

**PROJECT VIE/02/001 - Support to the Improvement and Implementation  
of the National Targeted Programmes on Poverty Reduction  
Component: Support to the SEDEMA/135 Programme  
Implementing agency: State Committee of Ethnic Minority Affairs (CEMA)**

**Need assesment and communication capacity of  
stakeholders in program 135**



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# Content

## **I. Some poverty alleviation programs in Vietnam, projects**

1. General information about programs, projects
2. Types of information
3. Communication instruments
4. Lesson-learnt

## **II. Review communication activities of program 135 period 1 and the assessment of period 2**

1. Organization mechanism of program 135 and communication functions
2. Lesson-learnt of communication activities in period 1
3. Assessment of current communication activities in all levels

# General information about programs, projects

- Community-based Rural Infrastructure Program (CBRIP)
- Poverty Reduction of Northern mountainous areas (NMPPRP)
- Vietnam-Sweden's Cooperation-program for poverty reduction (Sida Chia Se)
- Making market work better for the Poor (MMW4FP) (M4P)
- National Target Program in hunger eradication and poverty alleviation and job creation
- National program Rural water supply and sanitation- (RWSS)

# Types of information

- **Management information:**

*It is a kind of information used for operation and management activities of the projects and programs (review, planning, approve, conduct schemes, supervise, evaluate, manage expense, technical guidelines, maintain and performance, etc.)*

- **Technical information**

*This is information that is provided by programs, projects in order to raise awareness, skill and strengthening technical capacity, changing behavior of stakeholders in their activities such as agricultural production, trading etc. The technical information consists of agricultural, aquaculture, forestry extension information, market information, technology transfer, family plan Information, community health care, etc.*

- **Policy and results information**

*Policy information is aimed at propagating, introducing for all subjects within and without project about the implementation, as well as experiences and lessons learnt during the rolling out of the project or program, feedback of local people subjects under the implementation of the project to local and national authorities, in order to regulate an appropriate policy, improve the implementation of the policy and expand the experiences and lesson learnt from the project.*

# Communication instruments

## ***Communication for management information***

- Village meeting:
- Give guidance for the local authorities in planning and selecting infrastructure projects.
- Collecting feedback from local people
- Disseminated information is done by community facilitators
- Report from the lower to higher management level via written document or telephone.
- Organize meeting, field trip for direct contact and work.
- The other communication tools such as telephone, fax, internet
- Website

## ***Communication for policy informing and introducing outcome of project.***

- Mobilize the local radio and television system to broadcast news
- Organize conference, training course
- Publication: magazine, book, newspapers, summary record of conferences
- Website
- Constructing database

# Communication instruments

## ***Communication for technical information***

- Directly communicate with the community and local people. (the program for effectively supply of clean water, management board of the Program RWSS)
- Propagandizing via poster or leaflet
- Using loudspeaker system of the commune or portable speaker installed in motobikes, cars or small vans.
- Showing Videos,
- Printing logo in shirts, school bags, calenders to distribute for local people
- Publishing bulletin (M4P publishes market bulletin)
- Using banners, slogans and flags hang at central area or in high populated areas.
- Using bulletin in public places (conference room, culture center, People's committee)
- Playing drama for communication purpose of the project

