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)**

Communication Strategy & Action plan Program 135 phase II

Dr. Dang Kim Son
Pham Quang Dieu
Pham Hoang Ngan
Trinh Van Tien
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The rationale of communication strategy of program 135 phase II

– The Program 135 is <u>complicated</u> 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 <u>lessons-learnt</u> 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.
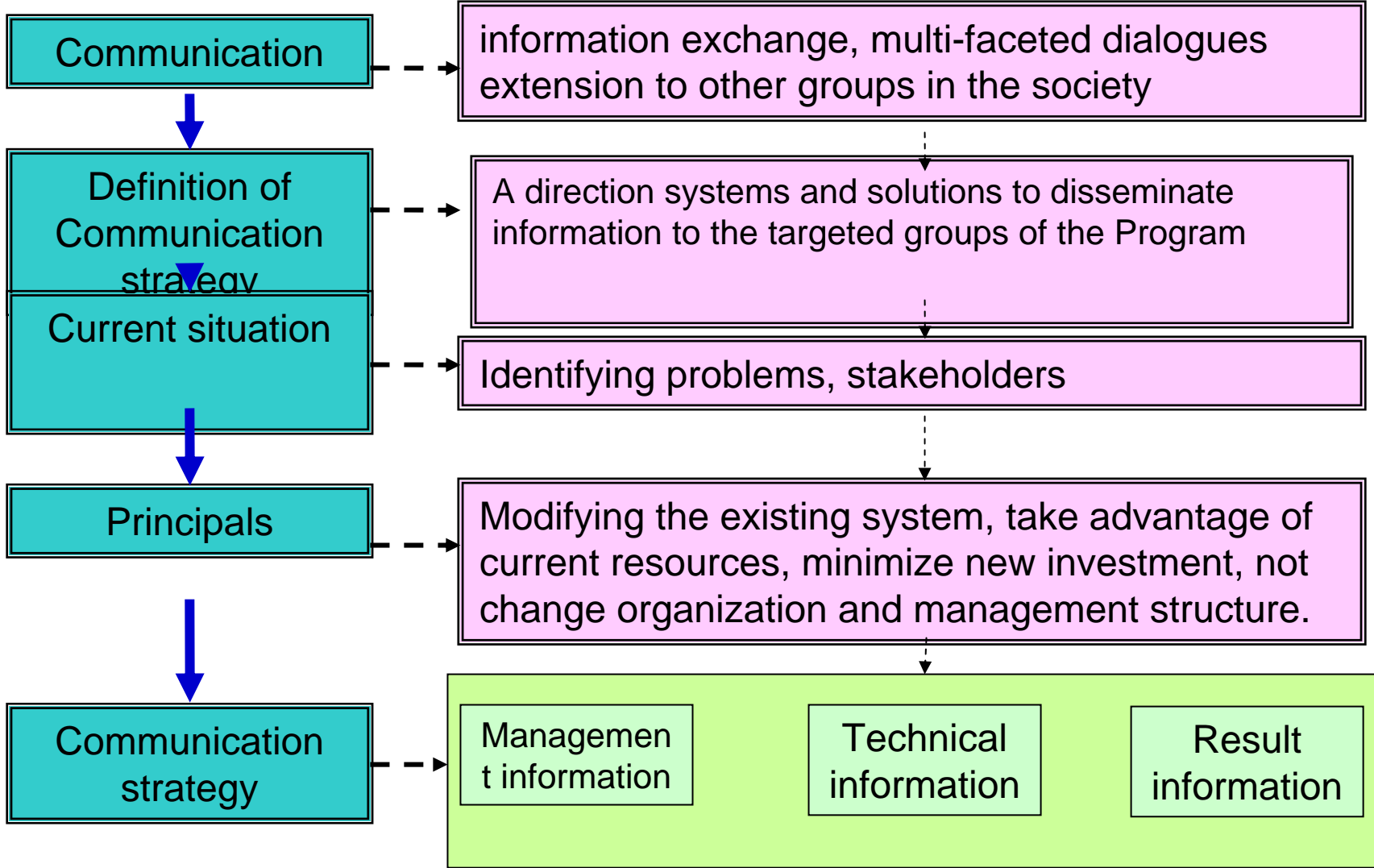
Scope of communication activities

