Virtual Short Course: Effective Communications for Caribbean Civil Society Organisations

Caribbean Natural Resources Institute (CANARI)

November 2022

Contact Info

- Course Facilitator: Michele Matthews-Morancie – micheleamatthews@gmail.com or michele@agitate-media.com

- Course Technical Support: Aditi Thanoo – aditi@canari.org

Welcome back to Virtual Short Course: "Effective Communications for Caribbean Civil Society Organisations"

LOADING
PLEASE WAIT...

and, while you wait, please…

Take in the vibes/vibe to the music playing...get in the mood for learning + sharing!

A REMINDER:
Our community agreements…

Let's agree to do the following in order to maximise our class time…

- Participate actively/fully by sharing our experiences and/or answering questions
- Limiting our contributions to 2-3 minutes in plenary discussions when possible to allow everyone to actively participate
- Limiting distractions near us
- Communicating when we have to step away from our computers (especially in small group breakouts)
- Listening to our colleagues for understanding
- Being respectful even when we disagree
- Anything else we need to add?

On tap for today…

In today's class, we will cover…

- M&E tools + recommendations
- How to make a movement
- Building our communications teams
- Timeframes for implementing our communications strategies and action plans

Developing simple indicators

Once you know where you are starting and where you want to get to, the steps in the process can be used as simple indicators. You can have three types of indicators, which help to measure the overall impact of your communications strategy.

1. Activity indicators, which can include:

- number of people targeted by a particular outreach activity (distribution of newspaper article; persons invited to a workshop or any other public outreach event);
- number of topics covered by a particular outreach activity;
- number of outreach events held; and
- budget spent on outreach activities.

2. Short-term result indicators, which can include:

- number of people who have heard about a particular issue;
- number of copies of outreach material distributed;
- number of actual participants in an activity (as opposed to the number of those invited);
- number of articles or news items published or aired in a month or week;
- how far (geographically) the outreach has been extended; and
- number of persons targeted by a particular activity who actually recall the information, understood the message, or appreciated the campaign.

3. Medium to long-term result indicators, which can include:

- number of persons who have made lifestyle or other changes as a result of your campaign (doing their part to contribute to biodiversity conservation, deciding to further studies or work in a field related to biodiversity conservation);

- number of persons who have become 'champions' or change agents' as a result of your campaign; and

- policy changes: new or changed policy to support the ideas put forward in your campaign.

Table 3: Determining desired outcomes and indicators based on objectives

Objectives	Desired Outcomes	Indicators
Building knowledge and awareness	Knowledge is built	Persons speak in a knowledgeable manner about the issue
		Persons are expressing a point of view about the issue
		Persons are quoting facts about the issue
	Awareness is built	Persons are able to speak about the issue with a greater degree of certainty
		Persons are motivated to take part in actions to address the issue
		Persons act in a manner which shows concern about the issue
Advocacy	The information supplied and recommendations provided are considered	Information supplied is cited (e.g. by policy makers, media)
		Engagement of stakeholders occurs/is increased
		Recommendations are discussed
		Recommendations are given consideration
		Policy is developed/amended

Qualitative versus quantitative evaluation

While result indicators of outputs are often *quantitative*, far more important is a *qualitative* measure of opinions, attitudes and behaviour change among your target audiences as outcomes of your communication. The aim of evaluation may not always be to prove communication efforts definitely caused change, but to assess perceptions and quality of the communication activities. You therefore would need to carry out qualitative evaluation of your communication.

Qualitative evaluation methods include:

- **Open-ended questions:** in a survey or interview for instance, you could develop a simple feedback form to have visitors fill out after attending an exhibition, asking them whether they enjoyed their visit, what aspects were of greatest interest and whether they learned anything new at the exhibition and if so, what was it that they learned.

- **Focus group discussions:** you may target similar interest groups for example representatives of research institutions and table a discussion on the approach your group took to conserving a particular species of wildlife and ask questions about the impact of your type of work, its relevance in the region, and opportunities for sharing information.

- **Written documents:** like official publications, reports and studies; you could monitor the uptake of your work in conservation by looking at how it is used by others or how it enters the agenda of other organisations after you have highlighted relevant issues. You can note increased awareness or knowledge of the issue or changes (e.g. improvements) in how the issues are addressed.

