Discussion on
COWASH Communication Guideline (CCG)

Injibara
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Melaku Tekola

Objective of training

- ➢ Introduce COWASH Communication Guideline (CCG)

- ➢ Discuss and agree on some of the standards of CCG

- ➢ Set a regional COWASH Communication Network.

General purpose of CCG

CCG has three general purposes. These are:

➢ create organizational identity of the project.

➢ coordinate communication activities of the project.

➢ Reorient the promotional endeavours of the project.

Discussion Outlines in General

CCG has four sections. These are:

- Brief literature review (set communication concepts)
- COWASH Communication operational context
- COWASH communication tools & channels
- Brief introduction to photography and videography
- Photography and videography in COWASH

- **What is Communication?**
- **What are communication Elements?**
- **What are communication models?**
- **What are communication theories?**

What is communication?

- The word communication is derived from the latin word, **'communis'** which means common.

- a **process** of **sharing message** for a purpose of creating **common meaning** b/n the sender and receiver.

- Real communication happens only when the receiver's impression matches what the sender's intention.
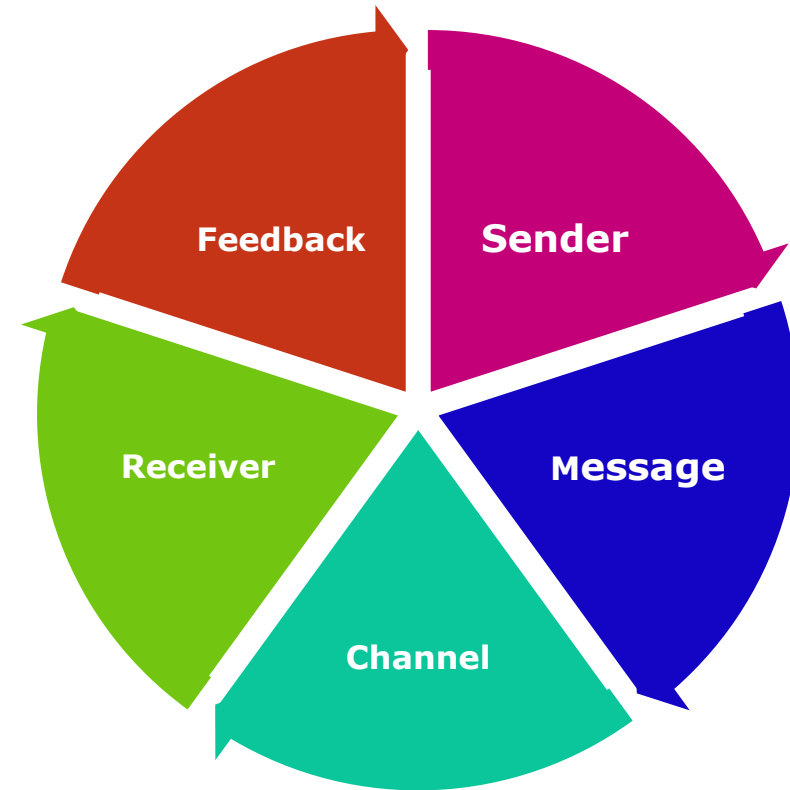 Presentation = Representation
  The desired outcome =The ultimate outcome

Elements of Communication

- ingredients that constitute communication processes.

- vehicles that keep communication rolling & unfolding.

CONT..

- **Sender:** a person who conveys the message with intention of passing information to the other.

- **Message**: message can be an idea, feeling, concepts, emotion that a sender wants to transmit to the listener.

- **Channel:** Channel is the medium through which message is transmitted.

- **Receiver:** a person to whom the message is intended.

- **Feedback**: is the receiver's reaction to the message of the sender.

What is communication models?

Models of Communication

- Communication models are pictorial representation of communication process.

- elements and aspects related to communication process are brought into picture which provides complete idea.

- helps to learn about sending and receiving of messages

- represents elements that are responsible for success or failure of communication.

