

**The state of communications in international development  
and its relevance to the work of the United Nations**

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**ABSTRACT**

Extensive studies since the mid-1960s have demonstrated the value of the strategic use of communication in international development, both at the theory and research levels, as well as at the levels of policy, planning and implementation. Because a significant percentage of the world's population lives in extreme poverty, any effort to improve the impact of development efforts is seen by many as a step in the right direction.

However, decision and policy makers in the development community at large may not understand the role of communication and appreciate it to the point that they routinely include it in their development budgets and/or planning processes.

In this study, the researcher examined the development of the various theoretical frameworks that define the practice of development communication, and then reached out to the international development community through a survey to discover: a) whether an assumption that development communication is not sufficiently appreciated by decision and policy makers in development organizations is correct; and b) if it is, what possible reasons there could be for this.

The researcher found that where this assumption is correct, possible reasons for it could be a) a deficiency of empirical indicators on which policy makers can base their budgeting decisions; and/or b) a lack of effective communication between those that advocate for development communication and those at the top of the organizational hierarchies.

## INTRODUCTION

This research paper explores the scholarship and practice of the role of communication in development and the impact it has had on efforts to reduce poverty in developing countries. Because a significant percentage of the world's population still lives in extreme poverty (for example, 46.4% of sub-Saharan Africa, 30.4% of Southern Asia, and 10% of Latin America) (United Nations, 2004), any effort to improve the impact of development efforts is seen by many as a step in the right direction.

The terminologies and methodologies used to describe this area of work are many and varied: development communication, development support communication, participatory development communication, communication *and* development, information-education-communication (IEC), project support communication, social marketing, and what currently is the preferred term at the United Nations: communication *for* development. Many academic and development professionals would argue *ad infinitum* that there are distinct differences between the various terms. However, within the context applied in this paper, “development communication”, or simply devcom, refers to all of the above – to the planned use of communication in any effort to improve the lives of the poor, be it through engaging them more fully in decision-making processes, or getting them to adopt new practices that will make their lives easier, healthier and more secure.

Most discussions on the concept of development communication fit into one of two theoretical frameworks: those influenced by the diffusion theory of the American scholar Everett Rogers (Rogers, 1976, 1993); and those that argue that the diffusion model is too vertical or one-way and that the active involvement of the population in the process of communication itself will accelerate more effective and sustainable development (Servaes, 1999). These two theoretical approaches can be summarized as the Diffusion/Mechanistic model and the Participatory/Organic model.

The early paradigm of development communication advocated for the transfer (diffusion) of technological and behavioural innovations from development agencies to their clients as a panacea for addressing the inequities in developing countries. Articulated by Learner (1958), Schramm (1964), Lasswell (1964), Rogers (1962) et al., this approach was later heavily criticized by Freire (1970, 1973), Servaes (1997, 2002) and Melkote & Steeves (2001), among others, who advocate a more participatory approach that involves development beneficiaries as partners in the communication and decision-making processes.

For purposes of simplification, this paper refers to the first approach as “diffusion devcom,” and the second approach as “participatory devcom.” It also attempts to clarify and compare the two, and draw some conclusions in terms of their relevance within the framework of the multilateral approach to development assistance at the United Nations.

It should be noted at the outset that this author does not see the two as mutually exclusive, though some academics and practitioners have presented them as such. Furthermore, a review of the literature leaves one with the impression that the former camp has been more open to absorbing the ideas and concepts of the latter, than vice-versa.

The role of communication in development processes first appeared on the international stage of humanitarian assistance in the early 1960s, coinciding with the advent of the United Nations’ “First Development Decade.” Research on diffusion studies flourished in the 1960s and 1970s. Development organizations like the UN Development Programme established devcom offices and hired specialists to concentrate on this discipline. In the 1970s and 1980s, academic debates spread like wild sunflowers, and alternative viewpoints blossomed.

In the 1990s, however, devcom budgets got slashed; their projects and programmes “mainstreamed” into development projects. The focus on communication, for many development organizations, shifted from the diffusion and participatory approaches to marketing and resource mobilization.

New evidence, however, may be reversing this recent trend. The UN General Assembly has issued an appeal for more attention to be given to the devcom dimension of development assistance (United Nations, 1996; see also Appendix H).

This research paper begins, as all such papers do, with a literature review. This is followed by a section that extrapolates on a few of the dominant perspectives in this area, integrating the major work of the most prolific scholars. Narrowing the view from the global and abstract to a more specific analysis, the United Nations is considered as a case study, first looking at the organization's role in development, followed by a review of what each of its agencies is doing to integrate communications into this work.

For the original research component of this project, the researcher sought to measure devcom practitioners' varying views on the state of communications in international development, especially in relation to various theoretical and historical models of development. The survey engaged more than 150 devcom practitioners.

Lastly, as with most research papers, comes the conclusion and a word on reflections for future research.

**A REVIEW OF THE LITERATURE:  
DEFINING THE DEBATES OF THE DOMINANT DISCOURSE**

**Definitions and the evolution of relevant theoretical frameworks**

The role of communication in development processes has attracted the attention of many scholars and development professionals since it was first defined in the early 1960s. Though it has been studied and practiced for more than 40 years, there remains a lack of consensus over use of the term itself, and how it should be interpreted and applied. Both at the theory and research levels, as well as at the levels of policy and planning/implementation, there are many divergent perspectives.

The concept of development communication (or the link between development *and* communication) first emerged with the publication of Daniel Lerner's classic book, *The Passing of the Traditional Society* (1958). Lerner conducted research in the Middle East and North Africa, and was able to trace correlations between expanded economic activity and other modernization variables such as urbanization, high literacy levels, media consumption and political development – which he defined as voting. Lerner argued that the media could serve as a great multiplier of development by communicating development messages to the undeveloped.

Drawing from Lerner's research, the United Nations Education, Scientific and Cultural Organization (UNESCO) commissioned Wilbur Schramm to determine the precise role that the mass media played in development. Schramm believed in the concept of an all-powerful media that could be used by development agents to communicate messages about technological innovations. The result of Schramm's work was published as *Mass Media and National Development* (1964), and provided the theoretical foundation for development communication for the next 10 to 15 years.

Lasswell (1964) further defined this contextual framework for development communication with his 5-point question of “*Who says what in what channel to whom and with what effect?*”

Lasswell was primarily concerned with mass communication and propaganda, but his research is still relevant to development communication.

This early paradigm of development communication advocated for the transfer of technological and behavioural innovations from development agencies to their clients as a panacea for addressing the inequities in developing countries. Around the same time, Everett Rogers put forth his theoretical framework, which he called *Diffusion of Innovations* (1962). Rogers identified a pattern in the way innovations were adopted and accepted in societies. Grounding much of his research in agricultural development, Rogers asserted that, using his theoretical model, development communication scholars could introduce innovations such as high yield seeds, fertilizers and new farming methods to developing societies.

The diffusion model assumes that a proper combination of mass-mediated and interpersonal communication strategies can move individuals from poor to not-poor via a process starting with awareness (of a new technology or practice) through interest, evaluation, trial and finally to adoption of the technology or practice that is assumed to lead to improved livelihoods.

In support of this hypothesis, diffusion studies proliferated in Latin America, Asia and Africa in the 1960s and 1970s. The World Bank and the United Nations Development Programme embraced the theory wholeheartedly and funded thousands of development extension projects, located in rural areas in developing countries, where trained agricultural officers would use media such as radio to expose farmers to these innovations (Mwangi, 2002).

Related to the technology diffusion approach is the concept of social marketing, which stresses the planning and implementation of programs designed to bring about social change using concepts from commercial marketing. Social marketing is significantly different from commercial marketing despite the fact that its hallmark is the borrowing of the latter's concepts and tools (Andreasen, 1995). Alan Andreasen of the Social Marketing Institute says one of these differences is that social marketing is charged with dramatic goals, such as getting all children in developing countries fully immunized by age two (Andreasen, 2001).

### **Opposing the diffusion of the diffusion theory**

In the early 1970s an intellectual shift occurred in the basic conception of development communication when predominately Latin American scholars challenged the dominant paradigm. Critics of the diffusion model were unsettled by its “pro-innovation,” “pro-persuasion” and “top-down” nature – that is, its strong emphasis on adoption and lack of emphasis on recipient input into the development decisions and processes (Colle, 1989). These scholars argued that development efforts to date – and by extension development communication – were ideologically and materially linked to neo-colonialism and a form of domination and manipulation by the elite (Freire, 1973). A group of scholars coalesced around this theme at the First Annual Latin American Seminar on Participatory Communication, concluding that uses of mass media in development imposed the interests of dominant classes on the majority of marginalized people (O’Sullivan-Ryan & Kaplún, 1978). This thinking was in tune with the dependency theory, popular at the time in Latin America, which sought to explain underdevelopment as the result, or by-product, of capitalist expansion (Cardoso & Faletto, 1979). It also resonated with many researchers who called for an abandonment of the “vertical” approach in favour of more “horizontal” methodologies emphasizing access, dialogue and participation (Beltran, 1980).

Much of the inspiration for this shift towards participatory development communication came from the work of Freire (1970), who viewed the traditional diffusion approach as similar to traditional pedagogy, where teachers typically viewed students as in need of knowledge that could be transferred to them in a linear manner. Freire proposed an approach centered on praxis, whereby development practitioners would close the distance between development agent and client, researcher and researched, in order to enter into a co-learning relationship guided by action and reflection. This required development researchers and practitioners to seek out the experiences, understandings and aspirations of others to jointly construct reality and to formulate actions (Beltran, 1980). This line of thinking was later refined by other scholars (Fals Borda

1988; Rahman, 1993), who furthered the assumption that 'dialogic communication' is the most effective approach to development communication.

This participatory devcom approach is based on a systems framework with an emphasis on horizontal communication — through which the poor are directly involved in the communication process (Bessette & Rajasunderam, 1996). Proponents of this vision sometimes prefer to use different terms, such as *participatory communication*, or *participatory development communication* (PDC), implying a greater need to involve local residents in “developing messages they think would be intelligible and persuasive for peers in other communities and in developing and employing the means of conveying such messages” (Uphoff, 1999).

Jan Servaes, professor and head of the School of Journalism and Communication at the University of Queensland and editor-in-chief of *Communication for Development and Social Change: A Global Journal*, defines the participatory model as that which views ordinary people as the key agents of change, or participants for development. For him, development itself is meant to “liberate and emancipate people and, in so doing, enable them to meet their basic needs” (Servaes, 1999, p. 93). In a survey conducted for this report, Servaes said the essence of development communication is “the sharing of knowledge aimed at reaching a consensus for action that takes into account the interests, needs and capacities of all concerned. It is thus a social process. Communication media are important tools in achieving this process but their use is not an aim in itself—interpersonal communication too must play a fundamental role” (Servaes, 2005).

Similarly, Gray-Felder and Deane (1999) focused their research on communication for social change, which they defined as a process of public and private dialogue through which people realize “who they are, what they want and how they can get it.” They emphasize that the true power of communication is to give people the confidence and conviction to own the process and the content of communication in their communities.

Srinivas Melkote is a critical theorist who views Rogers' diffusion approaches as yet another tool to expand the hegemony of the western world. He considers the diffusion approach to be a "message delivery system" that "facilitates the process of modernization via the delivery and insertion of new technologies, and/or inculcating certain values, attitudes, and behaviours in the population" (Melkote & Steeves, 2002 p. 38). According to Melkote, such "persuasive campaigns" are "manipulative and potentially harmful" and are somehow tied up with expatriate extravagance and political corruption.

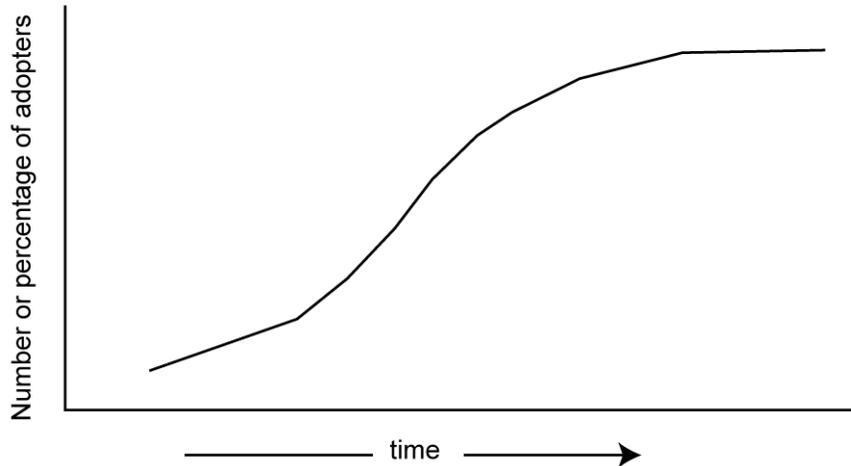
To truly benefit the poor, Melkote says development projects should harness communication as a practice – but a different form of communication that "emphasizes a process of consensus building and resistance that is historically grounded, culturally sensitive, and multi-faceted, with attention to all the political, economic, and ideological structures and processes that comprise society." An important focus of development communication is to help in the process of empowering marginalized individuals and groups, such as "women, the poor, minorities, and others who have been consistently and increasingly marginalized in the process of social change."

Servaes (1997 & 1999) has said the lack of attention to the horizontal dimension has led to failure in many development programs. In *Communication for development: one world, multiple cultures* (1999), Servaes claims that authentic participation is strongly connected with power and its distribution, and that participation involves the more equitable sharing of both political and economic power, which often leads to the disadvantage of certain groups. Because of that, structural change involves redistribution of power and should occur first in order to establish participatory communication policies.

Melkote implies that Rogers' diffusion model may be more appropriate in developed than in developing countries. For example, Rogers points out that in the industrialized West, when the rate with which an innovation diffused throughout a social system from the earliest adopter to the last "laggard" was cumulatively plotted over time, an S-shaped curve resulted (Rogers, 2003: 112). As shown in Figure 1, Rogers believed that the S-shaped curve of diffusion takes off once

interpersonal networks become activated in spreading individuals' subjective evaluations of an innovation from peer to peer in a system.

**Figure 1: Rogers' S-shaped curve of diffusion**



Melkote and Steeves, however, claim that when these studies were replicated in the developing world, the lacklustre results signified adoption by few people (Melkote & Steeves 2002: 59). Rogers himself acknowledges that innovations have the greatest chance of being adopted in those social systems which had somehow already developed a “climate of acceptance” (Rogers, 1969).

### **Reaching across \_\_\_\_\_ the divide**

The attack on Rogers' theoretical framework may have been a symptom of an aggressive resistance in some quarters of the developing world to what was viewed as neo-colonialism and an attempt by western industrialized nations to force their model of development on the South. In other words, the diffusion theory may have gotten caught up in the backlash against the “modernization paradigm of development” (Servaes, 2002, p. 4), which promotes economic growth through industrialization, urbanization, specialization, adoption of a capitalist economic system, formation of formal infrastructure and the acquisition of technologies.

It is also recognized that much of the early criticism of diffusion may have been well placed, considering the fact that the theory was a product of a time when development professionals believed that what worked for the industrialized countries would work in developing countries. However, while earlier editions of Rogers' work emphasized the top-down diffusion of technology (1962, 1971), in later editions (1983, 1995, 2003), he began advocating for the principles of "bottom-up" participatory planning and the role of communications therein.

As far back as 1976, Rogers suggested that the passing of the "dominant paradigm" of top-down planning would signal a shift toward a form of support that engaged the local population in the planning, implementation and execution of development. The role of communication in this process would be "1) providing technical information about development problems and possibilities, and about appropriate innovations in answer to local requests, and 2) circulating information about the self-development accomplishments of local groups so that other such groups might profit from others' experience" (Rogers, 1976, p.141).

In the fifth edition of *Diffusion of Innovations*, Rogers (2003, p. 376) acknowledged that a development project's degree of sustainability is determined in large measure by the extent of buy-in by the local population, and that buy-in is determined for the most part by the extent of participation involved. "Unless an innovation is highly compatible with clients' needs and resources," he writes, "and unless clients feel so involved with the innovation that they regard it as 'theirs,' it will not be continued over the long term."

In further clarifying the role of diffusion in participatory planning, Rogers differentiates between "centralized" and "decentralized" diffusion systems. Decentralized diffusion systems are those in which innovations originate from local sources and then evolve as they diffuse via horizontal networks. "Instead of coming out of formal R&D networks," he writes, "innovations often bubble up from the operational levels of a system, with the inventing done by certain lead users" (2003, p. 375).

### **The middle road to the tipping point**

The thinking advanced by the Latin American critics and those that followed defined development as a widely participatory process of social change that is intended to bring about both social and material advancement for the majority of people through their gaining greater control over their environment (Singhal & Rogers, 2001). In the decades that followed this call for more popular participation in development communication, a wide range of theoretical responses emerged. At one end of the spectrum, scholars from the “modernistic”, diffusion invisible colleges<sup>1</sup> began to incorporate participatory dimensions into their research. At the other end, scholars critical of traditional development communication embraced participatory development as a utopian panacea. In other words, participation was conceptualized either as a means to an end, or as an end in and of itself (Huesca, 2002).

Some scholars from the “participation as an end” group, with an orientation rooted deeply in studying class conflict, saw any attempt to merge the two approaches as passive collaboration, or manipulative consultation done only to help advance a predetermined objective (Dudley, 1993). White (1999) argued that any use of participation by those espousing diffusion will evolve into an “insidious domination tactic” if incorporated into the dominant development discourse, due to its historical association with “Western political hegemony.”

Not everyone agreed with this resistance to the harmonization of approaches. Einsiedel (2000) notes that the participatory approach is particularly important when questions on development issues are much more complex and with greater historical specificities than that addressed by Lasswell’s (1964) linear questioning of who says what to whom with what effects. “We might ask whose voices are heard, what values are articulated, what representations are foregrounded, or what discursive practices are framed,” she says. However, she speculates there may sometimes be a need for both approaches. The most viable solutions to the world’s development challenges may indeed come from “viewing boundaries not as impermeable walls,

but as sites for exchange and developing the vigour that can arise from hybridity.” This approach to research, she says, pursues multiple approaches to development, using each approach to both inform and critique the others, questioning what they derive from each other, and respecting the differences between perspectives.

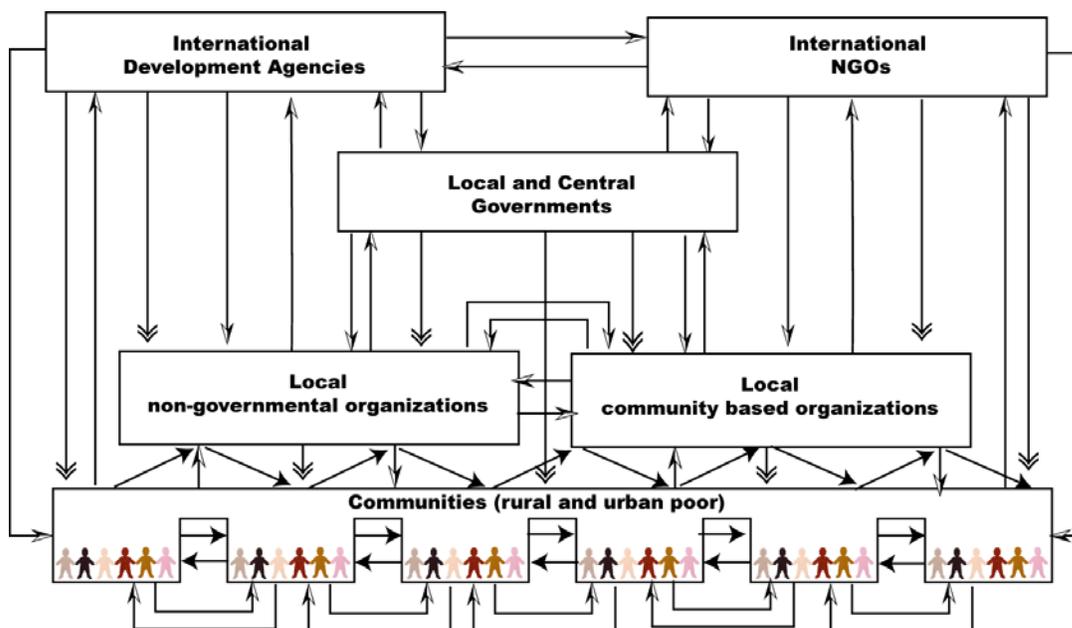
An example of this syncretic approach to development communication is found in more recent editions of Rogers’ classic, *Diffusion of Innovations*. While earlier editions of Rogers’ work emphasized the top-down diffusion of technology (1962, 1971), in later editions (1995, 2003), he began advocating for the principles of participatory planning and the role of communications therein. Though Rogers’ work on diffusion theories has influenced numerous business and marketing texts from Wall Street to Madison Avenue (i.e. Gladwell, 2000; Moore, 1991), his insights are perhaps most relevant to development communications.

Rogers argues that both approaches are necessary. He maintains that mass media diffusion and ready access to information are needed to raise awareness of an issue, while participatory communication is needed to mobilize action towards a development objective, be it HIV prevention or community participation in local government. *A combination of the two* can lead to what Rogers calls the “critical mass” in the diffusion of an innovation or to what Malcolm Gladwell (2000) refers to as the “tipping point”: when a small change, such as a few more individuals practicing safe sex to avoid HIV transmission, triggers a big change in the rate of adoption.

Cecilia Cabañero-Verzosa, a senior communications officer at the World Bank and author of *Strategic Communication for Development Projects* (2003) believes that all development projects are essentially about behavioural change. She also believes in an approach that incorporates both dominant development communication paradigms. She says that in order for a communication strategy to take an empowering approach, one should look not only at employing top-down methods such as mass media through newspaper or television, but also bottom-up or interactive methods such as town hall meetings. Both media plans and interpersonal communications should

play a complementary role in the process. Cabañero-Verzosa refers to this as a “dialogical process” which implies integrating upstream and downstream communications. This bi-directional communication is exemplified in Figure 2, which presents a concept map of the three dominant paradigms and how each relates to the stakeholders they are designed to engage and support.

**Figure 2: Concept map of directions of communication among stakeholders in different approaches to devcom**



- > **Srinivas Melkote and Jan Servaes**, among others: Development Communication should emphasize a process of consensus building and resistance to western models of development, drawing its energy and ideas from the people affected by the development.
- >> **Daniel Lerner, Wilbur Schramm**, as well as early **Everett Rogers, Erskine Childers**: Development Communications as a "top-down" approach to transfer ideas and technology from industrialized countries to the poor in an effort to kick-start their development.
- > Later **Everett Rogers**, some elements of **Erskine Childers**: Development Communications as a combination of top down, bottom-up and participatory approaches to communications, to achieve both a "buy-in" of the local population and to obtain and diffuse appropriate local technologies. A combination of centralized and decentralized diffusion systems.

### **DEVCOM EFFORTS AT THE UNITED NATIONS**

When the United Nations was created in 1945, its purpose was thought to be primarily for the maintenance of global peace and security. Of the 18 chapters in the UN Charter, five deal with peace and security issues, while only one (chapter IX) explicitly makes mention of “development.”

In spite of this narrow mandate in the area of development, the past three decades have seen the creation of a large network of UN agencies and programs concerned with humanitarian, economic and social development issues. More than (US)\$30 billion flows each year through this system to promote development and eradicate poverty, including \$25 billion that is channelled through the World Bank and the International Monetary Fund (IMF). The UN secretariat devotes more than 30 percent of its regular budgetary resources to development, three times as much as for peace and security (excluding peacekeeping operations, which are funded separately) (Fomerand, 2003).

The development work of the UN system can be grouped into four broad categories: 1) policy and analytical undertakings that provide the underpinning for intergovernmental discussions and negotiations; 2) facilitation of the efforts of member-states to set norms and standards and build consensus on a range of international issues; 3) global advocacy on development issues; and 4) support of national development efforts through technical cooperation activities (Fomerand, 2003). Development communication plays a vital role in all four dimensions.

Much of the UN's work in the area of development has been placed in the context of the Millennium Development Goals, which were signed on to by world leaders at the United Nations Millennium Summit in September 2000 (see Annex A). The MDGs are a set of time-bound and measurable goals and targets for combating poverty, hunger, disease, illiteracy, environmental degradation and discrimination against women. As we will see, development communication also plays a critical role in realizing this vision.

### **Inter-agency and cross-sectoral initiatives to promote devcom**

There are a number of initiatives that have been organized within the UN system to promote and support devcom efforts. The following text considers a few of them, beginning with an initiative that was developed by Erskine Childers at the UN Development Programme (UNDP) back in the late 1960s.

#### ***Development Support Communications Services***

Among the earliest pioneers in the field now known as development communications was an office at UNDP called the Development Support Communications Services (DSCS). It was in DSCS where the ideas came together to form a distinctly new approach to communication as part of development interventions (Colle, 2002). Based in Bangkok, DSCS was led and inspired by Erskine Childers, who, from 1967 to 1975, urged the United Nations organizations and national governments to put more resources into development communication.

Childers recognized that development work, by its very nature, involves a strong communications component. The issue is whether or not to harness that component to support, or obstruct, the development objectives. "From the moment a stranger appears in someone's field bearing government authority, a theodolite, and some stakes," he writes, "a long chain-reaction of communication has been launched. It begins with the first villager who sees the stake, wonders about it, speculates with a neighbour, and then begins asking questions that ripple out to a rapidly increasing community of profoundly concerned people" (Childers & Vajrathan, 1968).

Childers was active in the field of development communications at the same time that early resistance to diffusion began to appear in Latin America and elsewhere (i.e. Freire, 1970, 1973). However, though critics such as Servaes and Melkote may say his approach was too heavily infused with *diffusion-esque* methodologies, his ideas did incorporate some elements of participatory communications. "The moment we get away from thinking in purely Western terms," he wrote, "and consider the total network of communication that needs to be activated for

a development project, the point becomes obvious.” He said the network will most certainly involve the mass media, but to be effective, a broad range of audience must be reached, and motivated to participate in the development process.

