Notes from MDG strategy action plan group:

Goal(s): Outline a work plan to develop collaborative communication strategies that will help accelerate progress toward meeting the MDGs and suggest first steps forwards from this meeting.
(Neil, Fiona, Max, Denise, Jim)

STRATEGY GUIDELINES:

An MDG communication for development strategy should:

- Support the (principles contained in the statement working group document/ Roundtable definitions of communication for development)
- Flow from evidence of effectiveness and sustainability of the chosen approach (es).
- Build partnerships with lead international agencies (MDG by MDG) and leverage effective approaches and resources.
- Promote consistency of effort at the national level and avoid duplication.
- Create “space” for new ways of working within the home agency by forging alliances with leadership and technical experts.
- Contain an advocacy effort, such as making use of approach endorsements, enlisting senior officials to promote strategic communication internally and externally.

A way forwards for members of the Bellagio group to support each other in creating MDG strategies might include agreement to:

- Focus on group development of strategies for two MDG’s:
  - #6) Combat HIV/AIDS, Malaria and other diseases
  - #2) Achieve Universal Primary Education

- Work together in other ways,
  - Informally and opportunistically
  - With the bigger vision in mind
  - Trusting each other
  - Being available for mutual support (technical and advocacy)