



Group Development Pakistan

Communication Strategy & Action Plan

Group Development Pakistan (GDP) is a Pakistani Civil Society Organization (CSO) registered under Society's Act 1860. GDP believes in a democratic and humanistic society in which the most important stakeholders -children- are acknowledged, respected, empowered and protected from abuse and discrimination. GDP follows a holistic, inclusive, eco-friendly, culture-sensitive, child-focused, systemic and human rights-based approach. GDP envisages that Pakistan will become a country in which each child is free from violence and discrimination and fully avails and exercises his/her fundamental rights to a life of dignity, safety and self-fulfillment as described in the United Nations Convention on the Rights of the Child (UNCRC) and other relevant international and regional human rights conventions/covenants/declarations/agreements ratified by Pakistan.

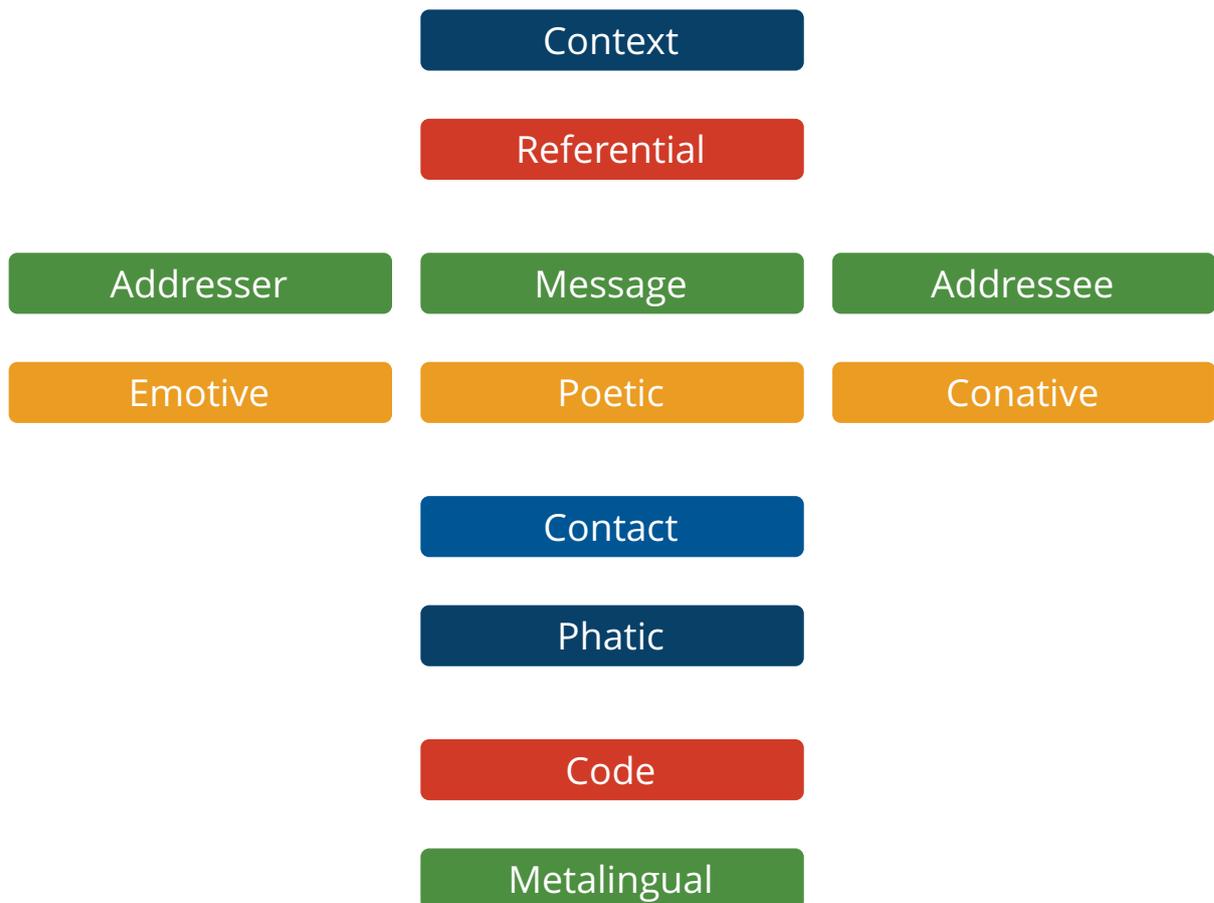
As GDP team members, when we talk about communication, we are aware that it affects every single message coming from the organization. Our communication involves verbal and non-verbal messages and relies on a set of technical elements as well as ethical values:

- Best interest of the child
- Do no harm policy
- Positive messaging
- Engage, do not attack
- Zero tolerance for discrimination and violence
- Gender sensitivity
- Cultural sensitivity
- Participation
- Inclusiveness
- Practice what you preach
- Accountability

These values are reflected in GDP's internal and external communication as well as in the way GDP staff behaves and operates.

