

# **STEP 4**

# **Communicate with impact**

## 7.1 Purpose

Timely and equitable communication of advisories generated in a PSP workshop using effective channels that reach a wide and targeted audience. The information on the advisories is understandable and actionable to enable users to make anticipatory climate informed decision making and planning.

## 7.2 Expected Outcomes

- Advisories are communicated in a timely and effective manner to all actors who need the information.
- A range of locally agreed communication channels are deployed to meet target audiences, with a focus on inclusion of all users including women and those most marginalised.
- Actors increase their capacity to understand and use seasonal climate information to make flexible and anticipatory decision making and planning.
- Actors take climate informed decisions and actions to manage climate risks and opportunities.

## 7.3 Duration

Being time bound, climate information and accompanying advisories should be communicated within a week of the PSP workshop to give enough lead time to users before the season starts.

## 7.4 Key concepts for communication

A PSP workshop is attended by representatives from different stakeholder groups but the seasonal forecast and resulting advisories should reach everyone who needs them. While Meteorological Services and local forecasters are the source of the seasonal forecast, both facilitators and participants at the workshop are sources of information for the advisories developed. Therefore, everyone at a PSP workshop has a role to play in communicating the seasonal forecast and advisories. During preparation and planning in Step 2, facilitators will have developed a communication plan. Recognising knowledge of the context and the roles that facilitators and participants at the workshop can play in communication, this session involves revising the plan to ensure that communication happens, with the right information reaching a wider audience and in good time.

Advisories must be communicated rather than disseminated (see Effective Communication in Box 5). Communication is two-way, allowing actors listening to the information to question and/or seek clarification of what is presented, either on the spot or, in the case of written communication such as posters, to follow up with relevant/designated stakeholders, government offices, organizations and institutions. While dissemination is used to mean wide spread transmission of information, it also implies that transmission is one-way i.e. there is a lack of interaction between the actors who the information is reaching and stakeholders who are sending it out. It is important to emphasise that for climate information to be locally relevant and useful, it needs to be understood by different actors in different contexts, hence the need for communication.

### 7.4.1 Communication

Information must reach all users in a form that is appropriate for them to operationalize into adaptive practices. For communication to be effective, it must be disseminated to the user and understood by them so as to facilitate decision making. This means that the information must be appropriate for the selected dissemination channel and said dissemination must be appropriate to decisionmaking within the local context.

Recognising knowledge of the context and the roles that facilitators and representatives from different stakeholder groups at the PSP workshop can play in communication, this session involves revising the plan to ensure that communication happens, with the right information reaching a wider audience and in good time.

Communicate with impact means enabling information to be understood and accepted and to result in appropriate action. Subsequently it is important to consider the diversity and effectiveness of formats, channels, and timing based on target actor.

### 7.4.2 Audience

In making a communication plan it is vital to identify the audience of the information. Climate information is key in all aspects and as such it attracts a wide variety of audiences from local government sectors to small holder farmers and business persons. The diversity of the audience gives rise to differences in information required, channels of communication – timeliness of, access to and trust in the channel, and language of communication to ensure equal access by all users in a form that is appropriate for them to operationalize.

### 7.4.3 Effectiveness

The language, style and channel through which communication is done are key to making climate information useable. Due to actors' different social roles in communities, inequalities in social status and different levels of literacy, numeracy, and fluency in a given language, the ability to obtain or make use of climate information can vary significantly. Packaging of climate information tailored to specific users' capacities and needs is therefore critical to ensure effective communication. The format and visual packaging of translated climate information contributes to understanding the information, especially by those who are not literate. This serves to extend climate information reach to a wider audience, supporting informed decision-making and planning for all stakeholders.

### 7.4.4 Seasonal forecast updates

While forecasts presented at the beginning of a season are useful in strategic planning for issues like which crops to plant, the usefulness of climate information presented at least 3 months in advance is enhanced by the use of forecast updates thereafter. Updates are short-range forecasts covering 1 to 10 days or a month, as well as an analysis of historical data for a week, 10 days, or a month in the past, which is collected by National Meteorological and Hydrological Services (NMHS) volunteers and volunteer observers (such as schools, farmer groups, agricultural research institutions etc. who have weather recording equipment like rain gauges and thermometers). These updates inform operational decisions like time for weeding, applying fertilizer, when to trigger DRR actions such as moving irrigation equipment from near riverbanks. Mid-season updates also enable users to adjust their decisions and choices depending on how the season is progressing.

