

Advancing Women's Participation in the Livestock Vaccine Value Chain in Nepal,  
Senegal and Uganda

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## Communications Strategy

University of Florida



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## Abbreviations

BMGF	Bill & Melinda Gates Foundation
CAHW	Community animal health worker
DVO	District veterinary officer
GAC	Global Affairs Canada
GITA	Gendered Intersectional Transformative Approach
IDRC	International Development Research Centre
LIVT	Leveraging Intersectionality in Livestock Vaccine Value Chains for Gender Transformation (LIVT) in Nepal, Senegal, and Uganda (original name of UF's project)
LVIF	Livestock Vaccine Innovation Fund
LVVC	Livestock vaccine value chain
M&E	Monitoring and Evaluation
MEL	Monitoring, evaluation, learning
NCD	New Castle Disease
NGO	Non-governmental organization
PPR	Pestes des petit ruminants
UF	University of Florida
VVC	Vaccine value chain

## Summary

The following communications strategy is for the University of Florida (UF) project: *Advancing women's participation in the livestock vaccine value chain in Nepal, Senegal, and Uganda* funded by Canada's International Development Research Centre (IDRC).<sup>1</sup> The LIVT project aims to further the knowledge on the main constraints women have in the livestock vaccine value chain (LVVC) from an intersectionality lens. Mapping of livestock vaccine value chains will be used to inform the training of trainers (TOT) in the project sites. Creating tailored made TOT using a Gendered Intersectional Transformative Approach (GITA) could potentially increase vaccination uptake among those who have the greatest barriers. This communication strategy goes into detail of the audiences the project wishes to reach to increase visibility, highlight project results, promote uptake of research findings, and promote partnerships. The strategy includes the tools and approaches the project intends to use to achieve this goal. This document also delineates the indicators that will be used to monitor the communication strategy, as well as delineates the roles and responsibilities of the team regarding communications. This communication strategy distinguishes between the three countries, with country specific strategies when these are different from the project level strategies

## Objectives

The objectives of the communication strategy are:

- Improve the support for the most underrepresented stakeholders to enhance collaborative work between actors in the different LVVCs. This will be achieved through improved communication channels.
- Disseminate the findings on the mapping of the LVVCs in the three selected countries so they can be used by other projects and researchers.
- Highlight the impact TOT and community workshops can have to increase participation of women and other vulnerable groups in the vaccine value chain.
- Guarantee participation of stakeholders and policy makers to promote policy development that is inclusive and ensures that barriers for those more vulnerable are removed.
- Achieve behavior change from stakeholders in the LVVC in Nepal, Senegal, and Uganda, to be more inclusive of those who are typically underrepresented.
- Promote the uptake of the results of UF and IDRC supported research.

