



# PARTICIPATORY COMMUNICATION STRATEGY DESIGN

A Handbook



SADC Centre of Communication  
for Development



# Participatory Communication Strategy Design A Handbook

**Thomas Tufte, Paolo Mefalopulos**



## **Participatory Communication Strategy Design A Handbook:**

**Participatory Communication Strategy Design** Paolo Mefalopulos, Chris Kamlongera, 2004-01-01 This handbook has been prepared as a training and field guide for designing implementing and managing effective communication strategies for field projects in a participatory manner building on the results of the Participatory Rural Communication Appraisal ISBN 9251052514 Issues dealt with include the principles and processes of communication planning message development multimedia material production and the implementation of communication activities in the field This strategy design process has been tested in training workshops and applied to various development projects including those dealing with agriculture health and education water and sanitation

**Participatory Communication** Thomas Tufte, Paolo Mefalopulos, 2009-07-02 What do we mean when we say participatory communication What are the practical implications of working with participatory communication strategies in development and social change processes What experiences exist in practice that documents that participatory communication adds value to a development project or programme The aim of this user guide on participatory communication is to provide answers to some of these questions Many communication practitioners and development workers face obstacles and challenges in their practical work A participatory communication strategy offers a very specific perspective on how to articulate social processes decision making processes and any change process for that matter Participatory approaches are nothing new However what is new is the proliferation of institutions especially governmental but also non governmental that seek participatory approaches in their development initiative This guide seeks to provide perspectives tools and experiences regarding how to go about it with participatory communication strategies It is conceived as a guide that hopefully can be of relevance and utility for development workers in the field It is targeted at both at government and their officials World Bank staff and at civil society

**Strengthening Participation for Development Results** Asian Development Bank, 2012-02-01 This revised edition offers updated information and an expanded range of tools to support ADB staff and stakeholders to implement participatory approaches effectively The updated content reflects ADB's new business processes and highlights key opportunities for participation in policy dialogue and throughout the project cycle and advises on methods and approaches as well as pitfalls to avoid In this edition special attention is given to safeguards gender governance HIV AIDS and infrastructure and water and sanitation A wealth of participation resources developed by a wide range of organizations exists online this guide includes an inventory of references for those seeking further information

**Involving the Community** Guy Bessette, 2004 Provides advice to researchers community members and development practitioners on how to improve their ability to effectively reach policy makers and promote change Covers their roles as communication actors how to plan a participatory development communication strategy and the use of communication tools

*Participatory Communication Strategy Design* Paolo Mefalopulos, 2004      *Development Communication Sourcebook* Paolo Mefalopulos, 2008 The Development Communication Sourcebook illustrates why the field of development

communication is important and how its tools and methods enhance long term and sustainable results The book presents basic concepts and explains key challenges faced in daily practice Each of the four modules is self contained with examples toolboxes and more

**A Guide to Strategic Planning for Media Outreach** ISAM YAHIA AL-FILALI,2014-12-17 It is acknowledged that the introduction of communication technology and computers of all kinds to the Kingdom of Saudi Arabia in recent decades has contributed significantly to bringing about a quantum leap in the employment of information to improve the lives of Saudis and to spur their development and well being It has also assisted in the transition of many sectors in the Kingdom from traditional patterns of knowledge to new patterns The information society is a prerequisite for the establishment of the knowledge society which we are striving to build in our country The transition to a knowledge society has many requirements Most notably these requirements with regard to the University are An educational system that provides pillars and mechanisms for knowledge and makes full use of them Effective bodies for research and development across all public and private sectors A strategic plan for making a radical change in the structure and regulations of higher education

*China, India and the Eastern World* Martin Banham,James Morel Gibbs,Femi Osofisan,2016 Bernth Lindfors Ira Aldridge *The Last Years 1855 1867* Paul Schauert *Staging Ghana Artistry nationalism in state dance ensembles* Ma line Le Lay *La parole construit le pays Th tre langues et didactisme au Katanga R publique D mocratique du Congo* Benita Brown *Dannabang Kuwabong* Christopher Olsen *Myth Performance in the African Diasporas Ritual theater and dance* S A Kafewo T J Iorapuu E S Dandaura eds *Theatre Unbound Reflections on Theatre for Development and Social Change* A festschrift in honour of Oga Steve Abah Hakeem Bello *The Interpreters Ritual Violence and Social Regeneration in the Writing of Wole Soyinka Five plays* Ekpe Inyang *The Swamps* Augustine Brempong *The King s Wages* Denja Abdullahi *Death and the King s Grey Hair and Other Plays* Books received and noted

