USAID/Accelerating Support to Advanced Local Partners (ASAP)
WEBINAR SERIES

Telling your Project’s Story

March 2, 2022
AGENDA

1. Introductions
2. Why communications matters
3. Identify your audience
4. Success Stories
5. Repackaging your content*
6. Consent & disclosures
7. USAID communications & resources
8. Right to Care - storytelling in action*
A FEW QUICK NOTES

1. Welcome Local Partners - **tell us where you’re from in the chat.**

2. Please use the **Q&A box to ask any questions** and the chat box for answering questions asked by the presenters.

3. We have **two polls** during the webinar today.

4. The presentation for today’s webinar will be saved on ASAP’s website at [www.intrahealth.org/asap-resources](http://www.intrahealth.org/asap-resources)
ASAP has broadcasted 70 webinars for more than 14,500+ attendees.

Find past webinars on ASAP’s web page [www.intrahealth.org/asap-resources](http://www.intrahealth.org/asap-resources)
AVAILABLE IN 3 LANGUAGES

Choose your language or topic.

Featuring webinars in French, English, and Portuguese.
Download a pdf of the presentation.

Watch a recording of the webinar.
UPCOMING WEBINARS

March 9
USAID Financial Policies, Internal Controls, and Compliance

March 16
Optimizing Gender in the Workplace

March 22
French Webinar - Program and Data Quality Assurance and Improvement

March 23
Sub Award Management from Solicitation to Close-out

Click for upcoming ASAP Webinars
TODAY'S PRESENTERS

Susan Melnyk
Communications & Graphics Specialist
ASAP

Katherine Seaton
Senior Communications Writer/Editor
IntraHealth International

Skye Grove
Senior Technical Specialist:
Social & Behavior Change Communication
Right to Care
1. Is communications your primary role?
2. How many people are on your communications team?
3. Do you currently have the resources you need to effectively communicate your project’s results?
4. Which tools are you actively using for your project?
WHY DOES COMMUNICATIONS MATTER?
FLOW OF INFORMATION

Your project team

Reports, photos, presentations, videos, and success stories

Donor
Think about communications from the start.

**Build it into your proposal**, budget, and work plan.

**Advocate for communications** and help your team, organization, and donor better understand the value it brings.
Who is your audience and why are you communicating with them?
TYPES OF AUDIENCES

External

a. Donor
b. Your project’s beneficiaries
c. Your organization’s main audience
   • People currently using your services
   • Local community
   • Potential donors
HIGHLIGHTING YOUR HARD WORK

FOR YOUR CURRENT DONOR

• **Contract or award requirement**
  o Share progress, results, and lessons learned
    • Reports / Success Stories / Presentations

• **Raise visibility** of your donor’s project and your organization’s work and capabilities

• Position your organization for **new project opportunities**
TYPES OF AUDIENCES

External

a. Donor

b. Your project’s beneficiaries
   - People currently using your services
   - Larger community

c. Your organization’s audiences
   - People currently using your services
   - Local community
   - Potential donors
HIGHLIGHTING YOUR HARD WORK

FOR YOUR COMMUNITY & BENEFICIARIES

• **Raise visibility** of your organization’s work and services
• **Advocate** for issues important to your organization
• **Build goodwill** towards your organization
• **Reach beyond current donors** for future funding opportunities
TYPES OF AUDIENCES

Internal

a. Project staff
b. Organization’s employees
c. Board members / Advisory Teams
HIGHLIGHTING YOUR HARD WORK FOR YOUR COLLEAGUES

• Share lessons learned to build knowledge in your organization
• Raise visibility of your project’s work within your organization
• Build and improve your team’s morale by sharing wins/successes
STUDY YOUR AUDIENCE

**Where** are they communicating?
- a) Social media - which platforms?
- b) Newsletters - internal/external
- c) Website/blog - is it active?
- d) Local and national press
What is the tone/style of their different communications?

a) Formal
b) Casual

How are they communicating?

a) Reports
b) Articles/Blog posts
c) Photos
d) Videos
e) Testimonials

Listen and observe before you start communicating to better understand what your audience responds to.

