicating CBNRM issues to target groups and all expressed the need for closer inter-organizational working ties. A review of the workshop evaluations demonstrate that the majority of participants felt the workshop experiences and new information gained was valuable and pertinent to their jobs. Some of the feedback cites the need to *return to a future forum to expand on some of the new information learned*.

From the consultant-trainer's perspective, the workshop fulfilled expectations for both COMPASS and the 21 participants who were in attendance. It was also a meaningful experience for the consultant in having a closer look at how CBNRM target groups are studied by indigenous NGOs utilizing village drama. Overall, the workshop presented a meaningful exchange of ideas and approaches to CBNRM awareness between facilitators and participants. As anticipated, however, time was the greatest enemy. As for the future, it may be valuable, to conserve time, to have some of the CBNRM issues pre-determined to allow the workshop to focus more immediate attention on translating issues into communication objectives. This activity otherwise consumed a bit more time than anticipated during the first day, spilling over even into the morning of the second day. While indeed, the use of brainstorming technique is a luxury oftentimes not allowed in a normal work day, perhaps more brainstorming time could have been devoted to a more creative task of determining media and looking more at creative styles of presentation. Another lesson learned is the need to give some participants greater resource roles, considering most participants are tasked in their respective organizations to perform an outreach function. Story Workshop, for example might have led a group discussion on "knowing your target group", drawing upon their existing knowledge and creative experience in target group research at the community level.

In retrospect, the second day may have been devoted to a greater exchange of experiences if each participant would have been asked to bring samples of their work as a prerequisite to attend. Following the first day orientation to the steps on public awareness - communication planning, the second day may have been better devoted to having each participant describe to what extent these steps are/would be followed in the work samples displayed. Overall, the workshop was a success and opens the door for further COMPASS training that can allow participants to refine these new skills with more in-depth follow up exercises.

Part V: Recommendations for Further Action

At the conclusion of the workshop, each participant was given a matrix, "COMPASS Media Campaign Action Plan" to take home from the workshop with a request to complete the form and return via posts to COMPASS' Information Management Specialist. By returning these plans, COMPASS partners will have taken the first step toward solidifying a commitment for each organization to pursue a public awareness outreach activity with one or more of the organizations that participated in the workshop. It was pointed out in the workshop that the activities listed in the action plan matrix are not all inclusive. Participants were requested to add anything else deemed necessary for future planning purposes. There are additional activities COMPASS may wish to consider as it assesses future support in helping partners organize for public awareness:

- **Future COMPASS Workshops**

- ✓ Researching target groups on sensitive issues in a non-threatening way
- ✓ Writing press releases
- ✓ Leading a seminar on an CBNRM topic
- ✓ Advocating CBNRM issues to high level officials
- ✓ Setting up a monitoring mechanism to gauge effectiveness of an outreach campaign
- ✓ Designing attractive print media materials that support CBNRM issues

- **Other Supportive Activities**

- ✓ COMPASS organize the same participant organizations to meet routinely (frequency of meetings to be determined) with a topical agenda. An agenda might include having each partner organization present their activities in a 15 minute following the steps of a public awareness campaign.
- ✓ Continue to maintain and expand COMPASS Directory of ListServ Members.
- ✓ Publish in a catalog format, a list of existing print and audiovisual (electronic) media materials produced by the 21 partner organizations that can be accessed and utilized by partners for future events. The issue of copyright and ownership of such media would not be a worrisome matter if and once 21 partners are organized into future public awareness teams.

Part VI: Acknowledgements

The consultant and COMPASS Information Management Specialist would like to extend sincere and heartfelt appreciation to everyone on the COMPASS staff and their partner organizations for extending such support with such high enthusiasm to allow a successful fulfillment of this mission.

A number of people were consulted representing their respective organizations. Many thanks for their effort in making exceptional contributions to the success of the training workshop. Special recognition go to Mr. Simeon B. Mawindo, Executive Director - CRECCOM, Mr. Daimon Kambewa - Lake Chilwa Wetland and Catchment Management Project, Ms. Pamela Brooke and Mr. Marvin Hanke, Resident Advisor and Managing Director respectively - The Story Workshop Education Trust, Mr. Emmanuel Kamangira - Coordinating Unit for Rehabilitation of the Environment, Mr. Fumbula Kachigwali - Wildlife Society of Malawi, Mr. Tikhala Chibwana- Chief Executive of Malawi Environmental Endowment Trust, and Mr. Grover Mzumara – Patron of Forum for Environmental Communicators.

