



Communications and Visibility Plan



“Empowered Kenema District Council for Efficient Service Delivery to the Citizens.”

Kenema District Council

2021 - 2023

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Objectives

This Communications and Visibility Plan (CVP) has been developed by the Kenema District Council for the project titled “Empowered Kenema District Council for Efficient Service Delivery to the Citizens”. The overall objective is *to promote effective communication and visibility of the Action, objectives, Contracting Authority (European Union) and the Kenema District Council.*

1. Communications Objectives

The CVP aims to achieve the following objectives:

- To promote local ownership and participation by the people of Kenema District Council in the project.
- To promote visibility of the project, the European Union and the Kenema District Council through project events, activities and engagement with the public.
- To enhance public confidence and trust in the Kenema District Council in the delivery of project and related activities under decentralisation through timely and regular information dissemination on the benefits, opportunities and achievements of the project.
- To ensure accountability of the Kenema District Council through facilitating engagement with the public and citizen feedback generation and utilization.
- To facilitate coordination and peer learning with relevant stakeholders including chiefdom councils, the Ministries and other local councils.

2. Target Groups

The target groups for this CVP are categorised under the following groups accordingly:

I. The Project Beneficiaries –

The main project beneficiaries are the people of Kenema District. These include but not limited to the following based on their specific benefits:

- Ordinary citizens
- Young people – including students and children
- Market Women Association –
- Drivers Union -
- Farmers –
- Teachers

II. Project Implementation Group –

The project implementation group comprise those institutions whose role is critical to the achievement of the activities of the Action. They include:

- Councillors - They are important decision makers in the implementation of the Action, and it is important that they are targeted with communication materials under this Action.

- Council staff including devolved sector staff – They comprise the hub for the implementation of this CVP’s Action. They are critical to ensuring the smooth implementation of the Action and promoting the objectives of this CVP.
- Paramount chiefs – As custodians of the land and traditional representatives of the people (beneficiaries), paramount chiefs are fundamental to the implementation of the Action.

III. Strategic Project Partners –

The strategic partners under this Action include the following:

- The EU – As the Contracting Authority, their involvement and participation is critical to the achievements of this Action and hence the need for collaboration in the implementation of this CVP.
- The Ministry of Local Government and Rural Development – As the vanguard for decentralisation and the supervisory state authority for local councils, the Ministry is an important player in the achievement of the Action and this CVP. The Ministry is the bridge between the local councils and the central government.
- The Project Management Unit – they provide technical support to the implementation of the Action as well as the CVP.

IV. Regional and other Local Stakeholders –

The regional and other stakeholders include co-located, neighbouring and other local councils, local media organisations including radio and TV stations, the Provincial Secretary’s Office including the Resident Minister, local development partners and civil society organisation both within and outside the district whose collaboration and partnership are essential to enhancing the smooth implementation of the Action.

3. Key Messages by Target Groups

The key messages for the main target groups are set out in the table below:

Target Groups (Audience)	Key Messages	Source of Information
Project beneficiaries	<ul style="list-style-type: none"> ✓ The overall and specific objectives of the Actions. ✓ All activities under the Action. ✓ The specific activities and timelines of the Action that relate to them (communities or groups). ✓ The benefits and opportunities that will result from the action. ✓ The source and amount of the Funding – EU and its overall commitment to decentralisation and the people of Sierra Leone ✓ The role of the Kenema District Council in the implementation of the Action. ✓ Their role to promote ownership, participation and accountability. ✓ The status of implementation of activities. ✓ Feedback mechanisms and processes. 	<ul style="list-style-type: none"> ✓ The Grant Contract. ✓ Financing Agreement

<p>The Project Implementation Group</p>	<ul style="list-style-type: none"> ✓ The overall and specific objectives of the Actions. ✓ All activities under the Action. ✓ The specific activities and timelines of the Action that relate to them (communities or groups). ✓ The benefits and opportunities that will result from the action. ✓ The source and amount of the Funding – EU and its overall commitment to decentralisation and the people of Sierra Leone ✓ The role of the Kenema District Council in the implementation of the Action. ✓ Their role to promote ownership, participation and accountability. ✓ Monitoring and oversight processes and activities. ✓ Outcome of implemented activities. ✓ Visibility and communications activities. 	<ul style="list-style-type: none"> ✓ The Grant Contract. ✓ The Financing Agreement ✓ Project Reports ✓ CVP including workplan
<p>Strategic Project Implementation partners</p>	<ul style="list-style-type: none"> ✓ The overall and specific objectives of the Actions. ✓ All activities and timelines under the Action. ✓ The benefits and opportunities that will result from the action. ✓ Experiences and lessons learnt including successes and challenges of implementation of the Action by the Kenema District Council ✓ Monitoring and oversight processes and activities. ✓ The Impact of the Action. 	<ul style="list-style-type: none"> ✓ The Grant Contract. ✓ The Financing Agreement ✓ Project Reports ✓ CVP including workplan
<p>Regional and other Local Stakeholders</p>	<ul style="list-style-type: none"> ✓ The overall and specific objectives of the Actions. ✓ All activities under the Action. ✓ The benefits and opportunities that will result from the Action. ✓ Areas of collaboration and partnership. ✓ The source of the Funding – EU and its overall commitment to decentralisation and the people of Sierra Leone ✓ The role of the Kenema District Council in the implementation of the Action. ✓ Experiences and lessons learnt including successes and challenges of implementation of the Action by the Kenema District Council ✓ Outcome of implemented activities. ✓ Visibility and communications activities. 	<ul style="list-style-type: none"> ✓ The Grant Contract. ✓ The Financing Agreement ✓ Project Reports ✓ CVP including workplan

