



Sindh Union Council and Community Economic Strengthening Support (SUCCESS) Programme
(SUCCESS is funded by the European Union)



Global Communication and Visibility Work Plan

(in addendum)



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Global Communication and Visibility Work Plan
(in addendum to SUCCESS Global Communication and Visibility Plan)

January 2018

Work Plan

The following plan sets out how frequently specific communication objectives (as outlined in the SUCCESS Global Communication & Visibility plan) will be spread over the programme period of SUCCESS. The main communication activities and products according to the need identified for target audience are presented in the following matrix, in addition to the groups targeted and key purpose specified for each activity and product. The key messages presented here take the current situation in account, and will evolve over the years with implementation of the programme, its results, impacts and the evolution of need for certain critical messages. Each implementing partner will further prepare its own communication and visibility activities/products and work plans according to this.

SUCCESS Communication Activity Plan (2015-2021)

Sr.#	Activities/ products	Target audience	Key purpose	Key messages	Y1	Y2	Y3	Y4	Y5	Y6	Total	Owner
1.	Publications											
1.01	<i>Factsheet/brochure update</i>	Government, other donor agencies, RSPs, NGOs	Brief document giving out information about SUCCESS, and its progress over an year. Will include brief overview, facts and infographics and be revised annually.	Includes up to date information on SUCCESS KPIs.	1	1	1	1	1	1	6	RSPN
1.02	<i>Documentation of LSO Initiatives</i>	GoS, other donor agencies, RSPs, development practitioners, academia	LSO initiatives highlight the work individual LSOs do on their own. Some initiatives will also highlight how the LSOs advocate for themselves to their local government.	LSO organisation not only benefits immediate communities and organisations but also has far-reaching impacts. Individual impacts described vary for each issue.	12	12	12	12	12	12	72	RSPN
1.03	<i>Quarterly RSPs social mobilisation OUTREACH</i>	GoS, other donor agencies, RSPs, development practitioners	The quarterly OUTREACH covers social mobilisation outreach details for each quarter.	Social mobilisation approach helps the poor to identify their innate potential to help themselves.	4	4	4	4	4	4	24	RSPN
1.04	<i>SUCCESS Newsletter</i>	GoS, RSPs, NGOs, other donor agencies	SUCCESS features key achievements, progress, success stories, and other relevant information of the programme.	SUCCESS highlights why poverty remains a self-evident problem, and the local communities, if organised, can contribute in its reduction. Another important feature of the programme is a deliberate effort to increase the reach of women's institutions to the local government, line departments and related entities (regular updates about JDCs). TA partner, EY, is working with the GoS on developing a dedicated PRS and CDLD policy (updates to follow as per progress)	2	2	2	2	2	2	12	RSPN
1.05	<i>Case studies (Short versions derived from longer</i>	Other donor agencies, development practitioners, RSPs, TA	Capture the human element of the programme, and capture its impact over a period.	The EU funded SUCCESS programme, is bringing a visible change in: reducing child and maternal mortality relates through MHI,	6	6	6	6	6	6	36	RSPN