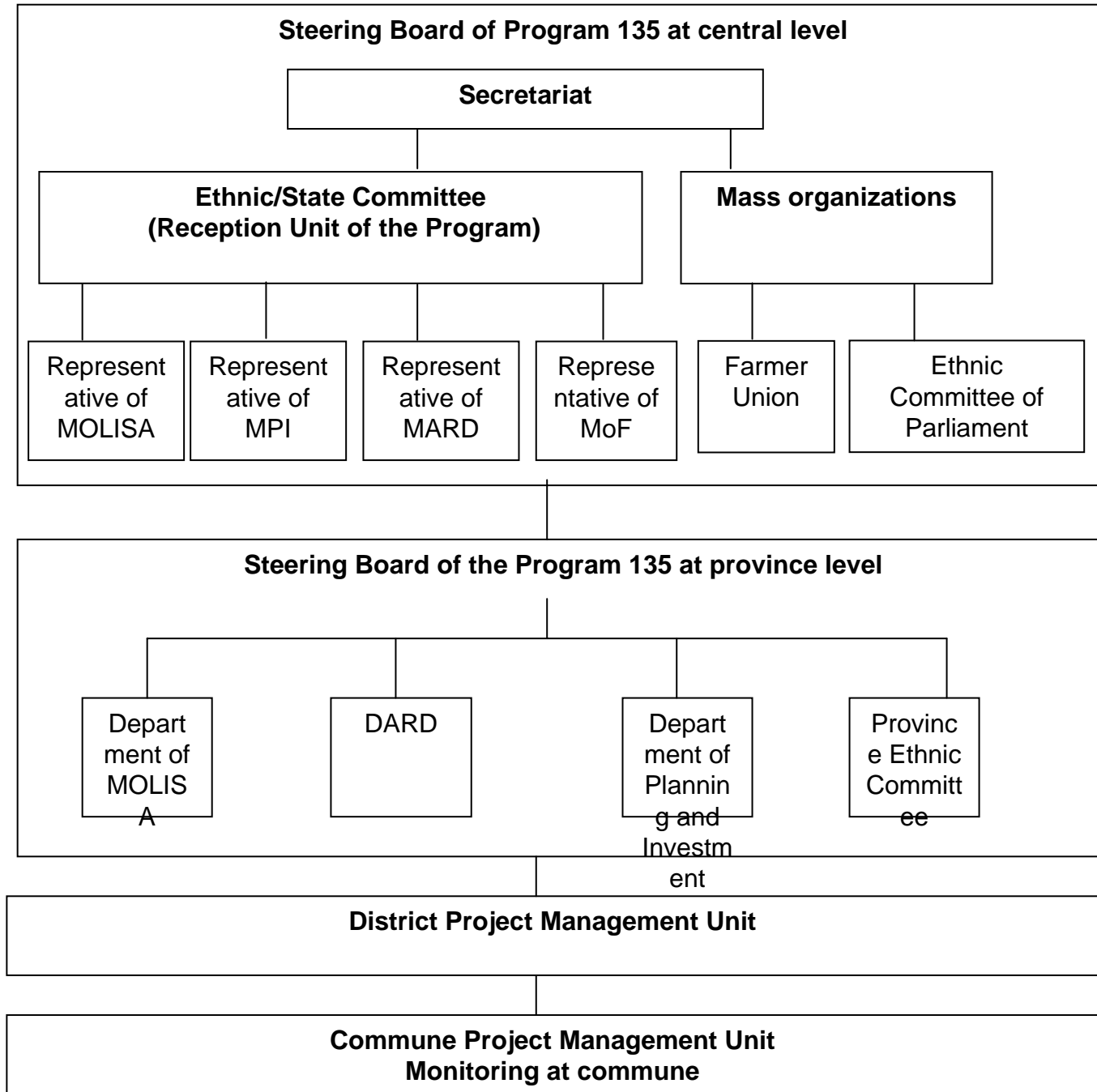
# Lesson-learnt

- Established task force who is responsible only for communication activities of the project
- Communication activity should goes together with capacity building activity.
- Establishment of information channel for receiving feedback and learning of projects.
- Improve activities of communicating information on techniques for farmers:
- Diversify, coordinate with all tools and communication techniques

