

Objective

The objectives of the communication plan align with the overall broader objectives of the Joint Programme. The objective of this plan is to *accelerate JP progress by strengthening outcomes and capacities, raising awareness of MDGs and increasing citizen participation for sustainable conflict prevention and peace building in two bordering states of Sudan*. To achieve this, the following specific communication goals and activities are suggested.

Key outcomes:

- Increased awareness and support for the MDGs and the Fund both at policy and general public level.
- Programmes are leveraged for increased MDG results and citizen engagement in MDG-F and MDG processes is strengthened
- Improved accountability and transparency towards all partners and stakeholders

Strategy Outcomes	Outputs	Indicative Activities	Remarks
1. Leveraged on programme outcomes to create broader systemic change and achieve policy impact	<ul style="list-style-type: none"> • Support to local government/authorities to strengthen and promote national ownership within the JP 	<ul style="list-style-type: none"> • Ensure and sustain regular contact and communication with local government is established on behalf of JP partners through regular information sharing sessions • Identify and support JP partners' efforts to increase and strengthen local government's involvement in JP interventions. • Use JP interventions to identify opportunities to facilitate government feedback and learning on ongoing interventions. 	<ul style="list-style-type: none"> • In Southern Kordofan, the JP is a member of the Peace-Building Sector monthly coordination meetings.
	<ul style="list-style-type: none"> • Wide range of partnerships with media and relevant non-state actors to increase JP's visibility 	<ul style="list-style-type: none"> • Identify strategic partnerships with other relevant actors to raise awareness on the MDGs, JP interventions in SKS and Warrap and overall support to strengthening national efforts in peace building. • Organize field visits to programme areas for media or donor where possible. 	

		Establish relationships with development-oriented media outlets to cover JP issues. Creation of 'story hooks'.	
	<ul style="list-style-type: none"> • Outreach and communications 	<ul style="list-style-type: none"> • Produce informational materials to raise awareness and stimulate action on JP objectives and MDGs (brochures, information leaflets and presentations). • Production of articles and video documentary to cover human interest story as it relates to JP interventions in SKS and Warrap. 	<ul style="list-style-type: none"> • A JP Fact Sheet has been produced in English and to be translated into Arabic to be shared.
<p>2. Increased community participation and engagement for sustainable conflict prevention management and peace building efforts.</p>	<ul style="list-style-type: none"> • Support to community participation towards strengthening national efforts in peace building reconciliation exercises as it relates to the JP and MDGs 	<ul style="list-style-type: none"> • Where possible, link JP interventions to UNDP CRP and CRMA post peace conferences workshops to discuss priorities. These efforts can result in briefs to be channeled to relevant JP partners for possible intervention. • Support to JP partners in communicating key messages to specific communities and to document these efforts as part of advocacy and learning practices. These efforts can be in the form of human interest stories, short articles or photo documentary. • Support to RPCM in storytelling, reporting and other communication tools to report on local realities, ongoing activities, achievements and challenges as it relates to 	<ul style="list-style-type: none"> • In December 2010 and January 2011, the JP participated in UNDP CRP and CRMA peace conference and workshop. Outcomes from these events provided JP partners with valuable information to further conduct their assessment at community level.

		JP programme interventions.	
	<ul style="list-style-type: none"> Documentation and knowledge sharing 	<ul style="list-style-type: none"> Support to JP partners to produce creative and promising case studies that can be used to facilitate learning, best practices and advocacy. These can be short articles, case studies or other multi-media approaches. Involve targeted communities in monitoring and evaluation and reporting of JP interventions. This can be done through focus group discussions, participatory video and storytelling. 	<ul style="list-style-type: none"> A mid-year lesson learned review workshop is being planned for July 2011 for the JP and implementing partners.
<p>3. Increased awareness of the JP, MDGs and MDG-F both at policy and public level.</p>	<ul style="list-style-type: none"> MDG-F and JP branding and identity is strengthened. 	<ul style="list-style-type: none"> Produce informational materials in both English and Arabic offering background of JP, progress and partners' activities in the field. Develop a standard set of PowerPoint slides which can be used and adapted for information and publicity purposes. Both in English and Arabic. Update JP information on UNDP Sudan website Produce and disseminate quarterly bulletin to inform internal and external audiences of JP's activities, progress and achievements. This can be print or e-format and shared with other UN agencies. Ensure that all printed materials and events related to the MDG-F are branded according to the Fund's guidelines. 	<ul style="list-style-type: none"> JP partners agree to incorporate the usage of the MDG-F logo on all activities brochures and information.

JOINT PROGRAMME COMMUNICATION ACTIVITY MATRIX (DRAFT)

No.	Work item	Timeframe (suggested)					Note
		Feb/Mar	Apr/May	Jun/Jul	Aug/Sept	Oct/Nov/Dec	
1	Creation of one/two page brief (fast facts and background of JP. Electronic format). Bilingual.	X					
2	Dissemination of 1.1 to JP partners in SKS and Warrap.	X					
3	Develop a set of PowerPoint presentation (fast facts and background of JP). Bilingual.	X					
4	Uploading of JP project information on UNDP Sudan website.	X					
5	Research and collate potential stories, case studies and updates for JP quarterly bulletin.	X					
6	Develop design for JP quarterly bulletin (electronic format).	X					

No.	Work item	Timeframe (suggested)					Note
		Feb/Mar	Apr/May	Jun/Jul	Aug/Sept	Oct/Nov/Dec	
7	Production and dissemination of JP quarterly bulletin.		X				
8	Compile list of internal and external target audience for dissemination of JP bulletin (to include all JP partners).		X				
9	Research on potential human interest story for video illustration.		X	X	X	X	This component may depend on resources available. JP could potentially seek technical support from MDG-F secretariat(?).
10	Research and production of photo essay on JP progress and achievements.			X	X		
11	Mid-year lessons learned workshop			X			