

Organization name

Month, Year

# Agricultural and Rural Statistics Communications Strategy

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This template was developed for the SIAP Training on Communication and Advocacy for Agricultural and Rural Statistics (Daejeon, Korea, June 27 – July 1, 2016).

It is intended to guide organizations on what might be included in an advocacy and communication strategy for a specific initiative – The Global Strategy to Improve Agricultural and Rural Statistics – at the country level. It should be adapted to fit the particular needs and context of each country and can also be applied to other programmes and statistics domains.

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## 1. Goal

This section should briefly provide context for communicating the Global Strategy to Improve Agricultural and Rural Statistics in your country. After a summary of the context, state an achievable goal. Base your goal on the goal of the initiative you are implementing. What is the goal of the Global Strategy? How does that goal integrate with the development goals of your agency, government or organization? In general, the Global Strategy aims to significantly increase the availability and quality of agricultural and rural statistics. Good communications is vital to achieving this.

Communications in this context is the deliberate process of informing and influencing decision makers to support an appropriately resourced and sustainable agricultural statistical system. To foster success with the Global Strategy, and its key product, the Strategic Plan for Agricultural and Rural Statistics, you must raise awareness and visibility, as well as increase uptake and participation.

Please note that a “goal” is not the same as an “objective”, which is covered in Section 2 below. Goals and objectives are both important for a communications strategy, and many people often get them confused. A brief explanation is below.

A *goal* is a long-term aim you want to accomplish: a brief statement of outcome reached over a specific time period. A goal is not a concrete action, but rather the “big picture” of what you want to accomplish.

An *objective* is a specific, measurable action that can be completed after a number of steps. It is an action which can be taken to reach your goal.

Example:

Your goal for a specific initiative might be “*by 2017, increase awareness and participation in the \_\_\_\_\_ initiative which inspires action to address the emerging needs of poverty, food insecurity and climate change*”.

The goal can be reached through accomplishment of a concrete action or set of actions, which are your objectives. Sample objectives for this goal could be:

- 1. Build a network of partners and beneficiaries through a targeted suite of messages and delivery mechanisms that which lead to consistent engagement and regular reporting on the emerging needs, contributing to \_\_\_\_\_ initiative and visibility and implementation.*
- 2. Devise a set of \_\_\_\_\_ initiative publications, media materials and events which lead information exchange, knowledge sharing and \_\_\_\_\_ initiative publicity amongst all stakeholders.*

Please answer the following questions below to help determine your goal.

1. What programme, project or issue is important for your agency or organization to communicate right now?

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2. Who is most affected by the programme, project, issue stated above (stakeholders)?

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3. Who makes decisions about the programme, project or issue?

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4. What tangible outcomes would you like to see through a communications effort? What behavioral change or new behavior would you like to observe, i.e. what would you like to see, hear or have in hand that would let you know you are making progress on your programme, project or issue?

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Please state an overall goal for the Global Strategy in your country, based on your answers above. Keep your language simple and your aspirations relatable.

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## 2. Objectives

This section should clearly and briefly explain what concrete communications actions you will take to reach your goal from Section 1. The number of objectives can vary from one to many, but to increase clarity and efficiency for reaching your goal, objectives should not be too complex and be clearly stated. You are recommended to have no more than five. The objectives section should also clearly state the purpose of this communications strategy and what you expect it to achieve.

For reaching a goal related to Global Strategy work in your country, your objectives should focus on what type of communications infrastructure that you can realistically build, and what you can accomplish in terms of your capacity, funding and timeframe in relation to the Strategy's implementation.

If your goal, as per the example in section 1 above, is to: *by 2017, increase awareness and participation in the Global Strategy, which inspires action to address the emerging needs of poverty, food insecurity and climate change locally and nationally* in your country, what will be the best way to do that? What capacity does your team, department or agency have to take action and produce materials that reach your intended audience?

Also, recall the Global Strategy's objectives and the objectives of your agency or organization. Objectives for your country specific Global Strategy communications can use the Asia Pacific Communications Strategy of the Regional Action Plan as a guide, though you should account for national context.

See Section 1 above to recall the difference between a goal and an objective.

Please state up to three objectives based on your stated goal at the end of Section 1.

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 3. Scope, opportunities and risks

The Global Strategy presents opportunities to communicate the value of agricultural statistics, as well as add value to other agencies, departments and agriculture-based and rural communities. However, a number of factors, including human and system capacity, availability of funding, cross-cutting interests, accessibility of communities and partner-to-partner communication, lead to challenges in

implementing it. Communications for the Strategy in your country must therefore speak to these challenges in order to foster its success. While these factors provide communications opportunities, they also bring up risks that must be addressed in order to ensure the smooth and effective flow of GS and agricultural statistics information and knowledge.

Identifying opportunities, associated risks, and resolutions to counter them will help establish an answer base for challenges that may arise in communicating the Global Strategy.

The following table is a basic example of identifying communications opportunities and risks, with resulting resolutions, which you can build into your communications infrastructure.

Please identify at least four communications opportunities, risks and resolutions, following the example in the first line. To start, state to yourself or your team: “communicating the Global Strategy will give us the opportunity to.... Follow that up with any risks that might be associated with seizing the opportunity. What can you do, or, what can you communicate, produce or disseminate to counter or eliminate that risk?

<i>Opportunity</i>	<i>Risk</i>	<i>Resolution</i>
1. Strengthen ties with other agencies, non-government partners and statistics bodies	Lack of information flow due to irregular or poor communication between your agency and partners and associates	- Regular reporting on GS activities through a newsletter, reports or other media materials - A consistently updated presentation on GS activities and accomplishments given at forums, conferences and workshops

#### 4. Target Audiences

**Describe the individuals and groups** at which communications of the Global Strategy will be targeted. Remember that communications should aim to reach people of influence who can bring about change. **Be specific:** different audiences will have different levels of influence, participation and potential impact on the Strategy and its activities.

