



HSNP Communications

By Carrie Ndoka- Communications Specialist, PILU
January 2017



Content

- Role of communications UNIT
- Strategic Objectives of HSNP Communications
- Components of Communications Strategy
- Elements of Communications Strategy
- Current Communications Activities



Role of HSNP communications unit

- Responsible for implementing the HSNP Communications strategy 2014-17
- **Communication strategy-** a documents that guides an organisation on how to communicate with key stakeholders in order to achieve the core objectives.



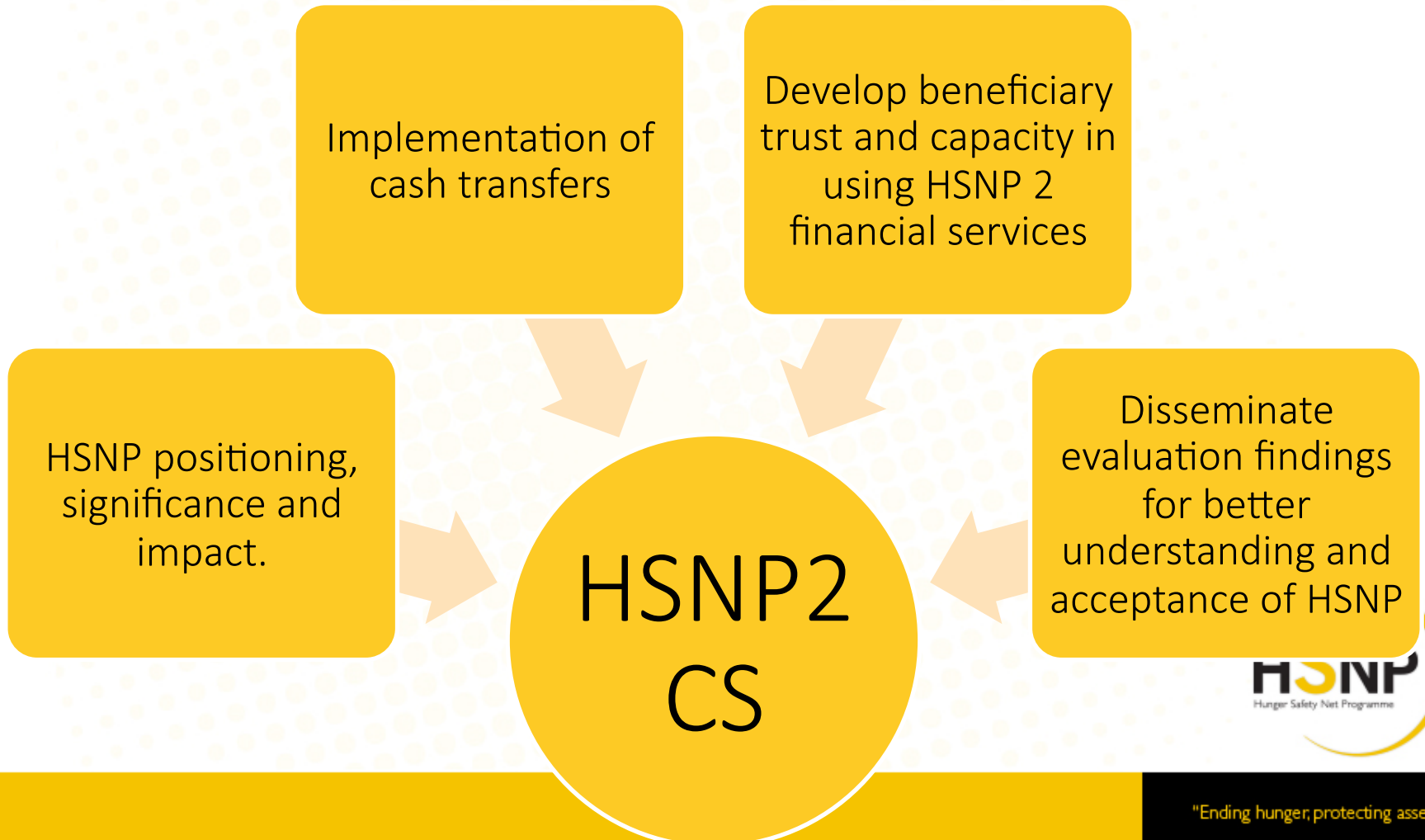
Strategic communications objectives

- To **raise awareness and understanding** among the HSNP communities in the four counties so as to meaningfully engage with key programme processes.
- To **raise awareness and empower the target communities** in the use of case management system to address issues generating from programme processes.
- To **enhance engagement with key stakeholders** in the support of HSNP an innovative way to combat extreme poverty and possible drought induced famine.
- To **share key findings, best practices and lessons learnt** to improve the implementation of the programme and further enrich the knowledge of the key stakeholders.



Components of communications Strategy

HSNP2 CS is interlinked with NDMA's Corporate CS, Inua Jamii CS, communication activities of implementing partners e.g. payments and rights and External M&E and Learning CS



Key strategies of HSNP Communications

Internal Communications

- Staff (National, County, Sub-County)

External Communications

- Key govt. officials, policy makers, development partners, implementers, media, public