STUDY YOUR AUDIENCE

Listen and observe before you start communicating to better understand what your audience responds to.
SOCIAL MEDIA
It’s not the count, it’s the connection.

It’s more important to identify your audience and connect with them then to chase LIKES and FOLLOWERS.

Advocate and educate for the metrics that matter.
7 KEY WAYS TO TELL YOUR STORY
1. USAID and donor reports
2. USAID success stories
3. Press releases
4. Presentations
5. Newsletters
6. Blog posts on your organization’s website
7. Social media
REPACKAGE YOUR CONTENT
1. Write a **success story** to submit to USAID
2. Include in a **text box in your next report**.
3. Write a **press release** and submit to local media outlets.
4. Record the **interview on video (or just audio)** and insert a clip in **your next report** or share in your next meeting with the donor.
5. Take some **photos** at the interview to include in your success story, in reports, and as a social media post (in accordance with your specific agreement/contract).
6. Pull quotes from interview and **share on social media**.
7. Add a **snippet to your newsletter** and link to it your website/blog.
Repackaging your stories
A case study from IntraHealth International

Katherine Seaton
Senior Communications Specialist
IntraHealth International
Using content

BLOG

NEWS

SOCIAL MEDIA

EMAIL
Step 1: Publish

More Mothers and Babies in Senegal Gain Access to High-Quality Health Services through Neema

November 22, 2021

Over the past five years, more than 1.7 million children under five in Senegal received nutrition services through IntraHealth International’s USAID-funded Integrated Service Delivery – Healthy Behaviors Project—called Neema. The program also helped over 80% of health facilities in seven regions build functional referral systems to connect community members to services at nearby health facilities; made family planning services available to more people, resulting in 675,000 years of protection from unwanted pregnancies for 10 Black Americans Who Have Led COVID-19 Response
Step 2: Share
Step 3: Send

USAID/Neema: Improving access, quality, and use of health services in Senegal

Interested in what you’ve read and want to help us do more? Investing in health workers, especially those on the front lines of care, is one of the most cost-effective and sustainable ways to improve health and save lives. Consider making a donation today.

Donate

Read the full article
Step 4: Share and send again
Step 5: Measure
Helpful notes

• **Know you audience.** You can’t create content for your audience if you don’t know what they’re interested in.
• Write in **simple, clear, easy to understand** language.
• **Switch it up** – don’t use the same text for different platforms.
• Think about ways to **bring the reader in.** What does your audience want to hear from you?
• Use a **social media scheduling** platform like Loomly, Hootsuite, or Buffer to help you schedule social media posts in advance.
• Keep your **website** up to date.
A CLOSER LOOK AT SUCCESS STORIES
WHAT MAKES A GREAT TITLE?

**SHORT**
Ideally **under 10 words**.

**CONCISE**
**What** you did and **why** it mattered.

**DESCRIPTIVE**
Make sure the **country name** is in the title.
A CLOSER LOOK

SHORT 8 words, 6 key words

CONCISE & DESCRIPTIVE What they did and why it mattered.

IMPROVING MALARIA TREATMENT AND SAVING LIVES IN UGANDA

Hospital increases accuracy of diagnosis and treatment

“We set a standard for good decision-making. It helped us track medicine use and minimize the unnecessary waste of our antimalarial medicines.”
CAN’T SAY IT ALL IN THE TITLE?

ADD A SUBTITLE

IMPROVING MALARIA TREATMENT AND SAVING LIVES IN UGANDA

Hospital increases accuracy of diagnosis and treatment

“We set a standard for good decision-making. It helped us track medicine use and minimize the unnecessary waste of our antimalarial medicines.”
IMPROVING MALARIA TREATMENT AND SAVING LIVES IN UGANDA

Hospital increases accuracy of diagnosis and treatment

“We set a standard for good decision-making. It helped us track medicine use and minimize the unnecessary waste of our antimalarial medicines.”
Within a dairy compact that made possible by RDCP II, farmers were trained in the process of milking milk with rural cows instead of modern cows, a practice that helps ensure hygiene and enables revenue growth.