- 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.
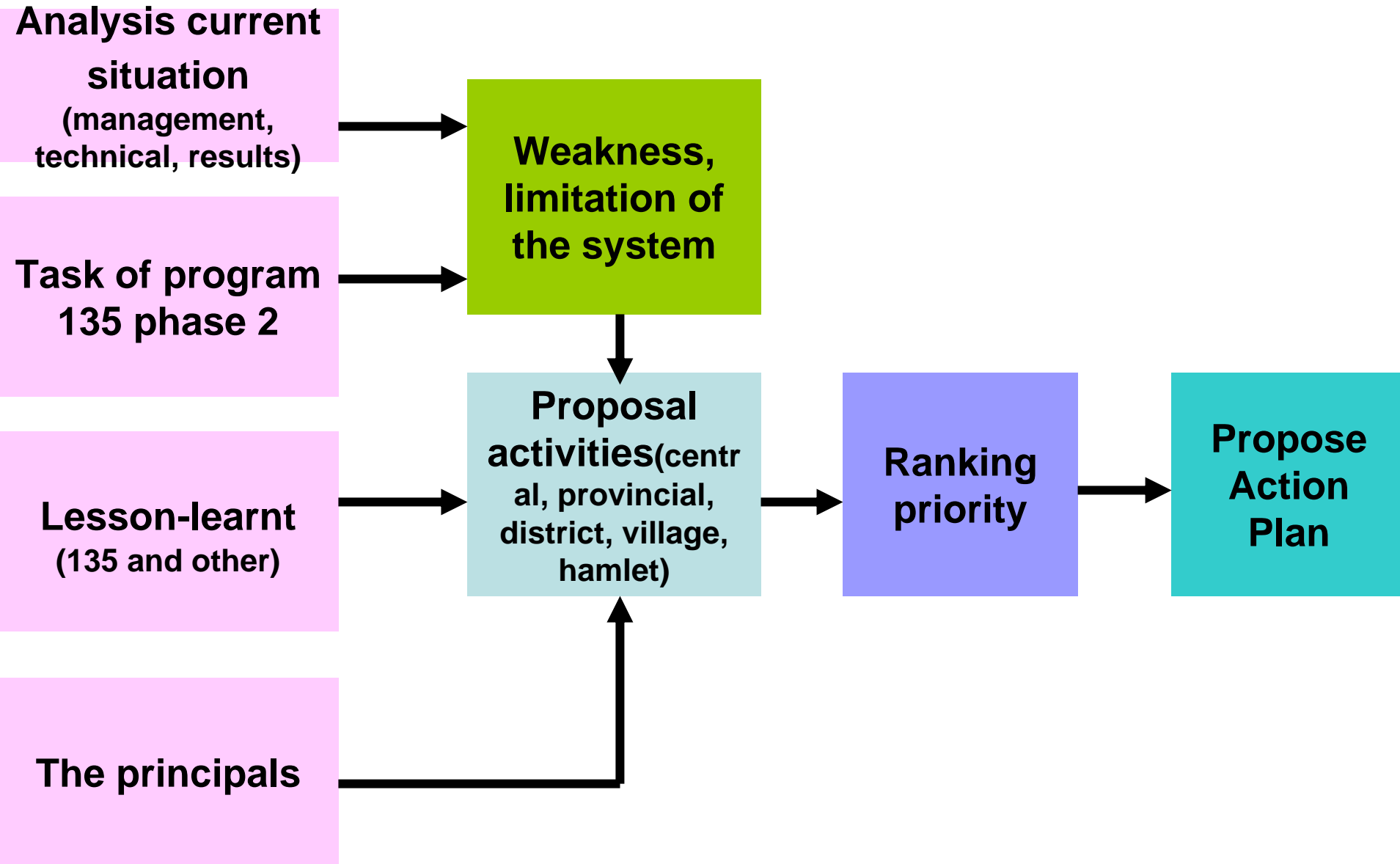
The principals of the Communication strategy

- – Propose solutions to enhance the weakness points, supplement the shortages in communication activities
- – Enhancing the transparency, information accessibility to those who are the implementing agencies and program beneficiaries, attract cooperation of the entire society to the program.
- – Multi-faceted in order to create close coordination between participating agencies who come from different branches and economic sectors.
- – Enhancing information activities aiming at drawing out experiences and lessons-learnt, creative models from local to central levels to serve the policy making and enforcement.