- Short-range forecasts: A weather update covering 3 hours to about 3 days.
- Medium-range forecasts: A weather update covering 3 days to about 10 days
- Medium-range forecasts: A weather update covering one to about two weeks
- Monthly outlook: A weather update covering a month.

1. Kenya

Sample links to NHMS websites for the discussed forecast updates

1. Kenya  <http://www.meteo.go.ke>
2. Zambia  <http://www.zmd.gov.zm>
3. Ghana  <http://www.meteo.gov.gh/website>

## 7.5 How to communicate seasonal climate advisories

### I. PLANNING, DEVELOPING AND IMPLEMENTING A COMMUNICATION PLAN

Facilitators present the communication plan developed in Step 2 in plenary. It should include details of what informed the development of the plan – e.g. discussions with various actors in Step 2. Ask participants to add to the plan based on their knowledge of the local area – e.g. on widely used communication channels as well as those that are preferred by specific actors, taking into consideration:

**a) Agree on the audience of the advisories**

This refers to the users of the advisories developed and how the information be communicated. Outline the different user groups that will need the advisories. Identify who is able to reach all livelihood groups, genders, and vulnerable stakeholders and how they will ensure that all the groups identified get the information.

**b) Decide the content of information to be communicated**

This refers to the information that will accompany the advisories during the communication to the different audiences to enable them to make informed decisions. The facilitator of this session should also be able to suggest ways of communicating uncertainty in the information to the plenary. In addition to the advisories the seasonal forecast and its probabilities, on-set and cessation dates, and the geographical area of forecast coverage are critical pieces of information (see figures 27a and 27b)

To note: Advisories for all scenarios, rather than from only one scenario should be communicated. Communication of advisories from only one scenario affects the reliability of the information when reality is different.

At this point, facilitators should remind participants of forecast updates from KMD. There can also be discussion with KMD on how and when they can communicate the updates to inform operational decision making and planning. Consider:

- What is the knowledge of climate change at local, national, regional and international levels?
- What are the perceptions invoked by climate change at local, national, regional and international levels?
- What is the integrity, legitimacy, source and content of knowledge of climate change?
- What is the role and capacity of stakeholders at various levels, including local, national, regional and international community levels to comprehend and manage climate change?

**c) Select communication channels and responsibilities for reaching different audiences (see table 12)**

In plenary, the participants should discuss on how to ensure maximum reach to all audiences. Additionally, the facilitators should ensure that the channels identified are effective and the communicators understand how to communicate the information. The discussion should be guided by the following questions

- Which channels of communication are already existing and established in the area?
- Which stakeholder has access to which channels, what are the preferred channels, and which are the most effective in reaching a diverse group of users (based on the information from Step 1)? Who among them will communicate the information and where (e.g. face-to-face forums like 'barazas', churches, mosques, farmer field days, targeted meetings etc.), and at what geographical reach – county, sub-county and lower level?
- In what form will the information be communicated and how can the communicator use a combination of audio, visual (including text and pictures) and face-to-face communication and for which target of audiences?
- In the case of written communication, what type will it be (e.g. a brochure, a presentation, a summary document), who will package the content and where will it be made accessible (e.g. display at strategic sites such as chief's office, county halls etc.)?
- How best to utilise technology such as mobile phones or email as communication channels and who will be the focal person for this?
- How best to involve radio (and maybe television) journalists so that communication is done by stakeholders who were present at the workshop, rather than it just being a script that is read out?
- What are other communications channels that can be used to reach a wider audience? During this discussion, consider the preferred communication channels that were brought up by different actors during user engagement (Step 1).
- What are the costs involved in using the identified communication channels? This is not only the cost incurred by the communicator, but also that faced by the audience such as taking time (away from other activities) to listen to the information.
- Which channels can climate information be clearly communicated through so that it is well understood by different actors and results in a higher proportion of actors using the information?