Field Communications Model

- Chief, Assistant Chiefs, Village elders
- Target communities

Crisis Communications

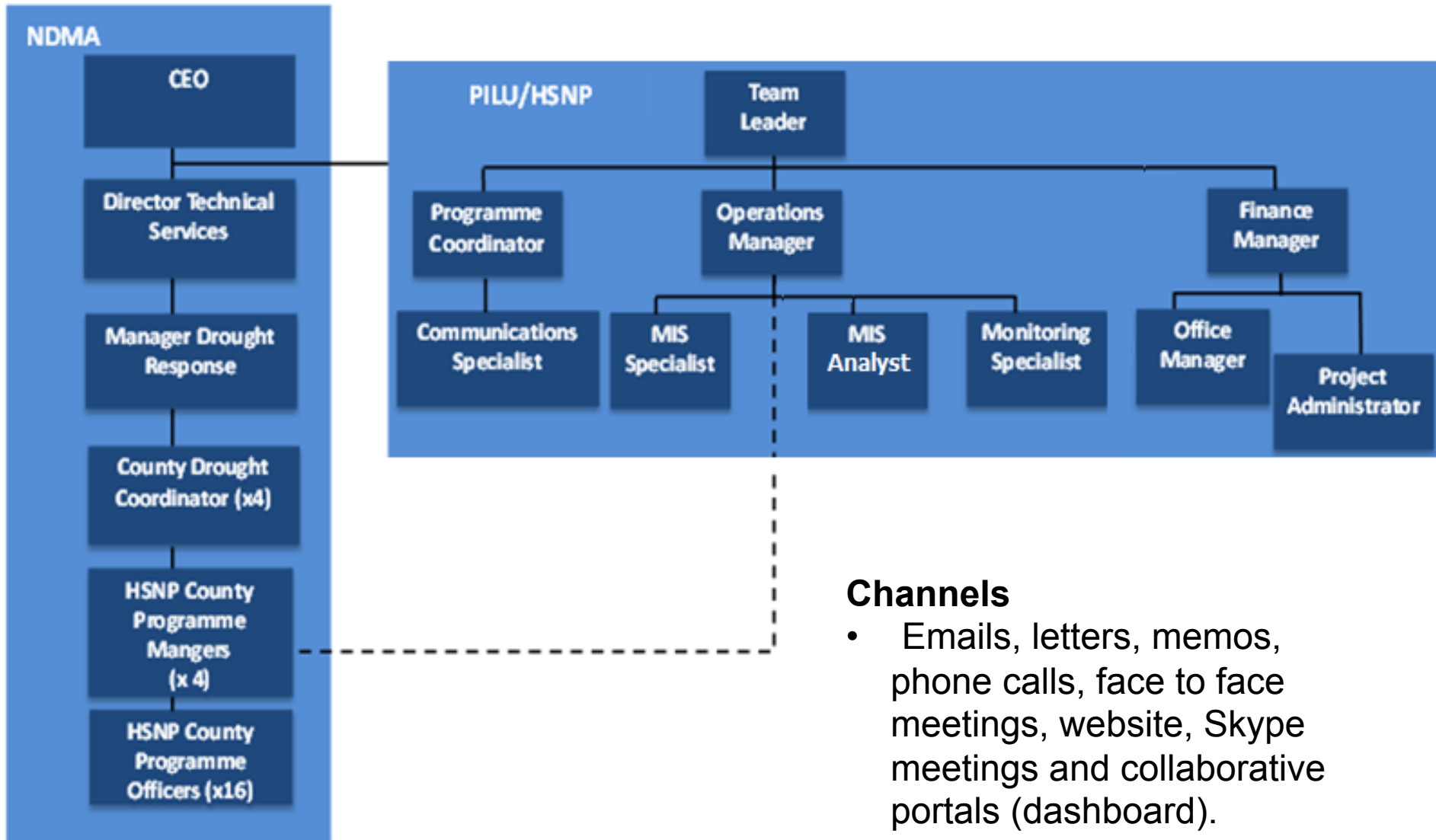