ACTIVITIES

This section comprises the CVP activities.

4. Communication tools and channels identified

The main communications tools for this Action and the appropriate channels are outlined below:

No.	Tool	Channels
1.	Public information, sensitisation campaigns, Eduainment and roadshows.	<ul style="list-style-type: none"> ✓ Community/Group Meetings ✓ Ward Committee Meetings ✓ Radio programmes ✓ Project Events ✓ Specific Workshops ✓ Production and airing of jingles ✓ Rotational Council General meetings
2.	Project videos, photos, jingles and stories.	<ul style="list-style-type: none"> ✓ WhatsApp ✓ Facebook ✓ Website ✓ TV stations ✓ Radio Stations ✓ Seminars and workshops
3.	Press release	<ul style="list-style-type: none"> ✓ Newspapers ✓ TV and radio stations ✓ Council Notice Board ✓ WhatsApp ✓ Facebook ✓ Website
4.	Newsletter/e bulletins	<ul style="list-style-type: none"> ✓ Emails ✓ Websites ✓ Council events ✓ Council and ward offices
5.	IEC materials (Banners/posters)	<ul style="list-style-type: none"> ✓ Council events ✓ Strategic locations in the district
6.	Project implementation status reports	<ul style="list-style-type: none"> ✓ Council meetings ✓ Management meetings ✓ Seminars and workshops ✓ Strategic partnership meetings ✓ Press conferences

5. Main communication activities envisaged and indicative schedule

This CVP is focused on supporting the implementation of the Action titled “Empowered Kenema District Council for Efficient Service Delivery to the Citizens”. As such, the following CVP activities will drive the achievement of communications and visibility for the above Action:

I. Launch of the Action

One way to achieve communication and visibility of the Action is by a launch of the project. This is the biggest opportunity to introduce the Action, the source of the funding (the European Union), activities, intended beneficiaries and partners. The launch ceremony is also a key means through which the project objectives, benefits and opportunities can be publicised to the people of Kenema District and beyond. It is an important event for potential partners including paramount chiefs, development partners, civil society organisation and the private sector can get to understand and be interested in the Actions.

II. Organise public sensitisation and awareness raising campaigns on the Actions

The KenDC will need to organise public sensitisation campaigns on the Action and its specific activities, benefits and opportunities to beneficiaries and the general public. This will help raise awareness not just about the Action, but also its funder, the European Union. This will be done using mediums such as community or group meetings, local radio and television programmes to introduce the Action to the public and other potential audiences. These programmes can include paid talk shows and unpaid programmes involving senior staff appearing as guests and providing commentary on project activities. These programmes are also an important source of gaining feedback from beneficiaries.

However, it is important that before such opportunities are created, staff receive training in basic public communications skills and etiquettes (dos and don'ts). In communication, one must appreciate the fact that while people can easily express themselves in English or other local languages, it is important to note that ‘public communication’ requires certain skills and etiquettes. Such skills need to be provided to staff to empower them in delivering the communication objectives of the Action.

III. Establish a Website

A KenDC website will be crucial not just in showcasing the opportunities and benefits of the Action and report its outcomes but could promote the image of the council as a viable and credible institution. It will also provide visibility for the European Union as a dependable funder. The website will also provide a major reference point for local and international development partners, funding agencies, potential partners, media institutions and the general public to seek information on the KenDC and its activities. It will also serve as a repository for members to access certain documents, reports, strategic plan and others. A website will help to reinforce the corporate image of the council, strengthen its brand presence and credibility across the country and internationally. The website can serve as a medium to announce upcoming events and update and showcase innovation from the field and a link with the Kenema diaspora who may wish to contribute to the development of the district.

IV. Establish a Social Media Footprints

Social media platforms (such as twitter, Facebook, LinkedIn, Instagram, and WhatsApp) are critical to keeping the KenDC engaged with the public generally and beyond. Key activities will be posted in the form of news reports, videos and photos.