**Review communication activities of  
program 135 period 1 and assessment  
current activities**



# Organization mechanism of program 135 in 4 levels



# Lesson learnt of communication activities of program 135 in period 1

## ***Strong points***

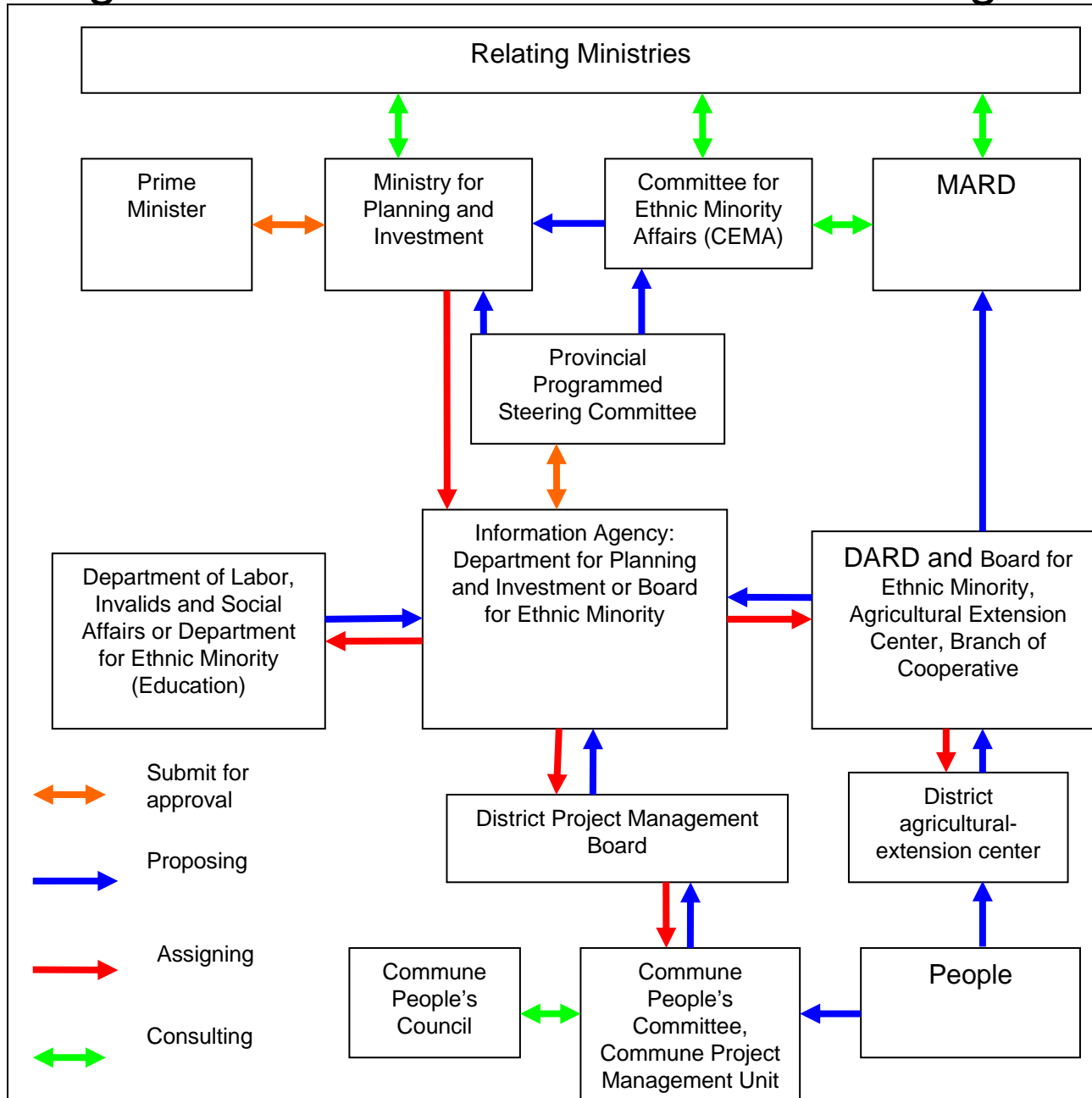
- Information mechanism is compacted, coordinated with relating Ministries, Department in management information
- Coordinated with training activities to provide technical information for grassroots people
- Initially introduce the program's results through seminars, field trips, checking trip to collect information...