Section Three: Annexes

ANNEX ONE: Scope of Work -Provision of Training for CBNRM Media Campaigns

Purpose

To Provide Training to COMPASS Staff and Partners on How to Establish Effective Media Campaigns for promoting CBNRM in Malawi

Summary

Over the last five years most CBNRM communication activities have been on an *ad hoc* basis, focusing on particular geographic area and issue. Little work has been done in developing national messages. To improve Natural Resource Management at all levels- national, district and local- the promotion of awareness, education and training is critical. Successful CBNRM requires that particular skills be developed- the ability to communicate clearly, and decide upon goals and objectives. Having developed a strategic framework for CBNRM media campaigns in Malawi, which amongst other things, identifies training needs for effective communication in CBNRM, COMPASS now intends to harmonize the approach through training its partners on how to establish effective media campaigns for promoting CBNRM in Malawi. The exercise will involve training COMPASS and COMPASS partners on how to develop timely and accurate messages that target different categories of people. This is a follow-up action to the Strategic Framework already developed.

Background / Justification

COMPASS promotes and supports communication strategies that target the community groups and NGOs most likely to be receptive to CBNRM messages in order to fulfil the objective of sustainable management of natural resources by communities. Television, radio, and print media are already used in Malawi and will continue to serve an important role in disseminating information. The use of village workshops and folklore can also provide effective ways of communicating with the rural people of whom the majority are semi-literate and do not have ready access to print or electronic media.

A review conducted by COMPASS in June 2000, on Environmental Education and Communication reveals that the Strategy of 1996 discusses Environmental Education and Communication (EE&C) at length, but nowhere does it mention CBNRM or CBNRM messages. A further review of NGOs involved in CBNRM activities indicate that more than twenty NGOs are involved in providing services that are CBNRM related. To ensure efficient delivery of services, efficient liaison, collaboration and coordination are very vital. A standard procedure needs to be adopted in order to promote timely and accurate dissemination of information. This is urgent and critical since the reality in most Malawi is that natural resources are being steadily and rapidly depleted at the hands of people whose daily requirements for survival cannot be otherwise met. There is no time to waste. An effective campaign by all players is a sure way of promoting CBNRM in Malawi. COMPASS is determined to facilitate training to CBNRM promoters on how to establish an effective media campaign through radio, television, bulletins, posters, newsletters and village workshops etc. Communications experts can ably handle this type of training. Hence the need for Short Term Technical Assistance.

Objectives

1. To train COMPASS Staff and Partners involved in information dissemination on how to establish an effective media campaign through electronic, print media and village workshops. Training will be tailored towards use of appropriate media for specific target audience such as politicians, decision-makers, facilitators and managers.
2. To build capacity of COMPASS and COMPASS Partners to launch CBNRM campaigns effectively and thereby promote sustainable utilization of natural resources at community level and enhance economic well being of individual households.

Tasks

1. Review the Strategic Framework for CBNRM Media Campaigns in Malawi as prepared by COMPASS.
2. Develop course content and outline focusing on messages targeted at four major categories of people: politicians, decision-makers, facilitators, and natural resource users and managers (communities).
3. Prepare appropriate training aids and material.
4. Train COMPASS Staff and key COMPASS partners on how to carry out effective media campaigns that promote CBNRM in Malawi.
5. Facilitate development of practical Action Plans to be implemented by the trainees when back at their jobs.
6. Compile a Training Report that outlines the objective of training, training activity, course participants, out-puts and future plans.

Outputs and deliverables

A group of NGOs, private sector representatives, government extension services, COMPASS staff and CBOs, well trained in launching effective campaigns for CBNRM in Malawi

A Training Report outlining the following:

- i) Purpose of launching CBNRM media campaigns in Malawi
- ii) Objectives of providing training
- iii) Training content
- iv) Training participants
- v) Skills developed
- vi) Participants' personal Action Plans
- vii) Course evaluation

The report will act as a guide that can be used as curriculum for future training modules for CBNRM media campaigns.

Work Schedule and Reporting Relationship

18 working days between March 1st 2001 and April 30th 2001 (changed from original performance period of between January 4th 2001 and February 28th, 2001).