Linear Model.

- consists of sender encoding a message and channeling it to the receiver.

- views communication as a linear process in which the speaker speaks and the listener listens.

- a clear cut beginning and end to communication.

- It also displays no feedback from the receiver.

- It includes noise that distorts understanding between the speaker and the listener.
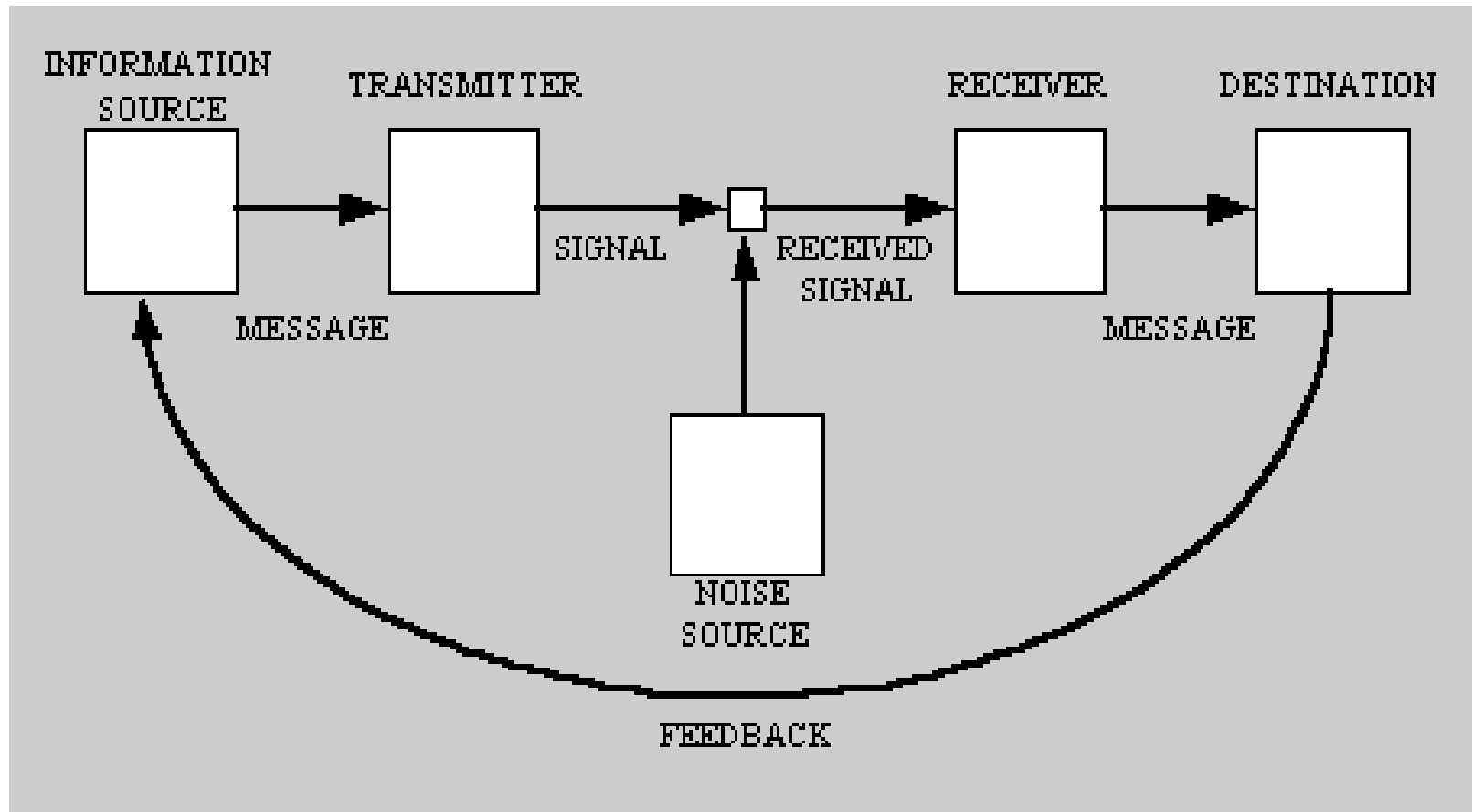
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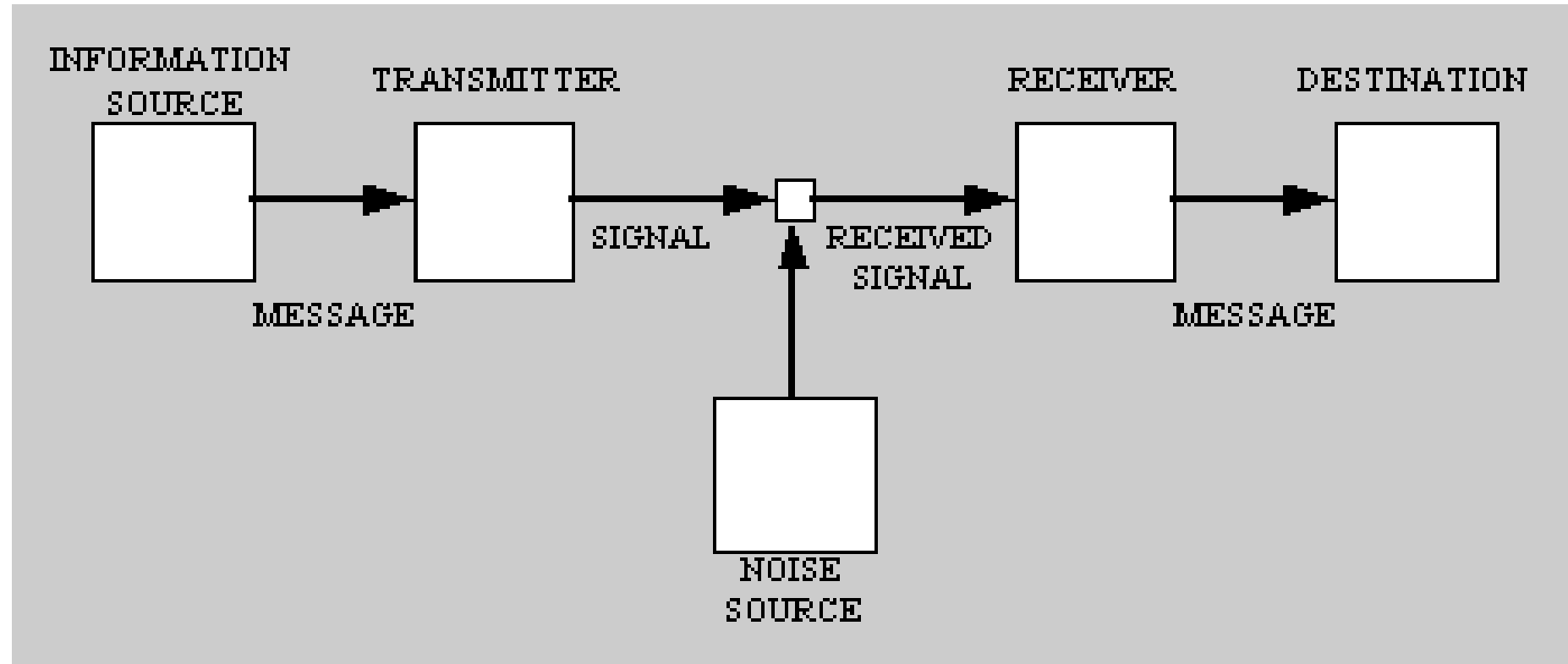
Interactive Model

