

STRATEGIC COMMUNICATION FOR DEVELOPMENT

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Introduction

Grateful to USAID Ghana

About me

My objective for this presentation:

- ❖ Rehash the notion/concept of development
- ❖ Examine how it ties in with communication
- ❖ Establish the need to approach these strategically



Assumptions

1. We are a group of communications professionals with varied levels of knowledge, expertise and experience.
2. As USAID staff and USAID-led project staff, we are familiar with the USAID communication requirements – but also versatile
3. Being in the field of development, we have basic understanding or ideas about the notion of development

This presentation will therefore be more academic, drawing on our collective experiences

Sequence

- The concept of Development
- Development Theories
 - Dominant Paradigm
 - Participatory Theory
- Communication
- Strategy
- Strategic Communication
 - Steps in strategic communication
- Development Communication

Development

Development is inevitably treated as a normative concept, as almost a synonym for improvement.

This particular concept has gotten most scholars to share their views on what really constitutes development. Development is a necessary element in both poor and rich countries.

Development implies change, and this is one sense in which the term development is used; that is, to describe the process of economic and social transformation within countries. This process often follows a well-ordered sequence and exhibits common characteristics across countries.

Development Theories

DOMINANT PARADIGM

Thus, this theory believes in a set of criteria that must be met in order to be considered developed. This theory advocates a top-down approach to development where a model is dictated to others to follow.

This theory of development describes the factors to underdevelopment as internal and not external.

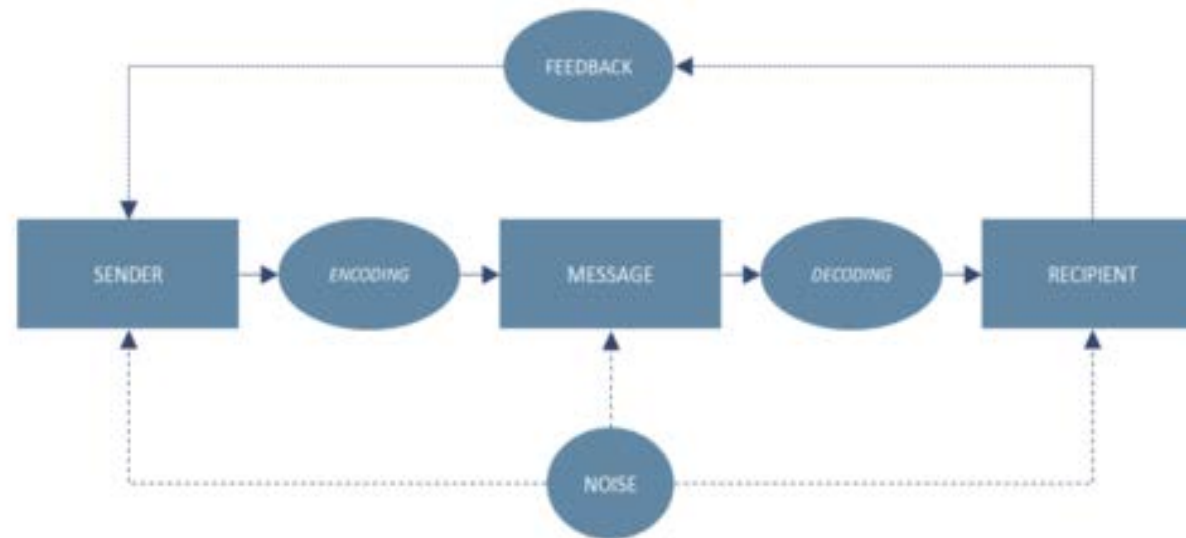
PARTICIPATORY THEORY

This theory focuses on people being the incubators of their own development, having significant input into the analysis of the causes and solutions to development challenges. Under this paradigm, development emanates from the people, with the help of experts or change agents who assist in crystalizing the ideas of change.

Communication



Communication is a process of exchanging verbal and non-verbal messages. It is a continuous two-way process and incomplete without feedback from the recipient to the sender on how well the message is understood.



STRATEGY

A method or plan chosen to bring about a desired future, such as achievement of a goal or solution to a problem. Also defined as the art and science of planning and marshalling resources for their most efficient and effective use.



STRATEGIC COMMUNICATION

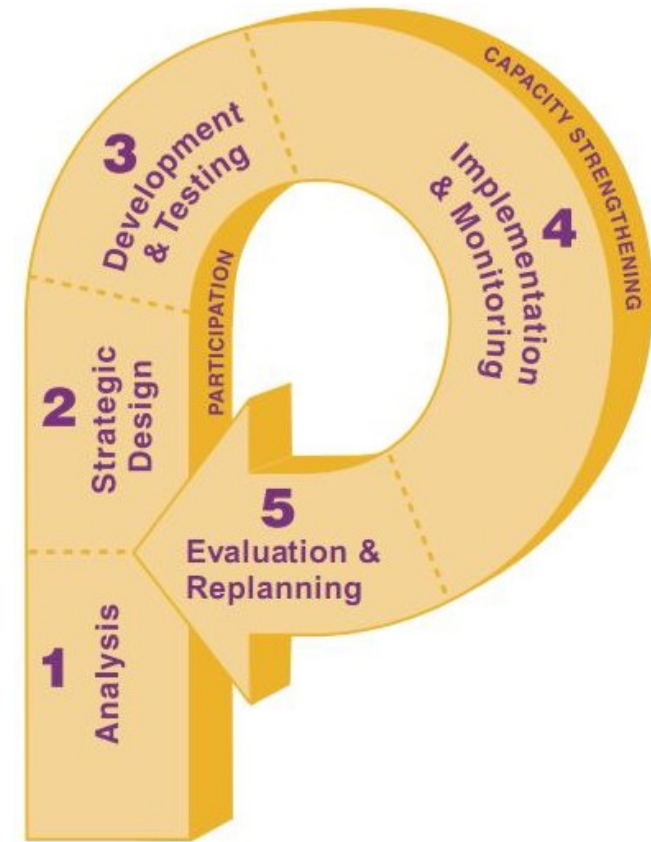
- Strategic communication is supposed to be a pre-requisite and an instrument of effective policy making and public participation
- Strategic Communication goes beyond disseminating information and involves the active solicitation of stakeholders' perspectives.

STEPS IN STRATEGIC COMMUNICATION

There are a number of different strategic communication models

There is the Message-based model, the Marketplace model, Melcrum model, Communication partners model and a few others.

I would like to focus on the P-process strategic communication model.



DEVELOPMENT COMMUNICATION

It is the planned use of communication processes, products and media to support effective policymaking, public participation and project implementation geared towards social, economic, political, and ecological development.

STRATEGIES WITHIN DEVELOPMENT COMMUNICATION

- Behavioral change communication
- Communication for social change
- Communication for advocacy
- Strengthening an enabling media and communication environment.

THANK YOU