“Through Kiwi Dairy, it’s become clear that giving entrepreneurs access to a basic level of knowledge about the needs and challenges facing the sector is key to unlocking their potential,” noted Mr. Musinginza. He added, “The kits helped us understand the basics and improve our business.”

In Rwanda, four grades divide the formal milk market. Grades 1 and 2 contain low bacteria counts. Grade 3 and the lowest grade, “Not Acceptable,” contain levels that can cause serious illness or death to consumers. Kiosk operators, which are Kiwi’s main competitors in the market, often offer Grade 3 milk or lower. Despite the low grade, between 65 and 95 percent of Rwandan milk drinkers still shop at kiosks because impurities are often not detected visually.

“Now, we offer price-based incentives to encourage farmers to deliver high-quality milk, which steers a higher price for the farmer,” says Mr. Musinginza.

Although RDCP II has only been active for two years, current outcomes are promising. Daily collected milk volume has increased 50 percent, from 800 to 1,200 liters. The improvements in milk quality and quantity gave Inyango Industries, Rwanda’s largest milk buyer, the confidence to contract with Kiwi Dairy to supply 1,500 liters of clean milk daily, providing a welcome and worthwhile income boost for Kiwi’s milk suppliers.
QUOTES & PHOTOS MAKE A STORY PERSONAL

DATA MAKES IT POWERFUL
EDITING MAKES ALL THE DIFFERENCE

RE-READ your work with fresh eyes
SHARE for others to review
REVISE your first draft
EDIT again
LISTEN FOR FEEDBACK.

Talk to your donor about your reports.

Share an outline and ask what else they would like to see in future communications.

LISTEN FOR KEY PHRASES:
“"I really like this chart."
“"That was a great presentation."
“"This other project I worked on did this…”
“"We need more information on…"
THE IMPORTANCE OF CONSENT & DISCLOSURES
GET PERMISSION BEFORE YOU START

WRITTEN, PHOTO, & VIDEO

A signed USAID or donor disclosure form is due for all video and photos of beneficiaries, as well as for written interviews and quotes. Protects the interviewee, your organization, and the U.S. government. The form must be offered in the language the individual can read.

An English version of the form is available on the USAID website and additional languages are available through country Mission offices.
1. Be up front about where the photo, video, or interview could potentially be published.

2. Allow the person the opportunity to say no.

3. Be sure they can read and understand the disclosure form.

4. Get the form signed.

5. Keep the form on file.
CONSIDER LOCAL LANGUAGES

Offer translation for interviews to allow interviewees to respond in the language they are most comfortable speaking.

Be sure to translate accurately in your final piece.
SKILLS TO BUILD
IN COMMUNICATIONS
5 SKILLS TO BUILD FOR BETTER COMMUNICATIONS

1. Photography – smart phone or digital camera
   a) Learn to take great photos | Study other photographers
   b) Learn how to color grade photos

2. Videography filming & editing

3. Writing – study published writing from your donor and leaders in the field. Practice improves all skills, so just keep writing and be open to having others review your work and provide constructive criticism.

4. Interview skills – study how great interviewers make people feel comfortable, ask open-ended questions

5. Graphic design
   a) Data visualization ideas and apps/software
   b) Understand the basics of good design and formatting
   c) InDesign, Photoshop, free versions of similar software
GET THE WHOLE TEAM INVOLVED

Good ideas come from everywhere.

Technical staff doing a site visit? Take some photos

M&E Team planning a survey? Include some open-ended questions to include quotes in your reports.

DON’T WORK IN A SILO
HOW DOES USAID SHARE YOUR RESULTS?