- sender channels a message to the receiver and receiver receives the message.

- Then receiver becomes the sender and channels a message to the original sender.

- It has added feedback, indicates that communication is not a one way but a two way process.

- It also has "field of experience" which includes our cultural background, ethnicity and work experience.

CON...

INFORMATION SOURCE — TRANSMITTER — RECEIVER — DESTINATION

MESSAGE · SIGNAL · RECEIVED SIGNAL · MESSAGE

NOISE SOURCE

FEEDBACK

Transactional Model

- It assumes that people are connected through communication; they engage in transaction.

- it recognizes that each of us is a sender-receiver, not merely a sender or a receiver.

- it recognizes that communication affects all parties involved. So communication is fluid/simultaneous.

- it also contains ellipses that symbolize the common understanding of the meaning.

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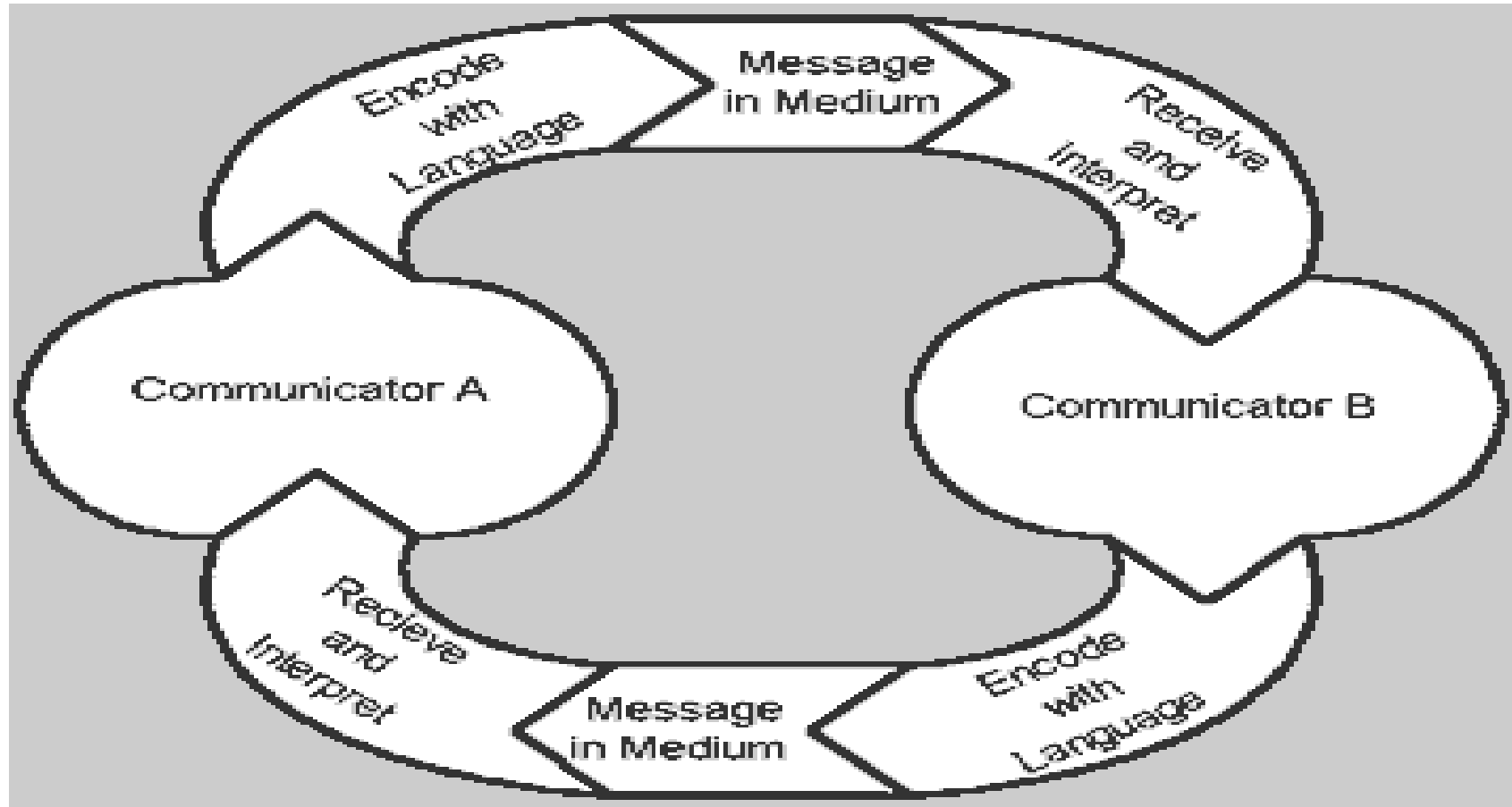
Group Work on Communication Theories