## Case Study 12

### DEVELOPING A PLAN FOR COMMUNICATING ADVISORIES IN HOMA BAY COUNTY

Located in South Western Kenya, Homa Bay County is heavily dependent on fish, sorghum and poultry for subsistence food and income. However, with the rainfall patterns in the county becoming adversely unpredictable and increased frequency of droughts and floods, rain-fed agricultural production has become constrained. In an effort to help communities in Homa Bay prepare and position themselves well for the coming season, 60 participants in a PSP workshop held at Homa Bay ATC from 8th to 9th of April 2014, developed a plan to communicate advisories developed ahead of the March to May 2014 seasonal rains.

### Content of advisories

The participants were in agreement that information on the start and end of the rains, seasonal climatic probabilities, rainfall distribution, rainfall intensity and advisories were to be communicated to the communities well in advance of the season. Earlier, a consensus forecast developed by the workshop participants indicated that there was an 80% probability that the seasonal rains were likely to be normal to above normal with a 20% possibility of below normal rainfall. The season was likely to begin from the third week of March and end in June, with the heaviest rainfall likely to occur in April.

### Planning for communication of advisories

Covering an area of 4,267Km<sup>2</sup> and a population of 1, 038,859 persons, participants at the PSP workshop agreed that there was a need for innovative channels of communication so as that advisories developed reach as many stakeholders and actors as possible, particularly the most vulnerable. A communications plan (see Table 12) was developed, with consideration of stakeholders involved and key communication channels.

**Table 12. Advisory communication plan developed during PSP workshop for Homa Bay County**

STAKEHOLDER	AGREED CHANNEL FOR COMMUNICATION	RESOURCES	TARGET	SUB-COUNTIES
C-MAD	Public baraza, Field visits Neighbours	Staffs Vehicles	Producers - 200 Input suppliers - 10 Marketers - 50	In Homa Bay and Ndhiwa subcounties
Plan International	Brochure dissemination, Baraza	Stationery Staff to help in dissemination	Youth - 200 Older persons above 65 years - 50 Traders - 50	Homa Bay, Rachuonyo North and South
Kenya Met Services	Radio programme	Staff but depend on resource from ASDSP	Natural resource users - 400 Producers - 5000	The whole county
ASDSP	Coordinate, convene and link dissemination, field follow up	Staff, vehicles, fuel, allowance	Link at least 15 small holders	In Homa Bay and Ndhiwa subcounties
Kenya seed	Brochure dissemination, field demos	Stationery, staff to help in dissemination	Agro-vets - 40 Producers - 100	Homa Bay, Rachuonyo North and South, Suba, Mbita
Radio Victoria		Staff but depend on resource from ASDSP	Natural resource users - 400 Producers - 5000	The whole county
Hand in hand		Staff	Producers - 400 Processors - 40	Homa Bay, Ndhiwa



The facilitator should emphasise the importance of critically analysing who is most appropriate to address the target audience during plenary. For example, if speaking to local communities, using local leaders who are trusted and well respected should be considered. The core group of messengers should provide a large pool of potential messengers from which to choose.

The core group should put into consideration who needs to be involved for communication to be effective? This entails reviewing the stakeholders communicating the information to find out if they have influence on users' trust and confidence in the information because this affects their use of the same. It means involving the right stakeholders or more specifically, involving intermediaries (see definition in Chapter 1,) who can properly communicate climate information for a PSP workshop or those who can facilitate effective communication. In addition, key people – in different government ministries and departments, organizations and institutions, should be identified and informed to be considered as contact people in case users need additional or more specific information beyond what is communicated.

#### d) Packaging and timelines for relaying the information

This discussion covers how the advisories and the accompanying information will be packaged. In plenary, the facilitator should guide a discussion to help the participants identify the most important information needed to ensure the advisories are effective. This starts with a presentation of an outline that was agreed upon when developing a communication plan (Step 1), followed by a discussion in which the facilitator guides the participants to improve the available outline through considering in plenary:

- Who the different audiences are and what their particular needs are – for example for different sectors, and for the literacy levels for the different audiences which may lead to consideration of use of infographics etc.
- Which is the best language to use that is well understood by the target groups. This may highlight the need to translate the information to different local languages and making use of local terms and phrases.

