



USAID/Accelerating Support to Advanced Local Partners (ASAP) WEBINAR SERIES

Telling your Project's Story

March 2, 2022

AGENDA

1. Introductions
2. Why communications matters
3. Identify your audience
4. Success Stories
5. Repackaging your content*
6. Consent & disclosures
7. USAID communications & resources
8. Right to Care - storytelling in action*

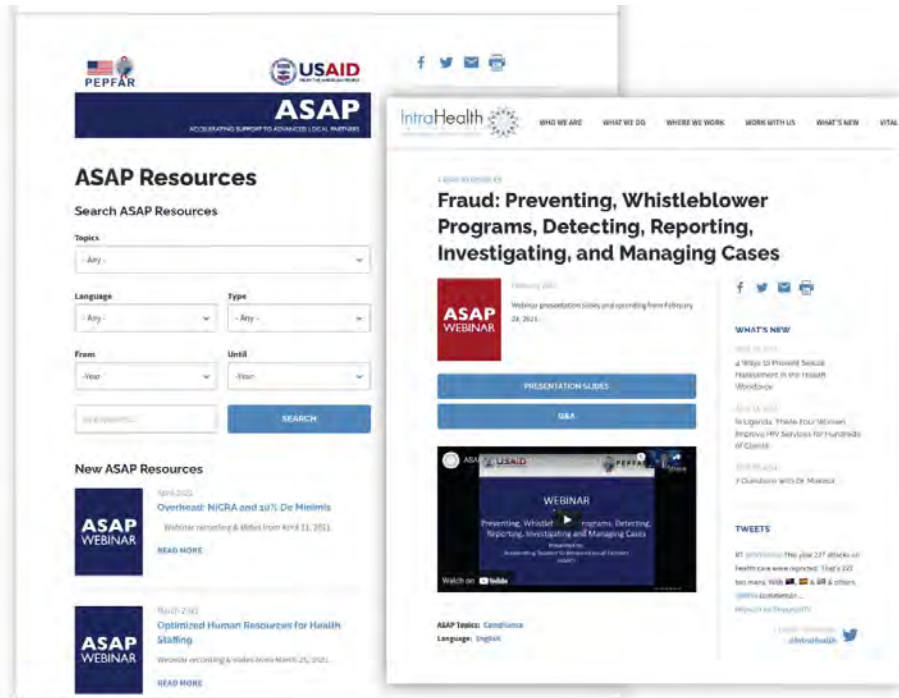
A FEW QUICK NOTES

1. Welcome Local Partners - **tell us where you're from in the chat.**
2. Please use the **Q&A box to ask any questions** and the chat box for answering questions asked by the presenters.
3. We have **two polls** during the webinar today.
4. The presentation for today's webinar will be saved on ASAP's website at **www.intrahealth.org/asap-resources**

ON-DEMAND WEBINARS

ASAP has broadcasted **70 webinars**
for **more than 14,500+ attendees.**

Find past webinars on ASAP's web page
www.intrahealth.org/asap-resources



AVAILABLE IN 3 LANGUAGES

Choose your
language or topic.

Featuring webinars
in **French, English,
and Portuguese.**

Topics

- Any -

Language

- Any -

Type

- Any -

From

-Year

Until

-Year

By Keywords...

SEARCH

Download a pdf
of the presentation.

Watch a recording
of the webinar.

The screenshot shows the IntraHealth website page for 'Writing Abstracts'. At the top, there is a navigation bar with links: WHO WE ARE, WHAT WE DO, WHERE WE WORK, WORK WITH US, WHAT'S NEW, and VITAL. The main heading is 'Writing Abstracts'. Below it, there is a date 'July 2021' and a sub-heading 'Webinar recording and presentation notes from July 8, 2021.' To the left of the text is a blue box with 'ASAP WEBINAR' in white. Below the text is a blue button labeled 'PRESENTATION SLIDES'. Below the button is a video player showing a webinar recording. The video player has a title bar with logos for IntraHealth, PEPFAR, and USAID. The video content shows a blue background with the text 'Accelerating Support to Advanced Local Partners (ASAP) WEBINAR SERIES Writing Abstracts' and a date 'July 9, 2021'. At the bottom of the video player, it says 'Watch on YouTube'. To the right of the main content, there are social media icons for Facebook, Twitter, Email, and Print. Below these icons is a section titled 'WHAT'S NEW' with two articles: 'What Does It Take to Keep HIV Services Available in Tanzania during COVID-19?' (dated July 26, 2021) and 'Quality Improvement: The Quiet Hero of Global Health Programs' (dated July 08, 2021). Below that is another article: 'New Regional Advisors Will Guide Frontline Health Workers Coalition's Policy and Advocacy Work' (dated July 02, 2021). At the bottom right, there is a section titled 'TWEETS' with one tweet: 'Safina meets w/ expectant mothers (who often walk 5+ kms to see her) during #COVID19. Our

UPCOMING WEBINARS

March 9

**USAID Financial Policies,
Internal Controls, and Compliance**

March 16

Optimizing Gender in the Workplace

March 22

French Webinar - **Program and Data Quality
Assurance and Improvement**

March 23

**Sub Award Management from
Solicitation to Close-out**

[Click for upcoming ASAP Webinars](#)

TODAY'S PRESENTERS

Susan Melnyk

Communications & Graphics Specialist
ASAP

Katherine Seaton

Senior Communications Writer/Editor
IntraHealth International

Skye Grove

Senior Technical Specialist:
Social & Behavior Change Communication
Right to Care

TELL US ABOUT YOURSELF

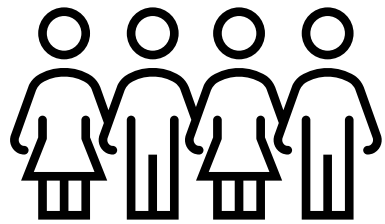
1. Is communications your **primary role**?
2. How many people are on your **communications team**?
3. Do you currently have the **resources you need** to effectively communicate your project's results?
4. Which **tools are you actively using** for your project?



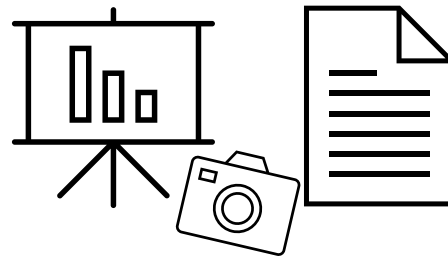
WHY DOES COMMUNICATIONS MATTER?



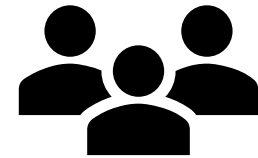
FLOW OF INFORMATION



Your project team



Reports, photos, presentations,
videos, and success stories



Donor



Think about communications **from the start.**

Build it into your proposal, budget,
and work plan.

Advocate for communications
and help your team, organization, and
donor better understand the value it brings.

Who is your audience

and why are you communicating
with them?



TYPES OF AUDIENCES

External

- a. Donor
- b. Your project's beneficiaries
- c. Your organization's main audience
 - People currently using your services
 - Local community
 - Potential donors

HIGHLIGHTING YOUR HARD WORK

FOR YOUR CURRENT DONOR

- **Contract or award requirement**
 - Share progress, results, and lessons learned
 - Reports / Success Stories / Presentations
- **Raise visibility** of your donor's project and your organization's work and capabilities
- Position your organization for **new project opportunities**

TYPES OF AUDIENCES

External

- a. Donor
- b. Your project's beneficiaries
 - People currently using your services
 - Larger community
- c. Your organization's audiences
 - People currently using your services
 - Local community
 - Potential donors

HIGHLIGHTING YOUR HARD WORK

FOR YOUR COMMUNITY & BENEFICIARIES

- **Raise visibility** of your organization's work and services
- **Advocate** for issues important to your organization
- **Build goodwill** towards your organization
- **Reach beyond current donors** for future funding opportunities

TYPES OF AUDIENCES

Internal

- a. Project staff
- b. Organization's employees
- c. Board members / Advisory Teams

HIGHLIGHTING YOUR HARD WORK

FOR YOUR COLLEAGUES

- **Share lessons learned** to build knowledge in your organization
- **Raise visibility** of your project's work *within* your organization
- Build and **improve your team's morale** by sharing wins/successes

STUDY YOUR AUDIENCE

Where are they communicating?