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	<i>case studies for use in the field)</i>	partner, academia, activists, bloggers and media		increasing household income through IGGs, helping households be equipped for emergency needs via a revolving CIF. Etc.								
1.06	<i>News articles (2 per year), Blog articles (16 per year starting from Y3)</i>	General public Government, development practitioners, media	To reach a general, wider audience and create awareness about SUCCESS	General key messages as repeated in the recurring key messages. Individual messaging to vary with each year's theme.	2	2	18	18	18	18	78	RSPN
1.07	<i>Policy briefs (1 per year), Research papers (2 per year)</i>	Government, other donor agencies, development practitioners, academia, media	To share findings and recommendations of the research conducted and trends observed related to the policy areas focused by the SUCCESS programme. To present relevant policy recommendations to the government and partners on evidence based research. To utilise this as a sustainable way of sharing knowledge and contribute to the existing knowledge base for CDD in Pakistan.	Vary according to the topic of each brief/paper and will be defined according to key purpose.	3	3	3	3	3	3	18	RSPN
1.08	<i>Annual KPI report</i>	Other donor agencies, Government, RSPN board, RSPs, TA, development practitioners.	To provide a holistic coverage of all interventions and components of SUCCESS, the progress achieved, and lessons learnt for the year going forward.	The objective of SUCCESS is to reduce poverty through an intensive, integrated, tested and proven approach of the RSPs. SUCCESS is aiming to support the GoS in developing its PRS and CDLD policy.		1	1	1	1	1	5	RSPN
1.09	<i>PRS and CDLD Policy</i>	Government of Sindh	To present a dedicated PRS and CDLD policy to the Government of Sindh from evidence based research.	Defined by EY.				1			1	EY
2	Digital Media											
2.01	<i>Website (Developed in year 1, maintained annually)</i>	All partners for scale up, and influencers	To regularly feature programme updates, photographs, success stories, documentaries, and news etc. in formats that can be understood easily and shared widely. In addition, the website will also serve as a functional archive for SUCCESS.	SUCCESS is based on the RSPs social mobilisation approach to Community Driven Development (CDD), which centres on the belief that poor people have an innate potential to help themselves.	1						1	RSPN
2.02	<i>Social media (Facebook, Twitter, YouTube channels, developed in year 1, maintained regularly)</i>	All partners for scale up, and influencers	Succinct updates regarding programme updates, photographs, success stories, documentaries, and news etc. in formats that can be understood easily and shared widely. To maintain a presence, generate real-time engagement, and to cover events and updates in real time.	SUCCESS has positioned itself uniquely by aspiring to work with the women of Sindh. It does so by implementing various interventions such as CIF, IGG, MHI etc. to foster communities and equip them to create a supportive network. #EUinPakistan #EUinSindh #SUCCESSinSindh	3						3	RSPN
2.03	<i>Radio campaign (PSAs, magazine programme etc.)</i>	Beneficiaries, GoS, RSPs, media	To facilitate the appearance of key experts on the programme (from RSPN/RSPs) and beneficiaries, and to disseminate key messages about the programme interventions to local communities.	Beneficiaries of SUCCESS are now stepping forward to take part in local development by sitting and deliberating with their local government (via the JDCs). SUCCESS will also	1	1	1	1	1	1	6	RSPN

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				assist the GoS to develop and implement a PRS and CDLD policy.								
2.04	<i>Human diaries of inspiration (2-3 minute videos)</i>	Government, beneficiaries, RSP partners, media, other donor agencies	To create a sense of relation among beneficiaries, to create awareness among general public of the work of SUCCESS, and for use in media campaigns	Human element: Beneficiaries, members, and their family members as agents of change, success, and inspiration for themselves and their communities.			4	4	4	4	16	RSPN
2.05	<i>Photo stories</i>	Government, RSPs, TA, development practitioners, other donor agencies	To capture different aspects of the programme through the beneficiaries' lens. To capture how SUCCESS impacts lives of the beneficiaries.	Capturing the human element - making sure SUCCESS and EU subtly remains a part of people's stories and shape the narrative of poverty reduction in Sindh.			4	4	4	4	16	RSPN
2.06	<i>Video infographics</i>	Government, RSPs, TA, development practitioners, other donor agencies	To provide easy to understand, audio visual details on different aspects and interventions of the programme. The infographics will serve as a better alternative for presenting facts.	SUCCESS is funded by the European Union (EU). Till date information on SUCCESS KPIs.			2	2	2	2	8	RSPN
2.07	<i>Programme video documentaries</i>	Government, RSPs, TA, development practitioners, influencers, academics, other donor agencies, and media	To demonstrate overall progress, to create awareness of the programme, and for use in media campaigns. To develop an annual product that showcases different aspects of the programme, and can be screened at various programme events, placed on digital media channels by RSPN, RSP partners, the TA, GoS, and the EU.	Capturing the human element - making sure SUCCESS and EU subtly remains a part of people's stories and shape the narrative of poverty reduction in Sindh. Individual messaging to vary with each documentary, but focus on the progress of interventions during the year and results achieved therewith.			1	1	1	1	4	RSPN
2.08	<i>Jingle music video</i>	General public, influencers, media, beneficiaries	To create a brand, an awareness, and present and promote Sindhi culture and SUCCESS to the wider audience and public.	SUCCESS is success for the people of Sindh. It works with women to empower them to be self-sustaining and empower their households and communities.			1				1	RSPN
3	Events											
3.01	<i>SUCCESS programme launch workshop</i>	GoS, other donor agencies, RSPs, NGOs, media	To inform key stakeholders about the key interventions of the SUCCESS programme, mobilise their support for future collaboration, create synergies and avoid duplication of efforts.	NA	1						1	RSPN
3.02	<i>Forum for Advancement of Communication Expertise (FACE) - Communication Resource Group Meeting and Training</i>	RSPN, RSPs, and EY communication focal persons	To share communication expertise among partners and experts, learn from things that didn't work well and learn and implement new methods going forward.	NA		1	2	2	2	2	9	RSPN