***Childers' six-point plan***

Childers laid out a six-point plan for getting the UN more involved in development communications (Childers & Vajrathan, 1968). The first of these was what he called *Broad Public Motivation* to get the public involved with and take action to address development challenges:

*The UN-Family should automatically seek to assist in and encourage development support communication programmes that will motivate the public more effectively.*

The second point involved the education of local project staff to be able to communicate in one voice:

*UN-Family field personnel presently have to spend grossly wasteful amounts of time simply trying to ensure that even a small number of over-burdened, under-paid civil servants know even the elementary facts about a project...*

The third point involves helping different government ministries to coordinate and cooperate with one another, and preparing developing country governments to eventually take over the projects completely as their own:

*More and more UN-assisted projects are bi- or multi-sectoral, requiring for their very functioning the coordination of several ministries at national and field levels. This ...happens only as a result of consistent, advance-planned, purposive communication — inevitably requiring special materials in one or more media...*

The fourth point concerns the training of field communications personnel, and their adequate financial support:

*Many UN-recruited instructors have experience in making audio - visual aids: but all too often we learn of such personnel imploring headquarters, from their field posts, for*

*possibly quite minute extra sums of money to finance production of better teaching aids — and of months passing during which the very training course itself expires before authorization is given, if it is given at all... the time has come for decision to invest in communication in order to save UN assistance funds.*

The fifth and penultimate point involves the support for the development and dissemination of relevant applied research from local and international universities and institutions.

*At the very least, the UN-Family should plan to ensure that the work of the institute and the innovations it develops be made generally known to the public and elite through a communications document (film, brochure, as may be judged best) that can also be used in schools and colleges.*

Lastly, and perhaps most importantly, Childers called for more attention to be given to project-level communications support:

*We and our partners in national development service have scarcely begun to use the potential of planned, project-attuned communications techniques. At very little extra cost per project-year, we could be helping to equip each such project with a properly researched and phased schedule of information-communication aids.*

### ***UN Roundtables on Communication for Development***

Erskine Childers was very active in the early meetings of the UN's Inter-Agency Roundtables on Communication for Development. The "Roundtables" are informal international forums for donors and those working in the field of development communications to harmonize approaches, provide news on progress and share good practices. Participants include representatives of UN organizations, bilateral agencies, such as the United States Agency for International Development (USAID), universities and non-governmental organizations. The roundtables have been held every two years since 1986, under the aegis of a United Nations agency that is chosen by rotation.

Each session has a specific focus. The eighth roundtable, for example, focused on HIV/AIDS.<sup>2</sup> Communication for sustainable development was the main focus of the ninth UN Roundtable on Communication for Development, which took place in September 2004 at the headquarters of the UN Food and Agriculture Organization in Rome.<sup>3</sup> The participants at the Rome roundtable sought to establish an evolved common vision for development communications. To articulate this vision, a list of seven principles was agreed to (FAO, 2004). These principles clearly establish the orientation of the group more along the lines of participatory devcom than diffusion, though not exclusively:

1. Communication for development is about people, who are the drivers of their own development.
2. Communication for development contributes to sustainable change for the benefit of the poorest.
3. Communication for development is a two-way process – it is about people coming together to identify problems, create solutions and empower the poorest.
4. Participatory communication for development does not only apply to work with communities. It is an approach of equal importance to all stakeholders.
5. Communication for development is about the co-creation and sharing of knowledge.
6. Communication for development respects indigenous knowledge and culture; local context is key.
7. Communication for development is critical to the success of the Millennium Development Goals (see Annex A).

The participants debated and discussed a wide range of issues, agreed on a set of challenges, and drew up a list of ten recommendations (see Annex B). Foremost among these was a widely supported proposal to include a communication needs assessment at the beginning of any development initiative, and an appeal for donor and development agencies to set up well-

resourced devcom units (FAO, 2004). Many of these recommendations echo suggestions articulated by Erskine Childers 36 years earlier (Childers & Vajrathan, 1968).

### ***World Congress on Communication for Development (WCCD)***

The World Congress on Communication for Development (WCCD), scheduled for October 2005, will bring together more than 500 participants from around the world, including communication professionals engaged in development initiatives, policymakers, development practitioners, donors and NGO representatives, journalists and academics to share experience and examples of demonstrably successful practice in the field of development communications. It is anticipated that the participants will consolidate a consensus around a common framework and establish a set of principles for the practice. The Congress will be held in Rome, and is being organized by the World Bank, with funding from the Government of Italy.

To help establish a vision and an agenda for the conference, the World Bank, the Food and Agriculture Organization of the United Nations (FAO), the Communication Initiative (CI) and Britain's Department for International Development (DFID) organized an E-Forum on *Measuring the Impact of Development Communication*, during a three-week period between January 17 and February 4, 2005. The online discussion attracted 650 people from 85 countries, and generated 215 messages (L. Grenna, World Bank, personal communication, February 17, 2005).

### **Ongoing development communication activities at different UN organizations**

While the above text addresses a few of the devcom activities at the inter-agency level, the following takes a quick glance at what some of the individual UN organizations are doing in this field.

#### ***Food and Agriculture Organization of the United Nations (FAO)***

Development communication forms an important component of many FAO activities, supporting its efforts to raise levels of nutrition and living standards and eliminate hunger around the world.

Much of its work in this field is coordinated internally by its Communication for Development Group. In fact, it is one of the few UN organizations to have an office tasked specifically with development communications.

The FAO Communication for Development Group carries out a wide range of activities, ranging from the formulation of methodologies, policies and strategies to project design, implementation and evaluation. Emphasis is placed on giving technical advice to Governments on communication as part of development policy and on the establishment of national communication systems that can support development initiatives. Training in communication skills and methodologies is equally important in order to identify successful and cost-effective communication approaches for specific audiences and messages (United Nations, 2004).

The *FAO Guidelines on Communication for Rural Development* (1989) frame development communication as the planned and systemic use of communication through interpersonal channels, and audio-visual and mass media to: 1) collect and exchange information among all those concerned in planning and development initiative; 2) mobilize people for development action; 3) enhance the pedagogical and communication skills of development agents; and 4) apply communication technology to training and extension programs to improve their quality and impact.

Over the past three decades, the role of communication at FAO has undergone a dramatic shift from a one-way, top-down transfer of messages by extension agents to farmers, to a social process that starts with the farmers and brings together both groups in a two-way sharing of information (Coldevin, 2002). One of FAO's most significant achievements is a program called Agricultural Knowledge and Information Systems for Rural Development (AKIS/RD), which links people and institutions to promote mutual learning and generate, share and utilize agriculture-related technology, knowledge and information (Coldevin, 2002). The system integrates farmers, agricultural educators, researchers and extensionists to harness knowledge and

information from various sources for better farming and improved livelihoods (FAO/World Bank, 2000).

*United Nations Capital Development Fund (UNCDF)*

The United Nations Capital Development Fund was established in 1966 as a special purpose fund primarily for small-scale investment in Least Developed Countries.<sup>4</sup> It works in two areas of support: to the private sector through microfinance programmes; and to the public sector through the provision of local development grants and capacity building programmes. It is in this second dimension that UNCDF has the greatest need for Development Communications.

Decentralized governance structures, by their very nature, necessitate active citizen involvement. To be effective in meeting the needs and concerns of the poor, such participatory democracy at the community level involves much more than just showing up on voting day to elect members of a council. It involves encouraging people to take precious time away from work, often walking for half a day across rugged terrain, to contribute their voices to meetings that will determine how public funds are spent and provide input on what types of infrastructure and services are needed.

In countries where it is most effective, UNCDF local development programmes have committed a percentage of their budgets to communication efforts. This often involves hiring a full-time communications specialist at the country level. Initiatives involve both “downstream” communication to inform people of the benefits of decentralization and “upstream” communication to keep policy makers at the government level informed of local needs as expressed through local voices, and of progress in meeting those needs. Local development projects begin with a “stakeholders workshop” to which all sectors of a local society are invited to express their concerns, and to contribute to the objectives, goals and operational guidelines of the development project.

***United Nations Children's Fund (UNICEF)***

This agency's primary concern is to address the needs of children in the developing world. It has played a very important role, together with the World Health Organization (WHO), in assisting poor countries to tackle debilitating diseases such as malaria, tuberculosis, trachoma, leprosy, and infant malnutrition. It works with national governments to strengthen their health care infrastructure and to expand primary education.

UNICEF considers communication to be a priority in all its programs, and has communication officers in most of its field offices, many with very substantial programs. The organization prioritizes development communication through three main strategies: 1) *advocacy* to raise resources and political and social leadership commitment for development goals; 2) *social mobilization* for wider participation and ownership; and 3) *program communication* for changes in knowledge, attitude and practice of specific participants in development programs (UNICEF, 1999, p. 1).

In its 2002-2005 strategic plan, UNICEF placed increased importance on communication programming. In particular, it is placing a stronger focus on the participatory dimension of communication — meaning a “wider, more conscious, more systematic focus on the active involvement of all stakeholders at all stages of communication programming, from assessment to analysis to planning and implementation; and an effort to focus on reaching the most vulnerable children, women and communities” (United Nations, 2004, p. 10).

***United Nations Development Programme (UNDP)***

The UNDP mandate is to promote human development with the objective of helping developing countries attain self-reliance through the building and strengthening of national capacity. The organization adopted Information and Communication Technology (ICT) for development as one of its six main focus areas in 2000 (together with democratic governance, poverty reduction, crisis prevention and recovery, energy and environment, and HIV/AIDS), in the belief that by

making ICT an integral part of development cooperation and solutions, developing countries and their partners can work to address the current economic, social and digital divides in more innovative and effective ways (United Nations, 2004). A year later, ICT was removed as one of the focus areas though it remains an integrated part of many of its activities. For example, UNDP is currently providing program and policy support in close to 60 countries through its thematic ICT for Development Trust Fund, which has been operational since early 2002.

Though UNDP was very active in development communications during the era of Erskine Childers, this is no longer the case. The aforementioned Development Support Communications Services no longer exists, and, unlike UNICEF, UNESCO, the World Bank and FAO, it does not have an office tasked with the responsibility of following up on various UN resolutions addressing the need to incorporate communication in the formulation and implementation of all development programs.

### ***United Nations Education, Science and Cultural Organization (UNESCO)***

UNESCO has gradually moved from a technical assistance agency to a leading organization in the field of development communication, basing its action on partnerships and alliances within and outside the UN system (UNESCO, 2002). It is instrumental in organizing the biannual UN Roundtables on Development Communications, and is recognized as the lead player in the UN system in the area of social communication. Its communication policy is operationalized within three broad areas: 1) the free flow of ideas by word and image: 2) communication for development; and 3) the development of socio-cultural impact of new communication technologies (Mayo & Servaes, 1994).

One of the first substantive studies on development communication was commissioned by UNESCO in the early 1960s when Wilbur Schramm was hired to determine the precise role that the mass media played in development. Stanford University Press published the results of Schramm's research under the title *Mass Media and National Development* (1964), which

provided the solid theoretical foundations for development communication for the following 10 to 15 years.

UNESCO is involved in so many dimensions of development communications that it would be inappropriate to list them all here. It is worth highlighting, however, an important area of UNESCO's work, which involves upgrading the communication capacity of developing countries. It does this primarily through the International Programme for the Development of Communication.<sup>5</sup> This intergovernmental council, enjoying some limited autonomy from UNESCO, is designed to mobilize the international community to discuss and promote media development in developing countries. Top priority is given to projects that promote press freedom and media pluralism, the development of community media such as remote radio stations, enhancing professional capacity and building partnerships for media improvements.

In September 2003, UNESCO organized a meeting of international experts in New Delhi to reassess communication for development programs and to launch new initiatives. The main conclusion of this meeting was that communication remains essential for development and that radio is an important tool for democracy, as it is still the most widespread medium in rural areas. In addition, UNESCO reaffirmed the need to improve the training of journalists by reinforcing learning institutions (United Nations, 2004).

### ***International Telecommunication Union (ITU) and the World Summit on the Information Society***

The ITU is a specialized agency of the UN that was established to bring together governments and industry to coordinate the establishment and operation of global telecommunication networks and services, and to promote the extension of the benefits of the new telecommunication technologies to all the world's inhabitants. As such, its core operations can be considered an important dimension of development communication.

While the digital revolution has extended the frontiers of the global village, the vast majority of the world remains unhooked and disconnected from this unfolding phenomenon. To address the growing digital divide between knowledge and ignorance, the ITU Council decided to call the world's governments to account in a Global Summit in two phases, the first in December 2003, in Geneva, and the second in November 2005 in Tunis. Called the *World Summit on the Information Society*, the first phase addressed the broad range of themes concerning the Information Society and adopted a Declaration of Principles and Plan of Action.<sup>6</sup> The second phase will concentrate on finding ways to implement and follow up the Geneva decisions, with particular attention to the challenges facing Least Developed Countries.<sup>7</sup>

### ***World Bank Group***

The mission of the World Bank Group is to fight poverty and improve the living standards of people in the developing world. The World Bank Group is made up of five closely associated institutions: the International Bank for Reconstruction and Development (IBRD), the International Development Association (IDA), the International Finance Corporation (IFC), the Multilateral Investment Guarantee Agency (MIGA) and the International Centre for Settlement of Investment Disputes (ICSID). Together they provide loans, policy advice, technical assistance and knowledge sharing services to low and middle income countries. The "World Bank," which only refers specifically to two of the five, IBRD and IDA, is a specialized agency of the United Nations.

Exemplifying its commitment to the role of communication in development, the World Bank set up its Development Communication Division (which it calls *DevComm* for short) to provide its clients with the strategic communication advice and tools they need to develop and implement successful projects and pro-poor reform efforts. DevComm is active in all regions and all sectors of the World Bank's portfolio, offering assistance in socio-political analysis; attitudinal research; devising strategies for message targeting; building consensus around contentious issues and

initiatives; behaviour change interventions; communication training; managing and supervising communication processes and media relations. The unit also regularly provides training in devcom to UN personnel worldwide.

For the World Bank's Community Driven Development (CDD) programs, supporting local development is as much about facilitating the flow of information among all groups in a community as it is about facilitating the flow of funds. Mozammel and Schechter, in *Strategic Communication for Community Driven Development: A practical guide for project managers and communication practitioners* (2004), admit that, while new communication activities are continuously integrated into CDD operations, few are considered and implemented within a broader context of a communication strategy. Such interventions generally focus on very specific, mostly occasional, ad-hoc, and reactionary activities including behaviour change, information dissemination, public relations, promotional activities, and/or public education.

To complete the missing link in effective development, the World Bank believes a strategic communication framework within the CDD context should serve multiple important roles in the development process and take into account psychological, socio-political, cultural, and economic dynamics within and across stakeholder groups directly or indirectly involved in the development process. In their *Practical Guide*, Mozammel and Schechter declare that strategic communications support should address "information, education, mobilization, behaviour change, and capacity building activities that help facilitate horizontal and vertical relationship building, top-down and bottom-up political action, accountability, process management, social and behaviour change through knowledge and learning."

The World Bank, in *World Development Report 2000/2001: Attacking Poverty* recognized the importance of democracy and the empowerment of the poor in efforts to fight poverty. Emphasizing the political characteristic of poverty stresses the fact that poverty is perpetuated by powerlessness, injustice and exclusion. Empowering the poor through providing both access to

information and the ability to participate in and contribute to decision-making processes can help them break free of that poverty.

As mentioned above, the World Bank also is currently working closely with FAO to organize the World Congress on Communication for Development (WCCD), to further facilitate the sharing of experiences and best practices in the field of devcom.

### ***Other UN Agencies and Organizations***

Most UN agencies and organizations incorporate communications in their development activities in one way or another. While the ones with the largest programmes have been listed above and described in detail, a few others that deserve mention include:

- The **United Nations Population Fund** (UNFPA) uses strategic communications in its efforts to integrate population issues in development and to promote reproductive health and rights (United Nations, 2004).
- The **Joint United Nations Programme on HIV/AIDS** (UNAIDS) recognizes the importance of communications programming to promote a social and political environment that is more conducive to HIV/AIDS prevention and care (United Nations, 2004).
- Over the past 50 years, the **World Health Organization** (WHO) has implemented an aggressive immunization program to help control or eradicate many of the world's most deadly diseases. Communication strategies in support of WHO programs have included the mass media, interpersonal communication and community organization (United Nations, 2004).

### **Evaluating the Work of the UN in development communication**

In 1994, the United Nations commissioned a study on the role of the discipline of communication in the successful implementation of development programs in the UN system (Mezzalama, 1994).

The investigation was initiated by UNESCO and carried out by the Joint Inspection Unit of the UN's Economic and Social Council.

Based upon information from contacts with the staff of headquarters and field offices, and from the analysis of replies to questionnaires provided by 15 organizations and agencies, Francesco Mezzalama, the author of the study, came to the conclusion that the situation regarding communication activities in the United Nations system was unsatisfactory. According to his report, the level of inter-agency coordination was not keeping up with the evolution of the discipline. He concluded that most UN organizations attach insufficient importance to communication in operational activities. Furthermore, he wrote, communication is rarely integrated into the entire cycle of development assistance. Mezzalama's report made a number of recommendations aimed at raising awareness and concern among UN organizations, multilateral agencies, academic circles and non-governmental organizations as to the need for effective communication structures for attaining the desired objectives of development and humanitarian assistance programs. Foremost among these recommendations was a call for devcom to be a critical part of any development program, with budgets that contain a specific provision for communication activities.

Mezzalama submitted his report in March 1994. A year later, in March 1995, the Administrative Committee on Coordination (the UN body that tries to ensure coordination between organizations) submitted its comments and feedback, as part of the official record, supporting most of the report, taking issue with some sections. Two years later, in February 1996, a resolution was adopted by the United Nations General Assembly "recognizing the pivotal role of communication in the successful implementation of development programmes," and requesting the General Secretary, in consultation with the Director-General of UNESCO, to report back to the General Assembly in 2004 on the implementation of the resolution. It also requested a report on development communication on a biennial basis thereafter (see Appendix H, *Communications for development programmes in the United Nations*, General Assembly resolution A/50/130).

When the Director General reported back to the UN General Assembly in August 2004 (more than ten years after the initial report from Mezzalama), his report (United Nations, 2004b) provided a summary of what various UN organizations were doing, and set out a list of four conclusions and recommendations, as follows:

- (a) Communication for development is instrumental in the success of any endeavour to achieve human development and, consequently, greater integration in the economic and social planning process is called for;
- (b) This, in turn, calls for increased resources redirected towards more effective communication programmes, including increased investment in capacity-building, training and research at the country level;
- (c) The United Nations system, working through a number of mechanisms, such as communication for development round tables, has achieved a certain degree of cohesion in its approach and action in this field. This success calls for enhanced synergy among all partners, at both the international and country levels, including governments, NGOs, donors, the private sector and community leaders;
- (d) Information and communication technologies have become an integral part of the development process. Developing countries and their partners should intensify efforts to address the current digital divide in a more innovative and effective way, based on the enhancement of national ownership and the effectiveness and sustainability of the related initiatives and strategies.

**CURRENT TRENDS AND OPINIONS: A SURVEY OF COMMUNICATIONS PROFESSIONALS AMONG  
THE WORLD'S TOP DEVELOPMENT ORGANIZATIONS**

To further evaluate the work of the UN in development communication, and compare it to other organizations working in this field, this research project organized a survey of the world's top development communications professionals. The importance of the practice has been clearly

established. The intent here was to gauge the varying views and opinions on the current status and role of communications in international development, especially in relation to the various theoretical and historical models of development discussed above, and to see if a consensus is forming. This, in turn, could be used as a basis for further assumptions on the validity and longevity of devcom as a viable contribution to the work of lifting the poor out of poverty.

### **Survey methodology**

The word “survey” is used most often to describe a method of gathering information from a sample of individuals. This “sample” is usually just a fraction of the population being studied in order to extrapolate to the population at large. A survey conducted as part of this research report sought to measure the state of development communications among professionals working in or with this discipline. It also sought to gauge the amount of seriousness given to development communications among development practitioners and organizations, and whether an emphasis is being placed on one theoretical dimension or the other (Diffusion/Mechanistic model or the Participatory/Organic model).

It should be noted up front that the survey population does not necessarily represent a statistical sampling of the specific population. It does however, identify certain attitudes and measures a number of quantifiable indicators.

The survey used a web-based survey tool, with a series of 30 questions. Participants were not required to answer all questions: a no answer to one question, in some cases jumped the participant to the next sub-section because the next question would be rendered irrelevant by the answer.

### **Participants**

Three populations were targeted: 1) participants of the November 2004 United Nations Roundtable on Development Communications; 2) members of the United Nations

Communications Group; and 3) registered contributors to the January 2004 e-forum on development communication that was hosted by the World Bank, FAO and DFID

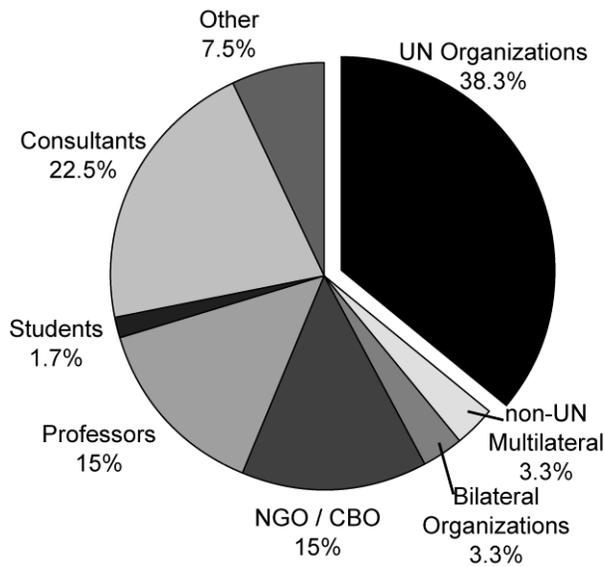
The first group was chosen because of its active involvement in this discipline. The group represents a wide range of institutions and organizations, from the private and public sectors and from academia. The second group consists of top communications officials from within a wide range of UN organizations, from the Food and Agriculture Organization to the UN Environment Programme. The third group was the only one that was self-selected: after participating actively in the e-forum for a week, this researcher posted a message to participants, asking them to visit a link on the website of the UN Capital Development Fund, and to take the survey.

In the first group, 119 practitioners were invited to participate; 62 responded, resulting in a 52% response rate. In the UN Communications Group, 75 were invited, 23 responded, producing a 30% response rate. Out of the 690 people who participated in the World Bank's online discussion forum, 69, or 10% responded. The system was set up to recognize the IP addresses of survey participants, avoiding a case where a person from one group might be represented as belonging to another, and thus counted as having taken the survey twice. Within the survey group were included a few of the researchers mentioned in the literature review, including Jans Servaes and Guy Bessette.

To further break down the numbers of participants, though only 120 out of a possible 884 people participated, in actuality only 181 people were directly and personally invited, out of which 85, or 47%, responded. The third group, the 690 people who participated in the online forum, were merely exposed to an invitation. This same group of 690 people only generated 250 messages during the three weeks of the devcom e-forum, indicating that many of those on the list were merely "lurkers" and not active participants. Of the remaining two who participated, the group with the higher response rate (the UN Roundtable) could be explained because these are active participants in devcom, while the other group (UN Communications Group) or senior managers in departments that focus more on marketing communications for their organizations.

Of the three target populations invited to participate in the survey, 40.3% were from the UN Roundtable, 14.9% from the UN Communications Group and 44.8% from the World Bank's e-forum. Of the total 154 people who responded to the invitation, only three chose not to agree to the terms as presented on the first page. Another 31 dropped out before the third question, which sought to determine the organizational representation. Of the remaining 120 respondents, as shown in Figure 3, 46 (38.3%) represented UN organizations; four (3.3%) represented other multilateral organizations (i.e. the Organization for Economic Cooperation and Development); another four (3.3%) represented other bilateral organizations (i.e. the Canadian International Development Agency); 18 (15%) represented non-governmental or community-based organizations (i.e. the Panos institute); another 18 (15%) were university professors; two (1.7%) were students; 27 (22.5%) were consultants specializing in the area of development communications; and nine (7.5%) classified themselves as "other."

**Figure 3: Breakdown of survey representation**



## Survey results

The participants were asked a series of questions, each elaborated upon here but also listed in Appendix D. The rationale for each question is addressed in the introduction for each subsection.

### *Preferred definitions of devcom*

Karl Weick, the father of the information systems theory, has spent a lot of time thinking about the power of definitions. In *The social psychology of organizing*, Weick refers to a game of baseball where three umpires discussed how they made calls: “The first said, ‘I calls them as they is.’ The second said, ‘I calls them as I sees them.’ The third and cleverest umpire said, ‘They ain’t nothin’ till I calls them’” (1979, p. 1).

As part of this survey, participants were asked for their preferred definition of the practice under study. The purpose of this exercise was to try and determine a preference for either of the two dimensions discussed above: top-down diffusion, horizontal and participative – or a combination of both. Rather than forcing the participants into a decision, the researcher opted to formulate the question along the lines of their preferred definition. On the issue of what to call the discipline, participants were given a range of options mentioned in the first paragraph of the Introduction. Participants were allowed to choose more than one preferred definition.