Define and explain the following theories
1. Hypodermic (bullet) needle
2. Agenda setting
3. Diffusion of Innovation
4. Two-step flow
5. Social cognitive

Hypodermic Needle (Bullet) Theory

- suggests that the communication could influence people directly, immediately and uniformly.

- suggests that the message is a bullet ("media gun "into the viewer's "head").

- suggest a powerful and direct flow of information from the sender to the receiver

- audience is passive.(influenced immediately/directly)

- They are powerless to resist the impact of the message

Agenda Setting Theory

- describe how the agendas of the mass communication affect the issues of the audience.

- issues that get prominence in mass communication get equal importance and weight in the public.

- mass communication has the ability to tell the audience which issues to consider important from others.

- mass media affect both what the audience should focus on and how the audience should react to the issue.

Cont…

Priming

- via repetition of and prominence to an issue, mass media primes the issue into the cognitive thinking of the audience.

- this approach would enable the media to make its agenda an agenda of the target group.

Cont….

Framing:

- framing is organizing and presenting a story from only certain angle.

- It is an approach communicators use to determine what the audience should think about and what attitude should they develop about it.

Diffusion of Innovation

- explains the role communication plays in promoting the adoption of innovations.

- predicts that media/interpersonal contacts provide information & influence opinion and judgment.

- The **nature of networks** and the roles **opinion leaders** play determine the likelihood of adoption.

- Opinion leaders exert influence on audience behavior via their personal contact.

Cont...

- Five adopter categories are:
  1. innovators,
  2. early adopters,
  3. early majority,
  4. late majority
  5. laggards.

Therefore

- Diffusion is the process by which an innovation is communicated through certain channels over a period of time among the members of a social system.

Two-step flow

- asserts that information from the media moves in two distinct stages.

- Mass media individuals (opinion leaders) who pay close attention to the mass media and its messages receive the information.

- Opinion leaders pass on their own interpretations in addition to the actual media content to the mass audience

Mass Media

Opinion leaders

Mass audience

Social Cognitive Theory

- explains how people acquire and maintain certain behavioral patterns.

- Evaluating behavioral change depends on the factors environment, people and behavior.

- deals with cognitive, emotional aspects and aspects of behavior for understanding behavioral change.

- psychology are welcome to provide new insights and understanding.

COWASH Communication Contextual Framework

CCG Contextual Framework

- WASH implementation framework (WIF) was developed as per the MOU of 4sector ministries.

- The objectives are:

  Integration
  Alignment
  Harmonization
  Partnership

- that led to the birth of OWNP : (One WASH Plan, One WASH Budget and One WASH Report)

CONT…

- WIF categorized WASH into three programs (urban, rural and pastoral WASH)

- WIF recommended 4 rural WASH implementation approaches:
  - Woreda Managed Project
  - Non-governmental Organization Managed project
  - Community Managed Project
  - Self supply

- WIF- a sectoral directive tailors efforts & organizations (COWASH) to one goal: universal access to WASH services.

Cont...

WIF established One WASH National program

Complementary vs Competiveness

Communication Targets of COWASH (III)

There are two main target

- 1st target is to accelerate the implementation of CMP and project
  - -ensure effectiveness in implementation
  - -consider not only **what to do** but also **how to do**

- 2nd communication target is to promote the CMP approach and project.
  - - **develop** CMP and new implementation skills spur
  - - **Adoption** CMP and COWASH unique features

Cont...