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3.03	<i>Collaboration for conferences on cross cutting issues, e.g., Urban-rural linkages, Population, Health, Sanitation, Women Empowerment etc.</i>	GoS, other provincial government representatives, NGOs, RSPs, academia, media	To provide opportunities to highlight the work being undertaken by other partners in relevant areas. To learn from other organisations and incorporate new learnings in programme interventions to improve social sector related indicators. To engage all stakeholders on various occasions and to provide avenues for dialogue, debate and policy formation.	NA		2	2	2	2	2	10	RSPN and collaborating partner
3.04	<i>Advocacy and Consultation workshops with Government of Sindh and other stakeholders.</i>	GoS, other donor agencies, development practitioners, NGOs, RSPs, academia	This activity is important to gain the trust and confidence of government authorities, donors and other stakeholders for scale up of community driven development. To share experiences and learnings about CDD. To ensure that policy makers and the development sector community is aware of the programme's approach and key successes for potential scale-up.	Key messages defined by EY			1	1	1	1	4	EY
3.05	<i>Showcase of SUCCESS programme interventions at cultural events</i>	Community activists, representatives of GoS, other donor agencies, NGOs, RSPs, influencers, media	These events provide an excellent opportunity for visibility and to highlight the work undertaken by the rural communities of Sindh under SUCCESS programme.	SUCCESS is success for the people of Sindh. It works with women to empower them to be self-sustenant and empower their households and communities.	1	1	1	1	1	1	6	RSPN
3.06	<i>SUCCESS lesson learning visit and workshop</i>	GoS, SUCCESS implementing RSPs/RSPN, politicians.	To allow the staff, GoS officials to observe first-hand the work of SUCCESS. This is pertinent for evidence based advocacy and will feed into the development of the proposed Sindh Government proposed rural development policy and help support in scale up of CDD approaches within country and beyond.	SUCCESS works exclusively with the women of Sindh to form people's own network of institutions; COs, VOs, and LSOs. These institutions need to be linked with local authorities to improve basic service delivery.	1	2	2	2	2	2	11	RSPN
3.07	<i>Implementing RSPs/RSPN staff and GoS staff visit to other RSP areas (1 per year), and other countries (1 per year)</i>	GoS, RSPs/RSPN, community leaders, CRPs	To allow the community leaders to directly observe the work of other RSPs and learn from the experience of partners. Visiting government officers could engage with and understand the benefits of sustained government support to social mobilisation.	NA		2	2	2	2	2	10	RSPN
3.08	<i>RSPs Annual Strategy Retreat</i>	RSPN/RSPs Board Members, RSPs CEOs, other donor agencies, senior government officials (provincial and federal), other stakeholders and media	To provide strategic guidance to all RSPs for replication of common approach and standardisation in programme implementation. This event will also serve the purpose of highlighting the valuable investment that EU is making through RSPN and RSPs in KPK, Sindh and Balochistan for rural development. This	The mission of RSPs is to reduce poverty and improve the quality of life of the rural poor by harnessing their potential through their own institutions.	1	1	1	1	1	1	6	RSPN