USAID WEBSITE

• Success Stories at - 
  Transforming Lives | U.S. 
  Agency for International 
  Development (usaid.gov)

• Office of HIV/AIDS Blog | 
  U.S. Agency for International 
  Development
HOW DOES USAID SHARE YOUR RESULTS?

NEWSLETTERS:
USAID
Office of HIV/AIDS
HOW DOES USAID SHARE YOUR RESULTS?

SOCIAL MEDIA:
- Instagram
- Facebook
- Twitter
- YouTube
- LinkedIn
- Medium
MAKE IT EASY
FOR YOUR DONOR TO SHARE

HIGH RESOLUTION PHOTO FILES
DISCLOSURE/CONSENT FORMS INCLUDED
STRONG DATA VISUALIZATION

Ready to go, straight out of the box.
STYLE GUIDES

Study your donor’s style guide as well as your organization’s.

Don’t have a style guide for your organization? Your communication’s team can start developing one.
MESSAGING MANUAL

Tips for writing and photography.
Rule of Thirds

Don’t automatically put your subject in the center of every photo.
USAID EXPOSURE

Great resource to study photo composition

What types of photos does your donor share? How are subjects positioned, rule of thirds, etc.

usaidpubs.exposure.co
NEVER STOP LEARNING

KEEP YOUR ORGANIZATION AHEAD OF THE CURVE AND BUILD YOUR RESUME.
QUESTIONS?
Telling your program’s story. What Right to Care has learned.
RIGHT TO CARE
AFRICA’S LEADING HEALTH NGO

A proven track record in setting up, scaling and maintaining innovative health solutions driven by high-level data analytics. RTC works closely with a range of multi-sectoral strategic partners, health ministries and USG donors in South Africa, across the African continent and in other parts of the world.

Massive SA healthcare solutions

- Built Africa’s largest NGO/NPC
- Pioneered HIV treatment in SA
- Delivering innovative public health for 20+ years & one of the best executing partners
- World Infectious disease experts
- Runs the largest treatment site in the world at Helen Joseph Hospital

First African organization to implement Global HIV programs

- Outside SA: Right to Care International funded through USAID EQUIP Mechanism.
- Reached 17 countries – Africa, SEA, Caribbean, Eastern Europe.
- Employs over 4500 staff in 7 countries

Grant Management & governance experience

- 21 years of grant funding experience, (current R1.5Bn/yr, from USAID, Global Fund, CDC, WHO and GIZ)
- Plays a role in 50+ partnerships with global and local organisations.
- Unqualified audits in the past 20 years
- Safely manages grant funding

Prevention & Treatment

- Conducted 10 000 000+ HIV tests
- Supported 800 000+ patients living with HIV with ART
- Performed 1,4+ million circumcisions for HIV prevention
- Actively preventing the underlying cause of cervical cancer in women (HPV)

Pharmacy innovation and automation

- Through Right ePharmacy, RTC spearheads disruptive innovation and enhancing differentiated models of pharmaceutical care in Africa
- Right ePharmacy provides automated easy-to-use, safe and managed chronic medication dispensing services including ATM pharmacies, smart lockers and in-pharmacy automation amongst other innovations

Disaster Medicine response

- Supported Ebola response in Sierra Leone
- Supporting SA Covid-19 response - ministerial advice, strategic planning, surveillance, electronic vaccination dataa system(EVDS) and rural vaccinations support.
- Supporting the COVID-19 response in Zambia, Eswatini, Namibia & Malawi
Today’s story

- RTC has a ten-year successful track record in the PEPFAR-supported South Africa's Voluntary Medical Male Circumcision (VMMC) program.

- Having performed over 1,428,980 circumcisions since the inception of the program in April 2012.

- This arguably makes it one of the most successful demand creation, social behavioral change and implementation programs in South Africa’s public healthcare sector in recent years.

What did we learn about telling the VMMC story?
Design your program for storytelling

**Milestone**
Document local TV celebrity Kagiso Modupe’s circumcision – personal story through social media journaling, TV, radio, PR, campaign design. M&E framework for measurability.