## ***Weakness***

- Lack of coordination between implementing units with communication agencies
- Management information concentrated only on planning and assigning 1 time/year. Lack of feedback channel of management information from local people.
- Technical information are mainly one-way provided from managing and implementing units to grassroots people, still lack of feedback information of directly beneficiary about their information demand. Content and method for transmitting information still limited
- Lack of information mechanism to disseminate results, learning experience and scaling up the results

# The three information channels of program

## Management information channel: Planning and assigning

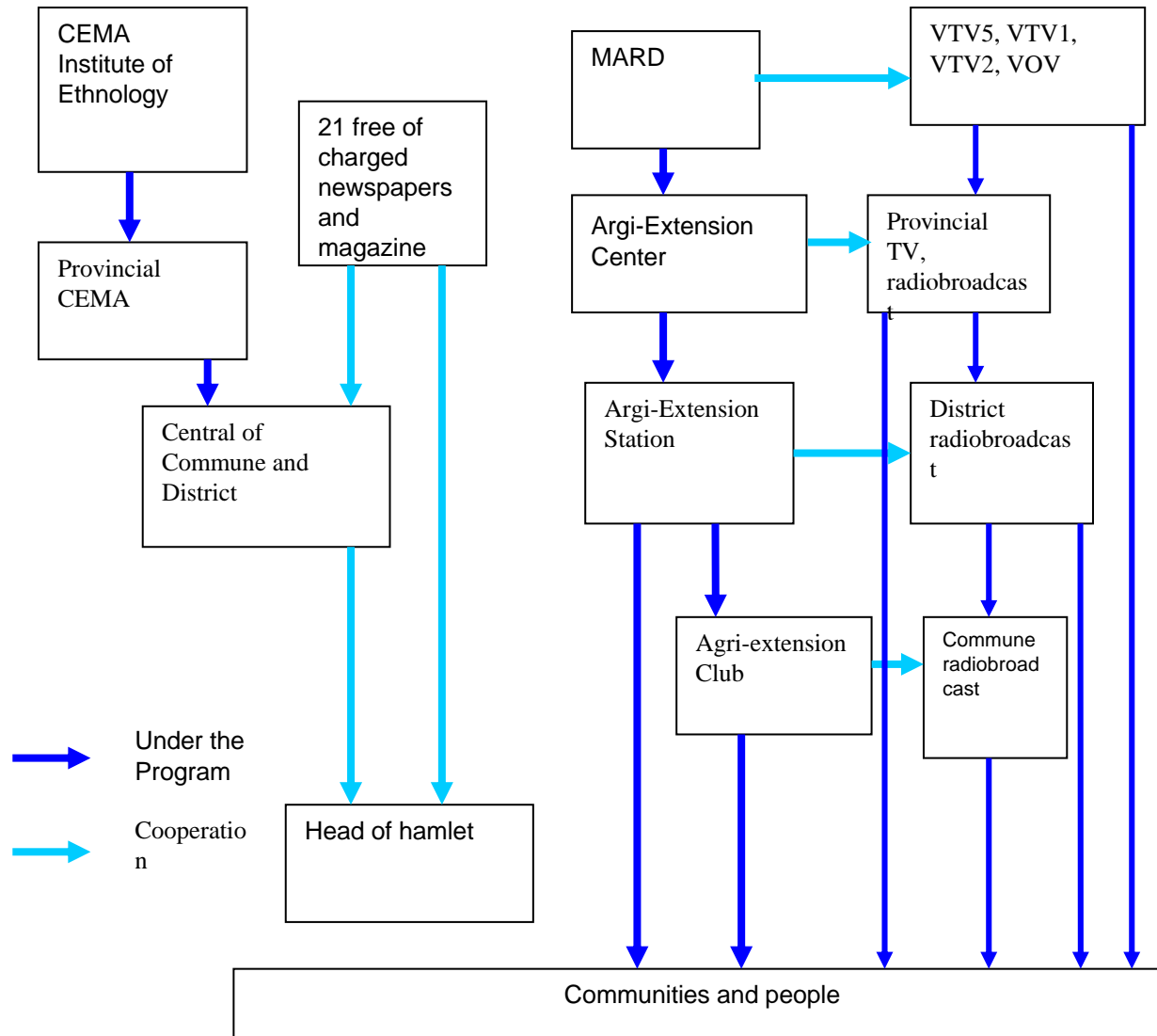


## **Problems needs to be solved**

- *First*, there is no check point or benchmark survey for evaluation of the impacts after a period of time.
- *Second*, MIS focuses on planning and budgeting on annual circle. There is no M&E system for monitoring the progress in connection with disbursement and quality of works
- *Third*, there is lack of people's feedback receiving channel