- **Direct observation:** through field work or research on activities, behaviours, actions, conversations, interpersonal interactions, organisational or community processes, or any other aspect of observable human experience.

Quantitative evaluation measures physical results of activities, such as:

- how many persons are targeted;
- how many workshops are held;
- how many persons are aware of climate change impacts on their livelihoods; and
- the quantity of communications material produced (number of posters, booklets, etc.).

Action Tool # 4: Simple M&E Framework

	Indicator	Definition (How is it calculated?	Baseline (Where are we starting?)	Target (What are we aiming for?	Data Source (How will it be measured?)	Frequency (How often will it be measured?)	Responsible Team Member	Reporting/ Documentation (Where will it be reported?)
SAMPLE GOAL (USE THIS PREMISE FOR EACH ACTION/ACTIVITY W/ NARROWER FOCUS*): *The ratification of the Escazú Agreement in Trinidad and Tobago to help enhance environmental protections in the country.*	**SAMPLE RESPONSE:** *Signed, ratified agreement and public notice from The Office of the Prime Minister.*	**SAMPLE RESPONSE:** *One signed, ratified agreement and public notice(s) from The Office of the Prime Minister. Notifications and updates from related environmental ministries.*	**SAMPLE RESPONSE:** *Government participation in drafting the agreement and public, international acknowledgment of its importance.*	**SAMPLE RESPONSE:** *Full Government buy-in and support of the agreement by signing and ratifying it, and making a public announcement/declaration to that end.*	**SAMPLE RESPONSE:** *News media, Official notice from The Office of the Prime Minister.*	**SAMPLE RESPONSE:** *Weekly outreach to The Office of the Prime Minister and relevant Environmental agencies and ministries.*	**SAMPLE RESPONSE:** *All Team*	**SAMPLE RESPONSE:** *Project progress reports, news articles and press releases celebrating completion of the goal, organisation website, etc.*
Goal								
Action/Activity								
Action/Activity								

* *"Action/Activity" is meant to signify a singular, more specific task that will aid in the accomplishment of the overall goal; for the listed "sample response," an "action/activity" could be "drafting a call-to-action letter from leaders of civil society urging the Prime Minister to act (sign and ratify) on the Escazú Agreement.* **NOTE: This tool/worksheet was adapted from Tools4Dev (www.tools4dev.org) M&E Framework Template.**

What M&E measures should we embrace/take on board for our two campaigns? For the mangroves campaign…

Let's monitor…
(quantitatively)

- # of meetings/direct correspondence with the minister

- # of meetings/direct correspondence with the minister's advisors/influencers

- # of actual votes in favour of bill/policy/legislation we are championing

- # of times the minister mentions talking points in a public meeting/forum

- # of times minister addresses the issue in parliament (referencing talking points provided)

- # of times minister or technocrats from the ministry mention talking points on media (media mentions).

- # of public consultations/events on the issue that the minister and/or team attends

What M&E measures should we embrace/take on board for our two campaigns? For the mangroves campaign...

Let's monitor…
(qualitatively)

- minister's formal response in meetings

- minister's informal response in meetings (body language, off-the-record assurances)

- minister's willingness to engage/meet with/attend consultations on our issue

- formal updates from ministry technocrats

- behind-the-scenes chat and insights from within the ministry

- the tone of parliamentary chatter on our issue

- public consultation assurances from the minister and team

What, if anything, else?

What M&E measures should we embrace/take on board for our two campaigns? For the de-bushing campaign…

Let's monitor…
(quantitatively)

- # of people who show up to moving sign debuts/events

- # of meetings

- # of media mentions about signs and messaging

- # of local rum shop owners, post office workers and local proprietors engaged via one on one conversations

- # of meetings with crews and supervisors

- # of meeting unit administrators

- # of mentions on social media

- # of reported incidents re: projectiles

- # of crews that have changed behaviour (uptake of calls to action)

What M&E measures should we embrace/take on board for our two campaigns? For the de-bushing campaign…

Let's monitor…
(qualitatively)

- responses from local proprietors targeted

- reports about conversations with patrons from local proprietors

- reports of conversations with crew members

- responses and body language from crew members and supervisors

- responses and body language from unit administrators

What, if anything, else?