- a) Social media – which platforms?
- b) Newsletters – internal/external
- c) Website/blog – is it active?
- d) Local and national press

STUDY YOUR AUDIENCE

How are they communicating?

- a) Reports
- b) Articles/Blog posts
- c) Photos
- d) Videos
- e) Testimonials

What is the tone/style of their different communications?

- a) Formal
- b) Casual

Listen and observe before you start communicating to better understand what your audience responds to.

SOCIAL MEDIA

It's not the count, it's the connection.

It's more important to **identify your audience and connect with them** then to chase *LIKES* and *FOLLOWERS*.

Advocate and educate for the ***metrics that matter.***

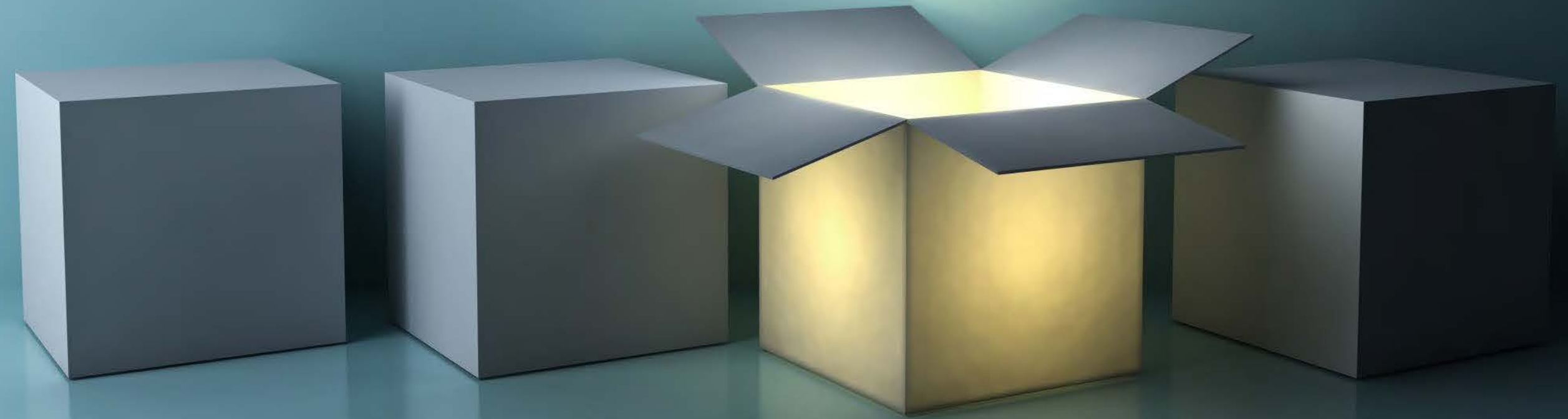
A close-up photograph of a man with a beard and mustache, wearing a grey knit beanie and a matching scarf. He is smiling warmly and looking down at a smartphone he is holding in his hands. The background is softly blurred, showing warm, bokeh-style lights, suggesting an outdoor setting at night or in a dimly lit indoor space.

7 KEY WAYS
TO TELL YOUR STORY

7 WAYS

1. USAID and donor **reports**
2. USAID **success stories**
3. **Press releases**
4. **Presentations**
5. **Newsletters**
6. **Blog posts** on your organization's website
7. **Social media**

REPACKAGE YOUR CONTENT



START WITH 1 PIECE OF CONTENT



INTERVIEW A BENEFICIARY

1. Write a **success story** to submit to USAID
2. Include in a **text box in your next report.**
3. Write a **press release** and submit to local media outlets.
4. Record the **interview on video (or just audio)** and **insert a clip in your next report** or share in your next meeting with the donor.
5. Take some **photos** at the interview to include in your success story, in reports, and as a social media post (in accordance with your specific agreement/contract).
6. Pull quotes from interview and **share on social media.**
7. Add a **snippet to your newsletter** and link to it your website/blog.

IntraHealth

INTERNATIONAL

Because Health Workers Save Lives.



Repackaging your stories

A case study from IntraHealth International

Katherine Seaton
Senior Communications Specialist
IntraHealth International



Using content

BLOG



◀ INTRAHEALTH INTERNATIONAL

VITAL

View Edit Webform Results Revisions Node export



10 Black Americans Who Have Led COVID-19 Response

February 22, 2022 | By The Editorial Team

These scientists, researchers, policymakers, and more are changing the way we respond to this pandemic and prepare for the next one.

COVID-19, Health Workers



The US Government Should Consider These 7 Areas of Investment in the African Health Workforce

February 14, 2022 | By Janet Murtuki

A systems approach would improve the health and well-being of millions.

policy & advocacy, Health Workers



The U.S. Has Risen to Global Health Challenges Before. It Can Again.

February 13, 2022 | By Polly Dunford, Vanessa Kerry

Here's how a U.S. initiative could lay the foundation for resilient health systems that can deliver health for all.

policy & advocacy, Health Workers

NEWS



News

View Edit Webform Results Revisions Node export



January 07, 2022

TCI Next Gen Will Reach the Next Generation of Family Planning Users in West Africa

A new award will expand sexual and reproductive health services for women and girls in poor urban communities in Burkina Faso, Côte d'Ivoire, and Senegal.



November 29, 2021

New Approach Helps Nursing and Midwifery Schools in Mali Improve Curricula and Achieve Accreditation

This local sustainable solution will help increase the number of qualified health workers in the country.



November 22, 2021

More Mothers and Babies in Senegal Gain Access to High-Quality Health Services through Neema

More than 1.7 million children received nutrition services and access to family planning increased in 7 regions.

SOCIAL MEDIA



IntraHealth International
@IntraHealth

We believe everyone everywhere should have the health care they need to thrive. And we're focusing on health workers to get us there.

Chapel Hill, NC, USA | intrahealth.org | Joined July 2009

2,616 Following 27.7K Followers



IntraHealth International
@intrahealth · Nonprofit organization



IntraHealth International

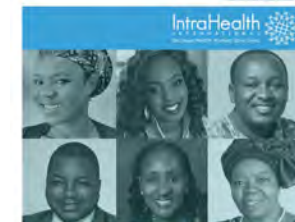
Because health workers save lives.
International Trade & Development | Chapel Hill, NC | 51 576 followers

Karen & 28 other connections work here - 832 employees

Following Visit website More

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6 African Health Leaders Share Their Recommendations for President Biden's Health Workforce Initiative

As the White House develops an initiative to address the crisis facing the global health workforce, the Frontline Health Workers Coalition asked African health experts how the Biden Administration could best invest in greater global health security through a stronger global health workforce.

Here's what they had to say

Read more

Retweet @FHWCoalition

Frontline Health Workers Coalition

Forthcoming Biden initiative to support #HealthWorkers is raising hopes in Africa. Read what African experts are saying about the need for a comprehensive approach. [@AngeleDjigba](#) [@shahabzwe](#) [@_Shotshe](#) [@Anamapongo](#) [@JanetMurtuki](#) [@ctunw10](#) [@Inchbyinch_rtr](#)

Join us February 11, 7 a.m. ET. Supporting the Health Workforce to Boost Quality of HIV Services

- Esther Tumbara, Senior Global Technical Director at [@intrahealth](#)
- Amanda Banda, Global Health Advocate for East and Southern Africa at [@WFP](#)
- Kenneth Mwebembe, Advocacy and networking officer at the Coalition for Health Promotion and Social Development

Register here

Step 1: Publish

< NEWS

More Mothers and Babies in Senegal Gain Access to High-Quality Health Services through Neema

View

Edit

Revisions

Node export

Unpublish



Clients waiting at the Tanaff Health Center in Senegal in 2019. Photo by Clemont Tardif for IntraHealth International.