# The three information channels of program

## Technical information channel

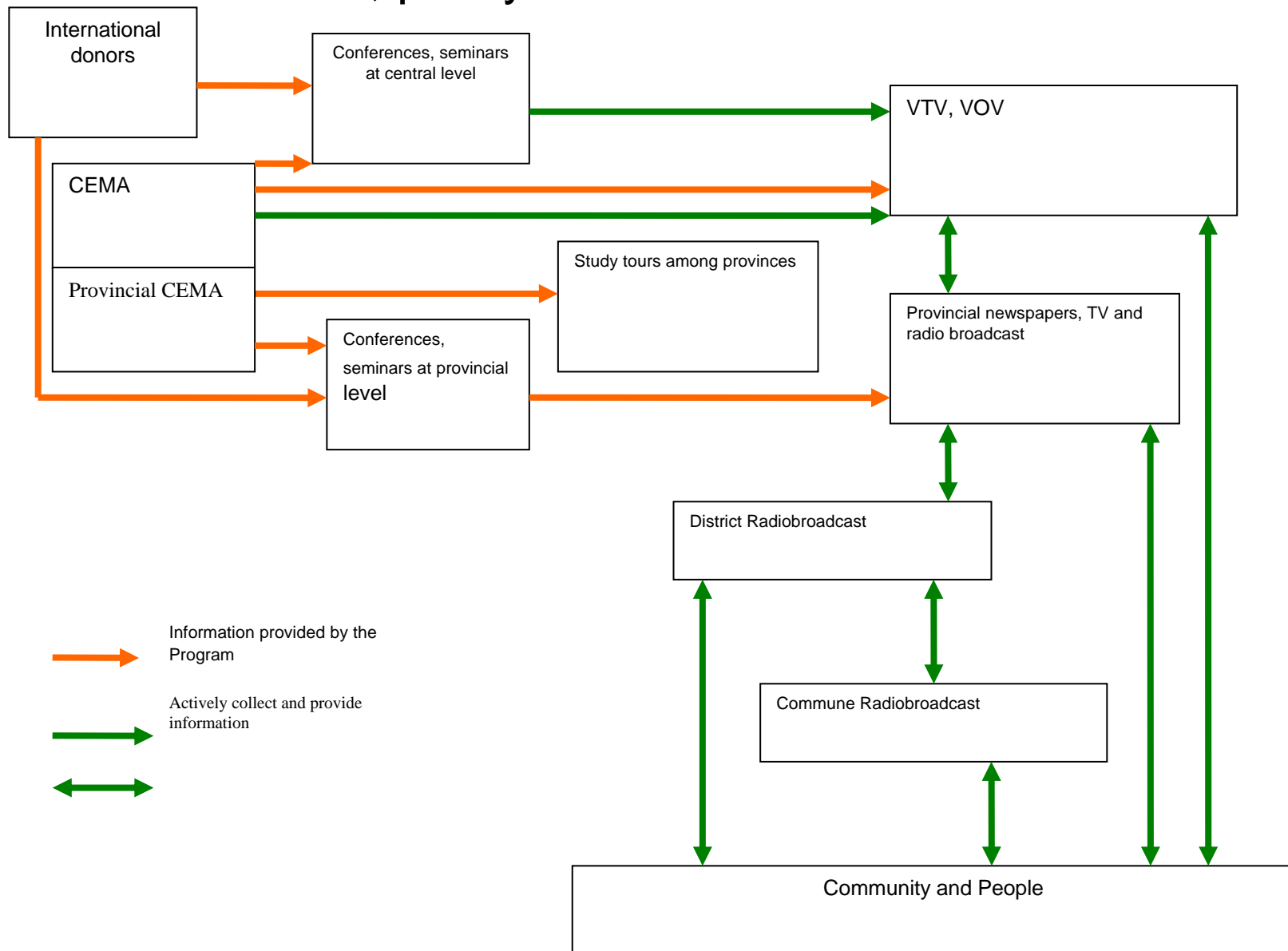


# Problems needs to be solved

- Technical information are mainly one-way provided from managing and implementing units to grassroot people, still lack of feedback information of directly beneficiary about their information demand
- Lack of actively coordinating and sharing information in two-way between implementing agencies of program 135 and other communication organization .
- Lack of horizontal coordination between the managing agencies of different components of program (agricultural, transportation, ethnic minority, education...) in transforming technical information
- Majority of these information activities concentrate in only one beneficiary, in the one place, subject to one objective of CEMA (the program of newspaper granting free-of-charge for mountainous people), but still not play an active role in communicating technical information for program 135
- Due to limitaion of methodology and content of information so majority of people cannot reach of training course, or still taking part but cannot apply what they learn into pratic
- The grassroot communication tools such as public place, markets, community cultural house still not yet utilized into communication activities.

# The three information channels of program

## Results, policy information channel



**MATRIX OF STAKEHOLDER  
IN EXCHANGE FLOWS OF 3 TYPES OF INFORMATION OF PROGRAM 135**

	<b>Communication organization at central level</b>	<b>CEMA</b>	<b>Relating ministries (MARD, MOF, ...)</b>
<b>Central level</b>			
Communication organization		Results, management, technical	Technical
CEMA	Results, technical		Management, technical
<b>Provincial level</b>			
PEMA	Results, management	Results, management	Management, technical
Provincial People Committee	Management	Management	Management
Communication organization			Results, management, technical
<b>District level</b>			
District People Committee	Results	Results, technical	
Extension organization, community health organizations	Results, technical	Technical	Technical
<b>Village, commune</b>			
Chief of hamlet, grassroot people	<b>Receive, feedbacks</b>		