## Strategic Approach

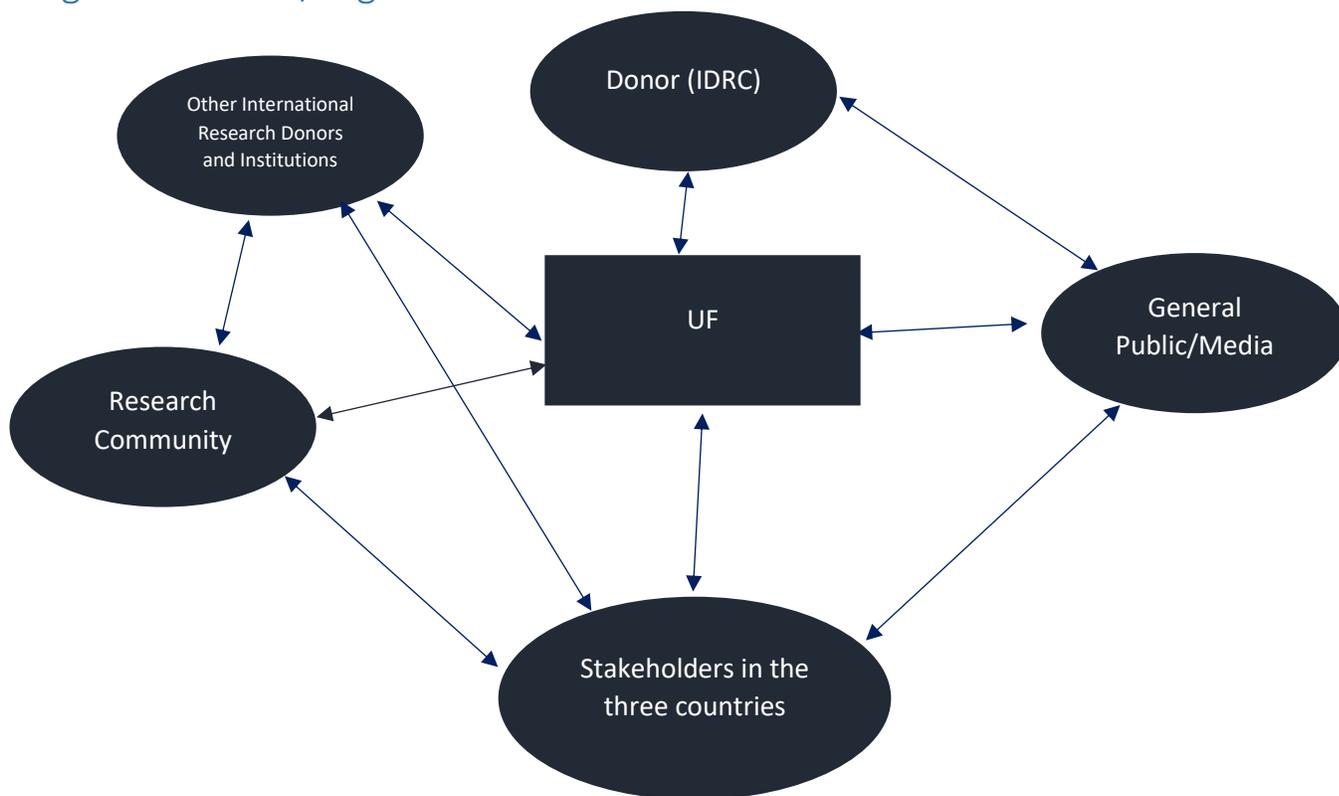
Information will be communicated across the three intervention countries with stakeholders at every level through research reports, launch of project events, brochures, presentations, peer reviewed publications, and similar activities. All external communications are to be approved by the UF Principal Investigator to ensure no sensitive information is released. Reports and publications will also be reviewed by IDRC program officers and the most appropriate UF researcher(s) as relates to the topics. Results that might be categorized as controversial will be carefully managed. Engagement with other researchers and students at UF will be a core part of the communications strategy. Leveraging the connections between the

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<sup>1</sup> The original project title is *Leveraging Intersectionality in Livestock Vaccine Value Chains for Gender Transformation (LIVT) in Nepal, Senegal, and Uganda*. In this document, the following abbreviation will be used to distinguish the UF project of interest, i.e., The LIVT project.

members of the project and other UF livestock research projects that overlap in research sites for Uganda and Nepal, the project will use their social media platforms (Facebook and Twitter) to disseminate information through their vast network. Students and faculty involved in the project will also actively search for platforms to disseminate and communicate the results, such as conferences, poster sessions, and other similar events.

## Target Audiences/Segmentation



<b>General message to all audiences</b>
<ul style="list-style-type: none"> <li>• It is not just about gender: the role of intersectionality is often overlooked and can have potentially negative effects if ignored, and positive effects if taken into consideration.</li> <li>• How does GITA affect training content and dissemination of information and how it can increase participation of women in the LVVC.</li> </ul>
<b>Donor</b>
<b>Who:</b> IDRC staff
<b>Why:</b> It's important that communications from UF are aligned with IDRC's communication strategy. As part of the grant requirement, UF must report to IDRC on the status of the project.
<b>Key Messages:</b>
<ul style="list-style-type: none"> <li>• UF and IDRC share a common vision on how LVVCs could be improved to increase the uptake of vaccines among vulnerable or marginalized communities.</li> <li>• UF and IDRC recognize the importance for donors to work with research institutions as they can produce evidence and strategies to generate change and impact.</li> <li>• The outcomes of the research done by UF and IDRC will have a positive impact on the beneficiaries.</li> </ul>