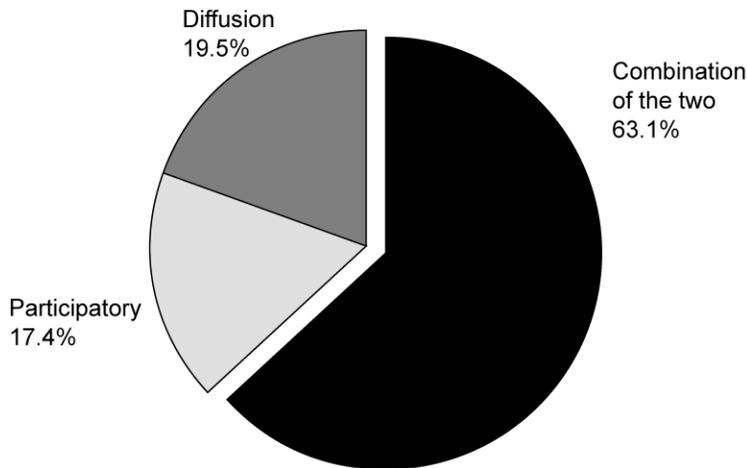
The most popular choice was *communications for development* (31.8%), which includes both of the broader definitions mentioned above incorporating diffusion and participation.<sup>8</sup> It should be noted again that this is the preferred term at the United Nations, which accounted for 38.3% of respondents. Three other terms that support both approaches came in at 16.1% (*development communication*), 9.7% (*communication and development*), 5.1% (*project support communication*) and 5.1% (*Development Support Communication*).

The second highest single preference, at 17.4%, was *participatory development communication*, signalling a clear preference for horizontal, participatory approaches to communication in development, as opposed to the above terms, which are more open to the

possibility of technology and knowledge coming from outside a community and then being diffused, through participatory means allowing for adaptation, among the community. In elaborating on this term, one of the participants, Guy Bessette, defined it as “a planned activity, based on one hand on participatory processes, and on the other hand on media and interpersonal communication which facilitates a dialogue among different stakeholders, around a common development problem or goal, with the objective of developing and implementing a set of activities to contribute to its solution, or its realization, and which supports and accompanies this initiative.” (This is also cited in Bessette’s recent publication, *Involving the Community*, 2004.)

Looking at those terms that imply an emphasis on the top-down “diffusion” approach, the research found that 9.7% preferred the term *information-education communication* (IEC), which, according to the World Health Organization, involves initiatives that are largely concerned with individual behaviour change or reinforcement, and/or changes in social or community norms. Examples include public health education and communication that seek to empower people vis-à-vis their health actions, and to garner social and political support for those actions (WHO, 2001). Another term that favoured diffusion, *social marketing*, received 4.2% of terms selected. Two people chose to include their answer exclusively in the “other” category. One of these was more in the diffusion category (answer was “outreach”), while the other could be included in the “combination of the two” category. (This person identified the discipline as both engaging those affected by development efforts, while giving them access to information and knowledge.)

Thus, extrapolating from the above interpretation of the data, one could reasonably determine that 63.1% of the group would agree that the discipline in question involves both dimensions, while 17.4% are in the “development as participation” camp, and 19.5% consider the topic relevant only to efforts to diffuse outside knowledge. This breakdown is presented visually in Figure 4:

**Figure 4: Perspectives on how communication should be used in development**

Participants were furthermore asked to describe what “development communication” (or whatever it was called in question 2) meant to them and their organization. This question was not mandatory (participants could proceed without answering). However, 90 participants chose to elaborate on their definition (see Appendix E).

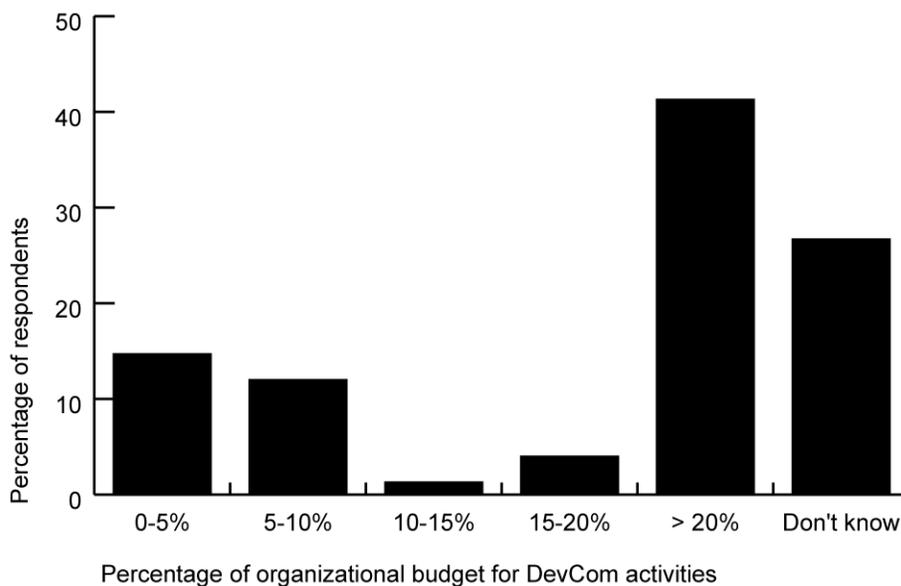
### ***Financial Resources for devcom***

One indicator of an organization’s level of commitment to a particular discipline is the amount of resources it contributes to it. Among the group polled, 80.9% said their organization contributed resources to devcom activities, while 13% said they did not and 5.2% did not know. Sixty people skipped the question, roughly the number of consultants, professors and students for whom this question may not apply. The high level of *yes* responses could be expected given the self-selected bias of the group. Development professionals with either no interest or no support in the area of development communications would be less likely to participate in an e-forum or be invited to the UN Roundtable. The third group that was approached to participate in the survey, the UN communications professionals, was the group with the lowest response rate (30%).

When asked for their insights regarding which types of organizations were increasing their resources for devcom in line with recent United Nations resolutions, 95 participants responded. They were asked to consider three types of organizations: multilateral, bilateral and non-governmental organizations (NGOs). For multilateral organizations, 17.9% said no, resources were not increasing, while 57.9% said they were and 24.2% did not know. Looking at bilateral organizations, 17.9% also said no, while 47.4% said yes, they were increasing and 34.7% did not know. For NGOs, 29.5% said resources were increasing, while 41.1% said they were not and 34.7% did not know.

Of the 80.9% who responded yes to the question of whether or not their organization committed resources to devcom, 41.3% said that more than 20% of their organization's budgets were set aside for this purpose. At the bottom end of the scale, 14.7% said that less than 5% of their organization's budget was for devcom. Figure 5 presents the full spectrum of results:

**Figure 5: Percentage of an organization's operating budget for devcom**



When asked about the status of the budget over the past five years, 22.7% said their organization had decreased its budget; 20% said the budget had remained the same and 40% said it had increased. The rest, or 17.3%, said they did not know.

When asked to explain their answers, 78 participants chose to respond, many writing out elaborate explanations (see Appendix F). Of these, 56 (72%) answered negatively (choosing to explain for the lack of attention given to devcom), while 15 (19%) answered positively, and 7 (9%) answered in a way that was difficult or impossible to qualify. This subjective bias towards the negative affirms Mezzalama's conclusion that the situation regarding communication activities in the United Nations system is unsatisfactory (Mezzalama, 1994).

Of those who answered in a negative light, an analysis of the responses reveals a range of possible reasons for their perceived lack of financial support for devcom activities. Some responses included more than one reason. Of reasons given, 31.9% explained the phenomenon on a lack of understanding among donors and policy makers of what devcom is, or comprehension of its potential contribution to the success of development projects: "There is a lot of confusion about what communication for development actually means, among multilateral and bilateral donors and among NGOs/CBOs" (van de Pol, 2005a).

Next, 27.5% said it was because of low importance given to devcom by those in charge of budgets: "...donors cut out the communication budget for technical assistance grants and loans before any other component, or they add it on at the very end" (Ramirez, 2005).

Thirteen percent put the onus on devcom practitioners, saying they had failed to make the case for supporting the discipline: "Development Communication has not yet sufficiently proven that its contribution is critical to the sustainable success of development projects" (Heidrich, 2005).

Next, 11.6% put the problem squarely on the difficulty of measuring the impact of devcom: "The impact of communication for development activities is not readily measurable and to some extent not fully understood by development practitioners" (Del Castello, 2005).

Of the total, 4.3% said the lack of support for devcom is a result of development projects not being designed in a way that would benefit from it: “People are still too locked into short-term project cycles and evidence of project outcomes” (Mansell, 2005).

The remaining responses included explanations or opinions that the practice is too new, or blamed the dearth of resources on overall donor fatigue: “B/c not even ODA levels are being met” (Hunt, 2005).

### ***Devcom staff at development organizations***

Related to the question of resources, the survey asked respondents if their organizations had staff working specifically on devcom activities, as opposed to marketing/communications activities. Of the 92 who addressed this question, 64.1% said yes, 33.7% said no, and 2.2% did not know. Of those who said yes, 47.5% said 4 or more, 11.5% said 3, 6.6% said 2 and 23% said only one person worked in this discipline.

### ***Devcom and the Millennium Development Goals***

The Millennium Development Goals (MDGs), adopted at the Millennium Summit of the United Nations in September 2000, call for a dramatic reduction in poverty and marked improvements in the health of the poor (see Appendix A). A recent report on MDG progress calls them “the world’s time-bound and quantified targets for addressing extreme poverty in its many dimensions—income poverty, hunger, disease, lack of adequate shelter, and exclusion—while promoting gender equality, education, and environmental sustainability.” (United Nations Millennium Project, 2005, p.1).

But what do the MDGs have to do with communication? As mentioned above, the ninth biannual session of the United Nations Roundtable on Communication for Development in Rome declared that communication for development is critical to the success of the MDGs (FAO, 2004). When asked how relevant devcom is to the achievement of the MDGs, 86% of

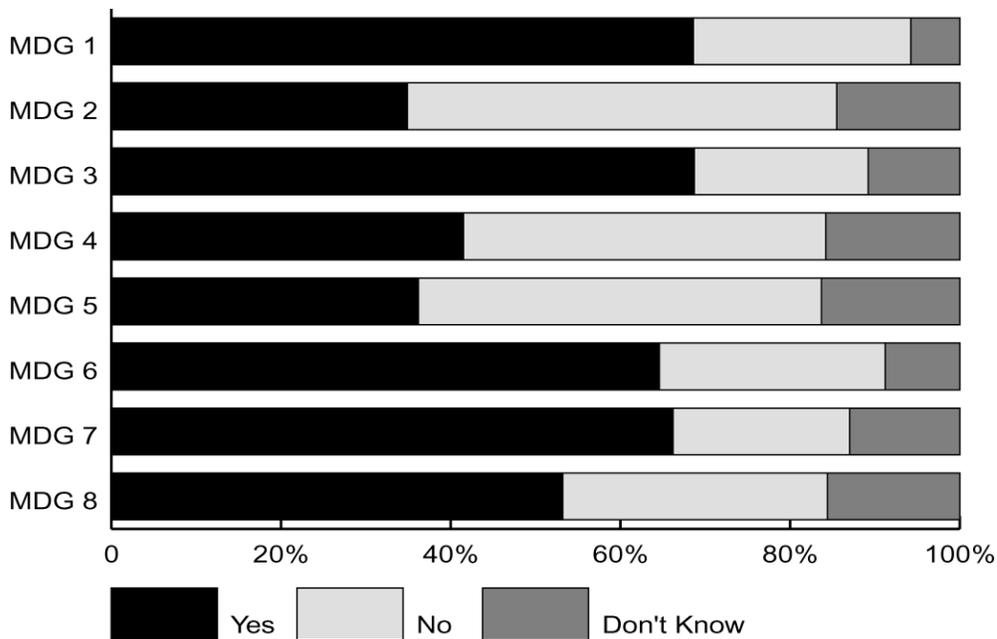
respondents said “very relevant,” 12% said “relevant,” 1% said “neither relevant nor irrelevant,” 1% said somewhat irrelevant – and none said it was not relevant at all. This is not surprising considering that 40.4% of the respondents were from the group that declared devcom was critical for the success of the MDGs.

Each respondent was asked which Goals his/her organization was contributing to through devcom activities. For each Goal, each respondent who answered *yes*, was then asked to elaborate, and to explain what more could be done for that particular Goal (individual responses are listed in Appendix G). Following is an overview of their responses, which is visually presented in Figure 6, followed by a discussion of responses supported by qualitative information from the survey:

- For the first MDG, *Eradicate extreme poverty and hunger*, of the 86 respondents, 68.6% said their organization was addressing this goal through devcom, while 25.6% said no and 5.8% did not know.
- For the second MDG, *Achieve universal primary education*, of the 83 respondents, 34.9% said their organization was addressing this goal through devcom, 50.6% said no and 14% did not know.
- For the third MDG, *Promote gender equity and empower women*, of the 83 respondents, 68.7% said their organization was addressing this goal through devcom, 20.5% said no and 10.8% did not know.
- For the fourth MDG, *Reduce child mortality*, of the 82 respondents, 41.5% said their organization was addressing this goal through devcom, 42.7% said no and 15.9% said they did not know.
- For the fifth MDG, *Improve maternal health*, of the 80 respondents, 36.2% said their organization was addressing this goal through devcom, 47.5% said no and 16.2% said they did not know.

- For the sixth MDG, *Combat HIV/AIDS, malaria and other diseases*, 64.6% said their organization was addressing this goal through devcom, 26.6% said no and 8.9% said they did not know.
- For the seventh MDG, *Ensure environmental sustainability*, 66.2% said their organization was addressing this goal through devcom, 20.8% said no, and 13% did not know.
- For the eighth and final MDG, *Develop a global partnership for development*, 53.2% said their organization was addressing this goal through devcom, 31.2% said no and 15.6% did not know.

**Figure 6: Which MDGs are your organization supporting through devcom activities?**



From this data, we can gauge the confidence level of respondents in the use of devcom to each MDG. MDGs #1, #3, #6 and #7 were ranked the highest, signalling perhaps that devcom was most easily applied to these. But why were these particular MDGs higher than the others? To approach an answer to this question one must delve deeper into the qualitative responses.

The first MDG, eradicating poverty and hunger, overlaps with most of the other MDGs and is the work of most development organizations. For example, one UN Respondent addressing MDG #1, for example, said “All comDev programmes in FAO have as ultimate objective eradication of poverty and hunger” (Del Castello, 2005b).

Many of the elaborated responses to MDG #3, promoting gender equality, said they were using communication tools to raise awareness of gender issues and promote gender equality, indicating that this MDG was perhaps easier to address through communications than others. Case in point: Tetsuo Ohno, the director of the UN Information Center in Islamabad, Pakistan, said his office collaborates closely with NGOs, the Government and the media to raise awareness of gender equality through events on UN observances such as Women’s Day and the Day for the Elimination of Violence against Women (Ohno, 2005). Robert Bisset, spokesperson in Europe for the UN Environment Programme, said his organization’s NGO and civil society Unit is expanding a program on women and environment issues. Within this program, communication tools are integrated into activities designed to give women and women’s groups a greater voice in influencing and making policies and decisions that are designed to protect their environment (Bisset, 2005).

The seventh MDG, ensuring environmental sustainability, also is more easily achieved through communication – at least as measured by the qualitative responses from respondents. Ricardo Ramirez, a professor at the University of Guelph’s School of Environmental Design and Rural Development Rural Extension Studies, commented that MDG #7 is an area “where Communication for Development and natural resource management overlap” (Ramirez, 2005b). Steve Buckley, president of the Montreal-based World Association of Community Radio Broadcasters (AMARC), said his organization organizes radio campaigns on environmental awareness and sustainability, and provides training and capacity building for radio producers in programme making on environmental issues (Buckley, 2005). Teresa Hanley, director of programmes at the Panos Institute, said her organization produces materials with and for the

media which cover a wide range of environmental issues, and surveys media coverage of environmental issues and common challenges (Hanley, 2005).

The lowest scores were MDGs #2 and #5: *achieve universal primary education and improve maternal health*. The second of these comes as a surprise to this researcher, especially considering that an appropriate use of diffusion devcom to communicate health information; together with an appropriate use of participatory devcom, to get women to integrate local knowledge with diffused knowledge, could dramatically contribute to the attainment of this particular MDG.

Achieving universal primary education may have more to do with the provision of small-scale infrastructure, and SWAp<sup>9</sup> budgets through ministries of education. That said, however, those who answered yes to MDG 2 had some interesting advice for expanding devcom in this sector (see Annex F). Cleofe Torres, an associate professor at the College of Development Communication, University of the Philippines, Los Baños, said that development practitioners should understand that devcom is not merely the process of giving out information, but rather “should be viewed as a process of empowering people so that they learn to direct their own development path” (Torres, 2005). Peter van de Pol, project coordinator at Radio Nederland Training Center, had three areas of advice: 1) Public media organizations could be used for educating (and re-training) teaching staff for primary education (of which there is a huge shortage); 2) Public and private media production houses can make more and better educational programmes, which can be broadcasted on a national or local level; and 3) The media could be used by children themselves, to express themselves, to claim their place in society and to apply things learned to the wider world (van de Pol, 2005b).

Many of those who said yes to MDG #5, improve maternal health, lamented the lack of attention to this area, and called for more training and resources to improve this area of communication support to the MDGs. Amri Jahi, senior lecturer at Bogor Agricultural University in Indonesia said there is a need for “better policies, programs, training and sharing resources for

improving family welfare, especially for low-income families in rural and urban areas” (Jahi, 2005). Gregoire Njejjimana, rector at the Université Lumière de Bujumbura, Burundi, said he needs “more qualified professors as well as books, university links, etc.” in order to promote this MDG (Njejjimana, 2005). Silvia Balit, former Chief of the FAO Communication for Development Program, said what is needed is more training of local health personnel in communication techniques and methods, as well as “more resources for planning and implementation of rural communication programs that include subjects such as maternal health” (Balit, 2005).

### SUMMARY AND CONCLUSIONS

Within the context of the United Nations, numerous voices have called for greater seriousness to be applied to devcom, from Erskine Childers in 1968 to the UN General Assembly in 2004. Yet devcom remains on the periphery, the subject of occasional conferences, corridor conversations, and research papers like this one.

This research paper sought to identify some of the dominant patterns shaping the current understanding of development communications. Pulling from the reviewed literature, the researcher has presented a trend towards incorporating both the “vertical” (diffusion) approach to development communications and the more participatory perspective into a syncretic solution that involves information transfer, empowerment, and participatory communication. However, as exemplified in the survey, this trend is not yet complete and the pendulum is still heavily on the side of participatory devcom.

Looking at the roles of information (diffusion) and participation in the process of empowerment, and how that translates into human development, let us consider the following:

1. *Information*, the World Bank recently observed, is a prerequisite for *empowerment*, which it defines as “the expansion of assets and capabilities of poor people to participate in, negotiate with, influence, control and hold accountable the institutions that affect their

- lives.” (World Bank, 2002). Informed citizens, it adds, “are better equipped to take advantage of opportunity, access services, exercise their rights, and hold state and non-state actors accountable.”
2. Ascroft & Masilela (1994) also argue that *participation* drives *empowerment* by encouraging people to be active in the development process, to contribute ideas, take initiative, articulate needs and problems and assert their autonomy.
  3. Denise Gray-Felder and James Deane (1999) emphasize that the true power of communication is to give people the confidence and conviction to own the process and the content of communication in their communities. Thus, *empowerment* is a prerequisite for effective *participatory communication*.
  4. Servaes (1997, 1999) and others have continuously stressed the relationship between *participatory communication* and *development*. For them, effective participatory communication is a prerequisite for sustainable development.

A valid argument could thus be made that in most situations an effective theoretical framework for assessing the role of communications in development programs is one that includes both diffusion and participatory devcom perspectives to help meet the specific objectives in each unique development context.

Translating this argument into a language that can be understood by policy makers, however, is a difficult challenge – even more difficult than the challenge of communicating either of the two approaches to those who decide on budgets. Most of the participants in the survey conducted for this paper seemed to be of the opinion that it is far easier to demonstrate the value of devcom than its impact (at least in empirical terms). The participants in the three-week e-forum on Measuring the Impact of Communication in Development Projects and Programs reached the same conclusion: Demonstrating the precise impact of communication might be difficult, but showing the failures and waste of money and resources in projects with no communication or bad use of communication is much easier (World Bank, 2005).

In order for devcom to be effective, it needs budgetary and political support from decision-makers in development organizations. In order to secure this support, those advocating for devcom need to be both effective in executing their programmes, and effective in communicating results in terms that can be understood by those in charge – most of whom demand quantifiable evidence of impact. Since the field of devcom is populated by communications professionals, this task presumably should not be as difficult as it has been.

### **Not to neglect ICTs for Development**

Though this study focused mostly on the more traditional approaches to diffusion and participatory devcom, the researcher recognizes that an increasingly important tool in this work involves harnessing information and communication technologies (ICTs). In the future, as the technological infrastructure in developing countries begins to expand and improve, ICTs will be increasingly used to advance both dimensions of development communication: to both diffuse information and provide a medium for participation. However, for many countries in the developing world, especially those in Least Developed Countries, this is not likely to occur for another 15 or 20 years.

While this paper was being researched and written, a natural disaster of epic proportions occurred in the Indian Ocean region. In retrospect, it appears evident that the tremendous loss of life could have been far less had an early warning system been in place. Though not directly related to the types of development communication discussed in this paper, this is ICT for development. It is also exemplary of how relatively small investments now can save lives later. A recent proposal from the government of Germany would involve 30 to 40 new monitoring stations in the region would cost an initial \$52 million and could be in place in three years.<sup>10</sup> This pales in comparison to the cost of inaction. As of January 10, 2005, more than \$6 billion had been pledged for post-tsunami relief and reconstruction.

Though far less dramatic, the same seriousness should be applied to the rest of development communication.

### **The development of devcom and Weick's information systems theory**

Karl Weick would possibly view the evolution of the theoretical framework of development communication as a natural process of making sense out of the practice's multiple meanings (equivocal information). His work is relevant to the evolution and application of development communication. Through his information systems theory (Griffin, 1979), Weick tries to help organizations make sense out of the confusing messages they may be getting from their environment. Weick's approach involves the following three-stage process of social-cultural evolution: enactment, selection and retention.

#### ***Enactment***

Weick believes the only way to fail is to fail to act. He maintains that organizations doing anything to incorporate communications in their development actions have already taken a big step in the right direction through which they may begin to define and manage the information related to the impact of devcom.

#### ***Selection***

After taking action, organizations should clarify the reasons for the actions that were taken in order to reduce uncertainty, and narrow the options. Selection, also known as retrospective sense making, allows an organization to answer basic questions of meaning. The selection step of the process involves two tools — rules and cycles. The rules are “stock responses that have served well in the past and have become standard operating procedure” (Griffen, 1997, p. 268). The second tool involves cycles of the double-interact to remove equivocally. Weick says that the more equivocal the information is, the more cycles it will take to reduce the ambiguity. This could explain the various cycles of the definition of devcom, from diffusion to participation to

diffusion, back to participation, gradually merging into a combination of the two for many development professionals.

### ***Retention***

Retention is where people determine which definitions of devcom will be stored for their own future use. The retention process has several additional levels that vary depending on the amount of double interacts involved. The reason many organizations fail, according to Weick, is because they are too dependent on the past and are unable to be flexible. Weick believes that when an organization retains too much information it will create more rules, thereby making it more difficult to respond to complex information. In other words, although some retention of the past is good, too much may not be. To deal with this phenomenon, Weick would advise organizations to challenge what they think they already know about development communication.

## **LIMITATIONS AND LESSONS LEARNED**

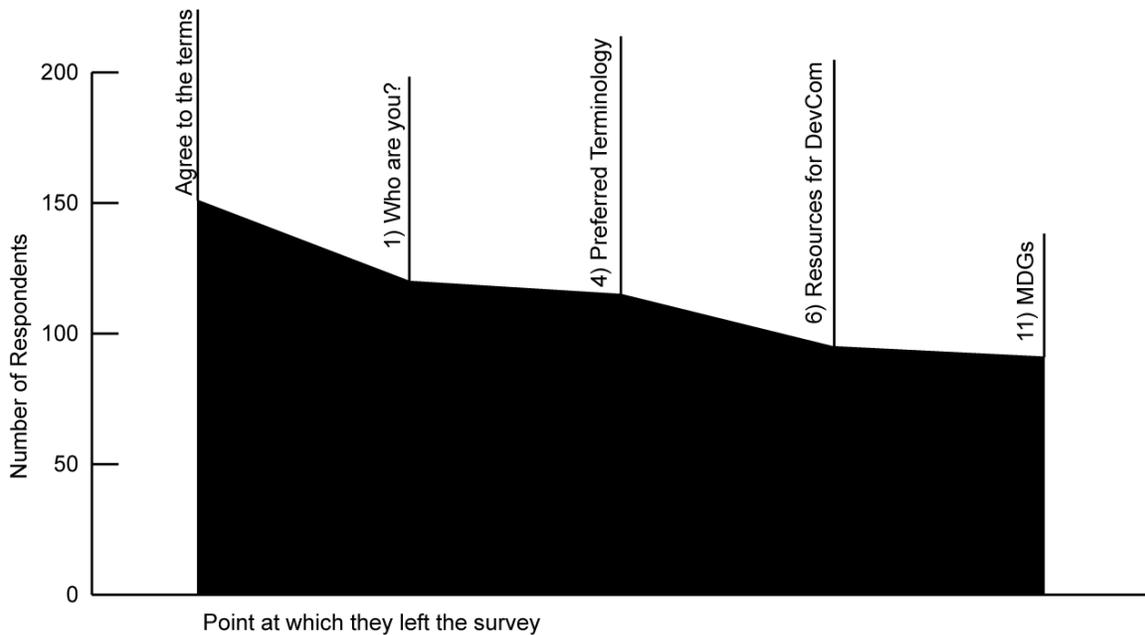
### ***English bias***

By being available only in English, this survey was targeted primarily at the English world. Though many development professionals worldwide do speak and understand English, a significant number do not. It should have been made available in at least three languages (English, French and Spanish), or at the very least, participants should have been able to answer in their language of choice. Some did, but most did not. It was evident from some of the responses that the respondent struggled with English. Perhaps if he/she were writing in his/her own language, they could have better expressed themselves, thereby enriching the survey result.