Days 1-2: Travel to Blantyre Malawi.

Day 3: Review Scope of Work with COMPASS team. Review the Strategic Framework for CBNRM Media Campaigns in Malawi as prepared by COMPASS.

Days 4-9: Hold meetings with key players in CBNRM communication to streamline priority areas for training

Days 10-12: Develop training course content and program.

Days 13-15: Conduct Training to about 15 participants representing COMPASS, the NGO sector, private institutions, government agencies and relevant CBOs.

Days 16-17: Compile report on the training course and develop a curriculum and training guide that will act as reference for future training on CBNRM media campaigns.

Day 18: Travel from Blantyre.

The consultant will report to Andrew Watson, COMPASS Chief of Party, on technical matters.

Required Qualifications

The candidate must hold a university degree in communication and/or the natural or social sciences. Strong field experience in NRM message development and delivery is essential. Teaching or training experience will be an added advantage.

ANNEX TWO: Workshop Program

“PARTNERS IN PROMOTING CBNRM” A WORKSHOP TO ORGANIZE CBNRM PUBLIC AWARENESS INTERVENTIONS & PARTNERSHIPS

Day One Agenda: Monday, 26 March 2001: Process of Planning Public Awareness Interventions

- 8:00 – 8:15: Official Welcoming remarks (Mr. Mesheck Kapila)
- 8:15 – 8:45: Introduction to workshop, goals and objectives, facilitators and participants (Mr. Mesheck Kapila and Mr. Darryl Kuhnle)
- 8:45 – 9:15: Completion of a participant survey questionnaire
- 9:15 -9:45: Overview of COMPASS (Mr. Andrew Watson)
- 9:45 – 10:00: Brief Overview of Findings of the Strategic Framework for Media Campaigns (Mesheck)
- 10:00 – 10: 20: Break
- 10:20 – 10:45: Development of a Public Awareness Plan. Introducing the steps in planning for CBNRM communication interventions, beginning with Part 1, Overview of CBNRM problem issues and affected populations (Darryl)
- 10:45 – 11:45: Break into 3 groups and complete Exercise, Public Awareness Matrix, part 1: Analysis of issues and affected populations
- 11:45 – 12:30: Plenary Session: Group Reports and discussions on Analysis of CBNRM problem issues and affected populations
- 12:30 – 13:30: Lunch
- 13:30 – 14:15: Development of a Public Awareness Plan: Part 2: Crafting media from messages, planning the interventions and determining a monitoring and evaluation mechanism (Darryl Kuhnle)
- 14:15 – 15:15: Group exercise, complete the public awareness matrix by selecting messages, media, intervention activities and impact evaluation methods
- 15:15 – 15:40: Break
- 15:40 – 16:15: Plenary Session: Group reports on finalizing public awareness plan – matrix
- 16:15 – 17:00: Wrap Up and Summary of Day 1 (Facilitator)

Day Two Agenda: Tuesday, 27 March 2001: Exploring Partnerships & Developing Action Plans for Collaboration

- 8:00 – 8:15: Review of previous day’s activities.
- 8:15 – 8:30: Introduction to Day 2: (Mesheck & Darryl)

- 8:30 – 9:15: Participants invited to share some work samples & describe their own approach to communications
- 9:15 – 10:00: Exploring Partnerships, Part 1: The Importance of Collaboration (Facilitators)
- 10:00 – 10:20: Break
- 10:20 – 11:00: Exploring Partnerships, Part 2: Individual strengths analysis in planning Public Awareness Campaigns. Each participant completes a skill analysis. (Facilitators)
- 11:00 – 12:00: Plenary session: Each participant gives feedback on their self-assessment, discussing their greatest strengths and areas they need assistance. Forms returned to COMPASS for future planning.
- 12:00 – 13:00: Lunch
- 13:00 – 14:20: Exploring Partnerships, Part 3: Individual strengths analysis in working on community interventions. Each participant completes a skill analysis. (Facilitators)
- 14:20 – 15:00: Plenary session: Each participant gives feedback on their self-assessment, discussing their greatest strengths and areas they need assistance. Forms returned to COMPASS for future planning
- 15:00 – 15:20: Break
- 15:20 – 16:00: Developing Action Plans for future collaboration
- 16:00 – 16:30: Workshop Evaluation, Summary and Conclusion

ANNEX THREE: Participants' Pre-workshop Questionnaire

- Give your own brief definition of a “Public Awareness Campaign”.