November 22, 2021

Over the past five years, more than 1.7 million children under five in Senegal received nutrition services through IntraHealth International's USAID-funded [Integrated Service Delivery - Healthy Behaviors Project](#)—called Neema. The program also helped over 80% of health facilities in seven regions build functional referral systems to connect community members to services at nearby health facilities; made family planning services available to more people, resulting in 675,000 years of protection from unwanted pregnancies for



RELATED CONTENT

January 24, 2022

[A New Referral System Connects More Women and Girls in Eastern Uganda to Family Planning](#)

January 10, 2022

[To Strengthen HIV Services, This Ethiopian Organization is Taking 4 Steps to Focus on Gender Equality](#)

January 07, 2022

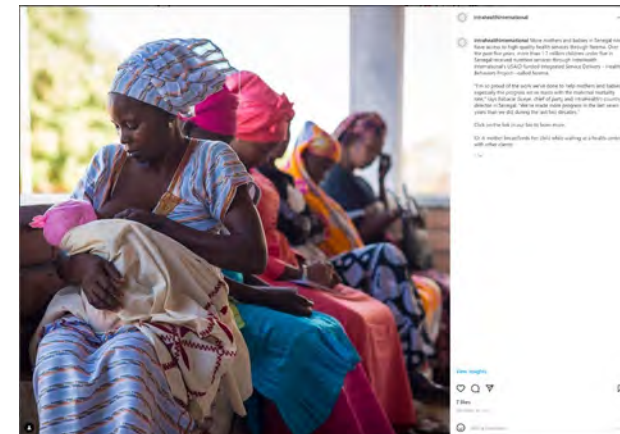
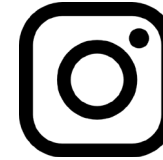
[TCI Next Gen Will Reach the Next Generation of Family Planning Users in West Africa](#)

WHAT'S NEW

February 22, 2022

[10 Black Americans Who Have Led COVID-19 Response](#)

Step 2: Share



Step 3: Send

USAID/Neema: Improving access, quality, and use of health services in Senegal



Interested in what you've read and want to help us do more? Investing in health workers, especially those on the front lines of care, is one of the most cost-effective and sustainable ways to improve health and save lives. Consider making a donation today.

[Donate](#)

[Read the full article](#)

Step 4: Share and send again

IntraHealth @IntraHealth • 1h
 We just shared results from the 5 year @USAID-funded Neema project w/ the USAID health director, @MinofHealthUG secretary general, & our project partners.
 The project helped improve access to & use of high-quality health services in 7 regions of Senegal.
<https://loom.com>

IntraHealth International
 January 20 at 2:00 PM

Just published! This new technical brief outlines how our USAID - US Agency for International Development-funded Neema project conducted Senegal's first gender discrimination and inequality analysis in collaboration with Senegal's Ministry of Health and Social Action. This approach that uses on-line surveys and focus group discussions to identify gender-related inequalities and discrimination in the health sector. Read it here: <https://loom.com>

IntraHealth International
 January 21 at 3:00 PM

We adapted the Enhanced Peer Outreach Approach in Senegal to reach key populations, such as young people, and it contributed to improved health outcomes. Learn more here: <https://loom.com>

IntraHealth International
 January 27 at 7:42 AM

In response to the gender audit findings, our USAID - US Agency for International Development-funded Neema project conducted Senegal's first gender discrimination and inequality analysis in collaboration with Senegal's Ministère de la Santé et de l'Action sociale. Read this newly published technical brief to learn more: <https://loom.com/ye4xu4c>

TUTORAT: A COMPREHENSIVE APPROACH TO EMPOWERING HEALTH CARE PROVIDERS AND THEIR FACILITIES IN SENEGAL
 December 2021
 Dr. Elieanne Diop, Dr. Babacar Gueye

HONING THE ENHANCED PEER OUTREACH APPROACH AMONG YOUNG PEOPLE IN SENEGAL
 December 2021
 Dr. Babacar Gueye, Melanie Joiner

ANALYSIS OF GENDER-RELATED INEQUALITIES AND DISCRIMINATION IN THE HEALTH SECTOR IN SENEGAL: TOWARD EFFECTIVE HUMAN RESOURCES MANAGEMENT
 December 2021
 Dr. Babacar Gueye, Dr. Yankhoba Dial, Abdou Gueye, Sokhina Gaye, Selly Bi, Ndéye M'ningue Ndiane Ndiane, Constance Newman, Sujata Bijou, and Melanie Joiner



Our Approaches for Healthier Moms and Babies

"I'm so proud of the work we've done to help mothers and babies," says **Babacar Gueye**, IntraHealth's country director in Senegal. "We've made more progress in the last five years than we did during the last two decades."

IntraHealth's USAID-funded **Neema project** drove that progress. We strengthened health services and made them accessible to more people—especially women and children—in seven regions of Senegal.

- Our results include:
- **69.7%** of women of reproductive age now say they use a family planning method for at least two years after childbirth, a 49.7% increase from 2017.
 - **77%** of women of reproductive age are practicing early breastfeeding, compared to 60% in 2017.
 - **53.4%** of mothers seek care for their children within 24 hours of the beginning of symptoms or the next day, a 57% increase from 2017.
 - **80%** of children with moderate acute malnutrition ended up cured thanks to USAID **Neema's** fortified-flour production program.
 - **28,560** people living with HIV were on antiretroviral treatment, a 17% increase from 2017.

Learn how we achieved these results:

TECHNICAL BRIEF
Tutorat: A Comprehensive Approach to Empowering Health Care Providers and Their Facilities in Senegal
 Tutorat: Une Approche Globale Pour Autonomiser Les Praticiens De Soins Dans Leurs Structures Au Sénégal

TECHNICAL BRIEF
Honing the Enhanced Peer Outreach Approach to Increase HIV Testing Yield Among Key Populations in Senegal
 Affiner L'approche Améliorée de Sensibilisation Par les Pairs (EPOA) Pour Accroître le Taux de Rendement Parmi les Populations Clés au Sénégal

TECHNICAL BRIEF
Analysis of Gender-Related Inequalities and Discrimination in the Health Sector in Senegal: Toward Effective Human Resources Management
 Analyse des Inégalités et des Discriminations Liées au Genre Dans le Secteur de la Santé au Sénégal : Vers Une Gestion Efficace des Ressources Humaines