Definition & Analysis framework of communication strategy

Communication	information exchange, multi-faceted dialogues extension to other groups in the society
Definition of Communication strategy	A direction systems and solutions to disseminate information to the targeted groups of the Program
Current situation	Identifying problems, stakeholders
Principals	Modifying the existing system, take advantage of current resources, minimize new investment, not change organization and management structure.
Communication strategy	Management information Technical information Result information

From analysis to build up action plan

Analysis current situation (management, technical, results)

Task of program 135 phase 2

Lesson-learnt (135 and other)

The principals

Weakness, limitation of the system

**Proposal activities**(central, provincial, district, village, hamlet)

Ranking priority

Propose Action Plan
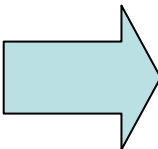
Organize communication activities at central levels (CEMA)

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
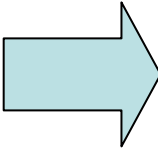
Organize communication activities at provincial level

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

2. Peforming 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**
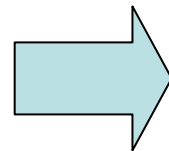
Organize communication activities at village, hamlets

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**
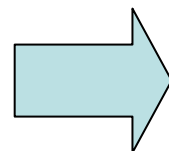
5. Ranking priority

- 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

Output/Activity	Conformity with target of the program 135	Feasibility level	Total points
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

Output/Activity	Conformity with target of the program 135	Feasibility level	Total points
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. Peforming 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

Output/Activity	Conformity with target of the program 135	Feasibility level	Total points
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

Output/Activity	Conformity with target of the program 135	Feasibility level	Total points
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
  - Roapmap of implementing components of program 135 phase II
- 2007: All necessary activities, 2008 lessened prioritize activities
- Indicators define the completinglevels of activities
- Estimated budget (only for referencing, depents of price change and places)

Output/Activities	Starting time				Estimated budget (mil.VND) (triệu đồng)	
	2007	2008	2009	2010	1 year	4 year
Construct a milestone information system	■				4200	4200
Establish an unit that to be in charge of information	■	■	■	■	1020	3480
Strengthening on information activity of the district project anagement unit		■	■	■	220	660
Establishing feedback mechanism from local people	■	■	■	■	3460	13280
Strongly coordinate information agencies	■	■	■	■	6100	18900
Improve the operation, monitoring and management of the 135 program	■	■			300	2300
Peforming report that follows the indicator system	■	■				400
Strengthening supervision information		■				150
Innovating mechanism in combining information among offices related to the program	■	■				
Total						**43370**

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Output/Activity	Performance unit	Minitoring Indicators	Timetable				Estimated budget (Mil. VND)	
			2007	2008	2009	2010	1 year	4 years
Output 1: Construct a milestone information system to evaluate and supervise impact of the program								
Activity 1.2: Exploit and analyze the GSO's data on the rural survey in 2006	CEMA (Department of nation policy)	Database					400	400
Activity 1.3: Mobilize the financial support from international organizations to carry out a benchmark survey in the year 2007	CEMA (Department of nation policy, informatics center)	Database					2000	2000
Activity 1.4: Select a number of households to build-up a farm monitoring network	CEMA (Department of nation policy)	Farm monitoring network in 3 provinces, 3 district, 3 communities, 6 villages					1800	1800

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Output/Activity	Performance unit	Minitoring Indicators	Timetable				Estimated budget (Mil. VND)	
			2007	2008	2009	2010	1 year	4 years
Output 2: Establish an unit that to be in charge of information and serve for the standing office of program 135			███					
Activity 2.1: Establish a responsible information part within the policy department of CEMA	CEMA (Department of nation policy)		███				300	1200
Activity 2.2: Assign to the informatics center of CEMA the terms of reference to implement some activities that involve communication of the 135 program (information consists of management, technical, and policy)	CEMA (Department of nation policy, informatics center)	Ranking website 135; Number of person access website; Questionnaires for investigating quality of the website contents	███				120	480
Activity 2.3: Improve contents of the 135 bulletin and website of Committee for Ethnic Minority	(UBDT, Vụ tuyên truyền, TT tin học)	Ranking CEMA's website; Number of bulletin 135 distributed;Questionn aires for investigating quality of the bulletin 135		███				
Activity 7.1: Establishing a responsible part for information and communication that belongs to the provincial ethnic committee (policy department) or department of planning and investment	Provincial ethnic department (Department of Policy)	Assessing participation level, and number of news, event provided by members into website 135		███	███	███	600	1800

