ACADA Communication Assessment **Planning Process Evaluation** • Situation Analysis Communication Analysis Problem Analysis/Statement • Behaviour Analysis • Participant Analysis Research Communication Channel Analysis • Implement Plan & Communication Objectives Evaluation Indicators **Monitoring** Message & Material development **Strategy Plan** Pre-testing & Revisions • Materials Dissemination & Training plan Advocacy **Select/Determine** • Monitoring & Evaluation plan Social Mobilisation • Strategies/Activities Plan of Action • Behaviour & Social Change • Partners/Roles Communication Channels • Approach, Appeal, Tone

Communication for Development, UNICEF New York



The result of this strategic planning process is the development of an integrated communication strategy:

- that is based on research
- that considers individuals, families and communities within their environment & from their perspective
- that encourages & fosters community participation
- with realistic, measurable objectives & indicators
- with culturally relevant approaches and messages that match the existing levels of KAPBs