Learn more about our work in Senegal

Twitter Facebook LinkedIn Instagram

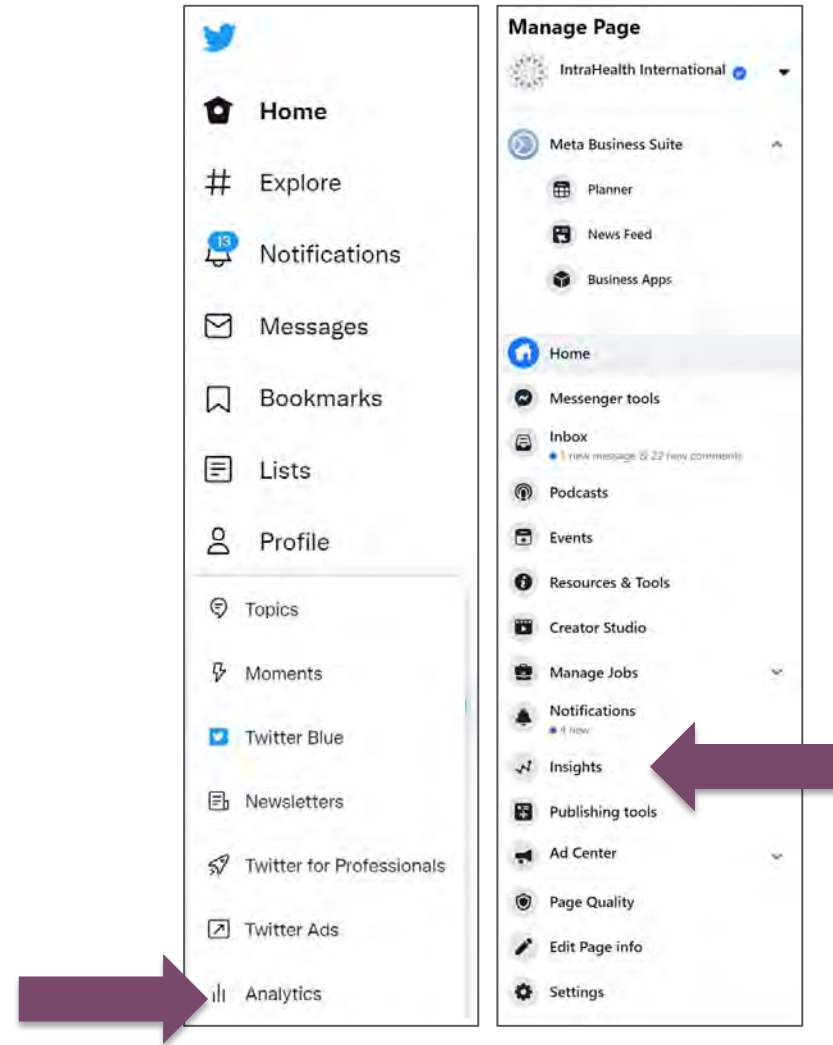
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 IntraHealth
 6540 Chantrelle Drive
 Suite 300
 Chapel Hill, NC 27517

Add us to your address book

Want to change how you receive these emails?
 You can update your preferences or unsubscribe from this list.

Step 5: Measure



Helpful notes

- **Know your audience.** You can't create content for your audience if you don't know what they're interested in.
- Write in **simple, clear, easy to understand** language.
- **Switch it up** – don't use the same text for different platforms.
- Think about ways to **bring the reader in**. What does your audience want to hear from you?
- Use a **social media scheduling** platform like Loomly, Hootsuite, or Buffer to help you schedule social media posts in advance.
- Keep your **website** up to date.

Thank you!



Contact:

Katherine Seaton

kseaton@intrahealth.org

Follow us at:

www.intrahealth.org



**A CLOSER LOOK AT
SUCCESS STORIES**

WHAT MAKES A GREAT TITLE?

SHORT

Ideally **under 10 words**.

CONCISE

What you did and **why** it mattered.

DESCRIPTIVE

Make sure the **country name** is in the title.



Improving Malaria Treatment and Saving Lives in Uganda



With Limited Jobs, Tanzanian Youth Learn New Ways to Earn Income



Visually Impaired Children Get the Education They Need in Macedonia



Auxiliary Veterinary Personnel in Mali Boost Livestock Health

A CLOSER LOOK

SHORT

8 words, 6 key words

CONCISE & DESCRIPTIVE

What they did
and **why** it mattered.

Includes the
country name.

IMPROVING MALARIA TREATMENT AND SAVING LIVES IN UGANDA

Hospital increases accuracy of diagnosis and treatment

“We set a standard for good decision-making. It helped us track medicine use and minimize the unnecessary waste of our antimalarial medicines.”



CAN'T SAY IT ALL IN THE TITLE?

ADD A SUBTITLE

IMPROVING MALARIA TREATMENT AND SAVING LIVES IN UGANDA

Hospital increases accuracy of diagnosis and treatment

“We set a standard for good decision-making. It helped us track medicine use and minimize the unnecessary waste of our antimalarial medicines.”



QUOTES & PHOTOS MAKE A STORY **PERSONAL**

IMPROVING MALARIA TREATMENT AND SAVING LIVES IN UGANDA

Hospital increases accuracy of diagnosis and treatment

“We set a standard for good decision-making. It helped us track medicine use and minimize the unnecessary waste of our antimalarial medicines.”



KEY COMPONENTS

PHOTO Submit a high resolution file

CAPTION Connect the photo to the story

QUOTE Use to highlight results

FRAME THE CHALLENGE

DESCRIBE YOUR PROJECT

USE DATA STRATEGICALLY

HIT HARD IN THE FINAL PARAGRAPH

This is the part people will remember most.

SUCCESS STORY

Bringing Quality Dairy to Market

Higher Incomes for Farmers, Better Milk for Consumers



Through a Kivu Dairy interest free credit program made possible by RDCP II, 20 farmers have adopted the process of collecting milk with metal cans instead of wooden cans, a practice that helps ensure hygiene and enables business growth.

"The Seal of Quality Kits in addition to the training on milk testing, handling and quality has enormously boosted our dairy business."

Mr. Bosco Musafiri,
Manager, Kivu Dairy

Improving the quality of a perishable good that spoils quickly, like milk, requires a few key inputs. Dairy farmers need disease-resistant livestock, clean hands, rapid product transport, hygienic processing, and adequately-refrigerated distribution centers. In districts like Rubavu throughout Rwanda, this process does not come easily. While agriculture accounts for 33 percent of Rwanda's GDP, the dairy sector only makes up a small portion. If the sector begins to produce at its full quantity and quality potential, it could transform the lives of many rural Rwandans and their families.

Mr. Bosco Musafiri is the manager of Kivu Dairy in the western district of Rubavu. His company is a participant in USAID's Rwanda Dairy Competitiveness Program II. Implemented by Land O'Lakes International Development, the project is designed to address these issues in the dairy sector and to do it by integrating stakeholders throughout the value chain—from farmers to consumers.

Launched in early 2012, the project has provided Seal of Quality kits, containing milk testing equipment, to 31 dairy cooperatives and five milk processors across Rwanda. These kits give dairy cooperatives and processors everything they need to test the safety and quality of the milk from each farmer. "The project has enormously boosted our dairy business," stated Mr. Musafiri. He added, "The kits brought us new and better technology to help differentiate the grades of milk."

In Rwanda, four grades divide the formal milk market. Grades 1 and 2 contain low bacteria counts. Grade 3 and the lowest grade, "Not Acceptable", contain levels that can cause serious illness or death to consumers. Informal kiosks, which are Kivu's main competitors in the market, often offer Grade 3 milk or lower. Despite the low grade, between 85 and 95 percent of Rwandan milk drinkers still shop at kiosks because impurities are often not detected visually.

"Now, we offer price-based incentives to encourage farmers to deliver high quality milk, which attains a higher price for the farmer," says Mr. Musafiri.

Although RDCP II has only been active for two years, current outcomes are promising. Daily collected milk volume has increased 50 percent, from 800 to 1,200 liters. The improvements in milk quality and quantity gave Inyange Industries, Rwanda's largest milk buyer, the confidence to contract with Kivu Dairy to supply 1,500 liters of clean milk daily, providing a welcome and worthwhile income boost for Kivu's milk suppliers.

QUOTES & PHOTOS MAKE
A STORY **PERSONAL**



DATA MAKES IT **POWERFUL**

EDITING MAKES ALL THE DIFFERENCE

RE-READ your work with fresh eyes

SHARE for others to review

REVISE your first draft

EDIT again





LISTEN FOR FEEDBACK.

Talk to your donor about your reports.

Share an outline and ask what else they would like to see in future communications.

LISTEN FOR KEY PHRASES:

"I really like this chart."

"That was a great presentation."

"This other project I worked on did this..."

"We need more information on..."



THE IMPORTANCE OF
CONSENT & DISCLOSURES

GET PERMISSION BEFORE YOU START

WRITTEN, PHOTO, & VIDEO

A **signed USAID or donor disclosure form** is due for all video and photos of beneficiaries, as well as for written interviews and quotes.

Protects the interviewee, your organization, and the U.S. government.

The form must be offered in the language the individual can read.

An **English version** of the form is available on the USAID website and **additional languages** are available through country Mission offices.