<b>Other IDRC grantees</b>
Who: PIs and Co-PIs of the other awarded projects
Why: Communication between the projects is important to acquire knowledge and share experiences of the activities carried out in another context. Communication will also allow for cross-learning, and potentially lead to cooperation between projects and joint research activities when possible.
Key Messages: <ul style="list-style-type: none"> <li>• The effect of incorporating GITA in training materials and dissemination strategies.</li> <li>• How the methodologies used by UF allow us to map the value chain of livestock vaccines through an intersectional lens.</li> <li>• Any potential possibility for collaboration if working on similar sites/contexts.</li> </ul>
<b>Research Community</b>
Who: Academic communities, UF livestock projects research network
Why: UF is a major research institution that has worldwide recognition for livestock research. This will contribute to improve understanding of the value chain of livestock vaccines and barriers to women's participation in the LVVC. This new knowledge will help vaccine research projects and might encourage some to replicate and validate our findings. Increasing the literature around livestock vaccine value chains using an intersectionality lens could serve as a basis for potential policy changes.
Key Messages <ul style="list-style-type: none"> <li>• Vaccination projects need to take a gendered approach, especially in small ruminant and poultry vaccines.</li> <li>• Women's empowerment is likely to be linked to vaccination uptake.</li> <li>• UF and IDRC are committed to improve access to vaccines within the most vulnerable communities in Nepal, Uganda, and Senegal.</li> </ul>
<b>Other International Research Donors and Institutions</b>
Who: USAID, BMGF, Food and Agriculture Organization, CGIAR and its centers (e.g., International Livestock Research Institute), World Organization for Animal Health
Why: These organizations are actively working towards the eradication of Peste des Petites Ruminants in sheep and goats, and the control of Newcastle disease (NCD) in poultry. Research done on the value chain of these vaccines could potentially enhance the outcomes of eradication efforts globally.
Key Messages: <ul style="list-style-type: none"> <li>• Identifying which are the most vulnerable communities with less access to vaccines in the project study sites.</li> <li>• UF and IDRC are strategic and innovative partners in research for development.</li> </ul>
<b>Stakeholders in the three countries</b>
Who: Government organizations, Research organizations, Universities, Non-governmental organizations (NGOs), Private Sector, Actors in the livestock vaccine value chain, Communities, Policymakers
Why: To promote policy changes that benefit the communities, tailored to the needs of each region, as well as create awareness among stakeholders of the most important factors that can facilitate or restrict access to livestock vaccines for vulnerable communities.
Key Messages: <ul style="list-style-type: none"> <li>• Engaging communities is key to understand the constraints and opportunities regarding the livestock vaccine value chain.</li> <li>• UF and IDRC are committed to carry out research in order to gain knowledge on how to improve livelihoods in these countries.</li> </ul>

<ul style="list-style-type: none"> <li>UF and IDRC can play a vital role in informing policy makers and key stakeholders in order to generate positive change within communities.</li> </ul>
<b>General Public/Media</b>
Who: General public and media, globally, nationally and locally
Why: Generating awareness about the role of women in the livestock sector and the LVVCs; Generating awareness can potentially generate policy changes as well as uptake of the research generated and/or the methodology used for other projects to replicate.
Key Messages: <ul style="list-style-type: none"> <li>Highlights of success stories that will inspire, as well as underscore the importance of gender and intersectionality in the livestock vaccine value chains, which might generate awareness of the importance of gender and intersectionality on other agricultural value chains.</li> <li>UF and IDRC are committed to work towards improving livelihoods.</li> </ul>