COWASH Communication Targets relationships
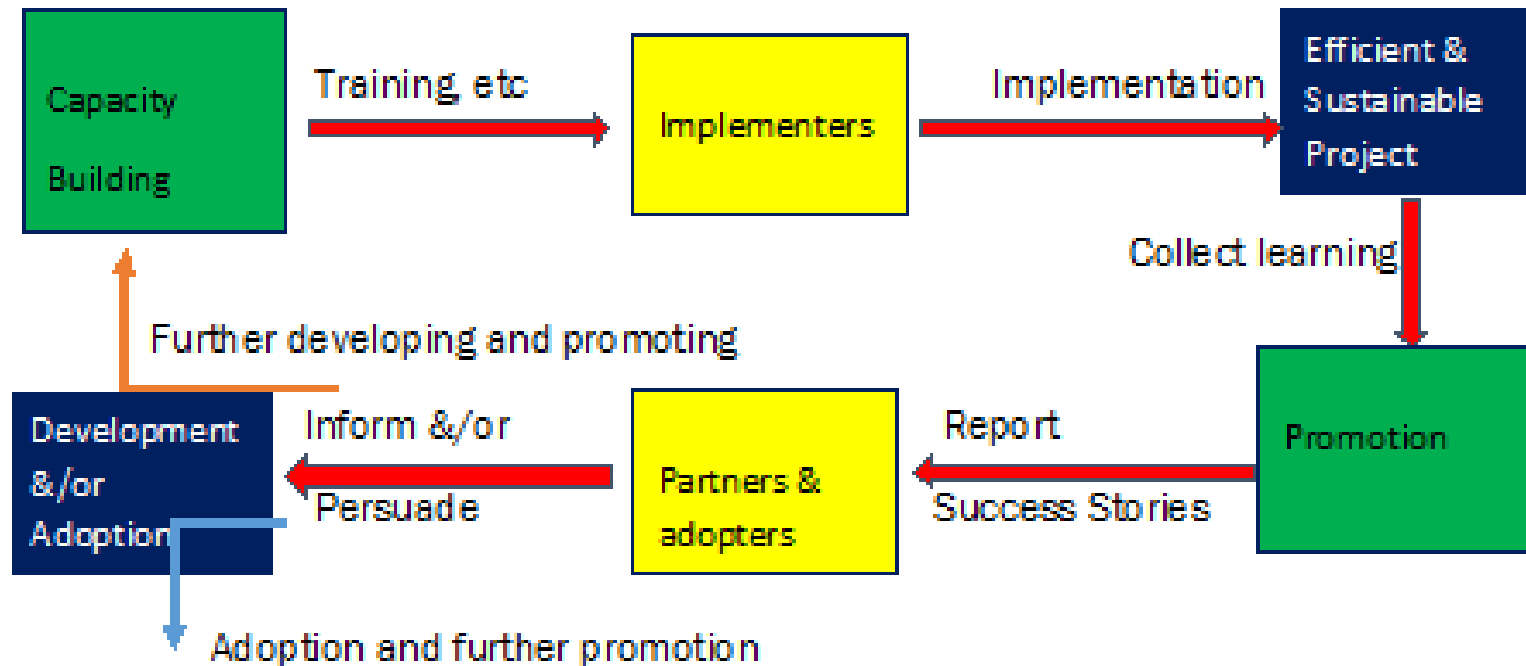
CC Audience

Direct CMP/COWASH Implementers

Partners in CMP/COWASH Approach

Potential CMP/COWASH Adopter

1ˢᵗ Audience Category …

- directly involved in the implementation of WASH via CMP approach

- Communication of any sort in COWASH should contribute to effective capacity building efforts.

- An efficiently informed & capacitated implementer ensures effective operation & maintenance.

- they are the best demonstrators of the advantages of the approach and the projects.

    e.g. user Communities

2ⁿᵈ Audience Category

- Nurture further development and promote the approach for adoption

- Have diverse background in experiences and exposure
- supreme decision making body of the project

- should remained informed about the progresses and challenges of the project

- Influence MoFEC to adopt CMP implementation manual.