GIVE CLARITY & GET PERMISSION

- 1. Be up front** about where the photo, video, or interview could *potentially* be published.
- 2. Allow the person the opportunity to say no.**
- 3. Be sure they can read and understand** the disclosure form.
- 4. Get the form signed.**
- 5. Keep** the form on file.

CONSIDER LOCAL LANGUAGES

Offer translation for interviews to **allow interviewees to respond in the language they are most comfortable speaking.**

Be sure to **translate accurately** in your final piece.



SKILLS TO BUILD IN COMMUNICATIONS



5 SKILLS TO BUILD FOR BETTER COMMUNICATIONS

1. Photography - smart phone or digital camera
 - a) Learn to take great photos | Study other photographers
 - b) Learn how to color grade photos
2. Videography filming & editing
3. Writing - study published writing from your donor and leaders in the field. Practice improves all skills, so just keep writing and be open to having others review your work and provide constructive criticism.
4. Interview skills - study how great interviewers make people feel comfortable, ask open-ended questions
5. Graphic design
 - a) Data visualization ideas and apps/software
 - b) Understand the basics of good design and formatting
 - c) InDesign, Photoshop, free versions of similar software

GET THE WHOLE TEAM INVOLVED



Technical staff doing a site visit?
Take some photos

M&E Team planning a survey?
**Include some open-ended questions
to include quotes in your reports.**

DON'T WORK IN A SILO

HOW DOES USAID SHARE YOUR RESULTS?

USAID WEBSITE

- [Success Stories at - Transforming Lives | U.S. Agency for International Development \(usaid.gov\)](#)
- [Office of HIV/AIDS Blog | U.S. Agency for International Development](#)

The image shows two screenshots of the USAID website. The top screenshot is the 'OFFICE OF HIV/AIDS BLOG' page, featuring a large photo of a woman holding a baby. The bottom screenshot is the 'TRANSFORMING LIVES' section, which displays a grid of success stories in various languages.

USAID FROM THE AMERICAN PEOPLE

Home » What We Do » Global Health » Health Areas » HIV and AIDS » Information Center » Office of HIV/AIDS Blog

OFFICE OF HIV/AIDS BLOG

TRANSFORMING LIVES

Every day, all over the world, USAID brings peace to those who endure violence, health to those who struggle with sickness, and prosperity to those who live in poverty. It is these individuals — these uncounted thousands of lives — that are the true measure of USAID's successes and the true face of USAID's programs.

FILTER STORIES

GRID VIEW LIST VIEW

Azərbaycanda Kənd Təsərrüfatı Böyüdükcə Qadınlar Yeni İmkanlar Qazanır

Улучшение доступа к финансированию способствует расширению бизнеса в Беларуси

Белорусские предприниматели учатся развивать бизнес

Клик менен өз шаарын жакшыртуу

Кликните, чтобы улучшить свой город

Lost While Awaiting Trial: Advocating for Jailed Haitian Citizens

Businesses in Belarus Expand With Greater Access to Finance

МЛАДИТЕ ЛУЃЕ - ПРИМЕР ЗА ЕТНИЧКА ИНТЕГРАЦИЈА ВО МАКЕДОНИЈА

Young People Set Example for Ethnic Integration in Macedonia

Implementer of PEPFAR, the Office of HIV/AIDS (OHA) leads USAID's efforts to control AIDS epidemic, working in close collaboration with Missions and other bureaus of the U.S. Agency. OHA's mandate is to provide both technical support to the field and leadership within USAID, PEPFAR, and the global HIV/AIDS community. The OHA tells the story of how USAID demonstrates its leadership in advancing HIV epidemic control through sustainable, supporting country-led efforts for long-term sustainability and applying science, technology, and innovation to support the implementation of effective, cutting-edge, sustainable, and appropriately integrated HIV/AIDS interventions at scale.

Strategic Investments in the Health Workforce: Learning from Lesotho

COVID-19 highlighted the critical need for countries to make greater investments in their health workforce. This is no truer than in Lesotho, the small, mountainous country landlocked within South Africa, dealing with multiple epidemics. When COVID-19 hit, Lesotho had the second-highest number of people living with HIV per capita in the world.

HOW DOES USAID SHARE YOUR RESULTS?

NEWSLETTERS:

USAID

Office of HIV/AIDS



Dear colleagues,

With a month into the new year, COP/ROP 2022 planning is effectively under way with a new vision for this year. To advance sustained epidemic control of HIV our goals are to: 1) achieve and sustain epidemic control using evidence-based, equitable, and people-centered HIV prevention and treatment services; 2) build resilient and capacitated country health systems, communities, enabling environments, and local partners; and 3) strengthen cooperation and coordination for greater impact, responsibility sharing, and sustainability. New global guidance emphasizes the need to shift from client-centered to person-centered terminology and minimum program requirements of demonstrating progress in equity, stigma, discrimination, and human rights. Additional updates to technical guidance can be found in the slide deck shared during the OHA Call to Implementing Partners held on January 27 (attached to this email).

As a reminder, if there are additional members of your organization who are not included on the list for this biweekly note, please send their contact information, in addition to any questions, concerns, or updates to OHA-Communications-Team@usaid.gov.



USAID Newsletter: Protecting Democracy in Bosnia and Herzegovina, Celebrating a COVID-19 Milestone, and More

United States Agency for International Development sent this bulletin at 01/31/2022 02:45 PM EST



USAID NEWSLETTER | JANUARY 2022

Administrator Samantha Power traveled to Bosnia and Herzegovina (BiH) this month as the country is at a crossroads. Twenty six years after the Dayton Accords, we are seeing troubling challenges to the unity and prosperity of BiH. During the visit, Power underscored that the U.S. remains committed to the country and its people. And she found reasons for optimism – from journalists exposing corruption to meaningful reconciliation among different ethnic groups to engines of economic success taking flight.

[Learn More](#)

HOW DOES USAID SHARE YOUR RESULTS?

SOCIAL MEDIA:

Instagram

Facebook

Twitter

YouTube

LinkedIn

Medium

The screenshot shows the USAID Instagram profile. At the top, it says 'usaids' with a 'Follow' button and '2,331 posts', '332k followers', and '90 following'. The bio reads: 'USAID Government organization USAID promotes and demonstrates democratic values abroad, and advances a free, peaceful, and prosperous world. linktr.ee/workwithusaid.org'. Below the bio are icons for 'BLOGS', 'TOURISM', 'HBCU', 'TRIVIA', '#USAIDat60', and 'YALI'. The main content area shows a grid of images, including a turtle, people in a community setting, a woman in a school uniform, and a person in a hazmat suit.

The screenshot shows the USAID Facebook page. The header includes the USAID logo and the text 'USAID - US Agency for International Development'. Below this is a grid of images showing various USAID activities. The page information shows '1.1M Followers', 'Page · Public figure', and '+1 202-712-0000'. A pinned post from November 8, 2021, reads: 'Not all partnership journeys are the same. At WorkwithUSAID.org, you will find a variety of helpful tools and resources tailored for your organization. Swing by to take a tour of our free, one-stop shop today to learn more about partnering with us! WorkwithUSAID.org #WorkWithUSAID'. Below the pinned post is a 'Photos' section with a grid of images.

The screenshot shows the USAID YouTube channel. The header includes the USAID logo and the text 'USAID'. Below this is a 'Featured' section with a 'PLAY ALL' button and the text 'A selection of videos that represent the issues, events and stories at USAID.'. There are three video thumbnails: 'USAID Transforms' (53K views, 4 years ago), 'Shova's Journey' (20K views, 2 years ago), and 'The Po...'. Below the videos is a 'Home' section with several article cards, including '4 Women Scientists Breaking Down Barriers to End Hunger', 'Vidas prósperas, seguras y dignas', 'Prosperous, Secure, and Dignified Lives', and '4 Ways USAID is Empowering Women in Science'.

MAKE IT EASY

FOR YOUR DONOR TO SHARE

HIGH RESOLUTION PHOTO FILES

DISCLOSURE/CONSENT FORMS INCLUDED

STRONG DATA VISUALIZATION

Ready to go, straight
out of the box.





