



## CFSC Consortium

Building Communication Capacity  
and Sustaining Change

# Expectations and Goals

- Map current approaches looking for common trends
- Analyse obstacles to funding and strategy development
- Explore new ideas/approaches; look at gaps
- Collaborate
- Common vision for year 2015



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# A Pivotal Point

- Unique time and opportunity
  - Expectations high for contributions of communication
- Heightened awareness/consciousness
- Increased interest in participatory methods
- On-the-ground voices elevated
- Recognition of failure to sustain, engage, - leverage evidence base
  - How do we know it works and is sustainable?

# Yet ...

- Mounting confusion
- Decentralised staffs, budgets, focus
- Decreasing budgets?
- Increased pressure to adopt donor agendas
- Vocal commitments not translated to financial support
- Can there be a cohesive poverty strategy?

# Clarity of Terms

- Communication for development:
  - Persuading individuals to act differently  
(behavior change and social marketing)
  - Promoting policy/legis agendas (advocacy)
  - Elevating and creating accessible media
  - Promoting institutional image (PR/ext affs)
  - With collective dialogue and decision-making,  
shift social norms ... aim for long-term change  
(CFSC, participatory)

# Communication for Social Change

- A process of public and private dialogue through which people themselves define who they are, what they want and how to act collectively to get what they need in order to improve their own lives and circumstances.
  - Communicator as facilitator influencing social norms/values ... empowering, shared ownership and leadership ... long-term impact

# CFSC: Rebalancing

- Away from people as objects ... to people and communities as the agents
- Away from imposing messages... .. and on to supporting public dialogue and elevating private dialogue
- Away from expert driven ..... and on to sensitively placing that information into the public discourse.
- Away from a focus on individual behaviors... .. and on to social norms, policies, culture and a supportive, enabling environment.
- Away from persuading people ..... and on to negotiating as partners.
- Away from technical ownership .. and on to sustained local ownership.



# Why This Meeting?

- Essentiality of communication to poverty reduction; agreement on slow progress
- Substantive dialogue about need to accelerate commitment
- Negotiate through: competition, confusion, challenges ... leading to coherence
- Unite around common interests ...

# Time to Take A Hard Look

- MDGs and their communication strategies
- Important initiatives at risk of being overlooked?
- Lack of interest in poverty issues ... real or imagined?
- How to get and leverage “proof” and evidence
- Successful communication strategies

# MDGs

- 1. Eradicate poverty and hunger
- 2. Universal primary education
- 3. Gender equality/empower women
- 4. Reduce child mortality
- 5. Improve maternal health
- 6. Combat HIV/Aids, malaria, etc.
- 7. Environmental sustainability
- 8. Global partnership for development



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