***Declining number of participants***

There was a higher-than-anticipated drop-out rate, as shown in Figure 7. While 154 persons responded to the survey, three disagreed with the terms, bringing the total down to 151. However, 34 people opted to exit from the survey at the first question (contact information), bringing the survey sample down to 120. At the fourth question, which asked for preferred terminology, an additional five exited. When they were asked to estimate available resources for development communication, another 20 had fled. By the time they got down to the 11<sup>th</sup> question, another 4 had dropped out. During the questioning over the eight goals, only 77 respondents remained with the survey.

**Figure 7: Point in the survey at which some participants withdrew**



Of the group that made it to the 11<sup>th</sup> question, 33 were with various UN organizations, 17 were professors, 16 were consultants, eight were “other”, three were with bilateral aid organizations, and two were with other multilaterals. Comparing this to the 128 who made it to the second question (asking for organizational affiliation), 28% of the UN people had dropped out

(from 46 to 33); 50% of other multilateral (from 4 to 2); 25% of the bilaterals (from 4 to 3); 22% of the NGO/CBO representatives (from 18 to 14); 6% of professors (from 18 to 17), all two of the students; 41% of consultants (from 27 to 16) and 11% of the others group (from 9 to 8). Thus the group that dropped out the least were professors from academia.

Of the three groups that were originally approached to participate in the survey, (UN Roundtable on Development for Communication, the UN Communications Group and the World Bank/DFID e-forum on measuring the impact of devcom), the highest dropout rate was among members of the UN Communications Group (61%). This is not surprising, since of the two groups that were individually invited to participate, this was also the group that had the lowest response rate (23% -- while the UN Roundtable had a 52% response rate). This is indeed disappointing, since the UN Communications Group is also the one that could perhaps provide the most insight about the use of communications in the UN's work.

As a result of the declining population of survey respondents, in analyzing the data, only the sub-population of the original 151 could be considered in each question category. This group was self-selected and obviously biased in favour of development communications.

### **Better wording and order of questions**

In retrospect, the questions could have been better formulated, and sequenced. To begin with, this researcher should have pushed those exiting the survey early to a page with a question as to why he/she was leaving (i.e.: 1) Too busy? 2) Irrelevant? 3) Do not like the way the survey is constructed?)

After asking for the preferred definition, for example, this researcher could have asked participants to choose between communication as 1) diffusion, 2) participation or 3) both.

The question asking if an organization had committed resources to devcom should have been mandatory, and the question "not applicable" should have been added.

### **QUESTIONS FOR FURTHER RESEARCH AND REFLECTION**

Since the concept of development communication was first articulated in the early 1960s, a lot of effort has been channelled by various parties to further define and refine the underlying theories. Much of this has been a reflection of the evolving approaches to development, and whether or not it involved a “top-down” transfer of technologies or engaged the local populations in the process from inception. Today we have a pretty clear idea of what development communication is, why, how and where it is needed, and what its results should be. We know the concept and practice is highly relevant to international development efforts.

What is less clear, however, is why it is not yet put into practice as comprehensively as it should be. This report provides a snapshot as seen through the eyes of over a hundred survey participants, and most of the contributions are probably right on the mark. Other venues, surveys, conferences and discussion groups have sought to determine the same (Mezzalama, 1994; United Nations, 1996; World Bank, 2005, etc). More research that involves those development practitioners that do not support devcom is needed. One assumption is that most decision makers who influence budget decisions are economists, who expect results to be measured quantitatively. This should be validated.

#### **Find a more effective way to measure impact through empirical indicators**

How can the impact of devcom be empirically measured and then communicated to development policy makers so as to ensure funding and support for this very important dimension of development assistance? This was the topic of a three-week e-forum sponsored by the World Bank, the FAO and Britain’s Department for International Development (DFID). Many participants in this discussion pointed out that the difference between the choice of quantitative or qualitative evaluation methods is influenced by the timeframe within which the evaluation takes place, with quantitative methods being more valuable in the short term, while qualitative measurements are appropriate in measuring long-term effects (World Bank, 2005).

Most participants in the e-forum agreed with the need to convince donors that devcom is worthwhile - and baselines and targets are needed for the argument. An important caveat that emerged, however, was that empirical measurements do not always capture any real sense of the complex changes in relationships and opportunities that take place as a result not only of devcom projects but many other strands of the complex strategies that poor people employ to survive and improve their lives (Hannah, 2005). What is needed is a balance between quantitative and qualitative approaches to evaluation, with an emphasis on the latter.

### **Revisit the value of diffusion devcom**

The dominant orientation amongst most contemporary development practitioners falls heavily in the participatory devcom camp. It is evident from the research presented here, as well as from many of the responses to the survey, that there is indeed enormous value to engaging the population in all development initiatives, from needs assessments and planning to implementation and evaluation. However, to ignore the value of diffusion communication would be at devcom's peril. The contributions that Everett Rogers made to the development of this theory and practice, both in his early work on adoption and in his later work on decentralized diffusion, are in the view of this researcher central to what devcom is all about. Before his death in October 2004, Rogers had taught and researched this subject for nearly 50 years and published more than 500 articles and 30 books.

Rogers' work should continue to offer a solid foundation for further research and deeper insights into how the field of communications can enhance efforts to bring lasting solutions to the planet's problems of poverty. To effectively attain the ambitions outlined in the Millennium Development Goals will require a multitude of multifaceted, multiplex and multilateral approaches. To miss the ball by failing to advance the very important dimension of development devcom would make Ev Rogers turn over in his grave — while pushing all of us closer to climbing into ours.

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**ANNEX A: DEVELOPMENT COMMUNICATIONS  
AND THE UN'S MILLENNIUM DEVELOPMENT GOALS**

The Millennium Development Goals (MDGs), adopted at the Millennium Summit of the United Nations in September 2000, call for a dramatic reduction in poverty and marked improvements in the health of the poor.

The ninth biannual session of the United Nations Roundtable on Communication for Development declared that communication for development is critical to the success of the MDGs (FAO, 2004). Following are the eight goals, and their specific objectives.

**1) Eradicate extreme poverty and hunger**

- Reduce by half the proportion of people living on less than a dollar a day;
- Reduce by half the proportion of people who suffer from hunger.

**2) Achieve universal primary education**

- Ensure that all boys and girls complete a full course of primary schooling.

**3) Promote gender equality and empower women**

- Eliminate gender disparity in primary and secondary education preferably by 2005, and at all levels by 2015.

**4) Reduce child mortality**

- Reduce by two thirds the mortality rate among children under five.

**5) Improve maternal health**

- Reduce by three quarters the maternal mortality ratio.

**6) Combat HIV/AIDS, malaria and other diseases**

- Halt and begin to reverse the spread of HIV/AIDS;
- Halt and begin to reverse the incidence of malaria and other major diseases.

**7) Ensure environmental sustainability**

- Integrate the principles of sustainable development into country policies and programmes; reverse loss of environmental resources;
- Reduce by half the proportion of people without sustainable access to safe drinking water
- Achieve significant improvement in lives of at least 100 million slum dwellers, by 2020.

**8) Develop a global partnership for development**

- Develop further an open trading and financial system that is rule-based, predictable and non-discriminatory. Includes a commitment to good governance, development and poverty reduction—nationally and internationally;
- Address the least developed countries' special needs. This includes tariff- and quota-free access for their exports; enhanced debt relief for heavily indebted poor countries; cancellation of official bilateral debt; and more generous official development assistance for countries committed to poverty reduction;
- Address the special needs of landlocked and small island developing States;
- Deal comprehensively with developing countries' debt problems through national and international measures to make debt sustainable in the long term;

- In cooperation with the developing countries, develop decent and productive work for youth;
- In cooperation with pharmaceutical companies, provide access to affordable essential drugs in developing countries;
- In cooperation with the private sector, make available the benefits of new technologies—especially information and communications technologies.

## **ANNEX B: RECOMMENDATIONS FROM THE NINTH UN ROUNDTABLE ON COMMUNICATION FOR DEVELOPMENT**

The Communication for Development Roundtable is conceived as an interagency forum for the UN system. It convenes every two years to examine, discuss and assess current trends in Communication for Development activities, to set priorities for future directions in this field and identify areas for potential collaboration. Taking its lead from the World Summit on Sustainable Development (WSSD) in Johannesburg 2003, the theme for the 2004 Roundtable was Communication for Sustainable Development. Following is the set of recommendations that resulted from the Roundtable:

### **Towards a plan of action, the Roundtable proposes:**

1. Communications for development advocates and practitioners commit themselves to a deeper engagement with policy makers to ensure that communications is recognized as a central component in all development initiatives. This will involve a systematic coordinated effort to establish a clear, accessible body of evidence drawn from current best practice.
2. Donors and development agencies should set up a well-resourced communication for development units to implement initiatives within their organization and to promote communication for development with other donors and agencies.
3. Governments, donors and development agencies should require the incorporation of a communication needs assessment in any development initiative (and eventually devote a specific percentage of the budget to this purpose; eg. 0.5%).
4. Initiatives such as the World Congress on Communication for Development are encouraged with the aim of building a concrete evidentiary base for decision makers in donor, development agencies and governments.
5. The United Nations should set up an inter-agency group to analyze communication experiences, suggest improvements and develop a common approach to communication for development.
6. Training initiatives should be fostered in developing countries, building on existing experiences. Programs, materials and systems for communication for development should be developed and shared. Furthermore, participatory development communication should be integrated into existing development curricula.

### **Specific recommendations to the Roundtable:**

7. A working group/ network to foster global partnerships on communication for development will be established.
8. The plan of action established by the participants to the 9<sup>th</sup> UN Roundtable should be facilitated and monitored through the mechanism of the working group.
9. FAO and UNESCO will accompany this follow-up process ensuring active participation of other partners.

**ANNEX C: SURVEY: SAMPLE LETTER OF INVITATION**

Recipient  
Address

18 January 2005

Dear \_\_\_\_\_

You have been selected to participate in a survey on development communications (communications for development). Your roll and experience in this field makes you an ideal candidate to participate in this research. If, however, you feel there is someone who would be more qualified at your organization, please forward this letter on to her or him.

This survey is part of a research project that is required for the completion of a Masters of Arts degree in Communications and Technology at the University of Alberta, Canada. As the head of communications at the United Nations Capital Development Fund, I believe this research also will benefit the work we are doing to expand our efforts in the area of development communication in local development programmes and in our microfinance operations. The results of this survey may be published in a future report.

This research will be entirely conducted by myself. If, however, any research assistants are brought onto this project to assist with data collection, they will sign a confidentiality agreement and comply with the University of Alberta Standards for the Protection of Human Research Participants (<http://www.ualberta.ca/~unisechr/policy/sec66.html>)

The final research report will be shared with you as one of the research participants.

As this research is being conducted on behalf of a public institution, I am required to inform you of your various rights as a participant. You of course have the right to not participate in this survey, and to withdraw at any time without prejudice to pre-existing entitlements, and to continuing and meaningful opportunities for deciding whether or not to continue to participate. You will have the right to opt out without penalty and any collected data withdrawn from the data base and not included in the study. You will have the right to privacy, anonymity and confidentiality, and to safeguards for security of data (data are to be kept for a minimum of 5 years following completion of research). Finally, you will have the right to full disclosure of the presence of any apparent or actual conflict of interest on the part of the researcher(s).

The plan for this study has been reviewed for its adherence to ethical guidelines and approved by the Faculties of Education and Extension Research Ethics Board (EE REB) at the University of Alberta. For questions regarding participant rights and ethical conduct of research, contact the Chair of the EE REB at (780) 492-3751. In the event of concerns, complaints or consequences, you can contact the officer-in-charge of the United Nations Capital Development Fund, Ms. Henriette Keijzers ([henriette.keijzers](mailto:henriette.keijzers)) and/or the Director of the MACT program at the University of Alberta, Mr. Marco Adria ([marco.adria@ualberta.ca](mailto:marco.adria@ualberta.ca)).

To complete the survey, please visit the following URL at your earliest possible convenience:  
<http://devcom.uncdf.org> [*note: participants contacted through surveymonkey.com were sent unique URLs so their participation could be tracked.*]

Best regards,

Adam Rogers  
Chief, Communications and Public Information Unit  
United Nations Capital Development Fund

## ANNEX D: SURVEY QUESTIONS

### **The state of communications in international development and its relevance to the Millennium Development Goals**

#### **1) Introduction**

Thank you for agreeing to take part in this short survey. It shouldn't take you more than 15-20 minutes to complete.

Within the context applied in this survey, "development communication", or simply devcom, refers to any effort to improve the lives of the poor, be it through engaging them more fully in decision-making processes, or getting them to adopt new practices that will make their lives easier, healthier and more secure.

Click "Next" to get started with the survey. If you'd like to leave the survey at any time, just click "Exit this survey". Your answers will be saved and you can return and complete the survey at a later time.

Next >>

#### **2. Legalese**

\*<sup>1</sup> 1. I understand that the questions I am about to answer, together with my name and the name of my organization, will be included in the final research project of a graduate student in the Masters of Arts program in Communications and Technology at the University of Alberta, Canada. I also understand that the results of this research may be used to further the efforts in the area of development communications at the United Nations Capital Development Fund. I furthermore understand that the results of this survey and its content may be published online or in a journal.

I agree to these terms.

I do not agree to these terms.

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#### **3. Who are you?**

So that we can best apply the information you provide and put it within the context of your particular profession, and also so that we can send you a copy of the final results, please provide the following information.

---

<sup>1</sup> \* = a required question that the respondent must answer in order to move on to the next question.

\* Contact Information

Name:

Title (position):

Organization or affiliation:

Email:

\* Which do you represent? Please check that which is most appropriate:

- UN Organization
- Other Multilateral
- Bilateral Organization
- NGO / CBO
- Academic (professor)
- Academic (student)
- Consultant
- Other

Address (required if you want a hard copy of the final survey results).

Address1:

Address2:

City, State/Province:

Country / Postal Code:

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#### 4. Preferred Terminology

The terminologies and methodologies used to describe devcom are many and varied. Which do you think is most appropriate from your point of view?

\* Please select all that apply from your point of view.

- participatory development communication
- communication for development.
- development support communication
- information-education communication (IEC)
- project support communication
- social marketing
- communication and development
- development communication
- Other, if not listed here. Also, give reason for your choice above.

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## 5. Devcom at your organization

Please describe what “development communication” (or whatever you called it in question 2) means to you and your organization.

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## 6. Resources for devcom

The ninth UN Roundtable on Communications for Development (Oct 2004) called for a dedicated percentage of a project’s budget be committed to communications-related activities. Other UN resolutions and recommendations have reaffirmed this importance. For example, UN Resolution A/59/207 in August 2004 declared that “Communication for development is instrumental in the success of any endeavour to achieve human development” and called for “increased resources redirected towards more effective communication programmes (in development).”

In your opinion, is this being done:

\* Among multilateral donors?

- Yes
- No
- Don’t know

\* Among bilateral donors?

- Yes
- No
- Don’t know

\* Among NGOs/CBOs?

- Yes
- No
- Don’t know

Why do you think this is the case?

<< Prev | Next >>

## 7. Devcom Resources at your Organization

\* Has your organization committed resources to development communications in any way, shape or form?

- Yes
- No
- Don’t Know

<< Prev | Next >>

**. Amount of resources committed to devcom**

\* Since you answered yes to the last question, what percentage of your total operating budget has been committed to this activity? (not to marketing/communications of the organization's goals and achievements but to devcom ).

- 0-5%
- 5-10%
- 10-15%
- 15-20%
- > 20%
- Don't know

\* What has been the status of this budget for development communications over the past five years?

- Decreased its budget
- Remained the same
- Increased its budget
- Don't know

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**9. Reasons for no budget**

note: This question followed question #8 if the answer was "no."

Since you answered no to the last question, why - in your opinion - has your organization not committed resources to devcom ?

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**10. Devcom Staff**

\* Do you have any development communication specialists on staff in your organization (not marketing or media relations specialists)?

- Yes
- No
- Don't know

If yes, how many?

- 1
- 2
- 3
- 4 or more
- Don't know

<< Prev | Next >>

## 11. Devcom and the Millennium Development Goals

\* How relevant is development communications to the achievement of the Millennium Development Goals?

Relevance:

- Not relevant at all
- Somewhat irrelevant
- Neither relevant nor irrelevant
- Somewhat relevant
- Very relevant

<< Prev | Next >>

## 12. Devcom and the Millennium Development Goals

The next 8 questions each deal with a specific Millennium Development Goal. If you answer no, or don't know, you will be advanced to the next MDG. If you answer yes, please take the time to jot down a few thoughts in the spaces provided.

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### Questions 13, 15, 17, 19, 21, 23, 25, 27. MDG x: (repeated for each of the 8 MDGs).

\* Is your organization using devcom to help tackle this MDG, [name of MDG here]

- Yes
- No
- Don't know

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If Yes:

### Questions 14, 16, 18, 20, 22, 24, 26, 28

- What is your organization doing in terms of Development Communications to address this particular MDG?
- In your opinion, what more could be done globally in terms of development communications to address this MDG?

## 29. Any other comments

Do you have any other comments on this issue?

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**30. Thanks!**

Thank you for your time. Please let us know if you would like a copy of the final survey report sent to you. It will be sent to the email address and/or mailing address you provided at the beginning of the survey. It also will be available online at [devcom.uncdf.org](http://devcom.uncdf.org)

Sincerely,

Adam Rogers

\* Do you want a copy of the final report?

- Yes! Please send electronic copy.
- Yes! Please send hard copy.
- No thank you.

<< Prev | Done >>

**ANNEX E: SURVEY RESULTS: DEFINITIONS OF THE DISCIPLINE**

Question 5 of the survey asked participants to describe what “development communication” (or whatever they called it in question 2) meant to them and their organizations. Following are the 91 individual responses.

1. Development Communication is a process (not an end)to bring desirable changes in the attitude & behaviour among all the stake holders of any development programme.
2. Communication among people in the context of their development that fosters and facilitates their interaction and enhance development results.
3. Using communication for development purposes.
4. Participatory development communication facilitates community participation to development initiatives. It can be defined as “is a planned activity, based on one hand on participatory processes, and on the other hand on media and interpersonal communication which facilitates a dialogue among different stakeholders, around a common development problem or goal, with the objective of developing and implementing a set of activities to contribute to its solution, or its realization, and which supports and accompanies this initiative.” (Involving the community,2004, P.9).
5. It means reaching out to as many people as possible with a very clear message that development is a human right.
6. The different types and means of communication that support the development process, whether at the national, local or individual level.
7. Devcom is the science and art of educating people so that they are able to identify their needs, the solutions to these needs and the ways of mobilizing the resources they have to fulfill these needs. By so doing, they are able to develop their human potentials at their own will and pace.
8. Communication of knowledge to relevant stakeholders, with the goals of: (1) engaging them in using such knowledge for their own purposes, (2) producing new knowledge, and (3) communicate such knowledge to others in the global community of practice that CBNRM Net is.
9. Communication that helps the poor to better their lives. Communication that uses all modern technologies in service of poor people and nations.
10. Communication for Development fosters knowledge and information sharing among communication “equals”. It fosters participation, commitment, empowerment, and facilitates common decision making.
11. Involving a 2 way communication between project planners and beneficiaries to ensure appropriate technology and practices are applied.
12. A process which people create and share information in order to reach mutual understanding or agreement for social change.
13. Social marketing as we don't work now on the international development level solely, we do work in conjunction with others who provide training in developing countries - so there might be an increase in that kind of communication.
14. -Articulating the UN priorities and activities in its work against poverty and to promote development; -Adapting global communication strategies to local realities; -Stimulating opinion, debate, and contributing, whenever possible, to policy formulation.
15. Development Communication is an interactive process aimed to support the empowerment of and trust among all stakeholders on the decision-making process and the action plans of

- initiatives and projects affecting their life. It is characterized by the exchange of ideas, information, points of view, experiences and needs between the involved stakeholders.
16. *Sensu strictu* (in agriculture): The participatory communication intended to lead to improvement in land management, crop and animal performance, and human health.
  17. The use of communications as a tool for the empowerment of local communities through access to knowledge, sharing of information, problem assessment and others, Communication for development is not only in giving information, it is (as a communication activity) facilitating the expression of communities needs and organization for action.
  18. I am a bit recalcitrant on this subject. This summer during the UN Round Table in Rome I expressed this saying I found it an unhelpful concept. I tend to link development communication with the notion of multiple stakeholders learning and negotiating to engage in concerted action. So rural radio, centres for development communication, etc. do not feature strongly in my concept. In my book, it is more important to learn to listen and collaborate than to intervene. Interaction costs a lot of money.
  19. Une méthode , une façon d'utiliser la communication et les différents outils de communication pour soutenir le processus de développement humain.
  20. Communication for Development was usefully described by the Communication for Development Roundtable in 2001 (which I helped facilitate). This is reproduced here: "The Roundtable asserts: 1. Communication for Development is a powerful process that has shown success in agriculture, population, health, education and many other fields, and has contributed substantially to social and economic progress and poverty reduction. 2. Communication for Development is an essential process within human development and must be integrated in economic, political and social change. This process is more than information dissemination. It is a multi-strategy approach that involves and gives voice to all levels of society. 3. Communication for Development is grounded in political, social and cultural contexts, guided by research and ideally owned by those affected. 4. Communication for Development must create informed public and private debate by creating the space for people's voices to be heard. 5. Human rights are an inherent part of all Communication for Development. Communication not based on these principles has the potential to do harm."
  21. In developing countries such a field is very useful. It is not enough to design projects for development. One has to come up with communication strategies to sensitize efficiently the population mainly rural. The development messages must be clearly understood to be useful otherwise development projects may fail due to bad communication.
  22. Behaviour Change models have been the dominant approach in the field of development communication strategies we are using at Amarc. These strategies shared the belief that problems of development were basically rooted in lack of knowledge and that consequently, interventions needed to provide people with information to change behaviour.
  23. It means sensitizing the target audience to the development issues that the organisation is dealing with. For instance it means promoting the MDGs. It means working with civil society, the media and the government to promote the MDGs. It means creating awareness and sensitising the public on issues, which affect development, issues of health, poverty, education etc.
  24. Development communication is communication which is part of development processes seeking to build inclusion and/or address poverty. It is two-way, interactive; aims to stimulate inclusive dialogue and debate particularly ensuring the voice of the poor and

- marginalised is included. It includes a wide range of approaches and methodologies from audio, visual, written, multimedia and inter-personal initiatives.
25. Communication for development is about dialogue, participation and the sharing of knowledge and information. It takes into account the needs and capacities of all concerned in development.
  26. Research, compilation, editing and dissemination (electronic and conventional) of information which helps to promote social, economic and political development in a certain geographical and/or political area.
  27. communication on development issues
  28. Utiliser les ressources de la communication pour favoriser la participation communautaire dans la conception, l'exécution des projets de développement
  29. Communication about development-related issues.
  30. The use of communication processes, techniques, and media to help people towards a full awareness of their situation and their options for change, to resolve conflicts, to work towards consensus among all stakeholders, to help people plan actions for change and sustainable development, to help people acquire the knowledge and skills they need to improve their condition and that of society, and to improve the effectiveness of institutions.
  31. To one section of FAO which deals with extension and devcom, it implies a participatory process of working with communities to identify needs and messages; to the rest of FAO it implies a website and 5 percent tacked on as an afterthought to a budget line.
  32. To provide all sectors of a society with information which enables them to make well-informed decisions; - to educate certain sectors of society in relation to important development issues, such as health (HIV/aids), environment, economics, politics and conflict; - to give a voice to those sectors of society that are under-represented in the mainstream media, in order to enable them to participate fully in societal processes (and to celebrate the diversity of society); - all effective development communication is participatory.
  33. Communication for development is a method or techniques to bring a developmental change at behavioural and action level. It is a means used to achieve poverty alleviation, gender equity, food security, democracy and good governance, etc. It is involved which what we do to influence actions, outcomes and policies at all levels from local to global units.
  34. Participatory Development Communication (PDC) refer to development activities that aim to improve understanding, attitude and practice of all parties involved such as communities, development workers, donors and policy maker toward achieving community development.
  35. Information, education and communication is the interaction between stakeholders willing to share and produce positive solutions to social, economic and political problems within project initiatives.
  36. It means getting information and knowledge out to communities for them to choose how to best use it for their goals
  37. Participatory development communication means ensuring systematic exchange of information between all project stakeholders and establishing channels through which all stakeholders can obtain the information they need and provide input on all aspects of the project development and implementation.
  38. Development is a dynamic, human-centred, learning process which requires people to work together towards greater well-being for all. Communication is vital to achieving sustainable development and empowering people to work towards a common vision of a better world.
  39. Information Analysis.