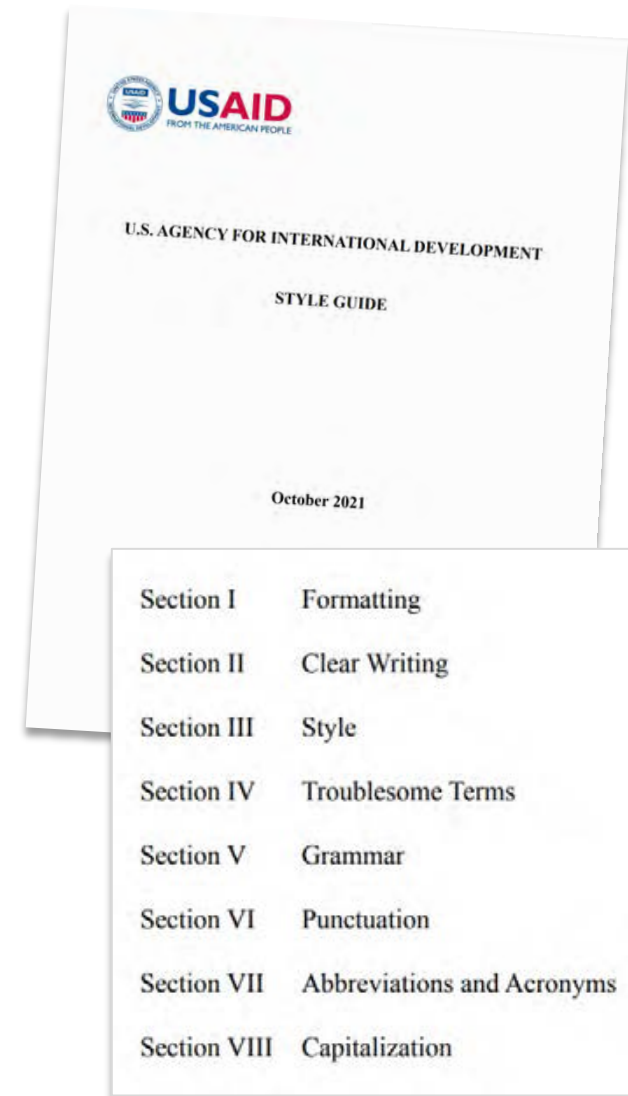
USAID
FROM THE AMERICAN PEOPLE

RESOURCES

STYLE GUIDES

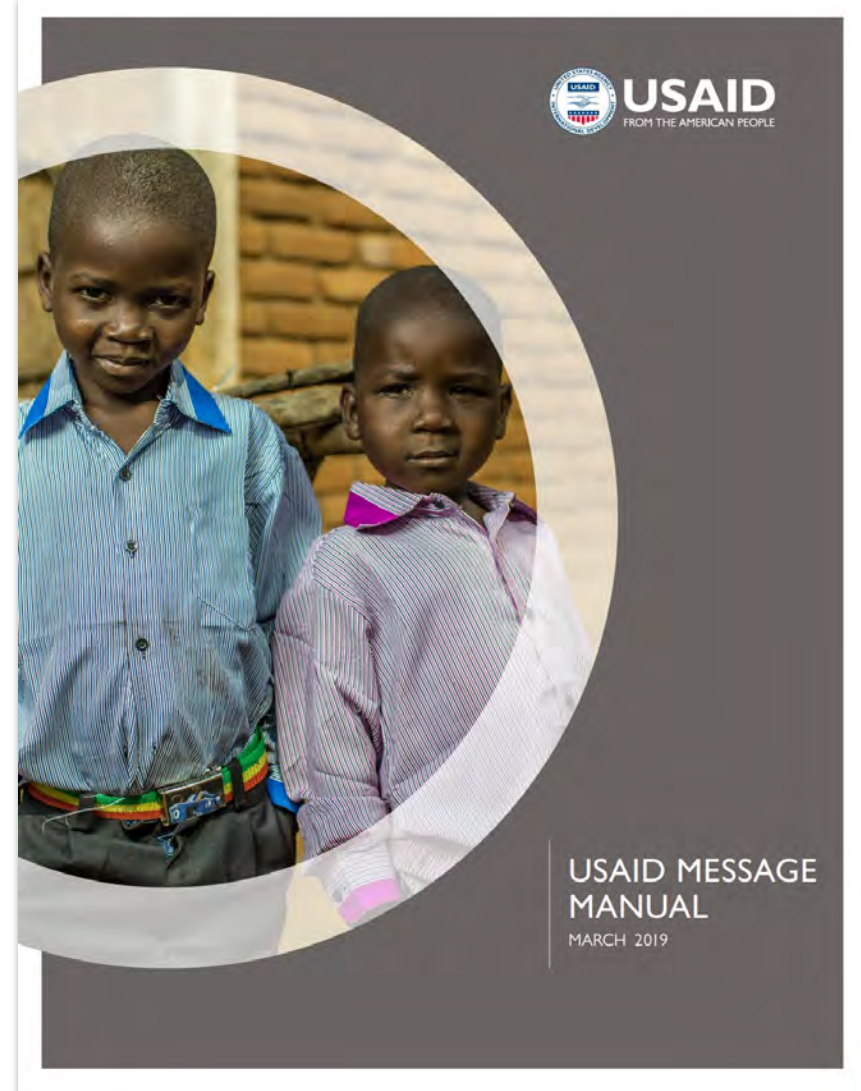
Study your donor's style guide as well as your organization's.

Don't have a style guide for your organization? Your communication's team can start developing one.



MESSAGING MANUAL

Tips for writing and
photography.



Rule of Thirds

Don't automatically
put your subject in the
center of every photo.



PHOTO: MORGANA WINGARD FOR USAID



PHOTO: KASHISH DAS SHRESTHA FOR USAID



PHOTO: DOUGLAS GRITZMACHER FOR USAID



PHOTO: MORGANA WINGARD FOR USAID

USAID EXPOSURE

Great resource to study
photo composition

What types of photos does your donor share?
How are subjects positioned, rule of thirds, etc.

usaidpubs.exposure.co



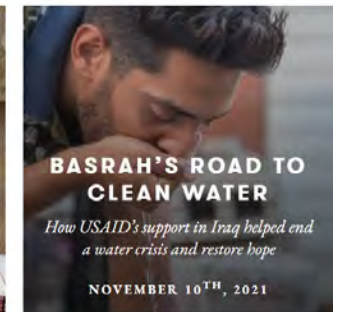
USAID PUBLICATIONS

USAID is the lead U.S. Government agency that works to fight extreme poverty around the globe.

