## Communicating the IdCA and SPARS Why is it important?

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#### The Basics

- \* Communication is a source of information
- \* Communication promotes motivation
- Communication helps alter or improve an individual or group's attitudes
- \* Communication helps in socializing coming together for a shared experience
- \* Communication helps in the function of management



# The Specifics: Global Strategy, IdCA and SPARS

- \* Exposition not everyone knows the GS, IdCA and SPARS and their purpose
- \* Collaboration promotes further cooperation with other agencies, partners
- Reporting record of GS work in the country.
  Establishes IdCA and SPARS as statistics foundations and shows funders completed work
- \* Momentum shows forward progress, encourages further input and next steps



#### How to get started

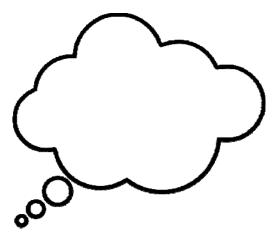
- \* Here!
- \* Identify a comms principal or team
- Construct a strategy or action plan
- Start thinking about activities and products



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#### Always remember....



- \* Communications is not an afterthought
- Integrate it into every Global Strategy action
- \* Consult an expert
- \* Consider your audience
- \* Keep it simple, direct



### Thanks!



