Communication approach review checklist

Review your approach by making observations, by speaking to staff and by speaking to community members.

### Observe

You can observe whether communication approaches are effective by making field visits and sub-office visits; by looking at reports, databases and communication materials; by observing community meetings; or by taking advantage of other opportunities to observe programmes in action.

*What to look for*

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| Target groups understand the language and words that staff members and communication materials use. | □ |
| The communication method conveys enough information. | □ |
| The information is accessible. (It reaches all vulnerable groups, and there are few barriers that might prevent people from understanding it.) | □ |
| The programme documents and analyses feedback. | □ |

### Talk to staff

You can find out whether managers and field-level staff understand the communication plan by talking to them during meetings, informal interviews, field visits or focus-group discussions.

*What to look for*

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| Staff members understand the overall programme. | □ |
| Staff members can explain which communication methods the programme uses and what information the programme is sharing. | □ |
| Staff members can provide examples of how the programme had used feedback to make improvements. | □ |

*Sample questions*

* Can you explain the programme? *(Ask for details: How are people selected for the programme? What are the programme’s main goals, activities and deliverables? What is the time frame?)*
* What do you tell community members and programme participants about the programme?
* How do you communicate this information?
* When do you communicate with community members and participants?
* What is your role in informing communities about the programme?
* How can community members provide feedback?
* How do you share feedback with decision -makers? *(Can you give an example of when the programme used community feedback to improve the programme?)*
* How do you think we could improve the way we communicate with communities?

### Talk to community members

You can find out whether community members are receiving the information that they need by asking them for feedback during community meetings, informal interviews, staff visits, focus-group discussions and surveys. Be sure to talk with people who are more vulnerable.

*What to look for*

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| There is evidence that all target groups are receiving information in a timely manner and that they understand the information. | □ |
| The programme uses communication methods that community members prefer. | □ |
| All vulnerable groups have equal access to information. | □ |
| Community members feel satisfied with the amount of communication they receive. | □ |
| Community members have the opportunity to give feedback, and they feel that their comments will be taken into consideration. | □ |

*Sample questions*

* What do you know about this project and the organizations that are running it? *(Ask for details: How are people selected for the programme? What are the programme’s main goals, activities and deliverables? When will the programme end?)*
* How did you find out this information?
* How would you like us to share information about this project with you?
* Which people or groups in this community know the most about the project? Which people or groups know the least? *(Why do some people know more than others? What are some of the challenges that prevent people from accessing information?)*
* What else would you like to know about the project? *(Do you have any questions for us now?)*
* Has the programme given you ways to share your feedback and opinions with us? Have we responded to feedback?