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With 1.5k others

WWW.USAID.GOV



NEVER STOP LEARNING

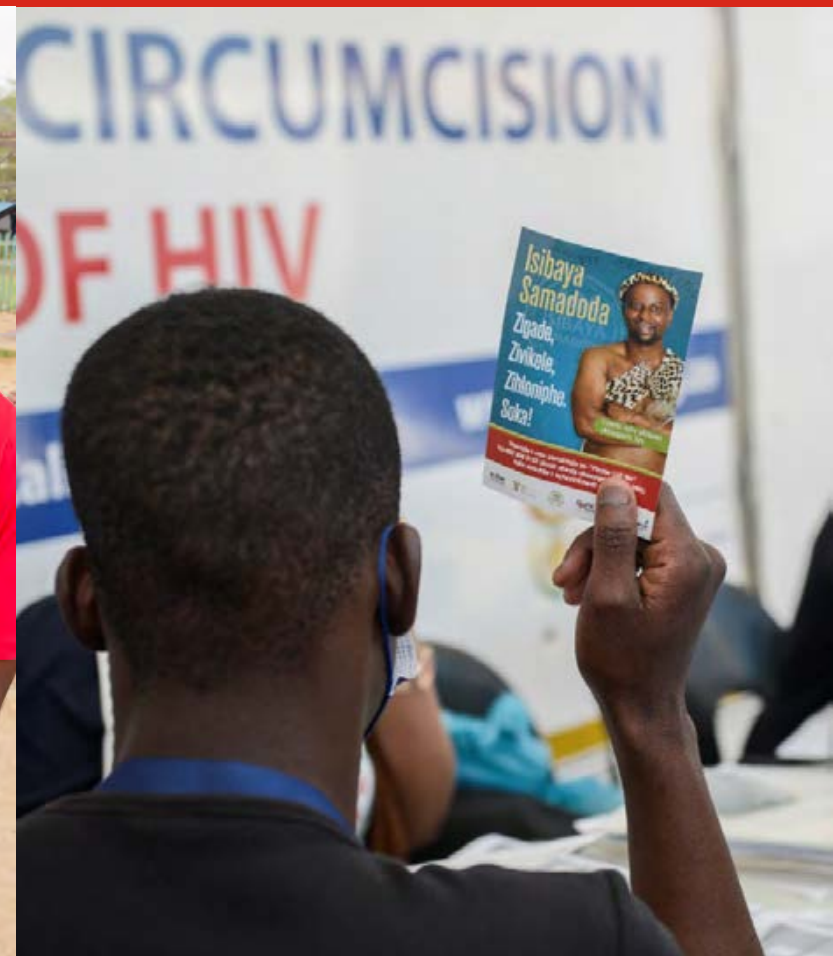
KEEP YOUR ORGANIZATION
AHEAD OF THE CURVE **AND**
BUILD YOUR RESUME.



QUESTIONS?



Telling your program's story. What Right to Care has learned.



RIGHT TO CARE

AFRICA'S LEADING HEALTH NGO

A proven track record in setting up, scaling and maintaining innovative health solutions driven by high-level data analytics. RTC works closely with a range of multi-sectoral strategic partners, health ministries and USG donors in South Africa, across the African continent and in other parts of the world.

Our experience



Massive SA healthcare solutions

- Built Africa's largest NGO/NPC
- Pioneered **HIV treatment in SA**
- Delivering innovative public health for 20+ years & one of the best executing partners
- World Infectious disease experts
- Runs the **largest treatment site in the world** at Helen Joseph Hospital



First African organization to implement Global HIV programs

- Outside SA: Right to Care International funded through **USAID EQUIP** Mechanism.
- Reached **17 countries – Africa, SEA, Caribbean, Eastern Europe.**
- Localised in Zambia, Malawi, Lesotho (HIV/Aids and Covid-19 response).
- Employs over 4500 staff in **7 countries**



Prevention & Treatment

- Conducted **10 000 000+ HIV tests**
- Supported **800 000+** patients living with HIV **with ART**
- Performed **1,4+ million circumcisions** for HIV prevention
- Actively preventing the underlying cause of **cervical cancer in women (HPV)**



Grant Management & governance experience

- **21 years of grant funding experience**, (current R1.5Bn/yr, from USAID, Global Fund, CDC, WHO and GIZ)
- Plays a role in 50+ partnerships with global and local organisations.
- **Unqualified audits in the past 20 years**
- Safely **manages grant funding**



Pharmacy innovation and automation

- Through Right ePharmacy, RTC spearheads **disruptive innovation and enhancing differentiated models of pharmaceutical care** in Africa
- Right ePharmacy provides **automated easy-to use**, safe and managed **chronic medication** dispensing services including ATM pharmacies, smart lockers and in-pharmacy automation amongst other innovations



Disaster Medicine response

- Supported **Ebola response** in Sierra Leone
- Supporting **SA Covid-19 response** - ministerial advice, strategic planning, surveillance, **electronic vaccination data system (EVDS)** and rural vaccinations support.
- Supporting the COVID-19 response in Zambia, Eswatini, Namibia & Malawi



Today's story

- RTC has a ten-year successful track record in the PEPFAR-supported South Africa's Voluntary Medical Male Circumcision (VMMC) program.
- Having performed over 1 428 980 circumcisions since the inception of the program in April 2012.
- This arguably makes it one of the most successful demand creation, social behavioral change and and implementation programs in South Africa's public healthcare sector in recent years.

What did we learn about telling the VMMC story?



Design your program for storytelling

Milestone

Document local TV celebrity Kagiso Modupe's circumcision – personal story through social media journaling, TV, radio, PR, campaign design. M&E framework for measurability.

2107

Milestone

Design of SBCC strategy to integrate traditional male initiation with medical male circumcision. Campaign development: Let's Talk Safe Initiation. Visual documentation, personal stories M&E framework for measurability.

2018

Milestone

Culturally-informed VMMC strategy aimed at non-circumcising populations through VMMC ambassadorship of the Prince of the Zulu Nation, Prince Nhlnganiso Zulu. Campaign: Isibaya Samadoda (the circle of men). M&E framework for measurability.

2019

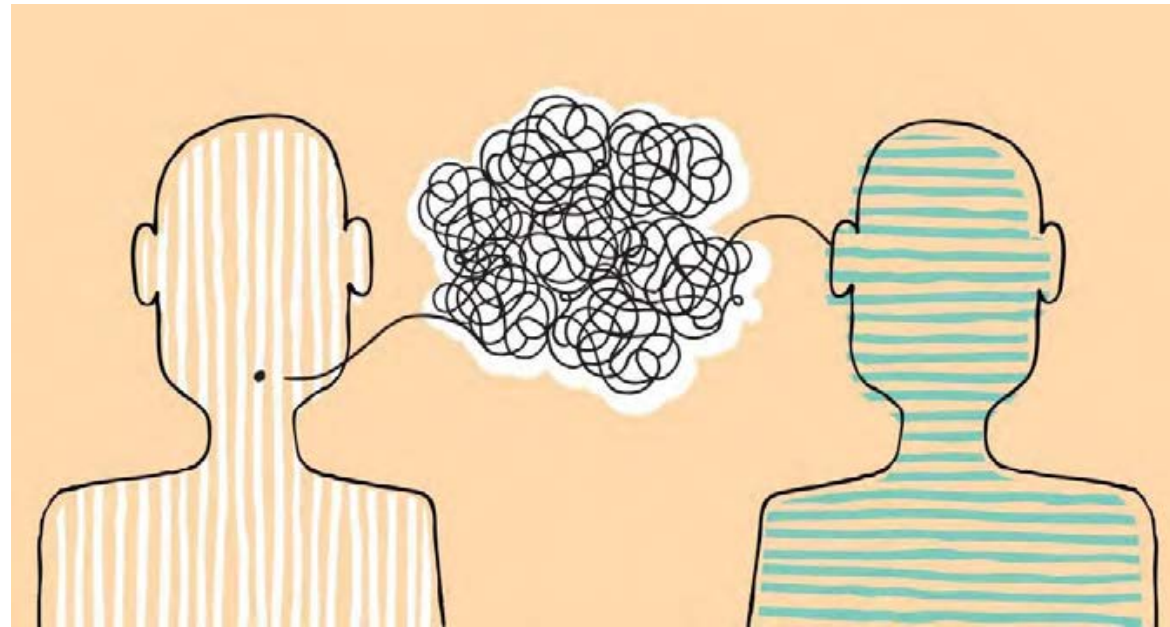
Milestone

VMMC demand creation in COVID-19 context. Visual journaling, personal storytelling, M&E framework for measurability.

2020

Start with the most important
communication skill:

Listening



Success is more than awareness



Know and target your audience as narrow as possible



Know and target your audience as narrow as possible

Who is the late VMMC adopter?



He is 25 years old.

He is a TVET business student but doesn't know how he will fund his studies next year.

He is ashamed of not being circumcised as an adolescent.

Most of his friends are circumcised. He feels that he fell behind in life compared to his friends.

He is scared of pain – he heard that the older you are, the more painful circumcision is.

His previous girlfriend didn't like his foreskin and mocked him. She called him macaroni.

He likes his foreskin and believes it enhances his sexual performance.