Target audiences may include:

- Government
  - Parliamentarians
  - President / Prime Minister’s Office
  - National planners
  - Policymakers from various line ministries
- Non-governmental organizations (NGOs)
- Researchers and training institutions
- Universities
- International and regional organizations
- Representatives of the media
- Private sector

Audiences that have different levels of influence, participation and potential impact on your initiative can be segmented according to their contact with it, as their needs will be different, necessitating targeted messaging for each one. The audiences closest to the initiative, or those whose knowledge or participation must increase in order to meet your goal are usually termed your *primary* audiences. Those that will be affected if you succeed, or have direct interested in your initiative and its outcomes, are often referred to as the *secondary* audience. And those that can influence the primary and secondary audiences, or have direct or related interests in your work, are often referred to as *tertiary* audiences.

For the Global Strategy in Asia Pacific, these three audiences have been identified as *programme*, *invested and associative*.

Describe which audiences you are aiming to reach with Global Strategy communications using the table below. Break down each of the three broad audiences into more specific groups. If you identify additional audiences, please add to the table below.

<p><b>1. Program Audience</b></p> <p>Direct partners with the Global Strategy responsible for implementing program policies and activities</p>	<p><b>Who they are</b></p>
<p><b>2. Invested Audience</b></p> <p>Partners and potential donors that have direct interest in the strategy and its outcomes</p>	<p><b>Who they are</b></p>
<p><b>3. Associative Audience</b></p>	<p><b>Who they are</b></p>

<p>Individuals and institutions that have direct or related interests in the Strategy’s work and goals and whose involvement will increase its progress and success</p>	
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### 5. Key Messages

As your Global Strategy audiences will be diverse, your messages to those audiences must be tailored to this diversity to ensure maximum impact. Key messages should be tailored to individual audiences and delivered through channels best placed to reach that audience (see delivery channels, Section 6 below). Messages and communications products should serve as a “call to action” to audiences, encouraging them to participate in and contribute to the work of the Global Strategy. Messages should also encourage your audiences to champion the Strategy amongst their peers and other participating and interested parties.

To better target your message, think of your objective, your audience, and what you want that audience to know that will spur action on the Global Strategy. Organize your message according to the overall objective. Include what audience you want to reach under that objective and how you will deliver that message. You may also want to include the message’s timing (when and how often it will go out) and other indicators, such as who is responsible for its dissemination.

The following table is modeled after the Global Strategy in Asia Pacific Communications Strategy, and will help you define key messages. For delivery channels, see Section 6, below.

<i>Objective 1:</i>			
<b>Audience</b>	<b>Message</b>	<b>Primary delivery channels</b>	<b>Timing</b>
Program			
Invested			
Associative			

<b>Objective 2:</b>			
Program			
Associative			
Invested			

## 6. Delivery Channels

Delivery channels are the primary portals through which information on the Global Strategy in your country will flow to reach its intended audience. Channels can serve more than one audience, but also can be targeted for specific audiences and purposes. Remember that channels can be more than online sites and printed media – they can also be reports and other publications, or events. Below is a sample of different delivery channels.

Delivery Channels	
<ul style="list-style-type: none"> <li>• Meetings or events</li> <li>• Press releases</li> <li>• Policy briefs</li> <li>• Presentations</li> <li>• Brochures, flyers and posters</li> <li>• Workshops</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Social media</li> <li>• Films</li> <li>• Newsletters</li> <li>• Advocacy kits</li> <li>• Reports</li> </ul>

Outline in the box below all the delivery channels that are appropriate for communicating the Global Strategy to your targeted audience.





### 8. Roles and Responsibilities

Some agencies and organizations will have a dedicated communications professional or team to manage products and activities. A table of roles and responsibilities within that team, and the wider associated team, will help ensure consistent communications strategy implementation and produce efficiency in reaching your goals and objectives. For organizations without a dedicated communications staff, identify individuals that are available for communications, as well as individuals that can be influential in communicating the Global Strategy.

It is vital that management of communications activities is shared among all related staff and is integrated into daily work and responsibilities. An example of a simple roles and responsibilities table is shown below. Consider all staff that can assist with communications, and assign them responsibilities based on availability and expertise. The Global Strategy in Asia Pacific Communications Advisor can also assist with in-country activities.

Person or group	Global Strategy Role	Comms Responsibilities	Time and Frequency

### 9. Monitoring and Evaluation

Activities implemented through a communications strategy should be monitored, and their effectiveness evaluated. This should include:

- Objective
- Delivery channels or activity
- Expected sign of success, or impact indicator
- Means of verification

A monitoring and evaluation plan can also include the person or group responsible for verifying impact.

A sample of Monitoring and Evaluation table, taken from the Global Strategy in Asia Pacific Communication Strategy, is shown below.

Objective	Delivery Channel/Activity	Impact Indicator	Means of Verification
Objective 1:			
Objective 2:			

**Annex 1 – Communications Action Plan**

Use this section to **outline the activities that will be undertaken to communicate the Global Strategy**. Break activities down into actionable steps under each of your objectives, with specific activities taken under each step. Select a clear leader to take responsibility for ensuring the activities are completed.

Focus on quality not quantity; there is no need to produce a long list of activities. The goal is to **develop a realistic plan** that can be achieved with the available resources in light of your capacity and expertise.

<i>Objective 1:</i>													
Action	Activity	Responsibility	Timeframe										

<i>Objective 2:</i>																				