  E.g. sector ministries, general public, Embassy of Finland,, e.t.c

3rd Audience Category

This the category of potential adopter of the approach.
- CMP and COWASH unique features promotion
- should urge the audience to adopt the approach

e.g. potential adopters could UNICEF, WaterAid, IRC WASH

Identify your audience

- Be knowledgeable about the people you are trying to reach.

- It will help you to create the most effective communication.

- Do some research, meet, greet and find out what interests your audience and what doesn't.

- Use your imagination and create an image of a person who you are trying to talk to.

Cont...

Here are the three key themes you will hear from your audience and what they mean for you:

- **Reach me**: put yourself in their shoes and use the most appropriate media and style.

- **Convince me**: make a strong argument that what you are saying is relevant and important.

- **Motivate me**: make it compelling and simple to take action.

What is my message?

- Your message is the golden nugget that your audience trying to find.
- Reports, films, speeches, etc are packaging and thus not make it difficult to unpack/unwrap.
- Keep your communication brief, clear and engaging. Remember an 'Elevator test'

Points to consider during developing message

- Why do I want to get my message across?

- How will I get my message across

- When do I want this to happen? (the most effective time to reach your audience and realistic for you and your team to achieve)

Organizational Identity

CMP Logo

➢ We brand and streamline the approach rather the project

➢ promote a creative and effective way of implementing rural WASH

➢ encourage adoption of CMP modality

➢ CMP is base and are in UPPERCASE

➢ C-shaped anterior half-circle is cyan

➢ Texts are dark blue

Our tone and style

Our fonts designed to maximize accessibility (regards PWDs)
- body text must be b/n 10 pt -12pt
- typefaces that are simple and clear (verdana, Franklin Gothic Book and Arial)
- Should not be below 1 line spacing
- Credit caption should be b/n 10- 12 points

CONT...

- All documents must have at least one set of contact details in a clear & prominent position in minimum 12 point type size
- text should be fully justified.
- A line space must be left b/n paragraphs rather than indenting the first word of a paragraph
- The layout of your document should be consistent and logical, with headings and captions laid out in the same way throughout.

Cont…

- you must make sure there is a good contrast between the background color and the color of the text.
- You must communicate clearly: use titles, headings and sub-headings.
- use clear, simple text with short sentences, simple punctuation, no inappropriate jargon and limited use of acronyms.

CONT...

- Italics and underlining – underline or italicize text as it is hard to read. In stead use bolding, coloring or highlighting.
- Colors: our brand colors are cyan and white. These should be as prominent as possible in our materials.

Language

- Local languages in the project area, Amharic, Finnish and English are commonly used.
- English is the default official language of the project.
- English has variations (US and UK)

e.g. Colour (UK)   Color (US)

     Organisation (UK)   Organization (US)

      Programme (UK)   Program (US)

Cont…

➢ considering COWASH's European origin.
➢ considering what is mostly used in the PD
➢ considering the most commonly used at other international organizations (UN, EU, AU)
➢ UK English is recommended (particularly in spelling)

Acronym

Correct	Wrong
COWASH	CoWASH
	Cowash
WASH	Wash
	WaSH
CMP	Cmp
WASHCO	Washco
	WaSHCO
B.G.	BNG
	BSG

List Order Of Regions

- At federal level, start listing the region in alphabetical order
- At regional level, it is fair to start from its own and, if listing all COWASH regions, proceed with alphabetical order.