- Spokespersons
- Crisis Comms. Team

M&E Evaluation and Learning

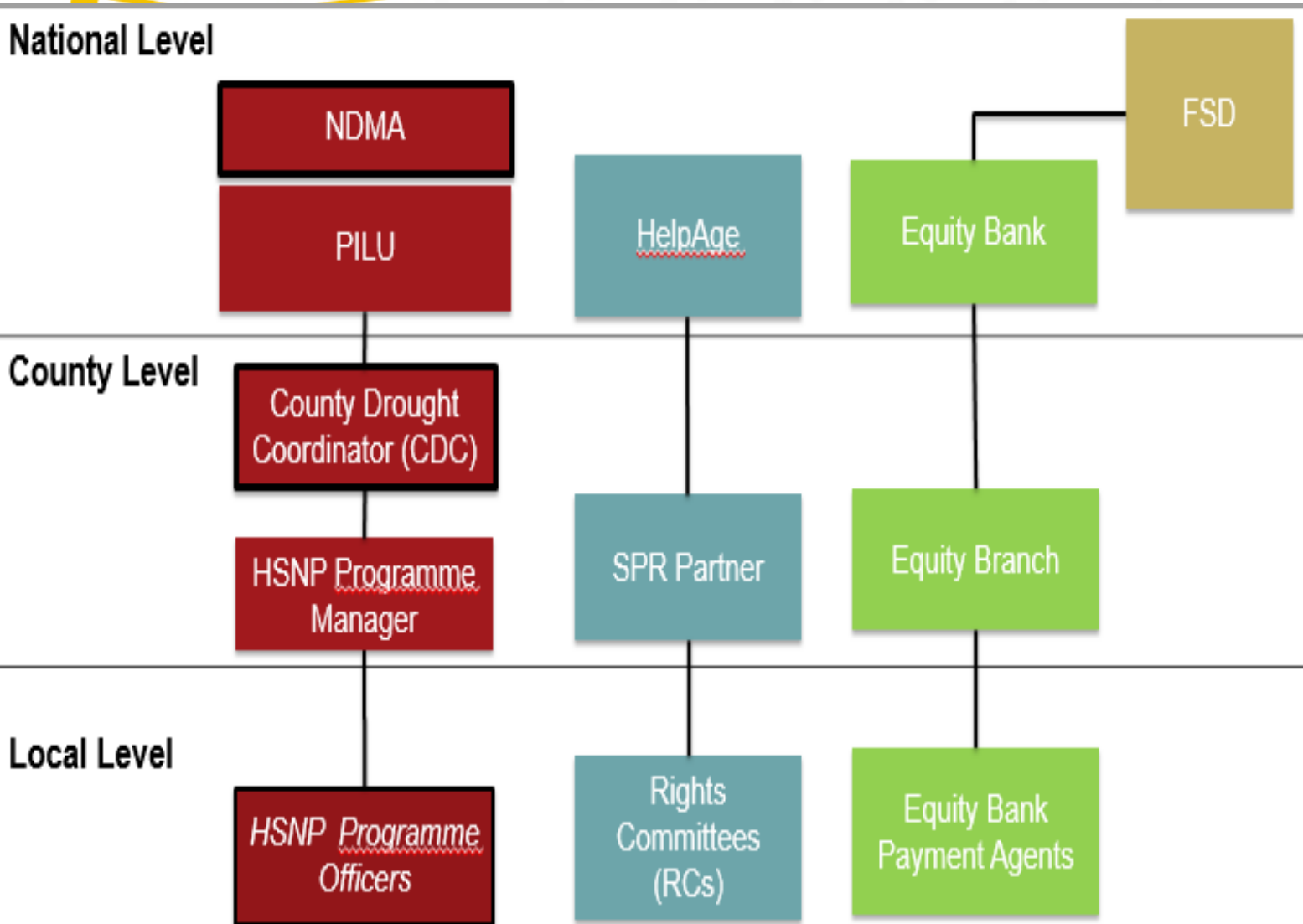
- External Evaluation finds
- Best practices, Lessons learnt