40. The role of communications in the development and democratization process of societies (or Human Development, to borrow UN terminology).
41. Communication that supports behaviour change.
42. Communication for development is the use of communication processes, techniques and media to help people towards a full awareness of their situation and their options for change, to resolve conflicts, to work towards consensus, to help people plan actions for change and sustainable development, to help people acquire the knowledge and skills they need to improve their condition and that of society, and to improve the effectiveness of institutions. (Fraser & Restrepo-Estrada, 1998).
43. Providing knowledge, through publications and materials, that assists health care providers, policy makers and academics, in developing countries, with material and techniques to improve their understanding of and delivery of health care to the general population.
44. Informing and motivating stakeholders.
45. Development Communication means all the communication tools and activities used to design projects that foster economical and social development. It includes the use of ICTs, especially internet, for collaborative work and distance education, to develop, implement and evaluate new processes and strategies that lead to progress.
46. Using communication insights, perspectives, methods and techniques in support of development objectives and programmes.
47. xxx
48. Supporting the communication of research and information that assists policy-makers and those with an influence on development policy in making informed decisions.
49. When I teach in this area I put the emphasis on the context dependent aspects of the communication process and on the appropriation of meaning by participants.
50. Communication for development is a fairly all-encompassing term for the field of designing and disseminating messages intended to improve people's lives. Consequently, 'communication for development' is perceived to be an umbrella term under which terms such as IEC, social marketing...etc, indicate a specific subset of communication activities.
51. Purposeful and systematic exchange of ideas (knowledge, experiences, views, etc.) between all concerned actors on how to compress the natural process of human development in areas as health, security, food, etc.
52. A process that provides individuals with the necessary tools to make decisions/take initiatives that have an impact on their life.
53. In UNICEF, we call it Development for Communication, meaning 'it is a researched and planned process which is crucial for social transformation operating through three main strategies: advocacy, social mobilization, and programme communication, for changes in knowledge, attitude and practice of specific participants in programme.
54. Communication (i.e. relevant processes and tool in a given context) as a necessary part of development programmes
55. Communication for development or devcom specifically means communication which deal with development issues, the purpose is developmental and the messages are for and in the subject of development. In the broad field and application of COMMUNICATION, these differentiate devcom from communication arts, propaganda communication, etc.
56. AMARC works in the field of community access to the means of communication with a focus on appropriate technologies, particularly radio.
57. IEC to us at the UNIC-United Nations Information Center means in addition to its role of disseminating information, it serve as important link between the UN and educational institutions and non-governmental organizations by providing them with up-to-date

- information's material. On the other hand UNICs organizes seminars, round tables and offers internships to graduates of communications, international relations and librarians.
58. UN Information Centres (UNICs), which belong to the UN Department of Public Information, are not development agencies. But, communication is an important means to increase the awareness of development issues, whereby encouraging people to take part in development processes. In other words, I take it that it is a tool for supplement and facilitate development.
  59. All those involved in the analysis and application of communication for development - or what can broadly be termed "development communication" - would probably agree that in essence development communication is the sharing of knowledge aimed at reaching a consensus for action that takes into account the interests, needs and capacities of all concerned. It is thus a social process. Communication media are important tools in achieving this process but their use is not an aim in itself—interpersonal communication too must play a fundamental role.
  60. Pour le RESACIFROAT, il s'agit de faciliter la parole et son exercice par les femmes rurales qui sont souvent exclues des décisions au niveau de leurs communautés. Les rendre capables de comprendre les mécanismes, de s'exprimer et de participer au développement de leurs communautés à travers les analyses pertinentes qu'elles font, les propositions d'alternatives qu'elles peuvent faire pour leur groupe social et pour l'ensemble de leurs communautés.
  61. It means that we try to give more space to community and "beneficiaries" discuss, to see, to participate, to act, to evaluate, for their own development; I mean, not our vision or target but let or bring them to say, to take responsibility and part of their development; So it is a process of empowerment individual and of the community ; and a process of capacity building but we and our organization have to make a structure/ a system to permit this
  62. Communication that facilitates participation in social processes
  63. "Communication is an important support to participatory development. Communication and participation are, in fact, two sides of the same coin. We are talking about the use of different strategies (media and others) to help people become aware of and articulate about their predicament, exchange knowledge and skill to take control over their lives, reach consensus and manage conflicts, and improve the effectiveness of organizations. Communication is about bridging understanding within a human community by exchanging messages to enrich meaning and common knowledge, often with the purpose of embracing change." Source: Ramirez, R. & Quarry, W. 2004. Communication for development: A medium for innovation in natural resource management. IDRC and FAO.
  64. Communication for development: accompanies processes of organization, training, information, participation, democracy, include processes of systematization and advocacy. Inclusive, I am using communication for administration of projects!!! because it is needed to work in equipo!! it is needed to inform of people, administrative and non administrative of every thing: the political background, the objectives, about the people, our interlocutor.. Communication are elementos, are methodologies, are tools, and also is an attitude !! very important , attitude to listen to the people, to share with the people.. to respect people and countries..At least I have been working with these basis
  65. Putting people first. Work with people as partners not seeing them as beneficiaries make them participate in the decision making process. To take on their own development
  66. For the Dimitra Project, development communication means a two-way communication channel which allows the voices of the rural populations, especially rural women, to be heard at the decision making level, and relevant information, as defined by the rural populations themselves according to their needs, to be disseminated as widely as possible

67. For me, communication for development is the planned and systematic use of communication methods and media for sharing of knowledge and skills to improve the quality of lives of the poor; but also to increase participation in decision making, reach consensus for action that takes into account the interests, needs and capacities of all concerned and to promote social change. It is a social process . Communication technology and media are important tools in achieving this process, but use of the media is not an aim in itself. Interpersonal communication must also play a fundamental role.
68. A key process wherein people interact and together harness their capabilities and potentials to collectively address challenges and problems and thereby advance their wellbeing and equity
69. Management of public information and knowledge on development and related issues. By 'Development', I am referring to the process of expanding the choices available to people, especially in less developed societies.
70. I will not attempt to define from FAO point of view, but within in the context of my unit, development communication refers more to the content of information provided to policy, extension, private sector and farmers especially in relationship to focus on food insecure and ways to achieve reduction in hunger. Methods are many of course - from workshops and seminars to leaflets and posters.
71. The use of all means available (and possibly the creation of those means where they are not to be found) to make possible the sharing of relevant information which will reduce the gap between the "info-reach" and the "info-poor" and thus enhance a sustainable development.
72. Development communication is for as a way to achieve objectives with participatory. now I think that development communication can be a research for those men and women who wants to go forward in development.
73. Manière d'échanger entre des facilitateurs et une population ( communauté) pour identifier un problème, l'analyser et trouver des solutions pour le résoudre. Les populations participent librement. Elles choisissent les outils et la démarche pour la solution et sa mise en œuvre. Sans imposition. Celui qui parle écoute et celui qui écoute parle aussi. Cette nouvelle façon de dialoguer avec les communautés est différente de la vulgarisation qui venait avec des solutions techniques toutes faites.
74. Working with grassroots communities so that they activate their potential to decide and take part in solving their own problems. Other development agencies and leaders in the community have roles to play in the grassroots' initiatives, but the grassroots communities are the leaders and they decide on what is important for them and how they wish to implement the solutions to their problems.
75. Building capacity for communication to ensure people have the information, knowledge and skills to participate in and lead their own development
76. Participatory devcom is a process that involves knowledge (not merely information) generation as much as knowledge exchange or transfer among participants. It is more than mere mechanistic methodologies or technologies -- it has a value base that facilitates emancipation of people involved in the social process.
77. Development communication is a participatory approach to promote a broad base community involvement in planning, implementing and evaluating various development activities for enhancing social, cultural, political as well as economic aspects of the community life.
78. Communication strategies based on the human rights principles of: -self determination - participation -inclusion, that -Give a voice to all people in a given community (especially the marginalized) -create safe spaces for all groups of people to discuss issues and reach consensus on action, and -connect community action plans to governance bodies at all

levels, so that community action can be supported with improved service delivery and policy. Development communication is a continuum from community engagement, through reflecting community viewpoints in mass media, to including community viewpoints and plans in policy development and service delivery.

79. Knowledge and information designed to improve the livelihoods of people who need it most, particularly in the developing world
80. The Communication Initiative exists to provide a space to share, debate and innovate for more effective development communication practice. I guess one productive way to define devcom comes from The Communication for Social Change Consortium: “a process of public and private dialogue through which people themselves define who they are, what they need and how to get what they need in order to improve their own lives. It utilises dialogue that leads to collective problem identification, decision making and community-based implementation of solutions to development issues.”
81. We have always stood by the definition of the mother of devcom, Dr. Nora C. Quebral, on what our discipline means. I don't know it verbatim but this stands out in my memory: “Devcom is the art and science of human communication which seeks to transform society from a state of poverty to greater equity and in the process of doing so, maximize/ achieve the human potential.”
82. CORAPE, es una Organización no gubernamental que cuenta con 45 radios afiliadas a nivel nacional y que trabaja por la “Democratización de la palabra” en todo su amplio sentido. Nuestros ejes de acción son: 1)Fortalecimiento institucional. 2)Fortalecimiento de Redes: Informativa, Migración, Binacional, Ambiental. 3)Capacitación y Formación y 4)Sostenibilidad Económica. Nuestro principal trabajo es el realizar trabajos de comunicación con y para la comunidad, de una manera directa, fácil de comprender y socializar temas de interés con procesos de capacitación e intercambio. Mi trabajo en CORAPE, es coordinar todas las estrategias, proyectos y acciones que desarrollamos para garantizar un buen trabajo a corto, mediano y largo plazo. La Comunicación para el Desarrollo es una de las actividades más apasionantes que he realizado y una manera directa de interactuar con la gente y su manera de ser y vivir su cotidianidad, además de apoyar en procesos de crecimiento y mejoramiento de las condiciones de vida de las comunidades más pobres del país.
83. How comm can help in the promotion of development
84. To me, DC means the process through which communication processes can be employed to boost development in the poorer regions of the world.
85. For instance, in the fight against HIV/AIDS, I have been trained in some skills to impart to others with the hope that those that I address on HIV/AIDS will imbibe the information and apply it to avoid contracting the disease or getting infected. On the part of the Organisation, it has a wealth of information to give to people to assist them be aware of the dangers posed by some risky behaviours of individuals that can easily put them in danger of being infected by the disease.
86. Enhance participatory processes on the community level. Establish linkages between the community and the meso levels of local governance and decentralized administration. Influence policies and institutional frameworks by documenting development processes and lessons learnt and by sharing these lessons with decision makers.
87. Communication that aims to impact on the behaviour of an individual, or groups of individuals with a positive impact.
88. Communication for development is the active inclusion of people in their own development through the most physically and culturally appropriate means of two way communication.

89. Communication that facilitates a two ways flow of information, with the genuine aim of empowering people, in agriculture, in policy elaboration, in project making, etc.
90. This is information creating and sharing for development. The learning aspect is the education part that is included in the IEC
91. Communication for development is a process in which techniques are used to ensure that all actors in the development process are informed, involved and empowered. Through a two way process information is shared for empowering decision making. Without a reciprocal communication process development becomes a top down approach. Communication for development can take many forms: It can be part of a communication strategy within a project; it can be and IEC information sharing process; it can assist with project M&E. In all cases, communications for development should ensure that all actors are equally involved in a decision making process for empowerment. I will send you the typology of participation that highlights the different levels of this decision making.

**ANNEX F: SURVEY RESULTS: REASONS GIVEN FOR PROVISION OR LACK OF PROVISION OF FINANCIAL RESOURCES FOR DEVELOPMENT COMMUNICATION**

1. Usually because insufficient funds and belief that required financing could be found later
2. Many people don't consider communication as relevant
3. 1 Different and divergent understandings of what is meant by devcom creates confusion 2. Participatory development communication is relatively new: there is a lack of understanding of what PDC can do for development initiatives and the people involved 3. Program officers and senior managers in donors organizations are not familiar with PDC. The term "communication" brings the idea either of media or of dissemination, rather than nurturing and supporting the participatory development process. 4. NGOs and CBOs interested in using PDC lack the methodological tools to do so; there is few learning and capacity building programs available and the few of them are in the English language. 5. The recommendations are not very operational and do not help in advancing the agenda.
4. Because communication is still largely seen as a marginal, or "additional" issue. It isn't recognized (accepted by project funders) as a fundamental part of the development process.
5. Those in the development work now know that development itself is a communication process and could not proceed without engaging people in the process itself. That only when people know what they are now and what they could possibly be in the future will they have the willingness and motivation to work for their betterment. Development communication is an enabling mechanism or catalyst.
6. As far as the situation in Pakistan is concerned, the UN agencies are increasingly attaching importance to public outreach activities as a means to raise awareness of human development-related issues. To this end, the UN System in Pakistan recently worked out a communications strategy to present a unified image of the UN in this field. Accordingly, the agencies are making financial contributions to these activities.
7. Not easy to answer succinctly in this short space, but: For multilateral and bilateral donors because the link to the goals are not clear enough, and thus investing time and resources does not appear cost-effective. As for NGOs/CBOs they are aware of these links, but partly do not have the resources, and partly are dependent upon the above donors.
8. The impact of Communication for Development activities is not readily measurable and to some extent not fully understood by development practitioners
9. B/c not even ODA levels are being met.
10. Past experience shows there is always inadequate resources directed to communication programs due to budget constraints, changing political priorities, short-term objectives and lack of social understanding by organisations.
11. Multilateral bodies are rather sensitive to this aspect.
12. Assessing the impact of communication interventions is not easy. We have to look how the impact of communication can be measured.
13. Even though there are some efforts in having a communication component associated to projects they are not truly communication for development components. They are mainly related to information to communities on the projects and not for building communication for development approach into projects. There is need of further discussion with donors in order to get away from the perception of communications component as a mainly public relations process.
14. I believe that most donor organisations have little understanding of interaction and its importance. Economics, the dominant discipline usually departs from the assumption that

the market does everything. Such market fundamentalism leaves little room for understanding communication. If one goes along with the notion of three coordination mechanisms: hierarchy, market and networking/interaction, one can easily see how donors tend to only emphasize the first two and do not have much conception of the thirds. Hierarchy and market do not rely much on communication.

15. L'importance de cette méthode d'utilisation de la communication n'est pas perçue par la plupart des acteurs de développement
16. Poor understanding of communication, an unwillingness to surrender institutional agendas (which is often necessary for participatory communication), difficulties in demonstrating impact, decentralisation leading to strategic fragmentation and generally a lack of strategic thinking and learning necessary for communication for development to make its case.
17. The implementation of the resolution may take time due to the mobilisation of resources and planning.
18. Resources mobilisation for development communication is common in the NGO sector.
19. Very often those who participate in conferences such as the UN Roundtable mentioned above are experts in communications and know the importance of communications. But those making the budgets have a completely different viewpoint on the subject or are sometime not sensitive enough to the need for supporting activities related to communication for development.
20. Hard to generalise about this as some donors - bilateral and multi-lateral are directing resources to communication but most are not at the levels urged by the UN declarations. Factors which contribute are: - varying levels of understanding on what is development communication; -difficulty with quantifying outcomes/impact of initiatives; -lack of specialised personnel within donor institutions to promote and support understanding, commitment and application of development communities approaches
21. Most institutions focus their "communication activities" mainly on public information and visibility for the institutions. There is not a clear understanding of the potential in using communication for development in support of development initiatives.
22. Because the importance and role of effective communication is still not seen to the necessary extent by multi-lateral and bi-lateral donors may it be at the governmental or non-governmental level. Also from own experiences as manager of communication projects on sustainable development I know that information and communication aspects of existing projects are not sufficient attended to.
23. Because of momentum; the validity or legitimacy of the concept; and the wish to be part of (and be seen to be part of) a worldwide movement.
24. I am sure that there is no dedicated percentage being supplied, and nor should there be. Many years ago UNDP tried to insist on such a percentage, and it was a farce; project designers just but in a few thousand dollars worth of a-v equipment that was never properly used. What is required is that the planning of every development project should include an assessment of its communication needs and the funds be made available on the basis of those needs. Projects vary tremendously in what communication resources they require, and a predetermined dedicated percentage would not be the answer.
25. I think there is formal adherence to the quantifiable process of allocating resources to communication, but the lack of a measurable 'output' means that resources (time, human, financial) are not used fully.
26. There is a lot of confusion about what communication for development actually means, among multilateral and bilateral donors and among NGOs/CBOs. Communication for development is a highly specialised field and not realised by just printing a couple of booklets. Previous experiences might have been disappointing, as for example many

HIV/AIDS education campaigns demonstrate. Last but certainly not least, communication for development is often perceived, and certainly realised, from a top-down perspective, from a content point of view (experts and ignorant consumer) and a message point of view (using the wrong kind of format).

27. The multilaterals and bilaterals have resources whereas NGOs/CBOs do not have sufficient resources to spare for communication.
28. Because we need all parties understand and involved.
29. While organisations realise that communication for development is vital in human development resources for communication exercises are not adequately channelled to do an effective job.
30. Lack of awareness and skills is a big impediment
31. I don't see much evidence of effective communication for development programmes. Perhaps it is because of a lack of skills and understanding of development processes. Traditional marketing communication and propaganda methods do not serve development purposes well.
32. AS the international model shifts and digital divide compliance
33. DevCom is usually a part of every initiative, intentionally or not.
34. Communication is simply not understood as a priority.
35. Communication, participation and ownership are intangible words whereas decision makers want to see evidence like computers, feeding centres, numbers immunized etc. Rural communities also want to see new roads, agricultural subsidies, and have perhaps had disappointing experiences with agricultural advisory services or extensionists as they are called. When you research where they get their information from its usually from friends and neighbours - so even communities, when you talk about communication and paying for information they aren't too keen either. P.S. I organized the UN Roundtable on Communication for Development and it was in Sept 2004, not Oct. Wishing you all the best in your research.
36. I wanted to answer "They're trying". I think we have a long way to go in our own understanding of knowledge management, knowledge sharing and knowledge seeking in developing countries. Once we know more we can be more effective in our communication strategies.
37. The awareness that this needs to be done is there, but there is a lack of capacity - people need training in how to communicate to different audiences and for different purposes
38. most development officials have a technocratic, narrow and uninformed impression of how societies change and how reform takes place
39. Insufficient importance and status attached to communication
40. People are still too locked into short term project cycles and evidence of project outcomes
41. Like buzzwords it has disappeared for other fads. Its failure to justify itself as a prerequisite in each development effort might be another reason. The recognition that the impact of decision makers (eg. political and religious) outweighs the impact of communication activities contributed too.
42. In practical experiences, we find communication people are busy with repairing running trains, and they are asked to perform the best with minimum resources.
43. it is very rare to find a development program ignoring the importance of communication. However, very often, the necessary strategies, resources (human, financial) and sustainable activities are not given the attention they deserve.
44. I have no basis in saying "yes" or "no"

45. There are two problems. The first is that projects, other than those specifically concerned with communications, often lack communications specialists and do not consider communications as intrinsic to successful outcomes. The second is that where communications is a component it is too often an instrumentalist approach which sees communications as being about the project agency getting a message across rather than the use of communications by target communities as a means to build community ownership in the results.
46. The lack of the political goodwill makes the actual commitment a drop in the oceans.
47. 1- It is difficult to 'measure' communication 2- A question of power in both the political, economic...academic world 3- Most 'communication experts' working in the above environments are 'producers of media products' (journos, PR people etc.) rather than 'people who understand communication from a more holistic perspective'.
48. Je crois cela parceque, la communication pour le developpement est reconnue comme la méthode, la démarche la plus à même d'initier un développement participatif et durable; néanmoins,elle nécessite du temps, du fait qu'elle exige que l'on tienne compte de la situation de la communauté dans laquelle on intervient, qu'on tienne compte de son rythme d'évolution,etc.Toute chose qui demande du temps et beaucoup d'argent et ne débouche pas toujours sur les résultats qu'une institution est en droit d'attendre,mais qui peut être par ailleurs important pour la communauté en question.Jusque là, ce sont les ONG et les associations qui sont plus proches des populations à la base qui ont accepté de donner cette chance aux communautés d'évoluer selon leur rythme et leurs propres manières de voir leur développement.C'est aussi une question de respect des communautés et de croyance en leurs capacités de décider de leur propre développement.
49. I think that all of the manager and decision makers are not able to make more budget to communication; it is expensive to invest at support, system, materials and formation (or participation at round table ...) and it is difficult to find a sponsor to improve personal capacity Moreover, the action and result of communication are not immediately "visible" ; it is "on" and "by" the person not like the bridge or school, etc.
50. The question is not clear. I am not sure if you mean are orgs dedicating a percentage of project funds to communication or if they are increasing the resources directed toward communication. If the former, no. If the latter, I think we have seen increased attention paid to communication in recent years, but surely not since the roundtable...
51. In my experience, donors cut out the communication budget for technical assistance grants and loans before any other component, or they add it on at the very end. This is a gross generalization, but the fact remains that very few donors integrate the component in a meaningful manner.
52. I think that is a declaration. Only a declaration. When we, formulated projects that includes communication, this is the first item that get cut!! communication activities. It is necessary to change the mentality.. communication needs a budget.. we are mending in the projects...to get allowances to produce information, to accompany processes. So, still need a lot of sensibilization to donors, government, ONGs, inclusive to the rural people.. it is very difficult to explain, to make clear that communication is not use of media.. It is needed to have budgets dedicated to communication. Inclusive communication appears in the objectives.. but to concretize.. it is a long way, still.
53. People start realizing that this is the way forward for change.( be it human , social , economic..)
54. People/NGOs and donors are still thinking in terms of immediate results that are quantifiable. Communication for development is not sexy because it is a lengthy business

- and computing its impact is no easy task. A few donors have come to realise that without communication nothing can be achieved because the people did not get involved.
55. As communicators we have failed to communicate and promote the discipline with policy and decision makers, especially those in development institutions. We have not provided sufficient evidence of the added value of communication for development. There is insufficient understanding of the discipline, that is considered by some, particularly the economists and scientists as being fuzzy, a soft social science, unable to provide hard statistics of success, but only anecdotes of successful experiences. In some cases there is confusion with other disciplines such as corporate information, marketing, advertising and journalism. The many different terms for the discipline do not help to dispel the misunderstandings.
  56. Most of the NGOs in developing countries are not funders on their own. They are only a point in the relay process of donor funding.
  57. NGOs and CBOs are more advocacy oriented and therefore place a greater portion of their budgets and efforts into communication.
  58. Some NGOs and individual countries are starting to give some importance to communication for development and support initiatives in this area, but it is still very little. There should be on my point of view a global interest/movement to make communication easy and affordable for all, if we are to fight poverty and underdevelopment.
  59. I think that donor organisations, bilateral donors, NGOs and CBOs are increasingly becoming aware of the importance of involving communities in their own development. However, most of the organisations still have a mentality of top down implementation of development initiatives whereby outsiders ( the Organisations) decide and take leadership of implementation of development initiatives. This mentality will take some time to change, but it is gradually changing.
  60. I think that communication development is beneficial for all those who work in development. so donors bi or multilaterals and NGOs must participate in budget for that domain
  61. Il est important de prendre cela en compte au niveau des agences inter gouvernementales et non gouvernementales pour que ce soit un effort concerté. Si le niveau multilatéral, qui sert de locomotive, est engagé, le niveau bilatéral suivra plus facilement.
  62. There is a very low level of understanding about what communication for development is and how it is crucial to achieving sustainable development
  63. Two reasons -- (1) ComDev specialists and practitioners have not developed sufficiently or renewed a solid common understanding among themselves of what the discipline means and involves and where it fits in current development paradigms. (2) Donors and dev. agencies are reluctant to buy into supporting disciplines that are muddled and unconvincing on their role and distinctive contributions to the development jigsaw.
  64. Until recently, I am not sure how many donor agencies are still interested in development communication activities and are willing to spend their funds in this area of human development.
  65. Communication for development hasn't made an effective case that it can make a significant contribution to achieving the MDGs. It is viewed as small-scale, community-based work that does not make an impact at scale.
  66. Because most organisations of this nature don't see the value of committing resources to this kind of work, and mostly undertake their communications activities as an afterthought
  67. It is a bit tricky to make categorical statements here but overall few of the above organisational types view communication as fundamental to successful development initiatives. There are some striking exceptions but generally communication remains an

after thought in development programmes and is largely misunderstood or ignored by key decision makers in these organisations. Too often large portions of already limited communication budgets go to corporate communication lines and departments.

68. This is my first job so I have limited knowledge in working with donors except from IDRC and FAO because they fund our project. I could see, however, that donors could give much more to development initiatives in developing countries. for example, So many donor agencies now are focused in funding ICT related initiatives so organizations who are looking for funds for more community based projects not using ICTs are not given priority.
69. There is still little recognition or conviction that comm can actually help in development.
70. More justification is required to prove that DC is a valuable tool for stimulating development and reducing global poverty
71. Most of them do not appreciate the real role communication for development plays in development. They still see it as some last minute possible solution to a difficult situation i.e., where planned action(s) have failed, they then say “maybe we need to talk to the people” “lets sell the idea to the people”. Most of these people have no confidence to approach communication for development in a systematic way. They have very little knowledge of communication for development as a process. They often think of it as production of messages and employment of technologies.
72. This is the case as it first gives credit to the contributing agencies and gives them good standing in their relationship with recipient countries. It also puts them in the limelight as helping to champion the cause of the under-developed and tackling head on the problems associated with under-development.
73. Development Communication has not yet sufficiently proved that its contribution is critical to the sustainable success of development projects. This is due to (i) a lack of knowledge and practice concerning appropriate DevCom evaluation systems and to (ii) the fact that DevCom is not generating visible results in the very short term.
74. In most cases I have seen, too little is done too late with regards to communication. Without an allotment of money and time to this from day one communication is normally considered strategically as a properly scaled component only when problems start or impact is not appearing as planned.
75. Tremendous misunderstanding about what is communication. Very limited definition in most organisations- confusion between public information and development communication. Also, difficult to measure- communicators are usually not in positions of authority to influence organisational agendas-
76. It is almost impossible to estimate the budget devoted to DevCom activities
77. Communication for Development is not regarded as an essential aspect of the programme by my implementers. Most of them think it is a waste of money and resources.
78. Most people do not incorporate Communications for Development (and please note in the UN resolution it is called Communication for Development- not DEVCOM)in project documents, but rather leave it to ‘happen’. Technical experts think they can communicate, so why have a strategy? Most people though know their technical field very well, but sometimes have a harder time communicating information and most importantly creating a DIALOGUE rather than a monologue!

