September 7, 2022

“**Seminar Workshop: Information, Education, and Communication (IEC) Material Development**”

1. What are IEC Materials

* IEC Materials are meant to inform, educate, entertain, and to influence behavior.
* Common examples are: posters, brochures, flyers, comics, and recently, social media pub mats.
* 50% of the work goes to designing the message

1. How to design the message
2. Choose a topic.
3. Identify your audience. Townsfolk? Farmers? High-school students?
4. Define your objectives.
5. Make an outline.
6. Do your research.
7. Tailor-fit your message to your audience
8. What are their needs? Apprehensions? Behaviors? Misconceptions?
9. Where is the gap in communication?
10. Address them using the objectives.
11. In development communication, we usually employ a message mind map to make our plan clear.
12. Message Outline
13. Title
14. Introduction
15. Objective 1

* Main Point
* Subpoint 1
* Subpoint 2
* Subpoint 3

1. Objective 2

* Main Point
* Subpoint 1
* Subpoint 2
* Subpoint 3

1. Objective 3

* Main Point
* Subpoint 1
* Subpoint 2
* Subpoint 3