How to build a movement:

Communications Campaign Action Team: Member Profiles

Communications Team Role	Description	Key Technical Skills	Key Soft Skills + Character Traits
The Project/Resource Manager	This member of the team has a bird's eye view of the campaign and all of its moving parts. They have a pulse on the resources available for the project and how they need to be dispensed in order for the project to have maximum/desired impact. This person is responsible for conveying the larger vision to the rest of the team, managing all of the resources to ensure the goal and objectives are achieved, adjusting/pivoting the project's focus to align better with the reality of the circumstances on the ground.	- Budgeting and financial management - Human capital/resource management - Project management - Strong verbal and written communication skills - Reporting	☐ Effective leader ☐ Personable ☐ Persuasive
The Issue Analyst/Specialist and Researcher	Responsible for providing the rest of the team with extensive information on the advocacy issue and its history locally, nationally and regionally, this team member has an in-depth understanding of the issue being advocated for and what gains have been made on it prior to the beginning of the organisation's communications efforts. This person can offer the team wider context for the advocacy issue and inform what may or may not be successful based on what happened in the past and what is happening elsewhere on the issue.	- Research - Data analysis - Understanding of policy and legislation, nationally and regionally - Strong written communication skills - Fast learner	• Detail oriented
The Beneficiary Community Outreach Specialist	This team member is the face of the campaign/action(s) to the beneficiary community and the team's liaison to the beneficiaries. They are responsible for communicating the needs of the beneficiary community to the rest of the team and ensuring that the communications efforts clearly reflect said needs. This team member is also responsible for communicating any shift in need on the part of the beneficiaries that may impact or change the direction of the communications efforts. They have a significant role in crafting the key messages of the effort/campaign.	- Rapport and relationship-building - Data collection - Conducting needs assessments - Reporting - Strong verbal communication skills	• Affable • Insistent • Patient • Respectful • Even-keeled • Kind • Emotionally intelligent
The Influencer	This team member is the face of the communications efforts to stakeholders in a position to aid the communications effort/campaign and help instigate the change we're trying to bring about. They are responsible for networking, researching key stakeholders, developing rapport with and maintaining relationships with these target audience members at all levels. They have a significant role in adapting and tailoring the key messages to better appeal to the target audiences.	- Strong verbal and written communication skills - Rapport and relationship-building - Research - Situational analysis - Stakeholder analysis	☐ Affable ☐ Persuasive ☐ Patient ☐ Persistent ☐ Respectful

		- Reporting - Strategic planning	☐ Even-keeled ☐ Emotional Intelligence
The Impact/M&E Specialist	This team member is responsible for monitoring the impact of our communications efforts. They are tasked with using agreed upon methods and frameworks to discern the impact of each campaign action and the overall impact of the campaign/wider effort. This team member is keeping a close eye on what is working and what is not working and what may be contributing to those results so that future actions and communications efforts can be tweaked accordingly.	- Understanding of qualitative and quantitative methods - Data collection - Data analysis - Reporting	☐ Detail oriented ☐ Fast learner

Action Tool # 1b. Building Our Communications Action Team Worksheet: Assessing Our Team's Capacity for Effective Communications

Team Member Name	Current Role/Duties (apart from this campaign)	Technical Skills	Soft Skills + Character Traits	Potential Communications Team Role
SAMPLE RESPONSE: *Mayasa Dennison*	**SAMPLE RESPONSE:** **Performance Analyst** • *Identify different types of data that need tracking to improve organisational performance.* • *Generate easy-to-interpret reports based on collected data.*	**SAMPLE RESPONSE:** • *Data analysis and interpretation* • *M&E framework development* • *Technical report writing*	**SAMPLE RESPONSE:** • *Persuasive* • *Patient* • *Persistent* • *Respectful* • *Even-keeled* • *Emotional Intelligence* • *Detail oriented* • *Fast learner*	
		•	•	
		•	•	
			•	
		•	•	
		•	•	

- When is the most advantageous time to launch these campaigns?

- What makes those particular times advantageous?

- What, if any, other factors should we consider with respect to timing?
  1. What are our other commitments?
  2. How much time can we realistically commit?
  3. Are there any national happenings that could positively or negatively impact our efforts?