**ANNEX G: SURVEY RESULTS: *MILLENNIUM DEVELOPMENT GOALS***

**MDG 1: Eradicate extreme poverty and hunger**

*What is your organization doing in terms of DevCom to address this particular MDG? (54 responses)*

1. Use DevCom as part of IDRC support to research for development with a focus on poverty alleviation
2. Specialised programs and advocacy campaigns are multiplied around it
3. Supporting action- research using PDC strategies to support community development initiatives in the field of natural resource management
4. We have developed courses, both at the undergraduate and graduate levels that include topics on the development process itself and how communication can play its role in various development models. Poverty alleviation is the end goal of devcom and this is being emphasized in the discussion of communication strategies or approaches. The guide is always that communication follows where development leads (as stated by Dr. Nora Quebral, the pioneer of devcom in Asia).
5. All ComDev programmes in FAO have as ultimate objective eradication of poverty and hunger.
6. UN DPI/UNICs: Preparing and disseminating PI materials. Training of media practitioners etc.,
7. We have drafted and submitted to UN Res-Coordinator an outline of Communications Strategy for MDGs in Russia (just one example)
8. We support projects with a special focus on media and poverty reduction strategies... and others
9. Community radio broadcasting in poor communities, specially rural areas.
10. My organisation is a university and I answer from the point of view of an R&D project that we are implementing in West Africa and will be continuing also in East Africa. The idea is to work closely with farmers to develop technologies and modules for farmer field schools that will help small farmers to improve their livelihoods.
11. Poverty reduction strategies have been shown to work best in a climate where there is strong public understanding, public debate and the capacity of those most affected to be heard in that debate. The Communication for Social Change Consortium is working with bilateral and multilateral partners and other communication partners to illustrate and advocate for an increased focus on communication for development if poverty reduction and allied strategies are to be successful.
12. élaboration d'une stratégie de communication sur le cadre stratégique de lutte contre la pauvreté.
13. My Organisation is an educational Institution training future staff members for Communication for Development. It is a University with a Faculty of Communication for Development.
14. Supporting Community radio for better content production on relevant themes.
15. We work with civil society, education institutions, other UN organisations in the country to sensitise people to the challenges represented by MDG 1.

16. Our organisation is a development communication organisation. Our definition of poverty is one that is inclusive so all activities contribute to this. In particular work includes looking at the role of communication in PRSPs as well as building media capacity to cover a range of development issues.
17. Communication for food security
18. Integrated in communication on weather, water and climate related matters as these have an impact on development
19. Appui à des actions de lutte contre la désertification au Sahel
20. I no longer work for any organization so some parts of this survey don't apply to me.
21. I don't know, but it has a mandate to use information to alleviate poverty and food security so there is a formal activation of this.
22. Empower community in NRM by working through provincial government line departments and share the research finding to policy makers at both provincial and national level.
23. Together with UNFPA we have embarked on a project to address the food insecurity in the country. We have sensitized journalist and will be holding awareness meetings with opinion leaders while targeting parents and guardians how the situation affects reproductive health
24. Letting communities know their rights to various government programmes related to employment and food for work
25. Compliance strategy
26. FAO are the lead organization for eradicating hunger so MDG1 is important to us however, the allocation of funds for the ComforDev group has been squeezed year after year extinguishing our ability to respond in a meaningful way.
27. Communicating research to policy-makers or those with influence on policy and facilitating information exchange
28. I am a professional advisor in development communications, so that is what I do all day.
29. The University has developed projects and offered human resources to help the Brazilian government to implement ist "Fome Zero" (Zero Hungry) project.
30. Research and evaluation studies conducted by academic researchers usually under consultancy arrangements
31. Contributing to Food and nutrition security is considered by CTA as one of the means to address this particular MDG. CTA is developing a range of Information and Communication Management activities in this context (training in the use of communication tools (eg ICT) support to rural radio programs, support to Market Information Systems using integrated tools (internet, radio, mobile phone etc...))
32. 1. Advocating development communication in FAO and in national rural and agricultural dev. Projects 2. Promoting development support communication components in projects and programs of research, training and extension. 3. Developing and seeking funding for development communication programs and projects
33. We are working to give access to communications, particularly through community-based radio, to the poorest and most marginalised communities in order to assist community driven solutions to the eradication of poverty and hunger.
34. The United Nations Information Centres (UNICs) are fully engaged in promoting MDGs particularly trough the activities of the Regional Economic Commissions, The United Nations Development Programme and specialized agencies. Cooperation between UNICs and the field offices reveal essential in sensitizing the public at large towards the MDGs.
35. Pour atteindre ce but du millenium,notre réseauinitie avec les associations de femmes rurales, des rencontres de réflexions, où l'expression des femmes est capitale; elles

prennent la parole pour analyser leurs places dans leurs familles, dans leurs communautés et comment elles peuvent intier ou améliorer les activités génératrices de revenus pour lutter contre la pauvreté; exemple dans le cas de la gestion des ressources naturelles:comment les femmes peuvent s'organiser pour influencer les autorités locales dans la protection des espèces ligneuses qui constituaient des sources de revenus pour les femmes.

36. To sensibilize and responsabilize community to fight to the causes of malnutrition We try to give frame and tools helping community and authority to show how are the gravity and source of their poverty; after how to plan action; and how to make partnership with all services ; how to evaluate and replan
37. We host the Snowden Program and the director, Dr. Hambly-Odame, organized an international symposium in October 2004 to drive home the role of communication for development and social change. Our graduate programme provides students with the skills and approaches to put Communication for Development into action in the context of MDGs.
38. I have answered these questions, the last ones, as if I still were an FAO Officer. But I have to. Because it has been a big effort in the organization, and in the Communication for Development Group to survive, to work. But, the group have a lot of impact, a lot of good results. Every activity in this year 2004 has been related too the MDG, inclusive the policies for rural education, for hunger, etc. work under this umbrella.
39. FAO has various projects in communication for development, among which the Dimitra Project.
40. Almost all the activities of the communication for development group are aimed at increasing food security, improving agricultural productivity and the quality of lives of the rural poor.
41. My Centre is a key player in managing/coordination of the information and communication works of the United Nations Country team in Nigeria.
42. Giving a voice to the poor. Influencing PRSP by documenting lessons learned from poverty reduction processes.
43. Promoting use of Community Radio stations, especially (not exclusively) in Africa.
44. Established the Special Programme for Food Security, and several other units focus on this MDG
45. Mine is an agriculture research organisation. I particularly work with banana farmers. We facilitate farmers to identify problems they are experiencing in their farming. Farmers agree and implement solutions to the problems. All this is aimed at improving the banana yields with the ultimate aim of food security.
46. participate in elaborate the CSLP election the committee of struggle against poverty
47. My organization is a higher education institution operating at a graduate education level. We pioneered the graduate program in devcom in Indonesia in 1972. Our activities are mainly academic, educating and training our prospective graduates in research and development works especially for improving the human capacity for better relationship, better business and better living, especially in rural areas.
48. Promoting ICTs and studies on DevCom with partner countries in the region(East & Southern Africa).
49. Using a human-rights based approach to development that starts with community engagement on issues of poverty.
50. We are collecting and organising devcomm information on each of the MDG's to build a resource of programme experiences, strategic thinking, impact evaluations and the like.

These will be available for peer review and comment and we plan to utilise them to catalyze policy and programme discussion on how to bring devcomm approaches to bear more effectively on all the MDGs.

51. Educational and awareness programs as well as training workshops are being organized all the time to sensitize journalists about the importance of comm as a tool to help in reducing poverty.
52. Our institution is doing several things within the food security set up of SADC: 1. Building capacity of development workers and their institutions in skills of communication for development 2. Providing advisory services in communication for development to development projects and institutions 3. Conducting research and developing methodologies in communication for development and disseminating these widely. It is our firm belief that unless these things are in place development workers do not understand how the poor and the hungry really feel. In other words no real dialogue takes place between the two groups- the poor and the hungry become voiceless and even more marginalized.
53. This MDG is at the core of our organisations mandate and everything we do relates to it.
54. The Local Development Projects are based on a commitment to ensure that communities are involved in their own decision making, so a participatory approach is the essence of the projects. In some countries like Uganda and Malawi a specific communications strategy has been developed (though in both cases the strategy tends to be a one - way information sharing process and doesn't emphasize empowerment and dialogue adequately.

***In your opinion, what more could be done globally (or specifically) in terms of development communications to address this MDG? (49 responses)***

1. Make more people aware of DevCom and its value to empower people to participate in and take more ownership of development efforts that they manage or that affect them.
2. Communication and advocacy should be tuned to the needs of different cultural groups.
3. Widen the scope of application; invest major efforts in capacity-building and collaborative learning in PDC; share widely lessons learned and results attained.
4. Adopt as a policy that all development programs or projects should have a devcom component that not only address the goals of the project but the need for people affected by development to demand for information and knowledge as basis for their decisions and actions. Local people should be trained on devcom so that they become local catalyts of the development model they aspire for.
5. Making declarations reality.
6. Promote more effectively the role of ComDev
7. Funding and capacity building. Enhancing political will of decision makers to honour commitments and increase application of low cost appropriate technologies.
8. Sharing best practices, lessons learned.
9. Support for community radio development through a fund created for this effort (enabling environment, knowledge and technical processes capacity building rights awareness.
10. For Africa particularly, there is a call for huge investment in agriculture. But these plans seem to ignore the need to 'engage in a dance' with small farmers. Small farmers are very dynamic, but it has not been possible to effectively create conditions for their development
11. Given that communication has such a central role in underpinning the success of PRSPs and similar strategies, it appears increasingly indefensible not to allocate more attention to communication for development in this context.
12. la vulgarisation scientifique sur les résultats de la recherche agricole

13. Good training Enough resources for projects Clear development projects based on real needs of populations.
14. The release of more funding to strengthen NGO's working development communication.
15. Develop a communication strategy as part of each MDG.
16. Global partnership on communication for development. National ComDev policies. Integrating communication components in development programmes. Strengthening regional and national communication centres/facilities. Training individuals, CBO, NGOs. Stimulating market for ComDev services in rural areas.
17. All projects aimed at helping the poorest people should be properly planned and executed through a participatory communication process with them. Some agencies that work with the poorest of the poor try to do this, but in my experience it seldom works as it should. This is mainly because the project planners do not have the inclination or the skills to get involved in a truly participatory process, and nor do the project implementers, usually national government staff whose whole background has been one based on the notion that government agents are superior to peasants. It's not truly the fault of the government staff, it is simply that a whole way of thinking and behaving has to be thrown out, and this would require much more orientation and training that seems to be going on at present. It is amazing how often one is told that a project was planned and is being operated in participation with its beneficiaries; but when you then spend some time with it, you find that the field staff have not the faintest notion of how to facilitate a meeting with beneficiaries in a way the really stimulates them to express their ideas, criticisms, etc.
18. Ask the right questions - by asking communities what they are.
19. No ideas
20. Most communication initiatives often fail to reach all corners of affected countries; hence there is need for more resources to be directed towards devcom activities
21. To highlight food for work programmes taken up all across the world and make it relevant to as many nations as possible
22. Information applications and info collaboration
23. Both developing and developed countries are part of the MDG1 problem and solution so any interventions require participation for both groupings. Communication for development interventions that support the co-creation of knowledge and exchange of information between farmers and service providers, like research and extension, is the greatest contribution we could make. After all, who will produce the food for the hungry but farmers and yet who resides in the last mile of connectivity, farmers.
24. Understand the role of (a) consensus-building in change and (b) of communications in consensus building. Integrate those steps into the project design process.
25. I believe there could be a larger information initiative to link different organizations around the world to work for the same objective. Also, the hungry eradication needs a lot of logistic and strategy for the distribution of resources (food) and for the implementation of a local production system. Besides giving food, those initiatives need to train (educate) the communities to develop I local market, with economical opportunities, and specially to offer them means to produce and sell the groceries.
26. Greater sensitivity to limitations of evaluation techniques, to improving those which are being developed, and shifting attention to the relationships between communication, learning, and context.
27. Better coordination of actions at national and regional levels ; increase of resources to support the very diversified initiative from local actors
28. Create a global fund for communication for development

29. Investment in communications for development needs to put more emphasis on traditional communications tools, such as radio, than on ICT infrastructure and the Internet. To reach the poorest communities communications need to be appropriate and take account of lack of access to electricity, low levels of literacy etc.
30. Pour atteindre ce but, il est très important notamment en Afrique de l'Ouest que je connais bien, de donner la parole aux femmes rurales et de leur permettre de s'exprimer sur leur situation, de s'ouvrir aux autres et d'échanger leurs expériences avec d'autres. Les femmes constituent environ 50% de la population et elles produisent 50 à 70% de l'alimentation dans des pays où l'économie dépend en grande partie de la production agricole et où elles sont pratiquement exclues des formations et de la possibilité d'acquérir les facteurs de production comme la terre, la main d'oeuvre, les crédits pour améliorer leur production. Il faut oser donner la parole aux femmes rurales et les écouter.
31. The poor countries like Madagascar have no more budget to (1) invest on communication; personally, I think that Raio rural is one of the best tools we can use to change behaviour and attitude of population, to facilitate communication; and (2) have a right specialist with "skill of development", not media specialist or journalistic
32. Continuation of the above + fund-raising to allow graduate students more field opportunities.
33. The needs are there, so the information. We know what we could make. The big problem is to formulate one project, and then you have to wait a bureaucracy that takes a lot of time.. and procedures.. that gives a lot of frustration. There is money, good will.... but the Bureaucracies are terrible. All of the governments, UN and inclusive NGOs. What to do: have confidence in the people, in the organizations de base, train them and give them the money.. the tools... and the money.. Cut time..
34. A systematic approach should be taken to sensitize public opinion on a continuing basis on the reality of hunger and poverty.
35. More multilateral organisations, bilateral donors and NGOs should systematically plan for communication for development efforts to address the requirements of this MDG, and provide the necessary resources.
36. Increased involvement of local non-conventional media organizations that can effectively disseminate MDG information at grassroots levels. Development of key messages and strategies to reach targeted grassroots and vulnerable populations.
37. Giving a voice to the poor in order to show causes of their vulnerability and efforts undertaken to improve their livelihoods.
38. Much more funds should be made available to support (tele-)communications projects, especially in the South of the globe; enhance and upgrade south-south communication, develop phone systems, Internet and other means of sharing information especially among the poorest.
39. Advocacy for economic reforms among policy makers, reduce corruption, improve peace. At operational levels, greater emphasis on literacy and skill training using community based programmes. Greater access to self-study materials, More successful examples of farmers on TV, more leadership of countries (presidents) on TV and radio encouraging people on proper nutrition, etc.
40. Development problems have both communication and financial obstacles. It is important that the development problems address these two possible hindrances. So Financial and material assistance should be devoted to support communication initiatives. All this is best done through a communication strategy that will indicate which issue should be addressed in what way and with what financial/material or communication intervention.
41. Eradicate the ignorance, alphabetisation adults, remise de dette pour l'Afrique

42. Sharing information, experiences, training and resources needed for a just and equal development for all.
43. 1. DevCom needs to engage with the wider agendas for rural community emancipation and change -- moving beyond ICTs and mechanistic tools to social processes especially competencies in facilitation and OD for institutions and communities. 2. Needs to promote the integration of local knowledge nodes(e.g. district centres of ComDev learning)into mainstream development programmes by donors/govs/NGOs.
44. A human-rights based approach should be mainstreamed in development programmes to reduce poverty.
45. There are a number of things though a key first step will be pulling together the kind of impact analysis and evidence in the formats required to influence key decision makers at the policy, resource distribution and programme development levels of major development organizations (multilateral, bilateral, INGO, NGO, CBO). This should be done across the board for all MDGs.
46. Improve the capacity of journalists in targeted countries in terms of professional skills, equipment and other aspects.
47. 1.BUILD CAPACITY IN COMMUNICATION FOR DEVELOPMENT IN A REAL WAY- NOT THROUGH ADHOC WORKSHOPS,BUT FORMAL TRAINING IN THE DEVELOPING WORLD 2.SUPPORT INSTITUTIONS(materially and financially) THAT ARE GENUINELY ADVANCING COMMUNICATION FOR DEVELOPMENT 3.ENSURE THAT THOSE WHO ARE IN THE FORE FRONT OF WORKING TOWARDS ACHIEVEMENT OF THIS GOAL ARE CONVERSANT WITH COMMUNICATION FOR DEVELOPMENT
48. The extremely poor are often the ones left out of communication processes and they could be more involved through communication for development. In this way interventions and the development efforts could be directed to solve their problems and needs.
49. Absolutely YES...participation, dialogue, empowerment need to be an essential element in all of the MDG programmes/projects.

**MDG 2: Achieve universal primary education**

*What is your organization doing in terms of DevCom to address this particular MDG? (25 responses)*

1. We are organising dialogues and events with school children and school teachers to raise awareness of the importance of primary education. We do so either jointly with UNESCO or in the organisation participated by all UN agencies in Pakistan.
2. We encourage our students to do field work or practicum along this line and do research related to universal primary education. We also accept action development projects related to these and develop the appropriate approaches and communication materials/media advocating for this goal.
3. Ditto as MDG 1
4. Specific radio programs mainly in some African and Latin American countries
5. Proposition de Campagne d'information sur la scolarisation des filles en milieu rural dans la stratcom élaborée pour le PNUD et le gouvernement
6. The UN has taken a leading role in promoting the importance of all MDGs, including MDG 2. A lot more people are talking about MDGs and the need to achieve the standards by 2015 today than they were a couple of years ago. The UN country team has created working groups/theme groups to promote the MDGs. An MDG Theme Group develops ideas and implements them and this work cuts across all UN organisation in this country.
7. Flagship with UNESCO on Education for Rural People
8. Appui à des actions communautaires de lutte contre la désertification
9. RNTC Latin America produces a lot of educational materials on developmental issues for primary school in Latin America. RNTC organises long and short training courses for media professionals from developing countries on the production of attractive and effective educational programmes for children, to be used in a school setting. RNTC produces course supportive websites for primary school in Latin America.
10. Support Non-formal Education activities in order to provide information regarding NRM, indigenous rights and other skills to improve livelihood of indigenous minority through literacy and post literacy class.
11. Making communities aware of the programmes available for children for free universal primary education along with mid day meals and therefore the advantages of attending schools for children.
12. The University has educational projects in poor communities, among other activities.
13. Mostly project related communication activities and linking it with government annual plan and IPRSP
14. We are a teaching/training and research institute
15. We sensitize parents to send their kids to school ; and give tools for teachers to fight malnutrition : deworming, games about malnutrition, micronutrients, school-field, sometimes canteen.
16. The service Extension, Education and Communication of FAO, has been promoting a lot of activities: projects, publication, and Regional seminars to explain the inclusion of rural education as one of the alliances with another UN Agency as UNESCO. I believe this have been a big success.... To work together gives a open mind to the organizations, and to put together efforts and resources.. and it works. The impact is bigger.

17. DevCom is advocating for schooling of boys and girls and showing the links between the first and the second MDG.
18. We believe through the radio not only primary education but also adult education can be possible and recommended.
19. Training, diagnostics participatory,
20. By training journalists and others employees of community radios in devcom.
21. Child-to-child census, where in-school youth map and identify out-of-school youth and then develop strategies in partnership with out-of-school youth to enrol them.
22. See previous statement.
23. A group of UN agencies are working together to make sure that school-age children especially female children are give all necessary support to go and stay in school.
24. 1.Training teams of education personnel involved in getting communities to participate in the running of primary education. 2.Helping education personnel and communities to develop communication strategies for encouraging girls to go to and stay in school. 3.Helping development workers, educationalists and villagers to mount social mobilisation campaigns for girls education.
25. Many of the LDP projects tend to be school constructions.

***In your opinion, what more could be done globally (or specifically) in terms of DevCom to address this MDG? (21 responses)***

1. The increase in the frequency of events and more diversified styles of events.
2. There should be re-orientation among development practitioners that devcom is not merely the process of giving out information. It should be viewed as a process of empowering people so that they learn to direct their own development path. Hence, it is more of education anchored on the belief that people are capable of doing something about themselves, and that this would require from them acquisition of certain values and knowledge.
3. Making declarations reality
4. ditto as in MDG 1
5. Utilisation des approches de communication communautaire
6. Mainstreaming ComDev in non formal education programmes. Launching training, technical assistance and non formal education programmes for a variety of audiences. Education for bridging the digital divide.
7. 1. Public media organisations can be used for educating (and re-training) teacher staff for primary education (of which there is a huge shortage); 2. Public and private media production houses can make more and better educational programmes, which can be broadcasted on a national or local level; 3. The media can be sued by children themselves, to express themselves, to claim their place in society and to apply things learned to the wider world.
8. No idea.
9. Again the spread of initiatives by various developing countries should be communicated to others to benefit.
10. ICT is fundamental for education in nowadays.
11. Help people to take the lead, instead we are leading them.
12. Education for all Lifelong education Knowledge Societies is Information society

13. The lack is about the achievement; Parents invest to send kids to school. But after five years they can not hope more issue for their kids, they have "lost" money. So I think we have to develop the link of all aspects of development, not only the school. Why don't try another style of primary education.
14. To include this discipline in the projects.. in a very concrete work... that communication be recognized first and then to give budget, to dedicate people.. and go to work.
15. In the South, Primary Schools, Secondary Schools, High Schools/Universities are insufficient and under-equipped, and most of them in the urban areas only. The international community should do something to change this situation, and I am convinced they can if they finally decide to invest also there where they can't expect direct interests on the short run.
16. giving scholarship to African students
17. More trainers and training in devcom.
18. See previous statement.
19. Allocate enough resources to improve infrastructure for schooling.
20. Using communication for development, get into the socialisation processes of communities with issues of education so that the need for education is felt by everybody NOT just government workers and missionaries. This means special training in communication for development.
21. yes

### **MDG 3: Promote gender equality and empower women**

*What is your organization doing in terms of DevCom to address this particular MDG? (52 responses) (52 responses)*

1. This concern is an element of all research projects supported by IDRC.
2. We collaborate closely with NGOs and the Government to raise awareness of gender equality through events on UN observances such as Women's Day and the Day for the Elimination of Violence against Women. There is high participation of media in these events.
3. Many sensitisation workshops are organised to empower local communities
4. Linked to MDG1
5. There is a growing programme on women and environment issues led by UNEP's NGO and civil society Unit. Dev communications while not there explicitly is integrated into some of the thinking concerning "giving greater voice" to women and women's groups.
6. We allow our staff to become members of committees and projects that address this theme. We also integrate issues on this in our various courses. Students are also encouraged to work on thesis on this topic. We have developed a pool of faculty who specialize on communication concerning gender.
7. Gender components are always considered in ComDev projects or ComDev components of other projects
8. Ditto MDGs 1 & 2
9. Round tables, special events, mainly together with other UN agencies.
10. Gender equality is central to social change communication and is inherent in all our programmes.
11. The Women's International Network works through community radio to promote women's empowerment. It also advocates for women's rights in international fora allowing for gender equality and develop partnerships with other organisations for capacity building around women's issues.
12. Our project explicitly addresses this issue in the belief that in African rural areas women play key development roles and need to be supported and strengthened to play these roles more effectively. In addition, women bear the brunt of poverty in many ways, so it is especially their livelihoods that need to be improved.
13. Recrutement de filles dans le Centre de recherché.
14. About half of the students at Université Lumière de Bujumbura are women.
15. Content development in these themes and information dissemination and capacity building in gender mainstreaming.
16. Essentially their answer is the same as the previous one. Except that there is also a Gender Theme Group, in which representatives of all UN agencies participate, to develop activities to promote this MDG.
17. Gender is seen as a cross cutting issue and so addressed in each of our programmes
18. Promoting the use of communication as a mean to address gender equality and to empower women (see Voices for change) [http://www.fao.org/sd/2003/kn0601\\_en.htm](http://www.fao.org/sd/2003/kn0601_en.htm)
19. The topic is only to a limited extent relevant to UNIS Vienna client countries (Austria, Hungary, Slovenia, Slovakia) and to client UN organisations such as UNODC. We were concentrating on tackling human trafficking and prostitution issues.
20. Appui à des actions communautaires de lutte contre la desertification.