# Problems needs to be solved

- Lack of information mechanism to learn experiences from local levels as well as to create opportunities for local's executors to learn from each other
- *Second*, short of information mechanism to help related Ministries and industries to derive experiences from reality as well as to consult each other in the process of setting up documents and policies related to the program and institutionalising issues derived from the program
- Deficiency in the information mechanism in terms of assisting policymaker agencies to forecast and evaluate impacts of the program to different beneficiary groups to improve policies
- There is not yet an active coordination mechanism of the program to central communication agencies to mobilise different funds to carry out activities of disseminating results of the program
- Lacking an information mechanism to strategically coordinate and direct investors, projects and other programs of international donors to activities of the program 135

# Communication Strategy & Action plan

## Program 135 phase II

- Although it's is a strategy, but can be considered as a medium plan
- **Organization:** implement the communication strategy are primarily the agencies involving in implementation of the Phase 2 of Program 135. , the strategy will also be implemented by related agencies especially those who operate in communication and information dissemination such as television, press and radio...
- **Resource:** needed to implement the communication strategy will be mobilized from the existing components of the Program. Resources will also be mobilized from other programs that have similar objectives and operate in the same regions so as to improve the efficiency of the strategy
- **Objectives:** Targeted to agencies who directly implement the program and the program beneficiaries at local level. In addition, the program will be benefited by the entire society where its impacts can be shared by communities and relevant stakeholders
- **Content:** concentrate on disseminating information on aspects of management, technology and program results. All these information will be used to strengthen the understanding, knowledge and skills of the program beneficiaries and introduce typical lessons-learnt developed from the project results that can be institutionalized in a longer term.