Email

✓ Above print standards are applicable

✓ Free email service (staffname@yahoo.com, etc.).
  These can:
  1. result in loss of identity
  2. result in less promotion
  3. sound unprofessional
  4. be insecure

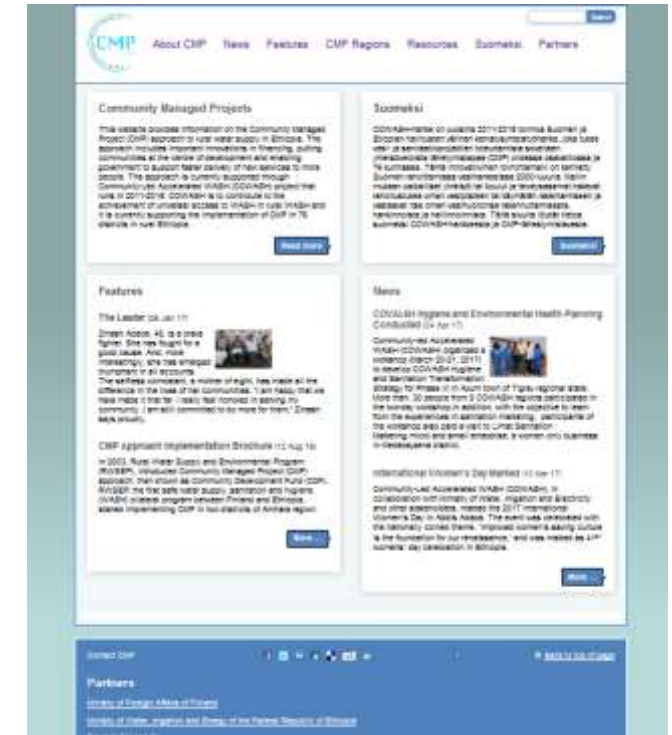✓ Use Email ID on our website.
  (staffname@cmpethiopia.org)

COWASH COMMUNICATION CHANNELS AND TOOLS

COWASH Communication Channels

Under the direct control of COWASH

- Website: www.cmpethiopia.org.

- Publications: Print media

- Our Workshop: face to face

- Social media: (fb.me/cmpethiopia)

- YouTube: cmpyoutube

Cont...

Not under direct control of the project

- Regular sector bulletins (WEM, WSP magazines)
- Occasional magazines: March 8
- External workshops: MSF
- Mass Media (national, regional, community radio)

COWASH Communication Tools

Some of COWASH tools are:

- Case study/story

- Fact sheet/brochure

- Roll-ups/banners

- Experience sharing visits

- Press release

- PowerPoint Presentation

- Commissioned media

Case Story

- At the heart of our work are the people whose lives we help change
- A good story, one that takes the reader on a truthful emotional journey
- stories demonstrate the importance of water, sanitation and hygiene (WASH) issues.
- empower people by representing them and by getting their voices heard
- A story is a precious gift. Ensure accuracy and dignity

How to collect case story?

- Preparation and planning for your community visit
  (When to visit, who to interview)
- Collecting
  (Visiting a community, interview (permission, time and privacy) & observe)
- Writing up
  write in 3rd person and 1st person for quotes
  clear beginning, middle and end
  break up long stories with sub-titles
  find a balance between facts and feelings

Tips in writing up

- Make you introduction captivating
- Find the most powerful quote in your story and 'pull quote'.
- Use sub-headings throughout the case study.
- Ensure that you include good quality pictures.

How to package case story

- Fundraising (need, solution and transformation)
- Monitoring and evaluation

PowerPoint Presentation

- Slides are not the presentations
- Limit texts
- Speak to audience
- Use simple and clear color combinations
- Use image
- Limit animations
- Use flipchart reasonably

CONT...

➢ PowerPoint Presentation
1. use the standard COWASH PPT template
2. use a minimum of 28 font size
3. use a maximum of 7 bullet points in a slide
4. avoid overwhelming animation/color/image

Press Release

- a written document that outlines concisely the issues you wish the media to cover.
- Start the release with a simple, descriptive and catchy headline.
- opening paragraph tells 5 Ws and How in detail
- include the date of the release
- a news release as an inverted pyramid
- 'further information' section should contain your contact name and telephone number
- 'Notes to editors' section

Commissioned Media

- Control the content
- Approve the finals.
- Monitor the feedback.