



**AFRICAN UNION-INTERAFRICAN BUREAU  
FOR ANIMAL RESOURCES (AU-IBAR)**

**COMMUNICATION AND VISIBILITY PLAN FOR THE  
VACCINES FOR THE CONTROL OF NEGLECTED ANIMAL DISEASES  
IN AFRICA (VACNADA) PROJECT**

IMPLEMENTED IN PARTNERSHIP WITH GALVmed, PANVAC AND CIRAD



PANVAC



29<sup>th</sup> January, 2010

TABLE OF CONTENTS

<b>AFRICAN UNION/INTERAFRICAN BUREAU</b> .....	1	
<b>FOR ANIMAL RESOURCES (AU-IBAR)</b> .....	1	
ACCRONYMS AND ABBREVIATIONS .....	3	
INTRODUCTION .....	4	Deleted: 3
GENERAL COMMUNICATION STRATEGY .....	5	Deleted: 3
1. Overall Communication Objective .....	5	Deleted: 3
2. Target Groups .....	5	Deleted: 3
3. Specific Communication Objectives for each Target Group .....	6	Deleted: 3
3.2 <i>Livestock keepers</i> .....	6	Deleted: 3
3.3 <i>National Veterinary Authorities</i> .....	6	Deleted: 3
3.4 <i>Private Veterinary Services, Veterinary Associations and other service providers</i> .....	7	Deleted: 3
The specific objective for these groups will be similar to those of the National Veterinary Authorities but in addition: .....	7	Deleted: 3
3.5 <i>European Commission</i> .....	7	Deleted: 3
COMMUNICATION ACTIVITIES .....	7	Deleted: 3
4. Main Communication Activities .....	7	Deleted: 3
5. Communication Tools .....	7	Deleted: 3
INDICATORS OF ACHIEVEMENTS .....	9	Deleted: 3
7. Provisions for feedback .....	10	Deleted: 3
RESOURCES .....	10	Deleted: 3
8. Human Resources .....	10	Deleted: 3
9. Financial Resources .....	10	Deleted: 3
ANNEX 1: <i>VACNADA Visibility Matrix</i> .....	11	Deleted: 3
ANNEX 2: <i>Communication Activities and Delivery to Target Audiences</i> .....	12	Deleted: 3

- Appealing for support from the national veterinary services and other stakeholders to contribute towards the successful implementation of the VACNADA Project in their respective countries in a bid to supplement the EU effort.
- Inform through meetings on plans, progress and achievements made on the project

#### 3.4 *Private Veterinary Services, Veterinary Associations and other service providers*

The specific objective for these groups will be similar to those of the National Veterinary Authorities but in addition:

- To identify areas of complimentarity

#### 3.5 *European Commission*

Within the European Union (EU) and elsewhere the communication objectives will be:

- Highlight in Europe the contribution and role of the EC in supporting initiatives to mitigate the negative effects of the food crisis in developing countries;
- Raise awareness on EU funded interventions in reducing the impact of animal diseases in Africa;
- Raise awareness on the partnerships between the EC and AU-IBAR in delivering livestock health services to Africa. This will be done through the web.

## **COMMUNICATION ACTIVITIES**

### **4 Main Communication Activities**

The main nature of communication activities and the responsibilities for delivering them are summarized in a visibility matrix in Annex 1.

### **5. Communication Tools**

Several communication tools will be utilised to ensure widespread visibility of VACNADA, its Implementing Partners and the role of the EU in funding the project as part of the EU Food Facility.

#### *5.1 Letters*

After signing the contribution Financial Agreement, the Director of AU-IBAR will prepare and circulated formal letters of information on the initiation of the project to beneficiary countries, the Implementing Partners and other agencies implementing related interventions in the Livestock Sector of the beneficiary countries. This will action will officially inform all parties of the start of the project, its objectives, activities and the role of the EU in financing it.

#### *5.2 Press Release*

At the start of the project, a press release jointly prepared by AU-IBAR and the EC will be widely circulated through e-mail, the AU-IBAR and EC websites to relay information to livestock sector

players in the beneficiary countries. This action will provide pertinent information on the project to a wide spectrum of stakeholders.

### *5.3 Flyers*

Flyers will be produced and widely circulated to provide summarised information on the project. The distribution mechanism will include e-mailing and posting to website addresses to further provide information on the project.

### *5.4 Brochures*

Brochures will be prepared at different stages of the implementation of the project to provide more detailed information on the project. They will also incorporate feedback from the beneficiaries on the activities and results of the project.

### *5.5 Media Campaigns*

Media campaigns through radio and other news media will be conducted in the target countries to ensure wide audience and support to vaccination campaigns and other related project activities.

### *5.6 Stakeholders' Workshops*

Stakeholders' workshops in the beneficiary countries will be held at the beginning of the project to create awareness and also serve as fora for the exchange of information and experiences between the different stakeholder groups. The information gathered will help shape the project direction in each beneficiary country.

### *5.7 Adhesive Stickers*

Adhesive stickers will be placed on all equipment bought through the project to serve as reminders of the role of the EU, AU-IBAR and the respective Implementing Partners in the funding towards the purchase of the equipment. They will also be placed on vehicles used during the vaccination campaigns. The stickers will be affixed to highly visible locations on both vehicles and equipment.

### *5.8 Banners*

Banners will be produced for special events of the project including key stakeholders' workshops and at the start of livestock vaccination campaigns.