- List what you feel are the most relevant tasks you perform on the job relating to information and media.

- To what degree do you feel you are a decision-maker when it comes to information - media dissemination in your organization?

- In what way do you choose a topic in developing environment and natural resources information - media?

- In what way do you seek out more information about a target group if you don't know them very well?

- What kind of media products are you responsible for getting produced & disseminated?

- What organizations and groups do you normally collaborate with in planning and implementing public awareness activity?

- How do you determine the progress or impact of media activity during or after dissemination?

- What do you hope to gain through participating in this workshop?

ANNEX FOUR: Skills Assessment Matrices

Self Assessment on Skills in Process of Planning and Implementing Public Awareness Campaigns

Rank yourself according to the degree you believe you are experienced in the following areas: Mark 1-no experience whatsoever, 2-some experience but need assistance or training, 3-fair, 4-good, 5-expert

ORGANIZATION	Experience In Technical Issues pertinent to CBNRM	Research Target Populations	Message Development	Developing media materials	Facilitating community based interventions	Training in various aspects of CBNRM media and community based interventions	Monitoring & Evaluating the impacts of Media & interventions
Write Name:							

Special Skills in CBNRM Interventions:

Skills that are more functional related and not necessarily related to the process of public awareness.

Rank yourself according to the degree you believe you are experienced in the following areas: Mark 1-no experience whatsoever, 2-some experience but need assistance or training, 3-fair, 4-good, 5-expert

Your Organization: _____

Your Name: _____

Conducting Research in communities that are involved in sensitive issues related to use of natural resources	Directing Village People to act out sensitive issues	Producing & or acting in radio plays	Designing and producing print media materials	Easy Access to and familiarity in encouraging mass media to cover issues related to CBNRM	Sensitizing stakeholders and other groups on issues related to CBNRM	Direct contacts with national, district and local leaders to advocate programs of CBNRM	Setting up monitoring and evaluating system to gauge effectiveness of media campaigns

ANNEX FIVE: Workshop Evaluation

COMPASS Media campaign workshop evaluation

- What specific information and skills did you gain from this workshop?

- What did you like most about this workshop?

- What did you like the least?

- What do you think you will do different when you return to your organization?

- Was there anything you found missing from your experience these past two days?/Specify:

- What might COMPASS do differently in future workshops?

ANNEX SIX: Participants List

Compass Training Workshop on Developing and Implementing CBNRM Public Awareness Campaign in Malawi

NAME	ORGANIZATION	DESIGNATION	MAILING ADDRESS	TELEPHONE / FAX
1. Tryness Kafere	Matindi Youth Organization	Treasurer	P.O. Box 240, Lirangwe	938 349
2. P. Ndeule (Mrs.)	Ndirande Women Briquette Promotion Campaign	-	P.O. Box 5966, Limbe	-
3. Chris Nditani	Story Workshop Educational Trust	Civic Education Program Coordinator	P/Bag 266, Blantyre	622 426 / 839 774 / 620 263
4. Grover Mzumara	FECO	Patron / Advisor	P.O. Box 494, Blantyre	866 793 / 642 600 / 642 814
5. Chipiliro Matiya	Television Malawi	News Editor	P / Bag 268, Blantyre	938 232 / 672 929
6. Alic Kafasalire	National Parks and Wildlife	Parks and Wildlife Officer	P.O. Box 619, Blantyre	692 471
7. Steve Bombeya	The Nation	Reporter	P.O. Box 30408, Blantyre	673 703 / 673 611
8. Martha Madziakapita (Ms.)	Daily Times	Reporter	P.O. Box 39, Blantyre	671 566
9. George Jobe	CRECCOM	Training Assessment & Communications Director	P.O. Box 524, Zomba	Tel. 525 909 / 525 939 Fax. 525 291
10. David S. Mulipa	Capital FM	Reporter	P / Bag 437, Chichiri, Blantyre 3	620 858 / 623 382
11. A. Mulinga	FOYO	Reporter	P.O. Box 35, Chileka	633 137
12. Nobel Moyo	COMPASS	Community Mobilization Specialist	P / Bag 263, Blantyre	622 800
13. Mesheck Kapila	COMPASS	Information Management Specialist	P / Bag 263, Blantyre	622 800
14. Andrew Watson	COMPASS	Chief of Party	P / Bag 263, Blantyre	622 800
15. Lizzie Ndhlovu	COMPASS	Administrator	P / Bag 263, Blantyre	622 800
16. F. D. E Kachigwali	Wildlife Society of Malawi	AEEC Deputy Director	P / Bag 578, Limbe	643 502 / 643 428 / 643 765
17. Magadisi Dozola (Ms.)	Malawi News Agency	Reporter	P / Bag 28, Blantyre	Tel. 622 122 / 635 318, Fax. 6634 867
18. Joel Nkhoma	Malawi Broadcasting Corporation	Reporter	P.O. Box 30133, Chichiri, Blantyre 3.	671 222
19. Felix Kalobekamo	MEET	Director of Operations	P.O. Box 3053, Blantyre	620 303
20. Collins Jambo	Fisheries Department	Divisional Officer (South)	P.O. Box 47, Mangochi	584 243 / 584 211