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Output/Activity	Performance unit	Minitoring Indicators	Timetable				Estimated budget (Mil. VND)	
			2007	2008	2009	2010	1 year	4 years
Output 12: Strengthening on information activity of the district project management unit								
Activity 12.1: Integrating the 135 information activity with the investment program of district people committee for developing information network	District project management unit	Frequently utilize communicative equipments in communication (Using electrical email, internet access, accessing and uitilizing information via website 135)					110	330
Activity 12.2: Assigning officer of district project management unit for responsibility of information activity	District project management unit	Database for program 135 at district level					110	330
Output 5: Establishing feedback mechanism from local people								
Activity 5.1: Setting up feedback channel and providing information to local people	CEMA (Department of nation policy, communication part in CEMA); Central media agencies	Number of questions and answers on issues related to the program 135					300	1200

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Output/Activity	Performance unit	Minitoring Indicators	Timetable				Estimated budget (Mil. VND)	
			2007	2008	2009	2010	1 year	4 years
Activity 5.2: Utilize the study results of independent agencies	CEMA (Department of nation policy, communication part in CEMA); Central media agencies	Database for saving results of research and evaluation		■			1000	1000
Activity 10.1: Deploying the feedback channel about technical demand, management, and policy.	Provincial ethnic department; Provincial media agencies	Number of questions and answers on agri-extension, law, ...	■	■	■		800	3200
Activity 10.2: Depoying the supervision activities of the local media agencies	Provincial ethnic department; Provincial media agencies	Frequently broadcast column 135 via the provincial radio and television	■	■	■		800	3200
Activity 15.1: Deploying a feedback channel of local people about technology demand, and information of management, policy.	District nation division	Number of questions and answers		■	■	■	600	1800
Activity 15.2: Collecting feedback information through agri-extension activities	Provincial ethnic department, district agr-extension station, village agri-extension club	Assessment report on the demand of technical information, questionnaires for investigating opinion		■	■	■	480	1440

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Output/Activity	Performance unit	Minitoring Indicators	Timetable				Estimated budget (Mil. VND)	
			2007	2008	2009	2010	1 year	4 years
Activity 20.1: Providing opinion of the local people on the commune broadcast system	Community monitoring board; Head of village; Community communication	Memorandum records opinion of local people; Number of broadcasting on feedback content of local people per month					480	1440
Activity 20.2: Collect opinion of local people through village meeting	Community monitoring board	Number of mails received per mailbox						
Activity 20.3: Community project management unit opens mail-box to get opinion from local people	Commune project management unit	Questionnaires for investigating opinion						
Activity 20.4: Setting up billboard to collect opinion of local people	Commune project management unit							
Activity 20.5: Investigating opinion of local people through the meeting of agri-extension club, agri-extension training	Community monitoring board, village agri-extension club							

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Output/Activity	Performance unit	Minitoring Indicators	Timetable				Estimated budget (Mil. VND)	
			2007	2008	2009	2010	1 year	4 years
Output 6: Strongly coordinate exchanged-information in-between information agencies								
Activity 6.1: Innovating the contents and implementation of 21 free of charge magazines and newspapers to coordinate with all activities of program 135 (in framework of management, technology and policy information).	CEMA (Information department)	Number of the column 135 setup via the free of charge of newspapers, magazines					600	2400
Activity 6.2. Organizing policy dialogue programs to introduce experience of the program 135	CEMA (Department of nation policy)	Number of dialogue program organized						
Activity 6.3: Coordinate with media agencies in organizing independent avaluation activities and inserting the evaluated and supervised results via media broadcastings	CEMA (Department of nation policy), central media agencies							
Activity 6.4: Seting up a channel of technology information among CEMA, MARD and other ministries to provide technology information for media agencies.	CEMA (Department of nation policy), central media agencies							