# The rationale of communication strategy of program 135 phase II

- The Program 135 is complicated in its nature comprising a large number of components and implemented by many agencies for many years covering many localities across the country
- The Program 135 is a meaningful social-economic and political operation which is influencing on many sensitive and critical areas. It requires a promotion of communication and information dissemination to obtain acceptance and supports from the entire society.
- Communication activities must satisfy a very important requirement which is to develop lessons-learnt from the program implementation to provide input for policy making and renovation to ensure the sustainability of the program even after it is closed and that the program results can be replicated to areas outside the project sites.

# The objectives of the Communication strategy

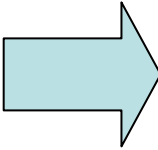
- Widely disseminate information timely accessible to all people to help change their behaviors.
- Partly generate a common understanding and commitment among stakeholders, promote information sharing and support policy making and policy implementation at all levels. This would also help to manage the program effectively.
- Enhance the participation of local people in developing, implementing and monitoring the program and get the program benefits right in their localities.
- Encourage information sharing and building of lessons which are replicable and institutionalized

# Scope of communication activities

- Can be considered as a medium plan
- **Organization:** implement the communication strategy are primarily the agencies involving in implementation of the Phase 2 of Program 135 , and other related agencies especially such as television, press and radio...
- **Resource:** will be mobilized from the existing components of the Program. Resources will also be mobilized from other programs that have similar objectives and operate in the same regions so as to improve the efficiency of the strategy
- **Objectives:** Targeted to agencies who directly implement the program and the program beneficiaries at local level. In addition, the program will be benefited by the entire society where its impacts can be shared by communities and relevant stakeholders
- **Content:** concentrate on disseminating information on aspects of management, technology and program results. All these information will be used to strengthen the understanding, knowledge and skills of the program beneficiaries and introduce typical lessons-learnt developed from the project results that can be institutionalized in a longer term.

## **Organize communication activities at central levels (CEMA)**

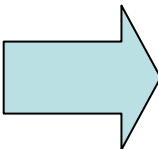
- 1. Construct a milestone information system to evaluate and supervise impact of the program**
- 2. Establish an unit that to be in charge of information (professional unit on information) and serve for the standing office of program 135(National Committee of Ethnic Minority Affairs - CEMA)**
- 3. Improve the operation, monitoring and management of the 135 program**
- 4. Improve the communicated information mechanism among the 135 program agencies**
- 5. Establishing feedback mechanism from local people**
- 6. Strongly coordinate exchanged-information in-between information agencies**



## **Organize communication activities at provincial level**

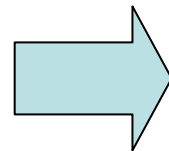
**Establishing a responsible part for information to serve the provincial standing office of the program 135**

- 2. Performing report that follows the indicator system of the program on supervising and evaluating**
- 3. Innovating mechanism of the coordinative information among offices that related to the program 135**
- 4. Establishing feedback mechanism from local people**
- 5. Strengthening communication activities at the provincial level for the program 135**



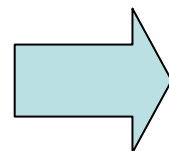
## **Organize communication activities at district level**

- 1. Strengthening on information activity of the district project management unit**
- 2. Performing report that follows the supervising and operating system of the program**
- 3. Innovating mechanism in combining information among offices related to the program**
- 4. Establishing a feedback mechanism from local people**
- 5. Strengthening communication activities of the program 135 at district level**