### *5.9 Promotional Items*

The project partners will produce and distribute promotional items including caps, T-Shirts, hats, lap-top bags, pens and notebooks. These will be distributed to participants of stakeholders' workshops, during the launch of livestock vaccination campaigns and during the training workshops.

### *5.10 Photographs*

The Project implementing partners will ensure that all the major field events of the project are captured in photographs using digital cameras. The pictures will focus on activities involving the vaccination campaigns, training workshops and field visits by high ranking officials. The photographs will be shared with the Press and Information Officer at the EC Delegations in the respective countries and the EuropeAid Information Communication and Front Office in Brussels.

5.11 Websites

Materials highlighting the progress and achievements of the project will be posted on the websites of AU-IBAR and the Implementing Partners. Additional dissemination channels will include the websites of the national veterinary services and other service providers involved on the project. Annex 2 shows the main communication activities detailing the category, target audiences, method, frequency of delivery and responsibility for their delivery.

**INDICATORS OF ACHIEVEMENTS**

**6. Completion of Communication Objectives**

Table 1 below shows the indicators of achievement for each communication tool.

**TABLE 1:** *Indicators of Achievement for each Communication Tool*

Communication Tool	Indicators of achievement
Letters	Letters of information sent to all national veterinary services in the target countries, implementing partners and other agencies implementing related interventions in the livestock sector of the beneficiary countries. This will be done within the first month of project implementation.
Press release	At least one press release produced and circulated within the first three months of project implementation and another towards the project closure.
Flyers	At least one set of flyers produced and distributed in the target countries, partners and to the EU
Brochures	A minimum of 2 sets of brochures printed and distributed during the project life.
Media Campaigns	At least one broadcast or news coverage in each target country through radio or other news media by the end of the project.
Stakeholders workshops	At least one stakeholders works in each target country
Adhesive Stickers	Adhesive stickers present on vehicles during vaccination campaigns and on all equipment bought through the project.
Banners	At least 20 banners printed, distributed and used in workshops or displays at project offices
Promotional Items	At least three different promotional items produced and distributed to stakeholders by the end of the project.
Photographs	At least one key project event in each target country recorded pictorially.
Websites	At least 2,000 visitors browse the project articles posted on different websites by end of the project.

## 7. Provisions for feedback

Feedback from stakeholders will be expected mainly from the stakeholders' workshops. A simple questionnaire will be designed to assess the expectations and state of knowledge of the participants on EU funding and AU-IBAR involvement in the continental and/or country livestock sector before the start of the workshops. A second form will assess their understanding and expectations after the workshops. Analysis of this feedback will provide an indication of the effectiveness of some of the visibility tools employed by the project.

## RESOURCES

### 8. Human Resources

A total of 300 person /days will be required to implement the communication activities. The activities will be implemented by both the AU-IBAR staff and the Implementing Partners staff. The AU-IBAR staff will comprise of the Director, the VCNADA Project Coordinator, the VACNADA Technical Advisor and a Communications assistant. The communication activities of the three Implementing Partners and National Veterinary Authorities will be conducted by their staff as listed below:

*PANVAC*: The Director, the Senior Officers and Administration and finance officer.

*GALVmed*: The Senior Director Research & Development and communication staff

*CIRAD*: The in-charge of control of exotic and emerging animal diseases and communication staff

*National Veterinary Authorities*: The Chief Veterinary Officer or their nominee.

### 9. Financial Resources

A sum of €250,000 (1.25% of the overall budget) has been allocated to this project for communication and visibility. This comprises €100,000 (0.5%) for visibility and €150,000 (0.75%) for awareness campaign.

**ANNEX 1: VACNADA Visibility Matrix**

Project cycle stage/communication activity and target groups	Financing	Implementation	Evaluation and Audit
Communication objective	Highlight the EU response and partnership with AU-IBAR for mitigation of the food crisis in Africa AU-IBAR and EC	Raising awareness on the progress and achievements of the Action	Demonstration of impact
Responsibility	EU working through African Institutions and key partners to support countries in crisis.	AU-IBAR, implementing partners and national veterinary services in the target countries	EC and AU-IBAR
Key message	Letters, e-mails, workshops, press release and websites	Collaboration for mitigating the negative impacts of soaring food prices Lifeline animals vaccinated and African laboratories supported by EU, AU initiative	EU makes a difference in mitigating the food crisis. EU-funded lifeline livestock vaccines help food crisis in 1million homes in 16 African countries
Most appropriate tools	Inform through the press releases, websites and meetings following confirmation of the financing	Stakeholders' workshops and meetings, radio and other news media, websites, flyers, banners, brochures, promotional material and adhesive stickers	Reports, websites and photos
Beneficiary population of livestock keepers, national veterinary services and other service providers	Inform through e-mail and websites	Information campaigns through the media, workshops, high level site visits and photos	Publicise key results through the media, e-mails, websites adhesive stickers and promotional material.
EU institutions and international donor community	Inform through press release and websites	Information campaigns, raising awareness through brochures, websites and photos.	Make key results and reports publicly available through the media and websites
European citizens	Inform through press release and websites	Raising awareness through websites, flyers, photos and brochures.	Make key results publicly available through websites and inform through the media.

- April

Pre-vaccinatum sensitizata  
- Media



Jan-10

# Communication and visibility plan for VACNADA

AU-IBAR

AU-IBAR

---

<http://archives.au.int/handle/123456789/1425>

*Downloaded from African Union Common Repository*