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Output/Activity	Performance unit	Minitoring Indicators	Timetable				Estimated budget (Mil. VND)	
			2007	2008	2009	2010	1 year	4 years
Activity 11.1: Strengthening information contents of all communication activities such as market information, agri-extension etc.	Provincial ethnic department (information unit), Provincial agri-extension center	Lecture and documents on market, agri-extension						
Activity 11.2. Improve radio and television programs that use ethnic majority langueges at the area	Provincial radio and television	Number of column and amount of time for the additional ethnic broadcasting					3000	9000
Activity 11.3. Integrating communication activity into other naional targeted programs and investing on infrastructures for communication via locality	Provincial ethnic department, department of planning and investment							
Activity 11.4: Developing form of cartoon newspaper for ethnic people	Provincial ethnic department, provincial newspaper						1000	3000
Activity 11.5. Improving effect of agri-extension activity	Provincial agri-extension center	Number of video clips and agri-extension documents in ethnic languages or parallel languages						

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Output/Activity	Performance unit	Minitoring Indicators	Timetable				Estimated budget (Mil. VND)	
			2007	2008	2009	2010	1 year	4 years
Activity 16.1: Strengthening information contents such as merket, agri-extension information in communication program	District ethnic division, district agri-extension station							
Activity 16.2: Strengthening agri-extension activity	District agri-extension station; District radio and television; District nation division	Number of program, information and market information documents used for columns						
Activity 16.3: Integrating the source of investment capital into the district radio broadcast station to implement the ethnic broadcast programs using some popular ethnic languages at local area.	District radio and television							
Activity 16.4. Integrating communication activity into other naional targeted programs and investing on infrastructures for communication via locality	Department of planning and investment							

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Output/Activity	Performance unit	Minitoring Indicators	Timetable				Estimated budget (Mil. VND)	
			2007	2008	2009	2010	1 year	4 years
Activity 19.1. Integrating with other development programs to invest infrastructure for communication activity	Department of planning and investment			███	███	███		
19.2 Broadcasting some main ethnic languages on the commune broadcast system	Commune broadcast, village agri-extension club	Number of the ethnic stored documents; Amount of broadcasting time via the commune broadcast						
19.3 Strengthening amount of time and content of information	Commune broadcast, village agri-extension club							
19.4 Combining with the district agri-extension station to establish the mobile communication group	Commune broadcast, village agri-extension club			███	███	███	1500	4500

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Output/Activity	Performance unit	Minitoring Indicators	Timetable				Estimated budget (Mil. VND)	
			2007	2008	2009	2010	1 year	4 years
Output 3: Improve the operation, monitoring and management of the program								
Activity 3.1: Establish a part that to be in charge of monitoring and evaluating all activities of the 135 program and its can collect experienced-ideas and policy-feedbacks from all stakeholders		Activity regulation	■				300	1200
Activity 3.2: Complete an indicators system on evaluating the results of the 135 program	CEMA (Department of Policy)	The indicators will be supplemented; Efficiency of column "Assessment, supervising of program 135" on the website of program	■					500
Activity 3.3: Push new indicators into report form and complete the report system	CEMA (Department of Policy)	The new system of report including new indicators	■					500
Activity 3.4: Identify regulation to perform information activities on monitoring and evaluating among the 135 agencies	CEMA (Department of nation policy)	Regulation of monitoring mechanism		■				
Activity 3.5: Organize training on how to report for provincial staffs	CEMA (Department of nation policy)	Number of trainings at province level		■				100

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Output/Activity	Performance unit	Monitoring Indicators	Timetable				Estimated budget (Mil. VND)	
			2007	2008	2009	2010	1 year	4 years
Output 8: Peforming report that follows the indicator system of the program on supervising and evaluating			▦					
Activity 8.1: Consulting with CEMA to prepare a simple supervision indicators in which local people can use these indicators for supervising or evaluating.	Provincial ethnic department	Number of meetings and the official dispatch on suggesting with the people committee about monitoring indicators	▦					
Activity 8.2: Organize trainings for district level how to report in which report-items include addtional indicators (the simple supervision indicators).	Provincial ethnic department	Number of trainings, documents, List of persons trained at district level		▦				100
Activity 8.3: Setup a regulation with new indicators (additional indicators) for stakeholders who peform information activities in supervising and evaluating	Provincial ethinic department	Regulation of monitoring mechanism		▦				
Activity 8.4: Coordinating with district level to collect the supervision information	Provincial ethnic department; District nation division	Upgrading monitor report with new indicator system		▦				300