21. Hastings Maloya	Lake Chilwa Wetland Project	Community Liaison Officer	P.O. Box 249, Zomba	524 931 / 525 913 / 864 241
22. Everhart Nangoma	CURE	Planning & Development Officer	P. O. Box 2916, Blantyre	645 757 / 645 025 / 645 492
23. Davie Mangani	Capital Radio	Reporter	P / Bag 437, Blantyre	620 858 / 620 498
24. Duncan Masonje	Regional Forestry Officer (S)	District Field Officer	P.O. Box 5493, Limbe	933 438
25. Maxwell Mbeza	NICE	Civic Education Officer (Chikwawa)	P.O. Box 187, Chikwawa	423 270
26. Karen Price (Ms.)	MEET	Director of Operations	P.O. Box 3053, Blantyre	620 303

ANNEX SEVEN: Sectoral Action Plans

CBNRM Media Campaign – Department of Fisheries

ACTIVITY	DATES	WORKING PARTNERS
Identifying Topical Issues - Fish Depletion: Commercial & Artisan fishers' Conflict - Conservation of fish resources for sustainable exploitation	July – August 2001	COMPASS, Department of Fisheries and Small-Scale Fishers
Target Group Research: Rapid Appraisal Survey - Identifying resources users' needs with reference to the fish depletion - Identifying information gaps which have led to the existing misconceptions and compatibility of regulations - Identifying indigenous knowledge as per fish biology and fishing practices	July 2001	COMPASS, Department of Fisheries, MALDECO and Small-Scale Fishers
Crafting Messages and Selecting Media Mix - SMART and any relevant Approach	July – August 2001	COMPASS, Department of Fisheries, MALDECO, MBC, TV Malawi and Small-Scale Fishers
Collaborating with journalists mainly from MANA, MBC, The Nation Newspaper and Moni Magazine	July – August 2001	COMPASS, Department of Fisheries, MALDECO and Small-Scale Fishers
Disseminating media products via the mass media (Journalists workshops, media briefs, press releases, Posters and technical demonstrations)	August –September 2001	COMPASS, Department of Fisheries, MALDECO and Small-Scale Fishers
Initializing and implementing other interventions at district and community level - Sensitization of fisheries messages to Ward Councilors for Mangochi District Development Committee and Area Development Committee - Sensitizing NGOs which are providing education, and health services in the district - Sensitizing Churches on fisheries messages	September 2001	COMPASS & Department of Fisheries
Special Target Groups Youths in school, women, fish traders, Primary and Secondary School Teachers	July – October 2001	COMPASS, Department of Fisheries & MALDECO
CBNRM Training Beach village committees trained on best fishing practices using messages developed as reference materials	November 2001	COMPASS, Department of Fisheries, MALDECO and Small-Scale Fishers
Monitoring and Evaluation of information and Campaigns	July – December 2001	COMPASS & Department of Fisheries