21. The United Nations Information Centres (UNICs) are fully cooperating with UNIFEM, (the women's fund at United Nations) in promoting gender equality at national and regional levels.
22. Again, I don't know specifically but same as for answer one.
23. 1. In most media and communication courses organised by RNTC, 50% of the available places are reserved for women. 2. RNTC organises special courses for women working in media organisation in developing countries. 3. RNTC supports women media network organisations in Africa. 4. RNTC collaborates closely with female media professionals and women organisations in participatory communication campaigns aimed at women; 5. RNTC produces educational materials about the portrayal and representation of women in the media.
24. We partner with the Association of Progressive Women in promoting gender equality and empowering women.
25. Gender mainstreaming in commune investment plan and provincial development plan.
26. We are in the process of identifying gender barriers to information access for health care providers. Our goal is to develop guidelines for the development, production and dissemination of publications and materials for health care providers.
27. Assessing the role of each stakeholder group in a given reform (including women), providing policy makers with access to the opinions of those stakeholders, then explaining the process of policy change to stakeholders.
28. Mon organisation qui est le RESACIFROAT procède au renforcement des compétences à travers la formation pour que les femmes rurales améliorent leurs activités économiques pour assumer leurs responsabilités au sein des ménages. De plus, notre organisation propose et anime des débats sociaux en associant toutes les couches des communautés afin de sensibiliser à la prise en compte de l'association de toutes les couches sociales à toutes les étapes du processus de développement de la communauté. A cet effet, nous pouvons utiliser le théâtre, les émissions radios à travers l'utilisation des radios locales.
29. Through research.
30. Helping the government through country programme of cooperation
31. Elaboration of gender strategy recruitment of staff taking into account gender balance sponsorship of programme taking into account gender issues creation of a small grants program to promote activities related to gender and communication in agriculture and rural development
32. Women in development programs have development communication component.
33. Our organisation has a strong commitment to gender equality. We support an active and dynamic network of women in community radio, we provide gender sensitive approaches to training and capacity building, we promote communications tools on gender equality and women's rights, and we organise radio campaigns on gender equality such for International Women's Day and the 16 days campaign against violence against women.
34. We try to hire more women/our student body is more than 60% female.
35. Indirectly, because our project works with women ; they are the nutrition community agent; We give formation and tools for them. They serve the model and the advisor for mother and family to the good behaviour about nutrition Now, we can see some of them becoming Mayor of Municipality or President of community.
36. A graduate training course has been offered on this topic.
37. I think that communication can not be worked without the gender point of view. In FAO all materials to train in communication has been integrated with this enfoque, and we train as possible, in communication and equity.. it has worked very well, in all levels:

organizations, government, NGOs, farmers, etc...It is not easy, but it is very important. It was a political decision of the Service in FAO, Extension, Education and Communication, to include the gender in all the activities, and inclusive when it was a vacant post, always women were presented..

38. Involve Women in all our projects.
39. The Division Population and Gender for Development has for mandate to address this particular issue. Several projects it runs also exclusively deals with, such as the Dimitra Project.
40. The empowerment of rural women has always been one of the priorities of FAO's communication for development programs. See for example, the FAO publication Voices of Change.
41. As in the Poverty MDG, my Centre is a part of a Country team coordinating the mainstreaming of gender issues in the works and development information documents of the United Nations in Nigeria. We have done this successfully in the first United Nations Development Assistance Framework for the country, in the last two years.
42. DevCom is giving a voice to women and is advocating gender equality.
43. Not much directly. Yet whatever activities we have, we do them for both female and male, with no gender distinction whatsoever.
44. Participation in the Education for All.
45. We ensure that women participate in the decision making process wherein the community identify their problems and what they wish to implement and how. They also participate in the implementation etc.
46. Promoting and integrating gender as a critical component in development projects/programmes.
47. Training women, human rights.
48. We provide equal opportunity for women to enrol in our academic programs and include rural women in our action research programs, especially in agriculture and rural development activities.
49. See previous statement.
50. Awareness campaigns are being organized to make sure that all kinds of bias against women are abandoned. Targeting religious personalities in the country has been very pivotal as they have a lot of influence on the public.
51. Developing communication for development methodologies that recognise the place of gender in development work. Our methods are participatory. They emphasize giving equal voices and opportunities in development of all communication strategies in development work.
52. Uganda Gender component has a participation and empowerment element and a full activity on communication the Gender Action Plan and National Gender Policy nationwide.

***In your opinion, what more could be done globally (or specifically) in terms of DevCom to address this MDG? (46 responses)***

1. More awareness about DevCom and its value as tool for empowering people for their own development.
2. The increase of partners for the organisation of events.
3. The communication strategies should address the needs for the attainment of the MDGs and not just mere recitations.
4. Same remarks as before.

5. greater education for girls and women is widely accepted as a necessary step. increased opportunities in communication "jobs" would also benefit.
6. I have same opinion as indicated in my response to question number 24.
7. Making declarations reality.
8. Ditto MDGs 1 & 2.
9. Addressing the problem from societal, rather than narrowly "sex vs. sex" point of view.
10. Too much to be outline quickly here!
11. Farmer Field Schools have shown to be a very effective means to empower women and give them self-confidence to take action either individually or collectively. Therefore I believe that FFS can be much more effectively used to improve the position of women.
12. Intensifier des campagnes de plaidoyer auprès des leaders communautaires.
13. Sensitize more people to send girls to school especially in developing countries Give executive positions to women who deserve them thanks to their education and competence.
14. More support to Ngo's working in this sector through a basket funding.
15. Build women's access to ICTs; address their representation in the media; build communication strategies that take account of women's particular needs, interests, vulnerabilities and capacities.
16. Mainstreaming communication in gender focused development initiatives
17. Developing tailor-made communication strategies on key issues and provide women with the means to articulate themselves.
18. Renforcer l'utilisation des outils de communication
19. Ditto answer re MDG 1
20. 1. Women should participate in all communication efforts directed at them; 2. Women must be supported to gain access on an equal level to all different kinds of media in developing countries. 3. The specific position of women in development related issues, such as income generation, HIV/AIDS and conflict, should be highlighted and specifically targeted. 4. On a higher level, media should reflect on their portrayal and representation of women.
21. Understand different and address traditional and cultural practices that impend on gender equality and women empowerment.
22. No idea.
23. We need sex-disaggregated data about the specific gender barriers to information access for health care providers. Recognizing that barriers do exist, and that they are not the same everywhere, we should be collecting data at the local level, but in a consistent structured manner. A lot of attention is paid to understanding and overcoming gender barriers as it relates to getting information to the general public in developing countries but little is known about the gender barriers experienced by health care providers.
24. Thinking strategically about the role of women, as stakeholders, in the full range of development issues then making that process an integral part of project planning
25. De notre point de vue, beaucoup reste encore à faire; Au niveau des communautés rurales, sensibiliser à associer toutes les couches sociales sur un pied d'égalité, notamment les femmes qui sont toujours plus surchargées de travail et qui n'ont pas droit au partage à parts égales aux produits du développement. Même au niveau des politiques, on doit apprendre d'abord aux techniciens et aux décideurs d'associer les femmes aux réflexions, et de prendre en compte leurs propositions dans l'élaboration des politiques de développement.
26. Greater emphasis on involvement of women in all aspects of development.
27. Help women achieve economic freedom first.

28. No opinion.
29. Multilateral, bilateral and private donors and NGOs/CBOs should systematically incorporate gender equality objectives into projects and programmes and ensure that specific action is taken to involve women where they are excluded.
30. Women are more of time very busy, and illiterate. I think we have to make effort to fight analphabetism.
31. Secure funding to make this course offering regular.
32. To include gender, .. it should be a political decision of the levels: in the institutions, in the organizations, in the schools, in every place.. should be a political decision.. otherwise It will not work... It will depend of the consultant and his/her compromise with the subject matter...only that. Politicas are very decisive!!!!
33. Raise the rate of literacy especially basic education of girls.
34. Raising gender awareness is a lengthy business and starts at home. It takes a lot of time.
35. Provide more resources for communication efforts for and by women.
36. I think a lot is already being done and efforts should be made to remain focused on these.
37. Education through radio, TV and other means available to overcome cultural barriers and make education/formation balanced and equal for all, boys and girls.
38. More funding for schools and better teacher training
39. Investigate related problems in order to identify and address financial/material obstacles in support of the communications interventions.
40. Design and support implementation of numerous learning programmes for partner institutions in gender mainstreaming with central focus on organisation development for transformation in systems and approaches for equality of opportunity.
41. Giving to women expression free training.
42. Provide more supports, programs and resources for women development across countries.
43. See previous statement.
44. Generally speaking, the problem is rooted in socio-religious traditions all over the world. So, these roots have to be tackled if we were to overcome this problem.
45. Training of people in communication for development skills that emphasize recognition of the role of gender in development- within appropriate cultural contexts
46. yes.

**MDG 4: Reduce child mortality**

*What is your organization doing in terms of DevCom to address this particular MDG? (30 responses)*

1. 1. Training & capacity building of service providers. 2. Improving the service delivery in the facilities & promoting institutional delivery. 3. Gender sensitisation among service providers & community. 4. Early identification of neonatal illness & appropriate care for newborn through IMNCI 4. Provide Family Counselling & interpersonal communication through community leaders to reach every family with pregnant women 5. Generate awareness in the community through campaigns & social mobilization.
2. We develop messages and materials about this topic in partnership with people from the Department of Health. We also conduct training programs geared towards this.
3. Communication and information.
4. Ditto.
5. We are working to ensure that communication for social change principles are embedded in child survival initiatives. One example is to work with UNICEF to document how and why polio campaigns have been the subject of boycotts in Nigeria and elsewhere and to determine what communication strategies, embedded in communication for social change principles, could be used to ameliorate the risk of such boycotts and anti-immunization campaigns in the future (both on immunization and other issues).
6. idem.
7. Our graduates may work in child organisations and set up strategies to reduce child mortality by coming up with relevant messages to convince people.
8. Same.
9. This MDG is also handled by one of the theme groups. All theme groups work closely with the External Relations Team in the country, again comprising of representatives of all UN agencies. These groups work closely with the civil society, the government, the media and are engaged in different activities to promote the MDGs.
10. Communication to support food security.
11. Promoting efforts of UNIS Vienna client countries to increase their official development assistance with special emphasis on reducing child mortality.
12. Integrated in WMO's objective of reducing by half casualties due to disasters of meteorological or hydrological origin
13. At National level The United Nations Information Centres (UNICs) in Brazil are cooperating with UNICEF to disseminating the advantage of fighting malaria infectious disease and safe drinking water.
14. Again, I don't know specifically but same as for answer re MDG 1.
15. We address this issue somewhat indirectly. We disseminate material on birth spacing, family planning and HIV/AIDS prevention and care. All these contribute in a significant way to improving and maintaining the health of mothers and therefore benefits their children and families.
16. The University has different programs to reduce child mortality
17. Our central focus is children and Bangladesh is one of the 90 countries who are on target in achieving this goal.
18. We are not involved in specific action in this area but we do have communication projects to promote health awareness and prevention of disease which have impact on this MDG.

19. Our program give education to mother about IMCI ; vaccination, breastfeeding and feeding, and pregnancy are topics.
20. Not in the sense of health. But to reduce child mortality is a consequence of reducing hunger.
21. Through building local capacity in the sharing of knowledge and skills in simple techniques such as vaccinations, boiling water to avoid diarrhoea, etc. FAO has contributed also to this MDG.
22. DevCom is putting into evidence causes of child mortality linked to poverty, lack of food security, lack of access to health services, etc. DevCom is undertaking health and nutrition communication.
23. In relation to food security and nutrition education
24. Snte primaire, recherche,
25. By workshops training how to implement UNICEF programmes by community radios.
26. Since our institution is an academic institution, and our mandate is mainly in agricultural education, so our approach to this particular MDG issue is indirect. We mainly deal with better nutrition issue for the family, including the child.
27. Community-based communication as part of community IMCI (Integrated Management of Childhood Illness).
28. See previous statement.
29. Raise the awareness of the society about the importance of vaccinations. Targeting mothers is a primary goal in this.
30. again, LDP projects are often health centers, indirectly supporting this MDG

***In your opinion, what more could be done globally (or specifically) in terms of development communications to address this MDG? (24 responses)***

1. Nil
2. Training of local people on the ground who can sustain this effort. Development workers alone cannot do the job alone.
3. Making declarations reality
4. Ditto
5. idem
6. Well qualified staff members More resources well managed Good training.
7. same
8. Better inclusion of ComDev into development initiatives.
9. Enhance communication between donor countries and receiver countries to identify particular needs for assistance and targeted delivery of that assistance.
10. Ditto.
11. There needs to be a greater understanding and appreciation for a woman's role in her own health and the health and success of her family. Often women are not included in decisions about their own reproductive health. They cannot choose to use family planning or to deny sex to their husbands or partners. Even when the partner has a STD, the woman is forced to submit. Empowering women, and granting them rights in all social settings is where we need to start if we want to protect the well-being of children.
12. There is a lot that could be done, specially information campaigns.

13. We have inherent structural limitations and tied to global power structure, hence, only grassroots organisations and popular movements can realistically expected to play that leading role.
14. More could be done in the way of communication campaigns on the causes of child mortality.
15. Install more sanitary formation and a political sanitary especially for poor
16. Politics, national budget dedicated to health.. and education for the people.. and to recognize the alternatives: medicinas tradicionales...
17. Provide more resources for communication for development efforts at the local and community level, and in particular for local staff working with communities and children.
18. Health education, promoting health, pladoyer.
19. Giving technical and financial support to community radios.
20. Again, sharing information, experiences, training, and resources to address this issue. Influence the local, national, regional and international policy makers to increase their consciousness so as to make better policies and programs to address this MDG issue.
21. Take this approach from pilot-project status to full implementation.
22. See previous statement.
23. Reduction of poverty because it is the source of almost all social and economic ills in any society.
24. Yes

**MDG 5: Improve maternal health**

*What is your organization doing in terms of DevCom to address this particular MDG? (27 responses)*

1. 1. Improve the facilities & insist institutional delivery. 2. Build capacity of the service delivery 3. Family counselling to improve maternal diet & care 4. Train husbands on their role 6. Improve service delivery 7. Promote spacing/termination of pregnancies 8. Provide special care for women below poverty line. 8. Enlist people's participation to arrange vehicle for delivery
2. Same as my response in number 28.
3. Ditto.
4. idem (éléments de la stratégie de communication pour le développement).
5. The course entitled "Communication strategies" may help our graduates to participate effectively in health programmes.
6. Same.
7. This MDG is also covered by one of the theme groups.
8. Communication for food security.
9. l'IEC et le plaidoyer sont des outils utilisés pour améliorer la santé maternelle EST UTILIS.
10. The United Nations Information Centres (UNICs) in Brazil are working with UNIFEM to promote public campaign vis-à-vis women's rights in order to improve maternal conditions as well gender equality.
11. Again, I don't know specifically but same as for answer re MDG 1.
12. Our main focus is reproductive health. We disseminate free materials about family planning, post abortion care, birth spacing, and HIV/AIDS prevention and care. This material goes to developing country health care providers, policy makers and academics so that they can adapt their practices to be more effective.
13. They have programs, but I don't have information on them.
14. Cooperating with the government.
15. We provide training and capacity building support for thematic content production by community radio stations on health awareness, prevention of disease, gender equality and women's rights including maternal health.
16. Mother is an important theme of our program, especially to prepare them to be mother.
17. Two graduate student projects will contribute in this direction.
18. FAO through its nutrition programme is certainly using Development Communications to address this issue.
19. Communication for development is a cross cutting discipline, that deals with all the aspects of life in rural communities. Thus it also deals with maternal health: for example, rural radio , that FAO has actively promoted over the years, deals with all the issues related to life in rural communities.
20. Nutrition communication linked to health education.
21. In relation to nutrition and food security.
22. training, promotion health.
23. Indirectly, through training of rural women in better family nutrition.
24. By training employees of community radios how to support UNICEF program.
25. As above.
26. See previous statement.
27. As with the previous questions.

***In your opinion, what more could be done globally (or specifically) in terms of DevCom to address this MDG? (20 responses)***

1. Nil
2. Same as my response in number 29.
3. Making declarations reality.
4. Ditto
5. Approche de communication interpersonnelle(porte à porte)au niveau villageois et associatif
6. With respect to our Institution, we need more qualified professors to train our students. We need more books for our library, University links, etc.
7. Same.
8. Better inclusion of ComDev in development programmes.
9. Aller de plus vers les populations en concevant les projets.
10. Ditto.
11. Women in developing countries often have little to say in the conduct of their own lives. We must begin to find ways to change policy and empower women about income generation, reproductive health choices, property and inheritance rights, and protecting themselves from STI's especially HIV/AIDS.
12. Also to develop information campaigns.
13. None.
14. More could be done in the way of communication campaigns on maternal health and involvement of women in communication for development projects.
15. More resources for planning and implementation of rural communication programs that include subjects such as maternal health. More training of local health personnel in communication techniques and methods.
16. Giving health education, pladoyer
17. Make better policies, programs, training and sharing resources for improving family welfare, especially for the low income families in rural and urban areas across countries.
18. By giving technical, financial support to community radio broadcasting
19. See previous statement.
20. Yes.

**MDG 6: Combat HIV/AIDS, malaria and other diseases**

***What is your organization doing in terms of DevCom to address this particular MDG? (48 responses)***

1. Again, the organisation of seminars and events with NGOs and the Government to raise awareness of the issue.
2. Holding training workshops to should the link between HIV and development.
3. This is something not very well addressed in terms of our efforts. Maybe because the problem on malaria and HIV/aids are not that big in our country.
4. Communication and information are essential elements of any HIV-AIDS prevention programmes. All ComDev projects or components usually address these issues.
5. ditto.

6. The communication for social change consortium has a strong focus on HIV/AIDS and other health issues.
7. Providing advice and support to sister agencies (UNAIDS, WHO, UNDP...)
8. Through radio programs developing public education
9. We are planning to use FFS to deal with vector borne diseases such as malaria, and trachoma
10. Sensibilisation des étudiants sur les risques.
11. Through training, we prepare future staff members working for health projects with appropriate communication strategies.
12. same.
13. A separate theme group exists on HIV/AIDS because that is a burgeoning problem. The problem still exists at a small scale, but the UN team is working closely with national partners to create awareness on this issue.
14. Have analysed major communication initiatives on HIV/AIDS communication; building approaches, tools and media capacity to work effectively as part of HIV/AIDS communication strategies; promote effective communication approaches as part of donor strategies; facilitated an inter-agency meeting and produced jointly with WHO the report on communication and access to treatment( forthcoming).
15. Awareness raising on HIV/Aids infections and transmission through injecting drug users who are a particular target group of UNODC which is assisted in communication work by UNIS Vienna.
16. Effectue des recxherches et publie des résultats auprès de tous les groupes cibles concernés par le Sida.
17. Although Brazil has one the best Aids/HIV public programmes, the United Nations Information Centres (UNICs) are working with local organizations to promote public awareness and prevention.
18. Again, I don't know specifically but same as for answer re MDG 1.
19. Working with youth development organisations and international NGOs on HIV/AIDS programmes.
20. It's doing silly things like calendars with anti-stigma slogans, Carnival bags and bandanas with ABC slogans.
21. Participatory Communication multimedia project: Mitigating HIV/AIDS in the Agriculture sector in Uganda. Women's reproductive health and food security, Cameroon.
22. A major focus of our work is combating HIV/AIDS. We recognize that malaria and TB and violence against women are closely related to HIV. Our focus is on prevention.
23. Brazil is very known by its HIV program. The University of São Paulo has helped a lot its development.
24. Au niveau de ce but, notre organisation parle et essaie de sensibiliser les femmes rurales sur le VIH/SIDA, sans que cela soit de façon formelle. Il s'agit pour nous de nous enquérir auprès des femmes de leurs connaissances et de la situation de cette maladie dans leurs communautés; pour le moment nous n'avons pas de programme.
25. Limited amounts of communication activities in its own projects and support to UNFPA & UNICEF that have their own IEC strategies.
26. Helping the government .
27. Disseminate information on the impact of HIV AIDS in agriculture and rural development.
28. 1. Use of DevCom survey techniques 2. DevCom oriented publications.

29. We organise radio campaigns on the prevention of communicable diseases including HIV/AIDS and on the prevention of malaria. We provide training and capacity building for radio producers in programme making on disease prevention.
30. Through research and teaching.
31. The same as precedent.
32. There is an increasing interest by graduate students in this area; one field study is currently being finalized in this area.
33. FAO become very aware of the big problem AIDs is in Africa.. because affected the agriculture .. It has been working with the theme.
34. Training Working out on the impact of agroforestry systems for Health and Nutrition especially HIV.
35. The Director of the Population, Gender and Development Division is the HIV-AIDS focal point at FAO. FAO has developed a specific approach that broadens the scope of actions against HIV-AIDS as this has largely gone beyond the scope of health and has become a socio-economic issue. Agriculture can play a very important role in preventing rural exodus and keeping people producing and fed.
36. Again, devcom activities are holistic, and therefore deal with all the issues related to poverty alleviation and rural life. HIV/Aids has become a priority for communication for development, but not always past efforts have been successful. They have only concentrated on health issues, such as promoting the use of condoms, and have ignored the complex social factors underlying HIV/Aids such as poverty, power structures and unequal gender relations. Communication efforts and campaigns have been short term, while the problem and solutions need long term approaches for social change to occur.
37. The United Nations Information Centre in Nigeria has, in collaboration with three Nigeria-based DevCom NGOs published the first Media Handbook on effective coverage of HIV/AIDS and related issues in the Nigeria Press. We are presently working to revise this publication. We also have a network of media-based NGOs we work with on HIV/AIDS issues in addition to regularly public outreach activities we organize to promote UN positions and efforts in the fight of the virus.
38. DevCom for HIV/Aids prevention and care. Health communication.
39. Through the production of Radio/Television programs.
40. Numerous. please see [www.fao.org](http://www.fao.org)
41. Raising awareness and disseminating information on the prevention and mitigation of HIV/AIDS through policy communication, workshops, publications and supports to household food security and nutrition.
42. Training, research, giving advisers.
43. Still limited to the academic and the graduate research programs.
44. -lots of innovative youth engagement strategies, and the development of youth-friendly health centres. -of particular note is the Youth-Theatre strategy that has been developed by UNICEF in Tanzania and has now become part of the national strategy for HIV prevention.
45. See previous statement.
46. Combating social stigma through comm campaigns to encourage patients come forward and fight for their life. Use comm to correct the so many stereotypical images and misconceptions about the disease.
47. This is the only area where I am competent to answer. Within the context of HIV AIDS, we are developing normative guidance for the effective use of communication for HIV AID prevention and treatment. This is the first time WHO will issue international normative guidance on development communication as related to a specific health outcome.

48. As with the previous two questions.

***In your opinion, what more could be done globally (or specifically) in terms of DevCom to address this MDG? (41 responses)***

1. Continuous efforts and wider participation of the public.
2. People should be sensitised on the damage which HIV infection has on development especially the economies of nations.
3. Tap the education sector to promote knowledge on these topics. They can be integrated in the existing curriculum at all levels (elementary, high school, and college levels).
4. Making declarations reality.
5. Promote the role of Communication for Development in achieving HIV/AIDS related goals.
6. Ditto.
7. The history of the AIDS pandemic strongly suggests that the most effective action and greatest success occurs when agendas and strategies are driven from within communities and societies, particularly involving high degrees of openness, public debate and interpersonal communication. A substantially greater focus in creating environments conducive to such elements is an essential component of the response to Aids, including to the effective provision of treatment. Such arguments are outlined elsewhere in "Missing the message: 20 years of learning on HIV/AIDS" (Panos) and other publications.
8. Using a more straightforward, but also more simple language.
9. I believe that focus on vector management in eco-systems could make an important contribution in addition to mosquito nets, medicines and other technical interventions.
10. Production d'émissions radio et TV en langues du pays sur la pandémie et plaidoyer médiatique.
11. More resources for developing countries such as Burundi.
12. same.
13. Support long-term, country-specific communication strategies for HIV/AIDS programming.
14. After working for ten years in Africa (UNEP and UN-Habitat) I am advocating the deployment of traditional popular media (poem, songs, dance...) as means of communicating key information to the affected population on prevention of these diseases.
15. augmenter les ressources destinées à la recherche et à la valorisation des résultats
16. Ditto.
17. Advocacy - lobbying governments and the private sector to mobilise resources for HIV/AIDS prevention, treatment and care.
18. We need useful DevCom like where to get tested, where to find peer counselling, etc.
19. We need to decrease the dependence of women on fathers, husbands and other male partners. Girls must stay in school and not rely on prostitution and "sugar daddies". Wives must be able to say "no" to sex with an infected partner. They must be able to insist on condom use. We should all focus on female empowerment.
20. Communication and information campaigns.
21. De notre point de vue, beaucoup reste encore à faire aux niveau du monde rural où la maladie reste encore tabou; elle reste encore associée à des considérations mystiques; alors qu'elle a un impact très important sur les productions. Les femmes étant les plus exposées alors qu'elles produisent plus de 60% des produits alimentaires, cela constitue un problème

important. Des campagnes importantes de sensibilisation doivent être entreprises en associant les femmes, les hommes et toutes les couches sociales au sein de la communauté. Notre réseau qui est sous régional, pourrait s'il en avait les moyens, entreprendre avec toutes les associations de femmes rurales qu'il appuie, des campagnes de sensibilisation.

22. Do not know.
23. Reshaping of the 'development concept'
24. A global forum on devcom to address MDG 6.
25. On HIV/AIDS there is a need for continuing and substantial investment in communication campaigns for awareness and prevention alongside medical research and treatment programmes. There is also a need for better attention to impact evaluation and to promoting best practice.
26. Start from a more 'culture-specific' perspective in HIV/Aids campaigns.
27. Development of holistic approaches that rely less on social marketing and more on community engagement to determine the different determinants to changed behaviour.
28. Education. The massive media should be use for information and education.. globally, again, it should be a question of politics. When a government decide that a political matter should works,, it works.
29. Increase resources and Education systems.
30. More interaction is essential between various sectors to fight HIV-AIDS. Communication is an essential part of the fight.
31. There is need to revisit past development communication strategies and to take into account the complex structural issues that need to be addressed for a longer term solution to the problem. There must be true dialogue with those involved and affected and their participation in identifying the solutions.
32. There should be a reduction in the number of global/international conferences being organized to waste public funds on talking and writing about HIV/AIDS. They are not achieving much and they becoming more expensive to put together. Delegates fly over the problems and see such events as opportunities to see rest of the world. A lot more concentration should be on finding a cure/vaccine, which is the real the challenge.
33. International community should address the main root of all these diseases, that is poverty. One wonders (and to me is just a scandal!) why malaria is still killing millions per year in Africa and other so called Third World countries and nobody seems to be concerned with the issue in the rest of the world. It is not impossible to combat malaria (to start with) at the global level, is it?
34. Much much more open communication on radio, TV and in villages.
35. Improved concept development and more cohesive strategic thinking/approaches on programmes to combat the pandemic. There is a need for better local knowledge management on coping with the pandemic ( knowledge centres, guides for community facilitators, school gardens, videos and training materials).
36. Health education, vulgarisation method proceed gouvernemet politiques.
37. More research, training, resources and action programs to educate people who are prone to these problems as well as to combat these and other diseases.
38. See previous statement.
39. Boost funding.
40. A tremendous amount....the global HIV AIDS prevention gap is linked closely to the lack of effective communication on prevention, testing and treatment. Information have-nots are greatly at risk, and least likely to access services where they exist. Communication work in

the field related to HIV AIDS is often fragmented, and ad-hoc. There is a disconnect between programming and services and communication. The resources devoted to communication are limited and need to be strengthened. Capacity within countries to carry out rudimentary needs assessments to inform communication work, for example, is lacking. Therefore, many programmes are ill-informed, and formulaic, resulting in low-impact.