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Output/Activity	Performance unit	Minitoring Indicators	Timetable				Estimated budget (Mil. VND)	
			2007	2008	2009	2010	1 year	4 years
Output 18. Strengthening supervision information								
Activity 18.1: Consulting with the district offices to establish and perform indicators on supervising and evaluating by local people.	Community monitoring board	Report on deploying model of 3 communities in Northwest, Central Highland, and Southwest region to construct indicator for monitoring and evaluating on village meeting; Report on performing results of the new indicator system.		██				150
Output 4: Improve the communicated information mechanism among the 135 program agencies								
Activity 4.1: CEMA organizes a regular committee meeting among ministries and mass organisation to deploy program 135	CEMA (Department of nation policy)	Number of the regular meeting; List of participants	██					

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Output/Activity	Performance unit	Minitoring Indicators	Timetable				Estimated budget (Mil. VND)	
			2007	2008	2009	2010	1 year	4 years
Activity 4.2: CEMA organizes the interdisciplinary groups to go out for investigating and supervising the provincial implementation like progress supervising, effect of the projects	CEMA (Department of nation policy), media agencies	Number of survey reports, list of survey places, frequency probability via column 135		■				
Activity 4.3: Setup an official dialogue channel between international sponsors and CEMA	CEMA (Department of nation policy, communication unit)	Number of meeting organized with donors; Meeting memorandium; Number of memory proceedings memorized with donors	■					
Activity 9.1: The provincial standing office organizes regular meetings among the local departments and mass organisations that related to the program 135.	Provincial ethnic department	Number of the regular meeting; List of participants	■					
Activity 9.2: The provincial standing office organizes the interdisciplinary delegation and media agencies to go out for investigating and supervising the implementation of locals	Provincial ethnic department	Number of survey reports, list of survey places		■				

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Output/Activity	Performance unit	Minitoring Indicators	Timetable				Estimated budget (Mil. VND)	
			2007	2008	2009	2010	1 year	4 years
Activity 9.3: Providing information into website of the program 135, the information should be included management, technology and policy	Provincial ethnic department	Amount of time to access website 135; Ranking accessing time into website 135 in-between provinces		███				
Activity 9.4: The concerning offices of the program provide periodically information for media agencies	Provincial ethnic department, and provincial media agencies	Frequency probability via column 135	███					
Activity 14.1: Regular meeting for deploying activities of the program	District nation division	Number of the regular meeting; list of participants		███				
Activity 14.2: Organize the district task forces combining with the district radiobroadcast station to go out for investigating and supervising the implementation of villages.	District nation division and district radio and television	Number of survey reports, list of survey places		███				

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Output/Activity	Performance unit	Minitoring Indicators	Timetable				Estimated budget (Mil. VND)	
			2007	2008	2009	2010	1 year	4 years
Activity 14.3: Providing information of management, technology and policy into website of the program 135.	District nation division	Amount of time to access website 135; Ranking accessing time into website 135 in-between provinces						
Activity 17.1: The commune project management unit organizes regular meetings on community project, the meeting participants consist of people committee, community monitoring board, mass organisations, head of village and village patriarch	Commune project management unit, community monitoring board	Number of meeting memorandium, participants, and suggestions						
Activity 17.2: Providing information of the program for broadcast unit at district and province level.	Commune project management unit, community monitoring board	Frequency probability of news via media district and province level; Evaluation of media district and province on frequently providing information						
Total								43370

Conclusion

- The communication strategy is to only solve the weakness of current communication activities, not to implement a general plan in comprehensive scale.
- The implemetation process rely much on capacity of implementing units, and capacity of grafting resources from other program in the some objective place.
- The communication strategy needs to receive recommendations of experts and relating ministries and sectors to be continuously completed.
- Implementation process need further analysis and construct more detailed action plan
- Implementation process need consistent guideline from CEMA

THANK YOU