Sectoral Action Plans

CBNRM Media Campaign – Ndirande Women Briquettes Group

ACTIVITY	DATES	WORKING PARTNERS
Selecting topics for the coming year to promote sales of briquettes through Awareness Shows and Campaigns	July – October 2001	Television Malawi, MBC, COMPASS
Doing target group research	October 2001	COMPASS, Story Workshop
Crafting messages and selecting media mix through newspapers, television radio and posters	August – October 2001	TVM, MBC, Upile Group, The Nation Newspaper, COMPASS, Daily Times
Collaborating with journalists	July – November 2001	Women Voice, TVM and MBC
Disseminating media products via the mass media (journalist workshops, media briefs, press releases)	July – December 2001	Wildlife Society of Malawi, COMPASS, CURE, Lake Chilwa Wetland and Catchment Management Project
Arranging for other interventions at national, district and community level	July – December 2001	Lake Chilwa Wetland and Catchment Management Project, COMPASS, Department of Forestry
Working with special groups such as women and youth, school teachers	July – August 2001	Chiwembe women Mushroom producers, Blantyre Secondary School.
Conducting and participating in training on CBNRM issues	July – September 2001	COMPASS
Tracking progress of information dissemination and determining impact of campaigns	August – December 2001	COMPASS

Sectoral Action Plans

CBNRM Media Campaign – Forum for Environmental Communicators (FECO)

ACTIVITY	DATES	WORKING PARTNERS
Selecting topics for the coming year to promote sales of briquettes through Awareness Shows and Campaigns	January 2002	MEET, COMPASS
Doing target group research	February – March 2002	COMPASS, ELDP
Crafting messages and selecting media mix through newspapers, television radio and posters	March – April 2002	FECO, Story Workshop Education Trust, The Nation
Collaborating with journalists	May 2002	Weekly News, Daily Times, MANA
Disseminating media products via the mass media (journalist workshops, media briefs, press releases)	June 2002	Story Workshop Education Trust, COMPASS & TVM
Arranging for other interventions at national, district and community level	July 2002	Story Workshop Education Trust, COMPASS & TVM
Working with special groups such as women and youth, school teachers	August 2002	CRECCOM, Wildlife Society of Malawi
Conducting and participating in training on CBNRM issues	September - October 2002	COMPASS, CURE, MEET
Tracking progress of information dissemination and determining impact of campaigns	November – December 2002	COMPASS, MEET

Sectoral Action Plans

CBNRM Media Campaign – Focus on Youth Organization (FOYO)

ACTIVITY	DATES	WORKING PARTNERS
Selecting topics for the coming year to promote sales of briquettes through Awareness Shows and Campaigns	July 2001	MEET, COMPASS
Doing target group research	August 2001	COMPASS, Story Workshop
Crafting messages and selecting media mix through newspapers, television radio and posters	September 2001	FECO, Story Workshop Education Trust, The Nation, MBC, Television Malawi
Collaborating with journalists	October 2001	Weekly News, Daily Times, MANA, Pride Magazine
Disseminating media products via the mass media (journalist workshops, media briefs, press releases)	November 2001	Story Workshop Education Trust, COMPASS & TVM
Arranging for other interventions at national, district and community level	November 2001	Story Workshop Education Trust, COMPASS & TVM
Working with special groups such as women and youth, school teachers	December 2001	Concern Universal, Chigumukire / Kachanga School, CRECCOM, Wildlife Society of Malawi
Conducting and participating in training on CBNRM issues	October 2001	COMPASS, CURE,
Tracking progress of information dissemination and determining impact of campaigns	December 2001	COMPASS,