41. yes.

**MDG 7: Ensure environmental sustainability**

*What is your organization doing in terms of DevCom to address this particular MDG? (49 responses)*

1. Critical element in research for development projects supported by IDRC in programs such as People, Land and Water
2. We organise events/seminars/lectures/field trips participated school children/college and university students to offer opportunities to learn about the importance of environment sustainability. NGOs and the central and local governments are often partners in these undertakings. We do so not only on Environment Day but on any other occasions available.
3. Specialized programs and workshops are.
4. Linked to MDG 1.
5. Not a lot of activity, but a number of projects include some aspect of development communications, eg. some of UNEP's work on the energy sector. There is also development country journalist training.
6. We have developed a specialized course on Environmental Communication (which I am handling) and participated in a number of environment-related development projects as consultants and researchers. We have also published books and developed communication materials on this topic. We are currently administering an e-forum on participatory development communication in natural resource management among 3 countries in Southeast Asia under the IDRC-FAO funding.
7. CBNRM Net is a special case I guess, judging from the questions so far. We don't have any applied activities in developing countries. What we do is put information and knowledge at the disposal of members and other uses, through the website as well as a Newsletter. Thus, the link to MDG 7 is perhaps not very clear, and certainly more indirect, through giving local people the possibility of learning and training, and sharing knowledge and information. (For this reason, it is difficult to answer clearly yes to some of the earlier MDGs.)
8. Through Communication for Development in Natural Resource Management projects or components
9. Ditto.
10. Developing coastal management training programs Helping establish protected areas.
11. Organizing public debates, connecting experts with media practitioners, holding or patronizing art contests.
12. Through radio programs.
13. This is a big issue. Our university and our project works with the notion of 'competing claims', i.e. multi stakeholder processes to negotiate and learn about sustainable use of natural resources. 'Sustainability is the emergent property of a soft system', i.e. the outcome of an interactive process in which stakeholders co-construct knowledge and agree on concerted action. There is no other way to deal with natural resource dilemmas. This also holds for e.g., integrated water resource management in Europe, the subject of a major research project we have just completed.
14. Elaboration d'outils de communication de proximité sur les feux de brousse, Elaboration de strat com sur une nouvelle approche des feux pour des projets intervenant dans le domaine de l'environnement.
15. Good training.

16. Same see [www.africa.amarc.org](http://www.africa.amarc.org).
17. More is being done at the global level than at the country level. More needs to be done at the country level.
18. Producing materials with and for the media which cover environmental issues in a stimulating and inclusive manner; survey media coverage of environmental issues and common challenges; producing syntheses of debates and thinking - in 2005 on GMOs and beginning work on climate change.
19. Developing the programme entity: Communication for sustainable natural resource management in agriculture Partnerships with other agencies on these issue Implementation of ComDev field projects and systems (E.g. Bolivia, Cambodia, etc.)
20. Development and implementation of strategic communication campaigns to commemorate special events such as the International Year of Mountains (2002) and the International Year of Freshwater (2003).
21. Utilise une démarche appropriée de communication participative pour amener les communautés à identifier leurs préoccupations et les solutions à y apporter
22. Part of comm. on climate variability/change.
23. Seminars, round-table, conferences as wells our web page, are some the tolls that the United Nations Information Centres (UNICs) are using to mobilize and sensitize the public opinion about issues related with environmental sustainability.
24. Again, I don't know specifically but same as for answer re MDG 1.
25. Assist community develop participatory land use planning, establish local structure and build capacity community to manage resources with in their customary land. Work out with provincial and national authority to support community base natural resource management.
26. Making communities aware of technological possibilities like rainwater harvesting and ecological sanitation thus providing them a choice of meeting their water and sanitation requirements.
27. Communication and Natural Resource Management Projects. But all these are tiny compared to the number and budget of the organization as a whole.
28. Our materials relate environmental issues to population issues. We have produced materials on food security, water resources and general impact on the environment.
29. USP has many environmental initiatives.
30. Project and programme support (surveys, focus groups, education programmes, supporting local groups)
31. Notre réseau a entrepris avec les associations de femmes rurales de six pays, l'élaboration d'un plan d'action de leur renforcement afin de les rendre capables d'influencer les politiques de gestion des ressources naturelles de leurs pays et du niveau sous régional. Pour élaborer ce plan d'action, nous avons utilisé la communication pour le développement comme démarche. Des ateliers ont été organisés dans chaque pays avec la participation des femmes rurales; elles ont avec l'appui de spécialistes en gestion des ressources naturelles, analysé leur environnement et fait des propositions qui ont fait l'objet du plan d'action.
32. Implementing programs on management of natural resources (print publications, support to activities using ITC and "conventional" media, sponsorship for conferences and study visits.
33. DevCom is represented in environmental sustainability working groups.
34. We organise radio campaigns on environmental awareness and sustainability. We provide training and capacity building for radio producers in programme making on environmental issues.

35. Through teaching and research and creating an environment-friendly environment.
36. This field is a good overlap where Communication for Development and natural resource management overlap. A great deal of our courses and research fall in this category.
37. FAO through Community Forestry has been tackled this matter with a great impact: research, training, publications, it started integrated the gender focus.. en fin.. they created a masa critica in the countries where they worked with this concept, and still worked..
38. Carbon sequestration by agroforestry development in rural communities and urban areas.
39. FAO has a lot of programmes running in this field.
40. FAO has for many years been involved in environmental sustainability and natural resource management. Thus there have been many communication for development efforts specifically addressed to this area of development: projects, conferences, publications, electronic discussions, etc.
41. DevCom programs to support environmental protection and resource management.
42. especially in areas of pesticide and soils - participatory community education (farmer field schools, etc.)
43. Farmers are facilitated to identify problems related to natural resource management, they agree on which solutions to implement towards natural resource management. Through interacting with the farmers, some farmers have managed to solve other community problems.
44. Environmental education health hygiene.
45. Mainly at the academic and research level.
46. Nous faisons de la recherche action en communication participative pour la gestion des ressources naturelles. Objectif : développer une stratégie qui outille les organisations locales de développement dans deux pays sahéliens, le Burkina Faso et le Mali, en matière de protection et de pérennisation de leurs ressources naturelles en dégradation constante.
47. By implementing workshops on the subject for students and employees of radio broadcasting.
48. See previous statement.
49. Mostly in West Africa.

***In your opinion, what more could be done globally (or specifically) in terms of DevCom to address this MDG? (42 responses)***

1. More awareness about DevCom and its value as tool for empowering people for their own development.
2. Increase in the frequency of such exercises.
3. UNDP Can increase its advocacy campaigns to get governments and local communities better involved.
4. Same remarks.
5. greater investment in projects, and also at the global level - multi-lateral agreements. in the former, projects could have budgets to cover some dev com work. in the latter we need more article 6 (climate change convention) type activities that bring big messages to the local level... through local media and educators.
6. More training of local people on this.
7. Again, so many things could and/or should be done. Let me just mention one, that has to do with use of ICTs: We are still lacking understanding of how to target different stakeholders optimally, and use the whole array of ICTs (modern and older ones), together with other

means of communicating knowledge. On the part of donors there is still a clear lacunae in terms of understanding how the world looks and functions down at the local level, and what kind of information and knowledge is needed, for what purpose, when and how. Basically, there is a technological top-heavy emphasis on the Internet.

8. Making declarations reality.
9. Promote the role of ComDev in support of these goals.
10. ditto.
11. Making DevCom an equal program as any other development program Hiring more skilled communication specialists Allocating at least 10% of project and program funding to DevCom activities.
12. Interacting more closely with the EU, among other things.
13. Sustainable resource management is often approached in a very technical manner or through regulation and/or incentives/sanctions. Learning processes and their facilitation are neglected. I feel that the facilitation of learning process should have a much higher profile in terms of financing, professional attention, and creating of institutional and policy conditions at higher scale levels.
14. Atelier de formation participative des communautés sur la protection de l'environnement
15. More efforts and more resources.
16. same.
17. Map effective methods already used for ensuring broad participation in debates around managing our environment and natural resources in a sustainable manner. Build resources to implement these. Use participatory communication techniques in developing strategies for water and land access and management.
18. Consolidating this activity as a programme entity and liaising with other agencies, national govts. and donors.
19. Better collaboration instead of competition between e.g. UNEP, UNESCO and UNDP in the field of environmental education and communication to sensitize and develop capacities to sustainably protect our living environment without slowing down development.
20. Renforcer les ressources et généraliser la démarche dans tous les programmes.
21. Ditto.
22. No idea.
23. Again widespread dissemination of best practices and alternative choices should be made available to NGOs and CBOs to reach out more to communities.
24. The environment theme should be integrated into all publications, educational programs, and policy. It is related to everything we do.
25. Specially to inform people of the damages we produce and what can be done to enforce the environmental sustainability.
26. Inegrate environmental issues more fully into other agendas.
27. La question de l'environnement est devenue une question de survie pour les populations rurales qui vivent pour 80% des produits de leurs champs. Il devient urgent d'associer les femmes qui sont les premières utilisatrices à la formulation des politiques; Pour qu'elles formulent des propositions pertinentes et porteuses, il faut leur donner la parole, les appuyer dans la formulation de leurs idées, leur permettre d'échanger avec d'autres femmes ...
28. A global working group on DevCom for Environmental sustainability.
29. Environmental projects should include greater attention to communications components and should use appropriate media, including traditional media, to reach local communities.
30. Advocate the implementation of the Kyoto criteria.

31. More attention to multiple stakeholder coordination, including approaches such as collaborative management, and collaborative learning. More efforts to engage decision makers with practitioners. More use of media to negotiate natural resource management approaches among different parties.
32. To recognize the good experiences, the lessons learn and to replicate them... To work with the people and their needs.. We try many times to look for the wheel again..
33. Increase resources for environment and Natural Resources Management.
34. Promote communication policies at national and local level, provide resources to plan and implement projects, and to build national capacity.
35. more community based skills training, radio information campaigns.
36. Financial and material support.
37. Training, committete quarties.
38. Address the local as well as the national development policy makers concerning the environmental sustainability issues. Sharing more information, experiences, training, research and resources needed to confron this issue at local, natiuonal, regional and international level.
39. Nos résultats tendent à prouver qu'il faut établir un lien entre la GRN et le genre et trouver des passerelles entre les ODM.
40. By giving documents and others kind of support to journalists
41. See previous statement.
42. yes.

## **MDG 8: Develop a global partnership for development**

*What is your organization doing in terms of DevCom to address this particular MDG? (39 responses)*

1. As stated before, the UN Information Centre coordinates public outreach activities with all other UN agencies operating in Pakistan. We also work closely with the central and local governments, academia as well as NGOs. We recently started collaboration with the business sector.
2. We develop training courses, communication materials and carry out action development projects on this topic.
3. Following along what I wrote under Q 37 and 38: employing the Internet and email to connect a wide array of stakeholders that work on CBNRM and related approaches.
4. Workshops, networks and partnerships to establish and strengthen collaboration with other International, national and local organizations.
5. e.g. SG's Global Compact.
6. Reaching out to business circles, among other things.
7. Through AMARC's presence in international multilateral organizations and relations with the donor community.
8. Coopération interuniversitaire coopération en matière de recherché.
9. We are part of several global partnership with Ngo's, government institutions in our field.
10. This is something being done at the global level than at the country level.
11. Working to ensure communities are aware of government commitments to aid and development.
12. Several partnerships agreements have been established in ComDev, and particular: Memorandum of Understanding with the World Bank; agreement with IDRC; partnerships with UNESCO, CTA, Communication Initiatives, etc. FAO hosted the 9th UN Roundtable of Communication for Development and acts as focal point for the next 2 years for the follow-up FAO is also co-organizer with the World Bank of the World Congress on Communication for Development (Oct. 05).
13. Convincing client countries of UNIS Vienna to look beyond Europe and to join forces with other UN member states in meeting MDGs.
14. The United Nations Information Centre (UNIC) has implement fifth consecutive year, the project Volunteers for Peace. During three weeks, 79 students from local Universities, were trained to work as volunteers for UNIC-Rio. They visit schools teaching children's aged 8 to 13, about the United Nations and the themes chosen by the General Assembly to become International Years. This year we expect some local business leaders to support the enlargement of the project.
15. strengthening network of national meteorological and hydrological services.
16. Strengthen good governance, transparency and accountability at commune, district, province and national level.
17. Working with the government and international organisations to create greater understanding of development needs and processes.
18. Goal 8 target 18 make the benefits of ICTs available. We have a large FAO programme to Bridge the Rural digital divide. I am the communications and ICTs officer on this. But we need more funds.

19. Writing, lecturing, advising on the role of communications in developmental consensus building
20. Developing networks (and encouraging greater participation in existing networks).
21. Notre réseau initie et anime des rencontres entre associations de femmes pour créer des relations entre groupes de femmes de localités ou pays différents. Ces rencontres développent et stimulent le partenariat. Elles permettent aux associations de s'enrichir et de se renforcer mutuellement.
22. Networking with various institution sharing the objective with us; establishing partnerships with a wide range of actors in ACP countries cf. [www.cta.int](http://www.cta.int)
23. Our organisation works with and supports a number of international joint initiatives partnerships for development. We work closely with other communications for development and communication rights organisations. We are ourselves an international network with members in over 100 countries representing more than 3000 community radio stations.
24. Networking and internationalization.
25. We are very active in international campaigns such as the Communication Rights in the Information Society campaign. Comunica supports a large virtual network specifically oriented to facilitating partnerships.
26. We network extensively, we collaborate with multiple organizations, we see these networks as the source of much innovation.
27. One of the policies of the Director General is to work in alliances. We tried to applied in all the cases.
28. Putting in place a global Network for Agriculture , Forestry and Natural resources management.
29. FAO is developing a global partnership with civil society. The Dimitra Project has been working with civil society for the last 6 years.
30. We have helped to promote UNCTAD public information on Financing for Development. The Centre publishes a quarterly Newsletter titled Partnership for Development. We have also organized, in collaboration with UNCTAD, a number of public outreach activities on this.
31. Link stakeholders. Establish co-management systems. Advocate least developed countries' needs.
32. We are not doing much, but the main concept is already there: those from the South are "partners" and have also a lot to give and share - they are not (and can't be) simply receivers of our help.
33. Various - websites, workshops, talk talk talk
34. This may not be at a global level, but at community level, we work with development organisations addressing similar concerns in the same community
35. Develop international linkages with various international agencies having similar interests.
36. Looking for the partners
37. See previous statement.
38. Communicating the facts that threats nowadays are without boundaries and that there are limits for self-protection. No society can isolate itself and say it is immune from modern scourges.
39. NY / Communications Dept provides excellent materials for information sharing....though I think more could be done to set up dialogues with the donors as part of our communication strategy.

***In your opinion, what more could be done globally (or specifically) in terms of DevCom to address this MDG? (30 responses)***

1. More vigorous search of collaborators in the private sector.
2. Train more local people.
3. Probably what I wrote under Q 38.
4. Making declarations reality.
5. Provide more opportunities for conversation among ComDev professionals.
6. Greater emphasis be placed on sensitising and garnering private/business sector support financially and in kind. (e.g. pharmaceutical companies low cost retroviral drugs, massive allocation of mosquito nets etc.,)
7. Continuing to develop the Global Compact concept.
8. Intensifier l'information des acteurs partenaires et les impliquer à l'évaluation sur le terrain ainsi que les "bénéficiaires".
9. More funding support and regular assessment of the status of support and impact of DEVCOM on poverty.
10. Global partnerships on ComDev to be a inter-governmental agreement, with the participation of civil society.
11. Drawing from topical examples such as the worldwide initiative to provide emergency assistance to people affected by the 26 December 2004 tsunami catastrophe for a more consistent and consolidated partnership approach to achieve MDGs.
12. No idea
13. Advocacy and lobbying to create a "knowledge community" that values humanity above profits and short-term political objectives.
14. Development will broaden itself, globally, once developmental programme managers and planners realise that any sustainable change starts with consensus building, and that there is no consensus without communications. Once that is realised, the need for different partnerships and inputs will be apparent.
15. Improve and integrate growing number of fragmented initiatives.
16. Beaucoup reste à faire dans ce domaine; développer et entretenir le partenariat entre associations de femmes rurales implique un énorme travail qui coûte cher. Par exemple, les femmes rurales doivent encore tout apprendre pour l'utilisation des moyens de communication modernes; dans leur situation actuelle (analphabétisme, pauvreté...) elles ont besoin de se rencontrer physiquement, d'échanger mais cela coûte cher même si c'est le meilleur moyen (en ce moment) pour induire des changements porteurs.
17. We support greater dialogue and discussion on communication for development to improve understanding of what works and how best to meet development priorities including the MDGs. We believe there is a need for better coordination between multilateral agencies on communications for development and a more systematic approach to investment in this area of work.
18. More upscaling of local projects.
19. We need to get Canadian CIDA on board to understand the value of Communication for Development. For example, DFID established a unit called Information and Communication for Development (IICD) that is developing innovative approaches.
20. To continue.. and to recognize the other institutions capacities, and when you add, the results are better. It is not an easy work..too many competences, too many rivalidades...

21. Work more for capacity building to empower people.
22. One should give more voice to civil society organisations, and that means more reinforcement of their capacity.
23. The present global one-sided arrangement that makes the donors from the North to dictate rest of what the contents of development should mean down South is really the problem. How to address and improve on this remains a challenge.
24. In my opinion much more partnerships should be established between cities, countries and other entities between the South and the Northern part of the globe. That would help to shorten cultural differences and points of view and share values and other resources.
25. Talk less, act more
26. A good and sustainable network for sharing policies, information, experiences, training, research and resources needed for better world.
27. Making the goals with the partners
28. See previous statement.
29. Enhance the role of the UN as the only suitable international organization fit to tackle international development.
30. yes

**Annex H: UN General Assembly Resolution on Communication for development programmes in the United Nations system**

**UNITED  
NATIONS**

**A**



**General Assembly**

Distr.  
GENERAL

A/RES/50/130  
23 February 1996

Fiftieth session  
Agenda item 12

RESOLUTION ADOPTED BY THE GENERAL ASSEMBLY

[on the report of the Second Committee (A/50/615/Add.1)]

50/130. Communication for development programmes in the United Nations system

The General Assembly,

Having considered the report of the Joint Inspection Unit entitled "Communication for development programmes in the United Nations system", 1/ and the comments of the Administrative Committee on Coordination on that report, 2/

Noting the need for the improvement of the development of communication capacities within the United Nations system to ensure effective inter-agency coordination and cooperation,

Recognizing the pivotal role of communication in the successful implementation of development programmes within the United Nations system and in the improvement of the interaction among actors in development, namely, the agencies, organizations, funds and programmes of the United Nations system, Governments and non-governmental organizations,

Recognizing also that the regional commissions can play a role, where appropriate, in the development of communication capacities for the development of developing countries,

Recognizing further the need for transparent and system-wide communication coordination within the United Nations system in order to

1/ A/50/126-E/1995/20, annex.

2/ A/50/126/Add.1-E/1995/20/Add.1, annex.

A/RES/50/130

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improve the planning, formulation and execution of development programmes to benefit the international community, in particular the developing countries,

Aware of the need to intensify the efforts aimed at further reducing administrative and other related costs in various activities of agencies, organizations, funds and programmes within the United Nations system and improving the effectiveness of programme delivery as regards development programmes of the United Nations system as a development partner in the development of the developing countries,

Noting that the Joint Inspection Unit will be preparing a separate study entitled "A review of telecommunications and related information technologies in the United Nations system",

1. Takes note of the report of the Joint Inspection Unit entitled "Communication for development programmes in the United Nations system" 1/ and of the comments of the Administrative Committee on Coordination on that report, 2/ and, in this context, invites the Joint Inspection Unit to take into consideration the requirements of developing countries;

2. Recognizes the important role of communication for development programmes in the United Nations system in enhancing the transparency of system-wide coordination within the United Nations system, inter alia, for the development of the developing countries;

3. Invites the Committee on Information, in accordance with its mandate, and where appropriate, to consider this question at its forthcoming session;

4. Recognizes the need further to facilitate inter-agency cooperation and to maximize the impact of the development programmes of the entities concerned;

5. Also recognizes the role of effective communication in disseminating the outcome and follow-up of major United Nations conferences and in ensuring the effective flow of such information to various non-governmental organizations, including grass-roots-level organizations;

6. Encourages the relevant agencies, organizations, funds and programmes of the United Nations system, including the regional commissions, as appropriate, to use informal mechanisms such as round-table conferences to improve communication for development programmes in the United Nations system;

7. Emphasizes the need for the relevant agencies, organizations, funds and programmes of the United Nations system to develop a systematic approach to capacity-building in the development of communication capacities, particularly with respect to the training of field workers and development workers and technicians as well as communication planners and specialists, especially in the developing countries;

8. Invites the relevant agencies, organizations, funds and programmes of the United Nations system, as well as Governments and the regional commissions, to consider identifying focal points for the purpose of facilitating dialogue in the exchange of information on communication on issues related to development so as to strengthen coordination and international cooperation in this area;

/...

9. Invites all countries, in particular the donor community, to provide resources, as appropriate, to support initiatives on development of capacities for developing countries;

10. Requests the Secretary-General, in consultation with the Director-General of the United Nations Educational, Scientific and Cultural Organization, in accordance with that agency's mandate in the field of communication and with resolution 4.1, adopted by the General Conference at its twenty-eighth session, 3/ to report to the General Assembly at its fifty-first session on the implementation of the present resolution and on a biennial basis thereafter.

96th plenary meeting  
20 December 1995

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3/ See United Nations Educational, Scientific and Cultural Organization, Records of the General Conference, Twenty-eighth Session, Paris, 25 October to 16 November 1995, vol. I: Resolutions, sect. IV.

**ANNEX I: ABBREVIATIONS AND ACRONYMS USED IN THE TEXT**

AKIS/RD	Agricultural Knowledge and Information Systems for Rural Development
CBO	Community-based Organization
CDD	Community Driven Development
CI	Communication Initiative
DFID	(United Kingdom) Department for International Development
DSCS	Development Support Communications Services
FAO	United Nations Food and Agriculture Organization
IBRD	International Bank for Reconstruction and Development
ICT	Information and Communication Technology
IDA	International Development Association
IEC	Information-Education-Communication
ITU	International Telecommunication Union
MDGs	Millennium Development Goals
NGO	Non-governmental Organization
SWAp	Sector-wide Approach
UN	United Nations
UNAIDS	Joint United Nations Programme on HIV/AIDS
UNCDF	United Nations Capital Development Fund
UNDP	United Nations Development Programme
UNESCO	United Nations Education, Scientific and Cultural Organization
UNFPA	United Nations Population Fund
UNICEF	United Nations Children's Fund
USAID	United States Agency for International Development
WB	World Bank
WCCD	World Congress on Communication for Development
WHO	World Health Organization

**FOOTNOTES**

<sup>1</sup> A term Rogers (2003) uses to refer to as an “informal network of researchers who form around an intellectual paradigm to study a common topic.”

<sup>2</sup> See <http://www.comminit.com/roundtable2/>

<sup>3</sup> See [http://www.fao.org/sd/dim\\_kn1/kn1\\_040701\\_en.htm](http://www.fao.org/sd/dim_kn1/kn1_040701_en.htm)

<sup>4</sup> The 50 countries identified by the UN as being the most vulnerable in the developing world, and where often greater than 70% of the population live on less than \$1 a day.

<sup>5</sup> See <http://www.unesco.org/webworld/ipdc>

<sup>6</sup> See <http://www.itu.int/wsis/>

<sup>7</sup> See [http://www.itu.int/wsis/newsroom/press\\_releases/wsis/2004/hammamet/26jun.html](http://www.itu.int/wsis/newsroom/press_releases/wsis/2004/hammamet/26jun.html)

<sup>8</sup> Recognizing that some organizations, namely the Food and Agriculture Organization (FAO), may consider this and the other terms in this paragraph exclusively in the “participatory” camp. One reference from FAO defines communications for development as “a social process designed to seek a common understanding among all participants of a development initiative, creating a base for concerted action” (Balit, 1999, p. 9). This researcher’s definition, however, includes both this dimension; open to the possibility that information necessary for this development initiative to be successful may come from the top and need to be diffused among a targeted population.

<sup>9</sup> The sectorwide approach (SWAp) for providing resources from different organizations to tackle several projects within a sector, instead of providing lending or grants to individual projects.

<sup>10</sup> Williamson, H. & Swann, C. (January 9, 2005). *Berlin proposes tsunami warning system for Asia*. *London: Financial Times*. Retrieved January 10, 2005 from <http://news.ft.com/cms/s/a80e98ac-628a-11d9-8e5d-00000e2511c8.html>