Technically, GDP follows the Jakobson language model to communicate hence each communication exercise goes through the following linguistic analysis.

Elements of Communication: Jakobson's Model (1960)



All our communication focuses on children's rights which is reflected in our thematic areas:

- Child Protection (Countering Violence against Children)
 - Countering Child Sexual Abuse (CSA)
 - Countering Child Marriage
 - Countering worst forms of Child Labor with focus on Child Domestic Labor (CDL)
 - Countering Child Trafficking
 - Safe Learning
- Justice For Children
- Child Participation

GDP applies a cognitive communication approach: it means that we consider it our duty to adjust ourselves to our target population and its environment so that we can mobilise our target population to support and help achieve our goal and act accordingly.

This communication strategy is the guideline for our advocacy, lobbying, capacity building, awareness-raising, community mobilisation and child and youth engagement along with Monitoring, Evaluation, Accountability & Learning (MEAL) activities.

How do we execute our communication exercises?



Communication Need Assessment

GDP always starts its communication exercise with a need assessment that observes the current situation and analyzes if/why a need exists for a specific communication exercise. A communication need assessment helps understand the immediate situation, and then provides the required information to identify the communication framework and design a plan to execute the communication exercise.

Setting the Communication Objective

Based on the need assessment, communication objectives are set to specify what we want to achieve from our communication exercise. GDP sets SMART communication objectives as well as expected outcomes and indicators of progress, within a given timeframe and resources.

In-depth Stakeholders' Analysis

Subsequently, GDP undertakes a detailed stakeholders' analysis after setting the communication objectives to identify primary and secondary stakeholder's that help in determining the communication channels and language to be used for dissemination since each stakeholder category has different needs, concerns, interests, level of knowledge etc. In the stakeholders' analysis, GDP also assesses the existing communication methods/channels each stakeholder is using and points out further effective communication channels for optimal delivery and outcomes.

Selecting Communication Channels

In the next stage, GDP builds upon the stakeholders' analysis and takes into account several elements before selecting the most appropriate communication channels that best reflect and match the values, knowledge, understanding and communication habits of the target audience. Existing resources and cost are also variable for selection of the communication channels but we never consider those financial constraints a barrier.

Identifying Key Messages in Consultation with Children

Having a detailed insight into key stakeholder's, communication channels and communication objectives makes it easier to conduct consultations with children to identify key messages. GDP follows a holistic, participatory and inclusive approach to identify key messages; this approach also paves the way forward for the message to resonate with the audience and achieve intended outcomes. Moreover, our communication values are reflected in our key messages that exhibit a positive tone, cultural and gender sensitivity and inclusiveness.

Communication Products/Activity

Considering the key messages, audience and communication channels, GDP designs communication products or plans communication activities that are used to send messages to target stakeholders. Depending on various variables, GDP develops communications products specific to the need of the target audience like reports, thematic papers, social media campaign materials, audio/video messages, illustrations, infographics, leaflets, brochures, IEC material etc. Depending on the audience, the language and cultural values are key indicators that drive the quality of our communication products.

Dissemination, Monitoring & Evaluation

The key messages are then disseminated through the identified communication channels to effectively deliver the message to target audience. The communications and MEAL team closely monitor the communication activity in line with the monitoring plan to evaluate delivery performance. The effectiveness and efficiency of the communication activity is assessed (what works, what does not, why?), documented and acknowledged to achieve expected results.

Communication Action Plan

Since GDP is working on cross-cutting thematic areas centered around different aspects of child protection, child justice and child participation, each project and programme has different needs. Capitalizing upon communication strategy, each project has a specific communication plan to achieve the desired objectives and outcomes.

GDP has followed a comprehensive approach in developing a communication plan for each project and programme. Our communication plan is as under:

Project Name		PCRPP			
Communication Objective 1 <small>(example)</small>	Advocating for banning child domestic labor with policy makers in Pakistan for policy reform				
Activity	Audience	Channel	Key Message	Product	Responsibility
Social media campaign	Parliamentarians	Social media	Adding child domestic labor in hazardous occupations	Infographics, animated video, social media posts	Communication Coordinator
Communication Objective 2					