COMPASS Publications

Document Number	Title	Author(s)	Date
Document 1	COMPASS Year 1 Work Plan	COMPASS	Jul-99
Document 2	COMPASS Small Grants Management Manual	Umphawi, A., Clausen, R., Watson, A.	Sep-99
Document 3	Year 2 Annual Work Plan	COMPASS	Dec-99
Document 4	July 1 - September 30, 1999: Quarterly Report	COMPASS	Oct-99
Document 5	Training Needs Assessment: Responsive Modules & Training Approach	Mwakanema, G.	Nov-99
Document 6	Guidelines and Tools for Community-Based Monitoring	Svensden, D.	Nov-99
Document 7	Policy Framework for CBNRM in Malawi: A Review of Laws, Policies and Practices	Trick, P.	Dec-99
Document 8	Performance Monitoring for COMPASS and for CBNRM in Malawi	Zador, M.	Feb-00
Document 9	October 1 - December 31, 1999: Quarterly Report	COMPASS	Jan-00
Document 10	Workshop on Principles and Approaches for CBNRM in Malawi: An assessment of needs for effective implementation of CBNRM	Watson, A.	Mar-00
Document 11	January 1 - March 31, 2000: Quarterly Report	COMPASS	Apr-00
Document 12	Thandizo la Ndalama za Kasamalidwe ka Zachilengedwe (Small Grants Manual in Chichewa)	Mphaka, P.	Apr-00
Document 13	Njira Zomwe Gulu Lingatsate Powunikira Limodzi Momwe Ntchito Ikuyendera (Guidelines and Tools for Community-based Monitoring in Chichewa)	Svensden, D. - Translated by Mphaka, P. and Umphawi, A.	May-00
Document 14	Grass-roots Advocacy for Policy Reform: The Institutional Mechanisms, Sectoral Issues and Key Agenda Items	Lowore, J. and Wilson, J.	Jun-00
Document 15	A Strategic Framework for CBNRM Media Campaigns in Malawi	Sneed, T.	Jul-00
Document 16	Training Activities for Community-based Monitoring	Svensden, D.	Jul-00
Document 17	April 1 - June 30, 2000: Quarterly Report	COMPASS	Jul-00
Document 18	Crocodile and Hippopotamus Management in the Lower Shire	Kalowekamo, F.	Sep-00
Document 19	Cost-Sharing Principles and Guidelines for CBNRM Activities	Moyo, N.	Sep-00

Document 20	Workplan: 2001	COMPASS	Nov-00
Document 21	July 1 - September 30, 2000: Quarterly Report	COMPASS	Oct-00
Document 22	Opportunities for Sustainable Financing of CBNRM in Malawi: A Discussion	Watson, A.	Nov-00
Document 23	Framework for Strategic Planning for CBNRM in Malawi	Simons, G.	Nov-00
Document 24	Kabuku Kakwandula Ndongomeko ya Thumba Lapadera la Wupu wa COMPASS (ChiTumbuka version of the COMPASS Small-grant Manual)	Umphawi, A., Clausen, R. & Watson, A. Translated by Chirwa, T.H. & Kapila, M.	Dec-00
Document 25	COMPASS Performance and Impact: 1999/2000	COMPASS	Nov-00
Document 26	October 1 - December 31, 2000: Quarterly Report	COMPASS	Jan-01
Document 27	COMPASS Grantee Performance Report	Umphawi, A.	Mar-01
Document 28	January 1 – March 31, 2001: Quarterly Report	COMPASS	Apr-01
Document 29	Natural Resource Based Enterprises in Malawi	Lowore, J.	Apr-01
Document 30	Proceedings of the First National Conference on CBNRM in Malawi	Kapila, M., Shaba, T., Chadza, W., Yassin, B. and Mikuwa, M.	May-01
Document 31	Natural Resource Based Enterprises in Malawi: Action Plans	Watson, A.	Jun-01
Document 32	Examples of CBNRM Best Practices in Malawi	Moyo, N. & Epulani, F.	Jun-01
Internal Report 1	Building GIS Capabilities for the COMPASS Information System	Craven, D.	Nov-99
Internal Report 2	Reference Catalogue (2nd Edition)	COMPASS	Feb-01
Internal Report 3	Workshop on Strategic Planning for the Wildlife Society of Malawi	Quinlan, K.	Apr-00
Internal Report 4	Directory of CBNRM Organizations (2nd Edition)	COMPASS	Jan-01
Internal Report 5	Proceedings of Water Hyacinth Workshop for Mthunzi wa Malawi	Kapila, M. (editor)	Jun-00
Internal Report 6	COMPASS Grantee Performance Report	Umphawi, A.	Jun-00
Internal Report 7	Examples of CBNRM Best-Practices in Malawi	Moyo, N. and Epulani, F.	Jul-00
Internal Report 8	Software Application Training for COMPASS	Di Lorenzo, N.A.	Sep-00
Internal Report 9	Directory of COMPASS ListServ Members	Watson, A.	Jan-01
Internal Report 10	Introductory Training in Applications of Geographic Information Systems and Remote Sensing	Kapila, M.	Feb-01
Internal Report 11	COMPASS TAMIS Grants Manual	Exo, S.	Mar-01