



**○ Strategy for
communication of
SASHA outputs**

Kumasi, July 2011

***Lone Badstue, PhD
lbadstue@hki.org***

Objective of this talk



- 1) Present approach and key considerations in the elaboration of a strategy for communication of SASHA research outputs
- 2) Invite input to the strategy from you as partners and key stakeholders

Why communication strategy in agricultural research ?



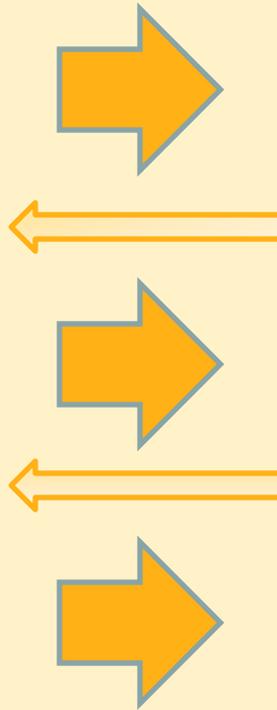
- Communication of research outputs – and application- is necessary to achieve **impact**
- Good communication enhances **value** of our research
- **Prioritize** use of limited resources

SASHA: Sweetpotato R4D



SASHA:

- New information and knowledge on SP
- New, improved methods & delivery mechanisms
- Capacity strengthening



SP development in SSA

- Technology dissemination & adaptation
- Crop improvement
- Crop management
- Food security & nutrition
- Processing, post-harvest mgt.
- Market development
- Policy measures

Objectives – strategy for comm. of SASHA outputs



- Outline the principles which guide the elaboration and dissemination of SASHA communication products
- Identify key audiences and communication products / channels
- Provide an overview of expected communication products related to SASHA research outputs

Triple A – guiding principles for communication of R4D



Available: stored in open digital formats that can be easily located through structured search

Accessible: can be viewed, queried and obtained in full online without restrictive legal, technological or financial barriers

Applicable: customized and adapted for easy uptake, adaptation and use by key actors and change agents

Approach



- Guiding principles: **Availability, Accessibility, Applicability**
- Bottom-up: Inputs from component- / project leaders, and SSP stakeholders
- Analysis of
 - Target audiences,
 - Messages or '*what*' to be communicated to these audiences,
 - Type of communication product / channel, and
 - The desired *effects* of the specific communication

Process – SASHA com. strategy



Nairobi meeting
11 April

1st draft by 11 May

Component /project
leader feedback by
18 May

Uganda: 26 May

Mozambique: 24 June

Ghana: 13 July

31 July

Audiences for SASHA communication products?



- **Primary audience**

- Other scientists / researchers
- Technical/implementing actors, e.g. GOs, NGOs, development professionals
- Donors and policy makers

- **Secondary audience**

- Farmers, retailers, processors, consumers

Types of communication products



- Peer rev. paper
- Report, strategy, work-Pap.
- Tech. manual
- SPKP doc
- Poster
- Policy brief
- Brochure
- Flyer/ pamphlet
- Press release
- Story
- Radio product
- Video product
- Special events
- Others

Thank you!

Looking forward to receiving your comments to the draft strategy for communication of SASHA outputs

ibadstue@hki.org