*Community-Based Landslide Risk Reduction* Malcolm G. Anderson,Elizabeth Holcombe,2013-01-22 The handbook details the MoSSaiC Management of Slope Stability in Communities methodology which aims to create behavioral change in vulnerable communities in developing countries Focusing on maximizing within country capacity to deliver landslide mitigation measures on the ground it provides an end to end blueprint for the mitigation process

**Communication for Rural Development** ,2014 Today more than ever smallholders and rural communities require access to information and communication to make their voices heard and change their lives for the better Communication for Development ComDev facilitates dialogue and collaborative action combining participatory methods with communication tools ranging from community media to ICTs This sourcebook is meant to equip development and communication professionals with a set of guidelines illustrative experiences reference materials and learning tools to strategically apply communication in agriculture and rural development initiatives in various contexts around the world

Publisher s description [Surveying and Monitoring of Animal Genetic Resources](#) ,2011 The Global Plan of Action for Animal Genetic Resources adopted in 2007 is the first internationally agreed framework for the management of biodiversity

in the livestock sector It calls for the development of technical guidelines to support countries in their implementation efforts Guidelines on the Preparation of national strategies and action plans for animal genetic resources were published by FAO in 2009 and are being complemented by a series of guideline publications addressing specific technical subjects These guidelines on Surveying and monitoring of animal genetic resources address Strategic Priority Area 1 of the Global Plan of Action Characterization inventory and monitoring of trends and associated risks They complement in particular the guidelines on phenotypic characterization and on molecular genetic characterization They have been endorsed by the Commission on Genetic Resources for Food and Agriculture Knowledge of animal genetic resources is fundamental to their sustainable use development and conservation These guidelines provide advice on how to draw up a strategy for meeting national needs for data and information on animal genetic resources They also offer practical advice on how to plan and implement an animal genetic resources survey covering the whole process from planning the survey to disseminating the outputs and taking the first steps in translating results into action A range of surveying tools are presented and advice is offered on how they can be combined and integrated within an effective strategy that addresses both the task of acquiring a baseline of data on animal genetic resources and the subsequent task of monitoring changes over time Book jacket

**Participatory Communication** Thomas Tufte, Paolo Mefalopulos, 2009 This guide seeks to provide perspectives tools and experiences regarding how to engage stakeholders and enhance development effectiveness through participatory communication strategies Empowering farmers and their organizations through the creation of social capital Food and Agriculture Organization of the United Nations, 2020-10-13 Social capital is a key factor that concerns the ability of people to cooperate for common goals What we have learned over the past decades from organizational experiences in developing countries and countries in transition is that physical and human capital accumulation by itself is not sufficient to induce development Investments in physical capital infrastructure and equipment and human capital skills development are necessary conditions but they are far from sufficient they need to be complemented with the development of social capital Stiglitz 1998 This Learning Guide for Trainers focuses on Empowering farmers through the creation of social capital recognizing the fundamental role that social capital plays for healthy and sustainable organizations Encouraging farmers and their groups to form associations or federations enhances their capacities to learn from each other exchange reliable information about what works and what does not work and monitor the accountability of their members *Participatory Communication* Paolo Mefalopulos, 2009 What do we mean when we say participatory communication What are the practical implications of working with participatory communication strategies in development and social change processes What experiences exists in practice that documents that partici Asia and Pacific Bibliography, 2003 HMSO Agency Catalogue Great Britain. Her Majesty's Stationery Office, 2005 Guide to Preparing and Implementing National Sustainable Development Strategies and Other Multi-sectoral Environment and Development Strategies International Union

for Conservation of Nature,1993      **Food, Agriculture and Natural Resources** Southern African Development  
Community. Food, Agriculture, and Natural Resources,2001      **The Stationery Office Agency Catalogue** Stationery  
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