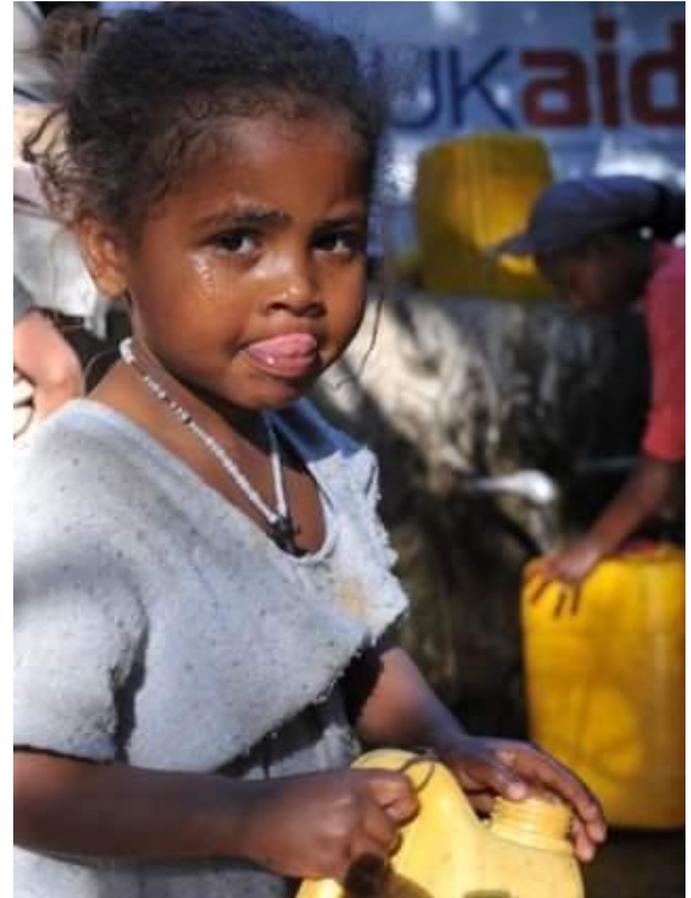


A Communications Perspective for Evaluators

Shareefa Choudhury

23rd June 2011



Introduction

- Overview of DFID
- Our approach to communications
- Use of online and social media tools
- Communications planning for Evaluators

DFID Overview

- Recent review of all aid programmes
- Re-focussing of aid in:
 - Fewer countries (27 instead of 43 bilateral programmes)
 - Targeted where biggest difference will be made – results focus
 - And where the need is greatest
- Communications drive is about reporting back on **results delivered** on the **promises made** in the aid review
- Increased focus on **transparency**

DFID's approach to Comms

- Focus on **mainstream interested UK audiences** – audience segmentation based on attitudes and support for development
- Tell stories of **results** using beneficiary voices
- Particular aim at growing **online and social media** audiences

Messaging and Content

- **Tone:** Positive, honest, personal, factual, empowering, emotional and energised
- **Style:** The stories are told by the beneficiary
- **Story:** A named **individual**
 - UK aid is changing the life of this person - it is cheap / good value, innovative and / or effective.
 - Skills or tools gained
 - Wider transformation in country/region
 - Delivering on the global promise

THE
PROMISE
ZONE
OUR E-
N HELP
AY
NG
AND
S
DRED TV
S
TS
PROMISE

Changing lives

UK aid delivering results for the world's poorest people

“We will not balance the books on the backs of the world’s poorest people. Britain will keep its promise to them.”

Andrew Mitchell, International Development Secretary

When the Coalition Government came to power in 2010, we made a commitment to keep our aid promises to the world’s poorest people.

We’ve made 12 promises to transform the lives of millions of the world’s poorest people.

Over the next year on these pages we will show progress towards these promises and the results we’re achieving.

Each month we will bring you updates on our innovations and - critically- the results we are delivering on your behalf.

You can play your part in the UK’s efforts to change lives/tackle global poverty by following our progress, taking part in the the debate and TIPS (expand this)

Saving lives and preventing disease



Every morning Mohammed had to make an epic trek to collect his family’s daily water. But thanks to UKaid from DFID, eight new hand pumps have arrived in his area of Eritrea, cutting his morning chore down to ten minutes. And now the water’s safe too, and he has time to kick a football about and get to school on time.

Before the pumps arrived, Mohammed’s journey was rocky and



Changing lives

 [Join us on Facebook](#)

UNICEF’s water project, supported by UKaid, aims to bring safe drinking water to around 160,000 people and improved sanitation to around 300,000, across Eritrea.

WHAT YOU CAN DO

 [Read more about UKaid’s work on water and sanitation in developing countries](#)

 [Discover more about World Water Day](#)



- Wall
- Info
- Act Now!
- Spread the Word
- Issues**
- Living Proof
- Links
- Photos
- More ▾

171,788
people like this

Likes See all

- Partners In Health
- CARE
- Oxfam America
- Africa Progress Panel
- Bill & Melinda Gates Foundation

ONE ▾ Issues Like

Non-profit organisation

THE ISSUES

AFFECTING GLOBAL POVERTY

**HIV/AIDS,
TB & MALARIA**



**TRADE &
INVESTMENT**



**CLIMATE &
DEVELOPMENT**



AGRICULTURE



**MATERNAL &
CHILD HEALTH**



**WATER &
SANITATION**



EDUCATION



**DEVELOPMENT
ASSISTANCE**



**GOVERNANCE
& SECURITY**



**DEBT
CANCELLATION**



AID EFFECTIVENESS



Create a Page

You and ONE

Pippa Ranger likes this.

GOOD, (RED)

Birthdays

See all



Mary Hockney

It's her birthday.

Say Happy Birthday

Recommended Pages

View all



Burgers and Nails

Jackie Le has suggested you take a look at her page.

Like

Sponsored

Create an advert

Style at my-wardrobe.com

my-wardrobe.com



Discover everyday luxury at my-wardrobe.com with Acne, See by Chloé, 3.1 Philip Lim, By Malene Birger, Mulberry and more. Shop Now.

Which One is for You?

capitalone.co.uk



Find the right credit card for you. A range of cards available now. Apply now & get a response in 1 minute.

Celebrate the City!

colf.org



From the LSO at St Paul's to intimate livery hall recitals, book for enchanting classical music in magnificent venues. From £5!

Haier UK

Want to win a new LED

Planning Communications for Evaluations

Key points to think about in planning stages:

- Objectives
- Audiences
- Messages
- Channels
- Milestones
- Partners
- Risks
- Evaluation

Objectives

What do you want to achieve by communicating?

- Share the findings, information, data?
- Influence the debate?
- Call to action?
- Raise awareness?

Audiences and Messages

- **Audiences:** Who are you trying to reach? Do you know enough about what they are interested in, what will resonate with them, how best to reach them?
- **Key messages:** What do you want to say? What are your top lines (jargon free)? Think about what you want to achieve by communicating? This will influence your messaging

Channels and Milestones

Channels: How will you get your messages out? What means will you use? Select channels to suit the audience. i.e there is no point putting things online if you're audience don't access the internet.

- **Milestones:** What are the key milestones that are relevant to your comms activities? What hooks can you use to make your message more current and relevant?

Partners and Risks

- **Partners:** Who do you need to work with? Is there a joint message? Can they give you information you need?
- **Risks:** What are the key risks you face in communicating your messages? What if your findings are not good – how will you deal with criticism?

Evaluation of Communications

Measure the impact of your comms – you know this best!