He is scared that a circumcision will influence his sex life negatively.

He loves his single mother and helps her in her Spaza shop.

His brother is in jail for armed robbery.

He recently made friends with a group of dajja smokers and he enjoys the sense of belonging.

He loves soccer but has become unfit during lockdown.

He's seen MMC gazebos at the mall but is ashamed to be seen speaking to those people.

He picked up a MMC brochure from the Shisanyama last week.

He hates clinics – the last time he was there was for the treatment of drop and the female sister was very rude to him.

He worries about HIV and haven't been for a test in six years.

He would like to be married and have children one day.

Choose your messenger carefully

Ask Dr. K



Create storytellers in your team



Be prepared to document unexpected stories



Explore different channels



If you cannot measure it, you cannot manage it

Demand Creation M&E cascade

Reach: How clients many were reach with a campaign, outreach or interaction? For Eg through a radio campaign, all listeners would be considered as reach. When we have a mini-campaign, the number of men who received IEC material would be regarded as reach. During a school talk, the number of learners receiving the VMMC message would be considered reach.

Leads: Men who showed an active interest, with whom interpersonal communication about VMMC took place. A potential client whose number we took **after** engaging him one-on-one. This would also be men who contact the call centre for more information or a booking.

Bookings: This is how many leads actually go ahead and make bookings – both with social mobilisers themselves or through the call centre.

MMCs performed: from all bookings, who showed up, were eligible for VMMC and circumcised successfully.

Numerator
(How many successful MMCs have been performed)

Denominator
(How many leads have been generated)




MMCs performed = 50

Leads generated = 100

Conversion rate = 50%

There is little literature available on demand creation M&E modalities or conversion rate categorisation. An analysis of VMMC in South Africa published by Genysis Analytics in 2017 suggested an average conversion rate of 30% per social mobiliser as the norm. <https://tinyurl.com/2ryz2zxr>

The VMMC landscape has changed considerably since the publication, and RTC suggest the following colour coded bands of conversion rates:

-  Red: 30% and below
-  Orange: between 30 and 60%
-  Green: 60% and above

Weekly reports on demand creation activities makes planning easier

Type of Activity	Door-to-Door	Awareness Campaigns	Loud Hailing	Blitz	Workplaces
Number reached	690	85	100	85	100
Number leads	430	20	45	20	45
Number Booked	303	12	30	12	30
Number Circumcised	166	10	30	10	30
Conversion Rate	38.6%	50%	66%	50%	66%

Type of Activity	Door-to-Door	School holidays	Radio partnership with Rock FM
Number reached	407	279	2350
Number leads	114	123	52
Number Booked	108	98	22
Number Circumcised	97	45	12
Conversion Rate	85%	36%	24%

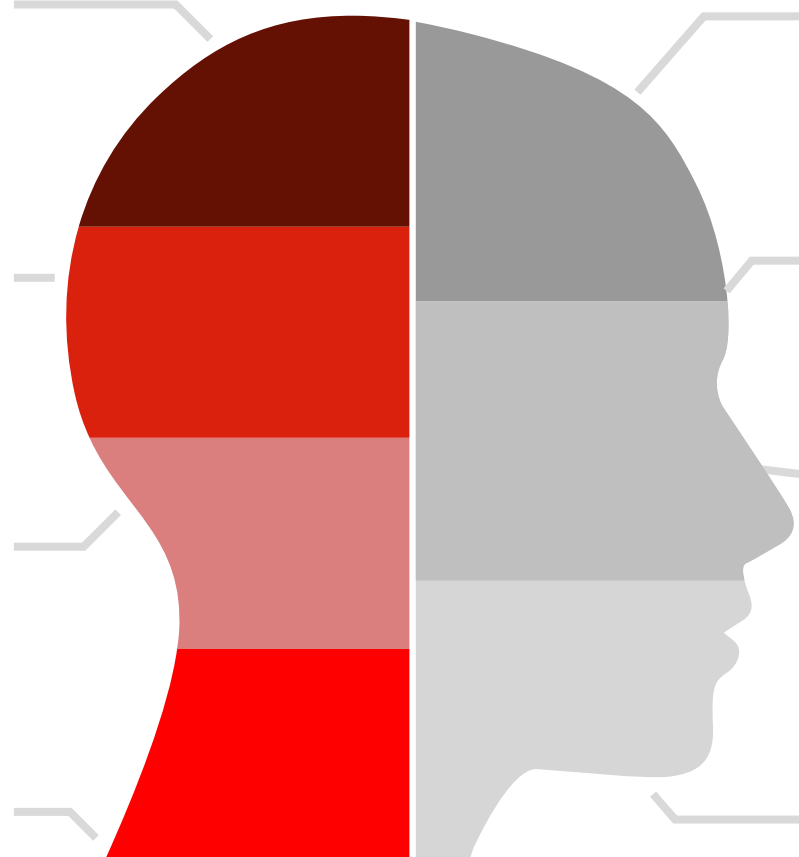
Stories that inspire change have seven elements

THERE IS A STORY FOR EVERYONE

THEY HAVE A CLEAR STRUCTURE AND PURPOSE

THEIR IMPACT IS MEASURABLE

THEY HAVE A CLEAR CALL TO ACTION, MAKING IT EASY TO ACT UPON.



THEY MAKE COMPLEX CONCEPTS MORE RELATABLE.

THEY INSTILL TRUST

THEY DEMONSTRATE SOCIAL CHANGE

THEY CONNECT PEOPLE WITH EACH OTHER

Get in touch and let's share stories



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skye.grove@righttocare.org

Skye Grove, Senior Technical Specialist – Social and Behavior Change Communication

Thank You.

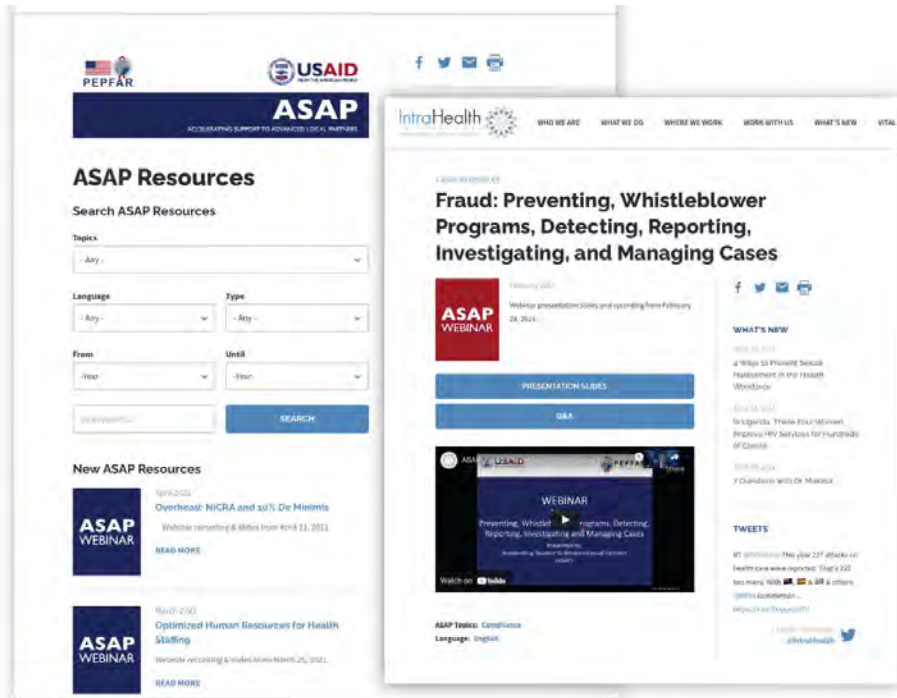
Right[™]
to care

Treating Health Seriously



QUESTIONS?





ON DEMAND WEBINARS

The ASAP website hosts many recorded webinars and resources. Visit us at:

www.intrahealth.org/asap-resources

THANK YOU
FOR ATTENDING.

