



Developing Effective Communication Materials

A Training Workshop for GBV Prevention Network Members by Raising Voices

6th-9th October 2008, Kampala, Uganda

Objectives

1. To increase participant's understanding about the various approaches and trends within the field of communication materials.
2. To strengthen participant's capacity to analyze strengths and weaknesses of existing GBV prevention communication materials.
3. To build participant's practical skills in developing effective, positive communication materials for GBV prevention.
4. To practice how to transform communication materials into program tools that can be used to further the aims of GBV prevention programming.

Day One: 6th October 2008

Time	Activity
9:00 – 10:15	Introductions, Ground Rules, Expectations and Objectives
10:15 – 10:30	Break
10:30 – 1:00	Communications Strategies: An Overview <i>a review of the main communication theories: social marketing, IEC, BCC, Communication for Social Change</i>
1:00 – 2:00	Lunch
2:00 – 3:30	Phases of Change
3:30 – 3:45	Break
3:45 – 4:45	Diversifying Communication Strategies <i>types of materials used in campaigns, advantages/disadvantages of each</i>
4:45 – 5:00	Review

Day Two: 7th October 2008

Time	Activity
9:00 – 9:15	Review of Day One and Warm Up
9:15 – 10:30	Core Components of Effective Materials <i>analysis of existing materials (images and text) and feedback to plenary</i>
10:30 – 10:45	Break
10:45 – 1:00	Core Components (continued) <i>discussion on dos and don'ts of communication materials</i>
1.00 – 2.00	Lunch
2.00 – 5.00	Field Practice using Communication Materials <i>poster facilitation, booklet club and community conversation in selected communities</i>

Day 3: 8th October 2008

Time	Activity
9:00 – 9:15	Review of Day Two and Warm Up
9:15 – 10:30	Creating Print Materials <i>group work to create print materials, presentations to plenary, analysis and feedback</i>
10:30 – 10:45	Break
10:45 – 1:00	Creating Print Materials (continued) <i>revision of materials</i>
1:00 – 2:00	Lunch
2:00 – 3:30	Beyond Print Materials <i>applying communications principles to other strategies</i>
3:30 – 3:45	Break
3:45 – 4:45	Beyond Print Materials (continued) <i>feedback and plenary discussion</i>
4:45 – 5:00	Review

Day Four: 9th October 2008

Time	Activity
9:00 – 9:15	Review of Day Three
9:15 – 10:15	Final Touches <i>practical suggestions on design basics and working with artists</i>
10:30 – 10:45	Break
11:00 – 12:00	Final Touches(continued) pre-testing and disseminating communication materials
12:00-1:00	GBV Prevention Network Thematic Working Group and Evaluation <i>open discussion, mapping a way forward, evaluation</i>
1:00 – 2:00	Lunch