

## **Communication and dissemination issues and activities to consider in the development of the COWASH IV communication strategy**

1. Development/revision of COWASH-IV Communications Strategy
  - a. Development/revision of COWASH-Niras Communications objectives
  - b. Development of Vision, Mission and Objectives and Value of COWASH Niras- Phase IV programme should be stated. This one locks the behaviors the COWASH staff should display and live up to.
  - c. Conduct training on COWASH communications strategy to Federal and RSU staff so everyone will be abided by the COWASH Communications Strategy.
  - d. Execution of the COWASH Communications strategy. It is the key focus of the Communications and documentations Specialist; however, everyone is expected to be brand guardian of the COWASH Communications branding. At Federal level, the Communications and Documentations Specialist and the CTA will be the brand guardian while in regions, the RSU Head; will be the lead for branding related issues.
2. COWASH Visibility and Public Relations Objective
  - a. Preparation of annual calendar for COWASH visibility
  - b. Preparation of various visibility materials
  - c. Ensure COWASH receive publicity in regional and national media
  - d. Promote brand recognition and brand awareness of COWASH
3. Dissemination objectives
  - a. Create Instagram and Twitter account
  - b. Build audience and promote the page
  - c. Disseminate quarterly/six months and annual updates
4. Influencing and advocacy objectives
  - a. Advocate COWASH thematic issues such as inclusion, gender, ODF on national and international forums
  - b. Participation of national and international events to influence/advocate COWASH objectives
  - c. Organize high level media round table discussions with high level federal and regional government officials to advocate about COWASH and key COWASH's influencing work
  - d. Based on programme objective of COWASH, develop influencing actions and influence partners and high-level government officials
5. Periodic Communications and documentations Goals
  - a. Preparation of COWASH Monthly Update Report (Across all thematic issues)
  - b. Compile Quarterly Newspaper for COWASH
  - c. Develop policy advocacy brief for governments and development partners
  - d. Develop key programme learning notes, articles, case studies/case stories, programme briefs, fact sheets, human interest stories and various other communication products on periodic basis
  - e. Coordinate and compile brochures and COWASH communications materials for promotion of organizational Knowledge in COWASH
  - f. Production of videos for dissemination purposes annually
  - g. Produce various communication products (fliers, factsheets, stories, learning notes) for local and international COWASH-Niras field visit.

6. Strengthening and transformation of Regional COWASH Communications Network to Regional WASH network
  - a. Strengthen the existing COWASH Regional Communications Network through trainings and field supervision support
  - b. Ensure effective coordination body to enhance COWASH communications
  - c. Advocate RCCN to Regional WASH Communication Network (RWCN)
  
7. Internal and external Communications objectives
  - a. Internal Communications Objectives
    - i. Put in place COWASH Federal and RSU staff are updated and abreast to the communications and branding guideline of COWASH-Niras
    - ii. Ensure COWASH-Niras work and all materials and equipment/vehicles, Water points built by COWASH are branded with COWASH-NIRAS
    - iii. COWASH Federal team and RSU team are engaged and trained in COWASH Communications strategy
  - b. External Communications Objectives
    - i. Engage regional and national media on COWASH
    - ii. Engage the WASH sector in COWASH
    - iii. Ensure brand guardian of COWASH-NIRAS project
    - iv. Engage local and international media to share outputs
    - v. Organize visit for international COWASH-Niras visitors
  
8. Lead on COWASH programme communications objectives
  - a. Promote COWASH thematic programme communications (Example, Water safety planning, Climate change, Inclusion, MSE, CMP etc.)
  - b. Across the programme goals, communications objectives should be planned, monitored and output and outcome indicators should be clearly shown.