## **Organize communication activities at village, hamlets**

- 1. Strengthening an exchange information activity in-between stakeholders who related to the program**
- 2. Strengthening supervision information**
- 3. Strengthening communication activity of the commune broadcast part**
- 4. Setting up a feedback mechanism of local people**



## 5. Ranking priority

- Ranking activities:
  - Suitables with objectives of program 135
  - Feasibility of mobilizing resources
- Activities met with 1 conditions will gain 5 points
- Shorting descending



# Ranking table of priority activities at central level

<b>Output/Activity</b>	<b>Conformity with target of the program 135</b>	<b>Feasibility level</b>	<b>Total points</b>
5. Establishing feedback mechanism from local people	13,4	7,3	20,7
2. Establish an unit that to be in charge of information and serve for the standing office of program 135	13,3	6,7	20,0
6. Strongly coordinate exchanged-information in-between information agencies	13,8	6,3	20,0
3. Improve the operation, monitoring and management of the 135 program	11,0	7,0	18,0
1. Construct a milestone information system to evaluate and supervise impact of the program	10	7,5	17,5
4. Improve the communicated information mechanism among the 135 program agencies	8,3	6,7	15,0

# Ranking table of priority activities at provincial level

<b>Output/Activity</b>	<b>Conformity with target of the program 135</b>	<b>Feasibility level</b>	<b>Total points</b>
11. Strengthening communication activities at the provincial level for the program 135	13,0	10,0	23,0
10. Establishing feedback mechanism from local people	12,5	10,0	22,5
8. Performing report that follows the indicator system of the program on supervising and evaluating	10,0	10,0	20,0
9. Innovating mechanism of the coordinative information among offices that related to the program 135	12,5	5,0	17,5
7. Establishing a responsible part for information to serve the provincial standing office of the program 135	10,0	5,0	15,0

# Ranking table of priority activities at district level

<b>Output/Activity</b>	<b>Conformity with target of the program 135</b>	<b>Feasibility level</b>	<b>Total points</b>
13. Performing report that follows the supervising and operating system of the program	15	10	25,0
16. Strengthening communication activities of the program 135 at district level	15,0	8,8	23,8
12. Strengthening on information activity of the district project management unit	12,5	7,5	20,0
15. Establishing a feedback mechanism from local people	12,5	5,0	17,5
14. Innovating mechanism in combining information among offices related to the program	11,7	5,0	16,7

# Ranking table of priority activities at community and village level

<b>Output/Activity</b>	<b>Conformity with target of the program 135</b>	<b>Feasibility level</b>	<b>Total points</b>
19. Strengthening communication activity of the commune broadcast part	13,8	7,5	21,3
18. Strengthening supervision information	11,9	8,8	20,6
20. Setting up a feedback mechanism of local people	10,0	10,0	20,0
17. Strengthening an exchange information activity in-between stakeholders who related to the program	10,0	5,0	15,0

# Proposed Action Plan of program 135 phase II

- Action Roadmap
  - Priority of activities
  - Roadmap of implementing components of program 135 phase II
- 2007: All necessary activities, 2008 lessened prioritize activities
- Indicators define the completing levels of activities
- Estimated budget (only for referencing, depends of price change and places)

# Proposed communication outputs

- 1. Construct a milestone information system to evaluate and supervise impact of the program**
- 2. Establish an unit that to be in charge of information (professional unit on information) and serve for the standing office of program 135(National Committee of Ethnic Minority Affairs - CEMA)**
- 3. Improve the operation, monitoring and management of the 135 program (central, provincial, district, commune levels)**
- 4. Improve the communicated information mechanism among the 135 program agencies (**
- 5. Establishing feedback mechanism from local people**
- 6. Strongly coordinate exchanged-information in-between information agencies**