V. Establish a Newsletter

A newsletter will be established to provide regular update on the activities, achievements and experiences of the KenDC while ensuring that key stakeholders and the general public are informed. It will provide a major opportunity to establish a brand presence for the KenDC and visibility for the European Union as well as help inform readers and the ordinary public interested in the work of the Council. Through the newsletter also the KenDC can motivate performance, promote unity and improving morale among its residents including taxpayers.

VI. Publication of Press Release

The occasional publication of press releases of major events and activities of the KenDC and its partners will serve to provide visibility of the Action and the EU as well as keeping the general public and beneficiaries informed of developments under the Action.

VII. Collaboratives Media Coverage of Activities

The Council will ensure that major activities are covered on print (newspaper), electronic (radio and television) and social media. This way, the visibility of the Action, the European Union and the Council can become enhanced and reach out to a wide variety of audience on its activities and programmes. Regular coverage on local and national media is essential to the success of its communication strategy. The Council will establish a memorandum of understanding with key media houses to achieve this.

VIII. Print Posters, Leaflets and Flyers

Printed posters, leaflets and flyers as well as T-shirts will serve to complement other communication activities by disseminating concise and precise information on key aspects of the work of the Council and the Action. These could reach indirect audiences in partner offices including donors and policy makers. It is an accessible means of knowing about the activities under the Action, its successes and challenges.

IX. Establish Billboards at Locations of the District

There will be billboards at the council office and strategic locations in the district informing on the Action, the European Union and the Council. This will help give visibility to the European Union and the Council and make it easy for stakeholders, partners and others to get involved. It will also help reinforce its corporate image and credibility of the Council and source of development initiatives.

X. Undertake beneficiary communication feedback

The council will undertake beneficiary feedback on the impact of its CVP and activities. This will provide crucial feedback on the impact of the activities and provide useful information to developing future CVP activities.

Summary of Activities and Schedule.

No	Activities	Yr 1	Yr 2	Yr 3
1	Launch of the Action	X		
2	Organise public sensitisation and awareness raising campaigns on the Actions	X	X	X
3	Establish a Website	X	X	
4	Establish and maintain a Social Media Footprint	X	X	X
5	Establish a Newsletter	X	X	X
6	Publication of Press Release	X	X	X
7	Collaboratives Media Coverage of Activities	X	X	X
8	Print Posters, Leaflets and Flyers	X	X	X
9	Establish Billboards at Locations of the District	X	X	
10	Undertake beneficiary communication feedback	X		X

Evaluation

This section includes the indicators for each objective by target group and the means of verification.

6. Indicators by objective/target group

The indicators for each objective are set out below:

1. To ensure local ownership and participation by the people of Kenema District Council of the project.

Indicator: No. of beneficiaries knowledgeable and involved in the implementation of the Action.

2. To promote visibility of the project, the European Union and the Kenema District Council through project events, activities and engagement with the public.

Indicator: No. of beneficiaries reached and aware about the project, the European Union and the Kenema District Council through project events, activities and engagement with the public

3. To enhance public confidence and trust in the Kenema District Council in the delivery of project and related activities under decentralisation through timely and regular information dissemination on the benefits, opportunities and achievements of the project.

Indicator: No. of beneficiaries with a favourable approval of the implementation of the Action by the Kenema District Council.

4. To ensure accountability of the Kenema District Council through facilitating engagement with the public and citizen feedback generation and utilization.

Indicator: No. of beneficiaries who feel that their feedback helped to improve the responsiveness of the council and project activities.

5. To facilitate coordination and peer learning with relevant stakeholders including chiefdom councils, the Ministries and other local councils.

Indicator: No. of stakeholders including chiefdom councils, the Ministries and other local councils reached by the Action.

7. Means of verification/feedback

The means of verification of the objectives are set out below:

No.	Indicator	Means of Verification
1.	# of beneficiaries knowledgeable and involved in the implementation of the Action.	✓ Report/attendance list of CVP activities
2.	# of beneficiaries reached and aware about of the project the European Union and the Kenema District Council through project events, activities and engagement with the public	✓ Beneficiary communication feedback report
3.	# of beneficiaries with a favourable approval of the implementation of the Action by the Kenema District Council.	✓ Evaluation of CVP activities ✓ Beneficiary communication feedback report
4.	# of beneficiaries who feel that their feedback helped to improve the responsiveness of the council and project activities.	✓ Beneficiary communication feedback report
5.	# of stakeholders including chiefdom councils, the Ministries and other local councils reached by the Action.	✓ Report/attendance list of CVP activities

Resources

The resource requirements for the implementation of the CVP are stated below:

8. Human resources: communication focal point

The focal point for the implementation of this CVP will be the Chief Administrator and will be assisted by the Information Education and Communications (IEC) Officer in the Council. The Chief Administrator will vet all CVP materials and instruments and be the main point of call for clarification and inquiries. The IEC Officer will coordinate the implementation of all the CVP activities including development and field work.

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9. Financial resources: budget available for communication activities

The cost of the communication and visibility activities and materials of the entire project is 10,000.00 €.