## Communications Tools, Channels and Indicators

Tool	Communication Channels	Indicators
Products	<ul style="list-style-type: none"> <li>Peer reviewed publications (Open access)</li> <li>Policy Briefs</li> <li>Technical Reports</li> <li>Posters/Presentations</li> <li>Brochures</li> <li>TOT workshop materials</li> <li>Community workshop materials</li> </ul>	<ul style="list-style-type: none"> <li>Peer Reviewed Publications</li> <li>Policy Briefs</li> <li>Technical Reports</li> <li>Posters/Presentations</li> <li>TOT workshop materials</li> <li>Community workshop materials</li> </ul>
Events	<ul style="list-style-type: none"> <li>Inception Meeting in each country</li> <li>Stakeholder meetings</li> <li>TOT workshops</li> <li>Community workshops</li> <li>National Symposium in each country</li> <li>International Symposium</li> </ul>	<ul style="list-style-type: none"> <li>Attendance of stakeholders in inception meeting</li> <li>Number of stakeholder meetings held per country and attendance</li> <li>Number of TOT participants per country</li> <li>Number of community workshop participants per workshop event and country</li> <li>Attendance for national symposium</li> <li>Attendance for international symposium</li> </ul>
Social Media and Online Communications	<ul style="list-style-type: none"> <li>Social media accounts of UF livestock projects and IDRC. See Annex 1 for details on Twitter communications.</li> <li>Mailing list to share resources and communicate (e.g. newsletter) with other grantees, stakeholders, and general public that subscribes, such as students or members of the private sector</li> </ul>	<ul style="list-style-type: none"> <li>Number of subscription requests for the mailing list.</li> <li>Number of tweets sent by other UF livestock projects about this project</li> <li>Number of Facebook posted by other UF livestock projects about this project</li> <li>Frequency of newsletter sent (at least twice a year)</li> </ul>

	<ul style="list-style-type: none"> <li>• Press releases (internal to UF)</li> </ul>	
Branding	Develop materials using UF and IDRC branding	UF and IDRC communications are appropriately co-branded (See Annex 1 for more details).
Video and Photography	<p>Photos taken (during field work, workshop events, other activities) to be used by UF and IDRC for their communication strategies.</p> <p>Generate a short video to be shared on media and showcased in events.</p>	<p>Number of photos to be at least 40 by the end of the project.</p> <p>Develop at least one short video.</p>

#### General Media Outlets by Country:

Country	Radio	TV	Internet Use	Social Media Use
Nepal <sup>1</sup>	52%	27.9%	54%	(33%)
Senegal <sup>2</sup>	No updated info*	29%	59%	(21%)
Uganda <sup>3</sup>	62% of households	6.4%	42%	(5.6%) **

- \*Although no updated information was found, several radio-based interventions on nutrition have been successful by using the radio as a mean of communication especially in rural areas.
- \*\* Uganda's new Social Media Tax (implemented one year ago) has reduced the access to social media to the most poor and vulnerable.

Through each country, the most predominant social media is Facebook. From the people who use social media, 60% of Ugandans use Facebook. In Nepal and Senegal this number is above 95%. Twitter in the three countries has very limited engagement. Sharing Facebook posts using other UF livestock projects could leverage access to existing networks, and thus generate engagement within the target countries if local partners are tagged. Twitter is less likely to work for this purpose, so communications via twitter should be designed aimed at the donors and research community.

#### Measurement

By tracking the indicators above, we will be able to identify if our message is being communicated accurately and clearly to all target audiences. The project manager and project assistant will constantly monitor all communications to ensure that the message transmitted is concise and in line with what is intended.

To ensure that all communications are done promptly, the following sections will assign roles and responsibilities to each member of the team regarding the communication tools and channels. This will streamline the monitoring process as every member of the team will have a clear role for which they are responsible. After mapping is done the tools will be revised as knowledge on the value chains would have increased.

#### Roles and Responsibilities

All the UF team involved in the project share responsibilities for the communications of the project. The PI assumes the leadership of all major communications, particularly those that are deemed sensitive or controversial and reviews all materials before they are released.

The Project Manager (PM), Project Assistant (PA) and in-country coordinators (CC) are responsible for implementing activities in line with the strategies established above to meet the indicators set. Other members of the team, including students, are responsible for generating specific pieces, such as peer reviewed publications, policy briefs, technical briefs, posters, and other knowledge products.

### Project Wide Roles and Responsibilities

Dissemination Tools	Responsible(s) In order of responsibility.	Who authorizes
Posters and Presentations	1. All	PI
Peer reviewed publications	1. All	PI
Policy Briefs/Technical Reports	1. Co-PIs 2. PM 3. PA 4. CC	PI
Brochures/Maintaining Branding	1. PA 2. PC 3. PI 4. CC	PI
All Training Materials	1. Co-PI on trainings 2. PM 3. PA 4. CC	PI
Events	1. PM 2. PA 3. CC 4. PI	PM with PA and CC
Social Media Communications / Newsletter/ Listserv	1. PA 2. PM 3. CC	PA with CC
Video and Photography	1. PA 2. PM 3. CC 4. PI	PI