1. Internal Communications (NDMA/ PILU)



Internal Communications (NDMA & Partners)



Channels

- Face to face
- Emails
- Phone calls
- Social Media (Dashboard)
- SMS



2. External Communications

Target Audience

- Programme beneficiaries
- Media,
- Opinion leaders,
- Wider community,
- Implementers,
- Private sector,
- Non state actors

Channels

- TV and radio talk shows, public barazas, publications and newsletters, brochures, banners, fliers, mobile phone, social media platforms, Documentaries, Photographs, seminars and workshops, press releases, media briefs, newspaper supplementary, information kiosks

Messages

- Key programme messages
- Operations Communications
- Impact results
- Success stories, case studies



External Communications CONT.

Target Audience

- Policy makers,
- Legislators,
- Development partners,
- Government (National/ County)

Channels

- Policy briefs, Press Conferences, survey reports, Inter-Ministerial/Agency meetings, reports, seminars and workshops, Inter-organizational meetings, exchange programs, media, newsletters, Documentaries, inserts/pullouts, Programmes spokespersons/ champions

Messages

- Programme linkages to Government policies, legislations and Constitutional provisions
- Programme objectives
- Linkages to other Government programmes
- Programme funding
- Impact of the programme
- Programme expansion plans
- Programme sustainability
- Challenges of the programme
- Best practices and lessons learnt
- Area for collaboration and networking