**Milestone**

**Milestone**

**Milestone**
Start with the most important communication skill:

Listening
Success is more than awareness
Know and target your audience as narrow as possible
Know and target your audience as narrow as possible

Who is the late VMMC adopter?

He is 25 years old.  
He is a TVET business student but doesn’t know how he will fund his studies next year.  
He is ashamed of not being circumcised as an adolescent.  
Most of his friends are circumcised. He feels that he fell behind in life compared to his friends.  
He is scared of pain – he heard that the older you are, the more painful circumcision is.  
His previous girlfriend didn’t like his foreskin and mocked him. She called him macaroni.  
He likes his foreskin and believes it enhances his sexual performance.  
He is scared that a circumcision will influence his sex life negatively.  
He loves his single mother and helps her in her Spaza shop.  
His brother is in jail for armed robbery.  
He recently made friends with a group of dajja smokers and he enjoys the sense of belonging.  
He loves soccer but has become unfit during lockdown.  
He’s seen MMC gazebos at the mall but is ashamed to be seen speaking to those people.  
He picked up a MMC brochure from the Shisanyama last week.  
He hates clinics – the last time he was there was for the treatment of drop and the female sister was very rude to him.  
He worries about HIV and haven’t been for a test in six years.  
He would like to be married and have children one day.
Choose your messenger carefully
Create storytellers in your team
Always have a good camera and video camera around
Be prepared to document unexpected stories
Explore different channels
If you cannot measure it, you cannot manage it

**Demand Creation M&E cascade**

**Reach**: How clients many were reach with a campaign, outreach or interaction? For Eg through a radio campaign, all listeners would be considered as reach. When we have a mini-campaign, the number of men who received IEC material would be regarded as reach. During a school talk, the number of learners receiving the VMMC message would be considered reach.

**Leads**: Men who showed an active interest, with whom interpersonal communication about VMMC took place. A potential client whose number we took after engaging him one-on-one. This would also be men who contact the call centre for more information or a booking.

**Bookings**: This is how many leads actually go ahead and make bookings – both with social mobilisers themselves or through the call centre.

**MMCs performed**: from all bookings, who showed up, were eligible for VMMC and circumcised successfully.
Numerator
(How many successful MMCs have been performed)

Denominator
(How many leads have been generated)

MMC performed = 50
Leads generated = 100
Conversion rate = 50%

There is little literature available on demand creation M&E modalities or conversion rate categorisation. An analysis of VMMC in South Africa published by Genysis Analytics in 2017 suggested an average conversion rate of 30% per social mobiliser as the norm. https://tinyurl.com/2ryz2zx

The VMMC landscape has changed considerably since the publication, and RTC suggest the following colour coded bands of conversion rates:

- Red: 30% and below
- Orange: between 30 and 60%
- Green: 60% and above
Weekly reports on demand creation activities makes planning easier

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<th>Door-to-Door</th>
<th>Awareness Campaigns</th>
<th>Loud Hailing</th>
<th>Blitz</th>
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<td>Number Circumcised</td>
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<tr>
<td>Conversion Rate</td>
<td>85%</td>
<td>36%</td>
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Stories that inspire change have seven elements

1. There is a story for everyone
2. They have a clear structure and purpose
3. Their impact is measurable
4. They make complex concepts more relatable
5. They instill trust
6. They connect people with each other
7. They have a clear call to action, making it easy to act upon
Get in touch and let’s share stories

www.righttocare.org

linkedin.com/right-to-care/

@righttocaresa

facebook.com/rtcsa

skye.grove@righttocare.org

Skye Grove, Senior Technical Specialist – Social and Behavior Change Communication
Thank You.
QUESTIONS?
The ASAP website hosts many recorded webinars and resources. Visit us at: www.intrahealth.org/asap-resources
THANK YOU FOR ATTENDING.