## Country Specific Roles and Responsibilities

Dissemination Tools	Responsible(s) In order of responsibility.	Authorizes
Posters and presentations	<ol style="list-style-type: none"> <li>1. Students</li> <li>2. Co-PIs</li> <li>3. PA</li> </ol>	PI and Co-PIs
Peer reviewed Publications	<ol style="list-style-type: none"> <li>1. All</li> </ol>	PI
Policy Briefs/Technical Reports	<ol style="list-style-type: none"> <li>1. Co-PIs</li> <li>2. PA</li> <li>3. Students</li> <li>4. CC</li> </ol>	PI, PM
Brochures/Maintaining Branding	<ol style="list-style-type: none"> <li>1. PA</li> <li>2. Co-PIs</li> <li>3. PI</li> <li>4. CC</li> </ol>	PI
Events	<ol style="list-style-type: none"> <li>1. CC</li> <li>2. PM</li> <li>3. PA</li> <li>5. Co-PIs</li> <li>6. PI</li> </ol>	PM
Social Media Communications / Newsletter /Listserv	<ol style="list-style-type: none"> <li>1. PA</li> <li>2. Co-PIs</li> <li>3. PM</li> <li>4. CC</li> </ol>	PI
Video and Photography	<ol style="list-style-type: none"> <li>1. Students</li> <li>2. PA</li> <li>3. PM</li> <li>4. CC</li> <li>5. Co-PIs</li> <li>6. PI</li> </ol>	PI

The students, Co-PIs, and CCs, of each country are:

### Nepal

- Co-PIs: Nargiza Ludgate and Sarah McKune
- CC: Kabita Devkota
- UF and host-country students

### Senegal

- Co-PIs: Renata Serra and Sarah McKune
- CC: Dr. Alioune Touré
- UF and host-country students

### Uganda

- Co-PIs: Renata Serra and Nargiza Ludgate
- CC: Under consideration
- UF and host-country students

## Disclaimer

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## Acknowledgements

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- The Livestock Vaccine Innovation Fund is supported by the Bill & Melinda Gates Foundation (BMGF), Global Affairs Canada (GAC), and Canada's International Development Research Centre (IDRC).

## References

Media Statistics by country obtained from:

1. Nepal:

<https://www.slideshare.net/madhu272/national-media-landscape-nepal-2017>  
<https://tradingeconomics.com/nepal/households-with-television-percent-wb-data.html>  
<https://www.slideshare.net/DataReportal/digital-2019-nepal-january-2019-v01>  
<https://www.slideshare.net/DataReportal/digital-2019-nepal-january-2019-v01>

2. Senegal:

<https://www.nationmaster.com/country-info/profiles/Senegal/Media>  
<https://www.slideshare.net/DataReportal/digital-2019-senegal-january-2019-v01>  
<https://www.slideshare.net/DataReportal/digital-2019-senegal-january-2019-v01>

3. Uganda:

<https://tradingeconomics.com/uganda/households-with-a-radio-percent-wb-data.html>  
<https://tradingeconomics.com/uganda/households-with-television-percent-wb-data.html>  
<https://www.slideshare.net/DataReportal/digital-2019-uganda-january-2019-v01>  
<https://www.slideshare.net/DataReportal/digital-2019-uganda-january-2019-v01>



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## Annex 1: Protocols for Branding and Documentation

All documentation and communications must adhere to the following rules:

External Communications (except peer reviewed publications and Social Media)

- Must be reviewed and approved by Co-PIs (for relevant countries) and finally by PI.
- The PI would determine which communications should go to IDRC for approval.
- All communications with IDRC and government agencies in target countries must be done through IDRC and the regional offices.
- There must be acknowledgement contribution of all of those participating in the document generation
- Use the UF branding correctly: <http://identity.ufl.edu/logo-usage/>
- Use the IDRC branding correctly: <https://www.idrc.ca/en/idrcs-visual-identity-and-branding>

Social Media:

- All communications using social media outlets must be first reviewed by the project manager and/or project assistant.
- For twitter communications use the following tags:

**Hashtags:**

- #vaccines
- #livestock
- #womensemporwement

**Tags:**

- @IDRC\_CRDI
- @IDRC\_Afrique
- @Livestock\_IDRC
- @victor\_mbao
- @wmanchur