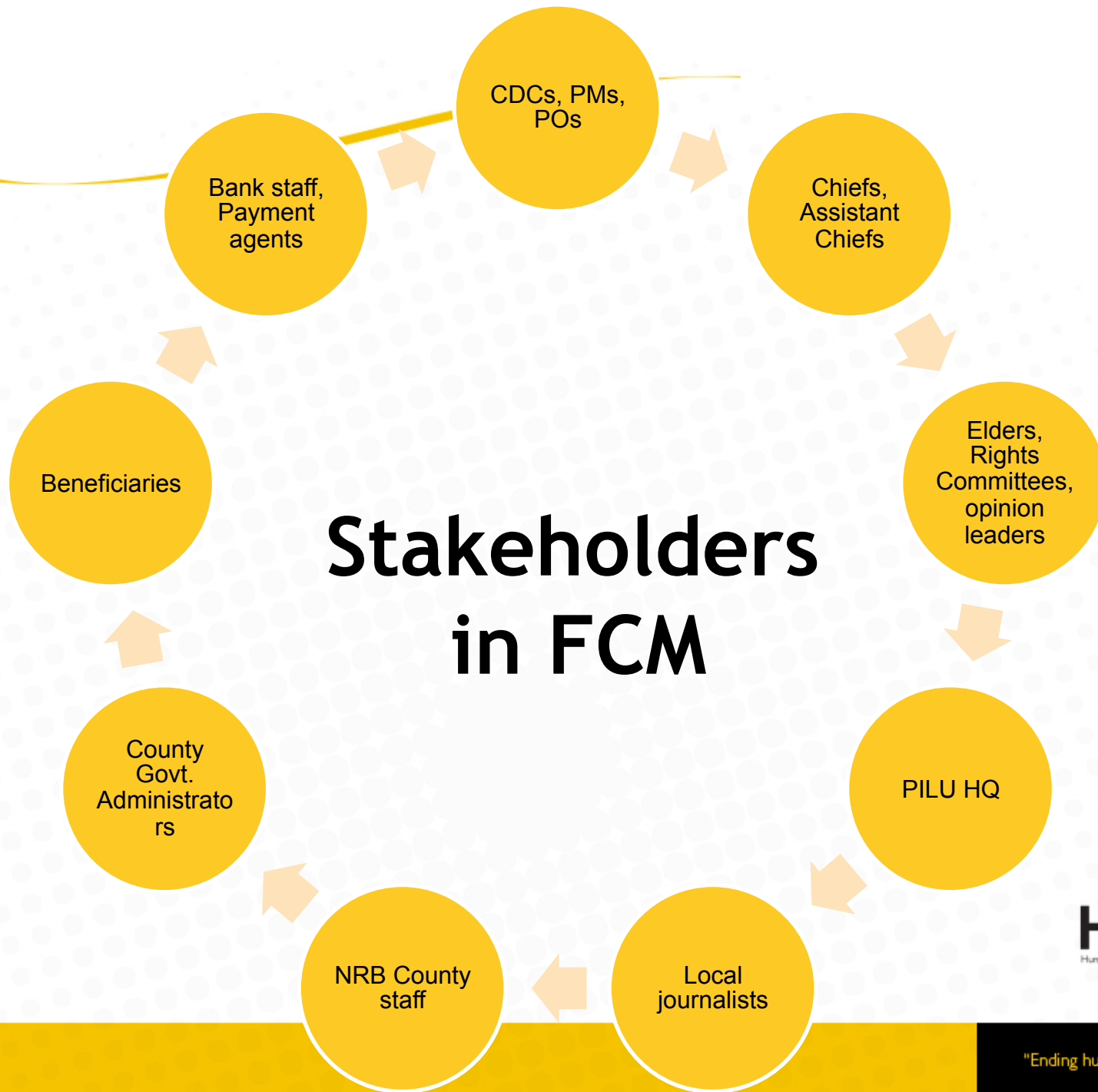


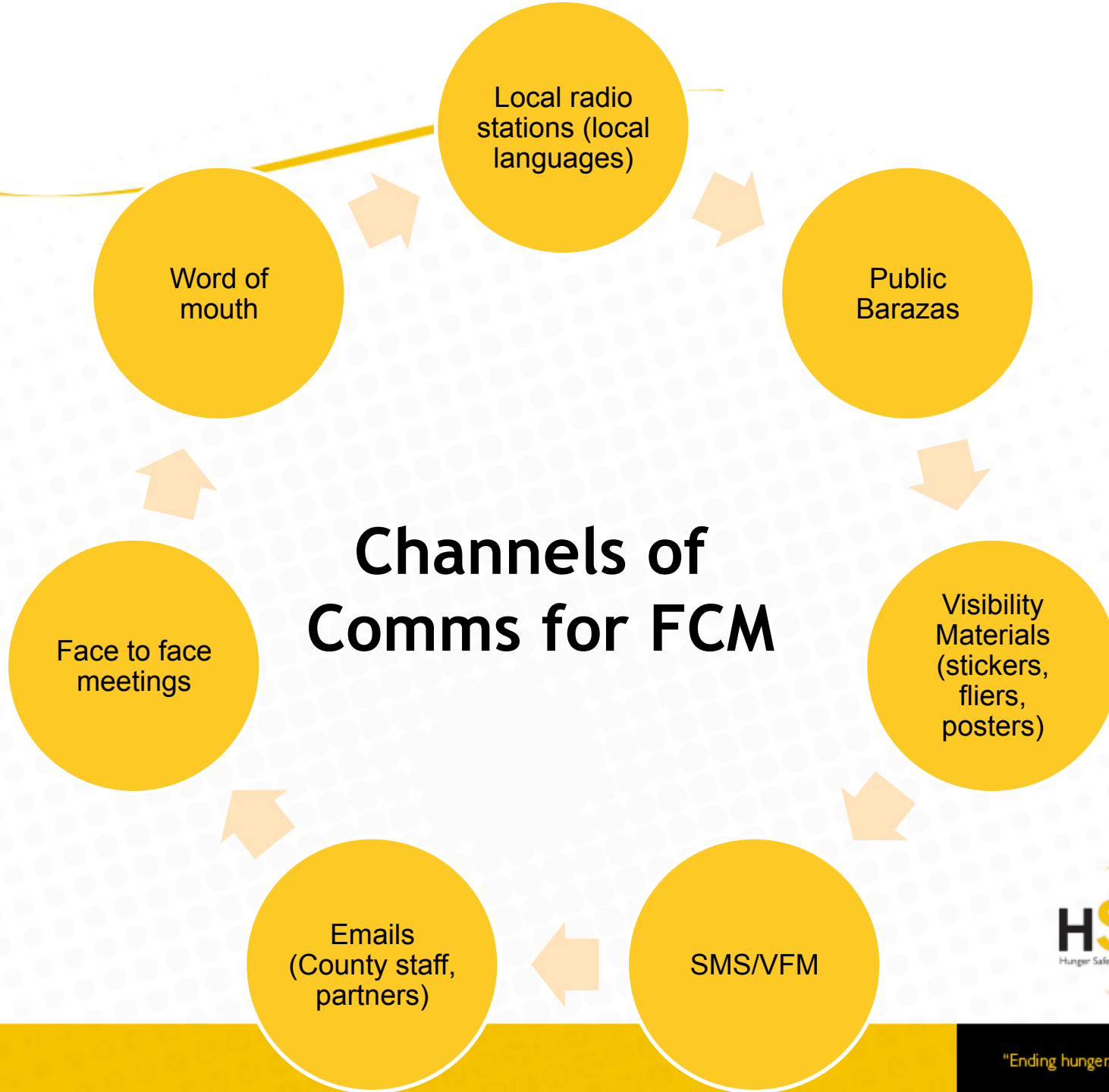
Field Communications Strategy

- HSNP is a Government flagship programme under Ministry of Devolution and Planning.
- All Government programmes and policies are communicated to the citizens at the Location and sub-Location levels by Chiefs & Assistant Chiefs. Chiefs & Asst. Chiefs.
- According to the Kenyan Law, Chief's Act Chapter 128 (revised edition 2012) defines the powers and duties of Chiefs



Stakeholders in FCM





Crisis Communications

CRISIS: A time of intense difficulty, trouble, or danger.

- Synonyms: emergency, disaster, catastrophe, calamity, predicament, plight, mess, trouble...

Crisis Communications Strategy: Guides in communicating information about crisis situations more promptly, accurately and confidently.

Entails **Crisis Comms. Plan & Crisis Comms. Team.**

Risks that shape the crisis communications strategy include issues on:

- i) Fraud
- ii) Court cases
- iii) Insecurity
- iv) Corruption
- v) Conflicts (political, religious and ethnic) among others.
- vi) Natural disasters
- vii) Carjacking, Kidnapping
- viii) Accidents (Motor, fire)



M&E and Learning Communications

HSNP Evaluation Outputs include:

Impact Evaluation annual reports

- Evaluate using both quantitative and qualitative methods to determine impact on the lives of beneficiaries and communities.

Operational M&E (Internal) Bi-monthly/ quarterly

- Evaluation of the running of the HSNP2, determine best practices, recommendations, efficiency and value for money.

Policy Analysis quarterly

- Will look at sustainability and relevance into consideration of impact.



Current Communications activities

HSNP2 Documentaries

- Innovations and lessons learnt
- Testimonials

CMS Campaign

- Launch of the new case management system
- Training of chiefs & assistant chiefs
- Creating awareness and enhancing understanding of BFs

Creating Awareness & visibility

- Continuous
- Sharing of success stories and impact
- Key programme messages

Revamping HSNP website

- More interactive
- Showcasing trend analysis
- Enhance feedback and response by Users

Media Relations

- Continuous
- Engaging with the media in pitching HSNP stories

Monitoring of Comms. Component

- Continuous
- Internal and External monitoring to enable tracking of progress and achievement of comms. objectives

Questions?
Thank You

Website: www.hsnap.or.ke

Twitter: [@hsnp_kenya](https://twitter.com/hsnp_kenya)

Facebook: [Hunger Safety Net Programme-
Kenya](https://www.facebook.com/Hunger-Safety-Net-Programme-Kenya)

