

Migrating out of Poverty



AMADPOC Communications Strategy

Rosemary Barasa

Why a communication Strategy

- We need a management tool to enable effective communication reach a specified target group (Stakeholders).
- Identify the vehicle to carry the research findings to the various stakeholder groups
- To make the research evidence understandable to and accepted by the beneficiaries.
- Support ‘Migrating out of Poverty’ objective to ultimately influence migration policy for the good of migrants and their communities.



Communication Objectives

- To increase the focus on the benefits of migration.
- To strengthen partnerships and establish strong mechanisms to facilitate information exchange between the Core Partners (CPs), the Associate Partners (APs) and the Boundary Partners (BPs) in this project.
- To build the capacity of the communications function and to effectively convey the findings of the RPC to various stakeholders.
- To raise the local and global profile of the objectives and the findings in the 'Migrating out of Poverty' project.



Identifying Stakeholders Attitudes

Identification of all stakeholders and understanding Their current 'Knowledge, Attitude and Practice' will require a stakeholders analysis to establish;

- Specific interests and information needs as relates to the research evidence on migration.
- Preferred channels of communication.



Stakeholders Analysis

AMADPOC approach - the stakeholders analysis is to be outsourced. Study must include Stakeholders. Tools will include:

- Qualitative research to establish perceptions, attitude knowledge and preference in choice of communication channel.
- Quantitative research for baseline indicators to support the evaluation of the effectiveness of the Communication Strategy.



Communications Channels

The communication channel selected must appeal to the specific stakeholder group. Channels envisaged:

- RPC communications infrastructure,
- Print media,
- Online media such as the Internet ,e-shots, web pods, an interactive website and quarterly online magazine covering the progress on ‘Migrating out of Poverty’,
- Radio programs, TV panels, Infomercials. Documentaries
- Workshops and other fora.



Media

The media are considered both a target group for the research findings and a tool in reaching the other stakeholders and beneficiaries of the research.

Considerations in involving the media:

- Mismatch of the media can lead to distortion of the research findings especially in the local media, and may negate the objectives of the research.
- A structured Approach including the following functions should be employed.



Media Functions

- Communications Specialist/PR firm to create a positive link with the media houses and to generate free publicity in the press.
- A locally based research firm with extensive experience in media research to carry out the stakeholders analysis and for monitoring and evaluating the success rate of the communications strategy.
- Graphic design firm for the development of the advocacy materials.
- Web Master to ensure updating of the website.
- Locally based Communications Assistant - to work with the project Communications Manager and to co-ordinate all the communications functions in the region.



Budget Considerations

Effective communications require effective budgeting. AMADPOC will develop of a comprehensive budget covering:

- The cost of the ‘Stakeholders Analysis’ .
- A media plan mapping out the most effective channels and the cost implications.
- Feedback mechanisms for the evaluation of the impact of the Communications Strategy.

The cost to the programme should be approved by the Core Partners.



Evaluation

Feedback mechanisms will indicate the success of the Communications Strategy. The ideal approach will be to have an accurate assessment done by an external evaluator using;

- Qualitative and quantitative research amongst stakeholders establishing the uptake of the evidence by the Boundary Partners.
- Media monitoring to ascertain the public interest in the radio/TV programmes
- Creation of an in-house impact log, an informal record on how communication has been received.
- Monitoring the hits and subscriptions on the online magazine developed to track the progress of the 'Migrating out of Poverty' programme in the GHA.



Why a Communications Strategy?

A communications strategy should be supported as a core function of the programme. Much as researchers may do a comprehensive job and uncover key evidence that will greatly improve the situations migrants find themselves in, lack of an effective communications strategy to convey the findings to various stakeholders may hinder the RPC from influencing a change in policy required to improve the lives of migrants.



AMADPOC Communication Strategy



Thank You