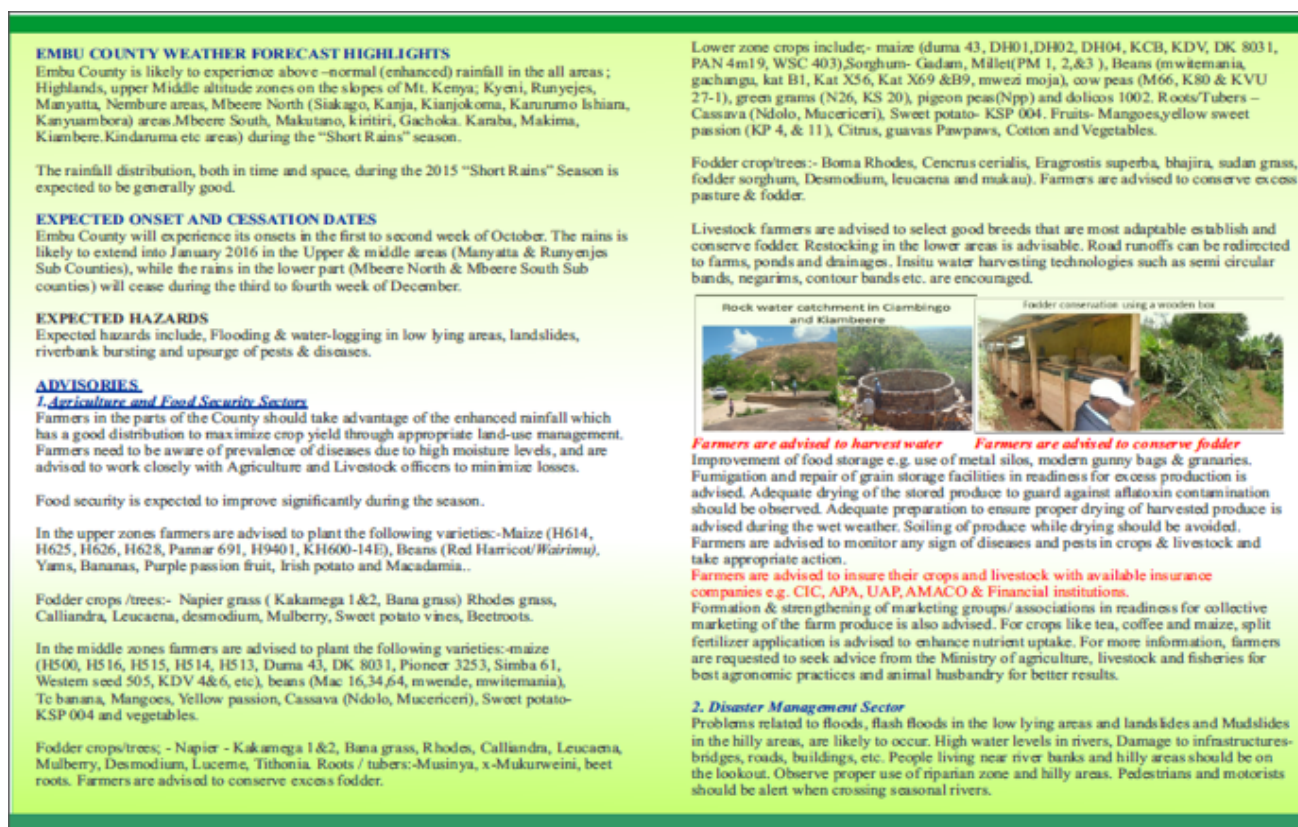
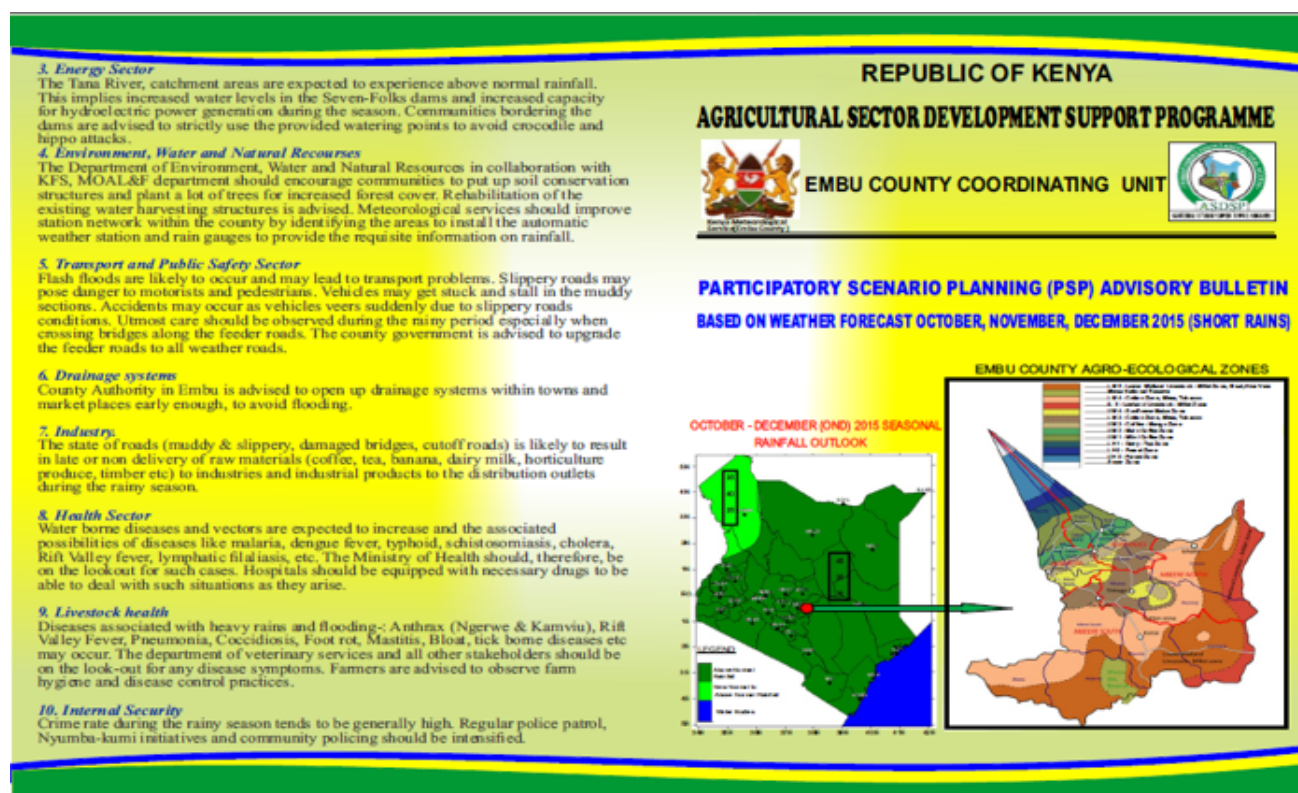
Also to be discussed, is when the climate information is to be communicated, as the timing of communicating the information is critical to making the right decisions and plans. The plenary should consider:

- What is the appropriate lead time needed by users before the start of the season for the information to be useful in their decision making and planning?
- At what time of day is it best to reach different users? This is related to the communication channel used e.g. radio broadcasts in the evening, rather than in the morning when actors are at work, so that many of them can listen in.



Kalian Gumah Sampoa/CARE Ghana, 2016

Figure 27. Sample communication bulletin for seasonal climate outlook





## II. COMMUNICATION CHANNELS

A key consideration when developing a communications plan is on the suitable communication channels that will ensure reaching all who need the information. For example, while local radio is an attractive choice of channel, think about the numbers of actors who listen to a particular radio station, who are the actors who listen to the station (e.g. more men than women, youth than old, farmers than livestock keepers?), at what time do most actors listen in? etc. Channels that also reach those who are not literate should be factored in. Combining a number of communication channels may be more effective than using only one channel e.g. radio to reach actors closer to an urban area and 'barazas' and other local gatherings to reach actors in more rural areas.

Social status, networks and available communication resources are all factors affecting communication of climate information. Before choosing or engaging with channels for communicating climate information in different contexts, it is necessary to understand the communication systems that already exist at local level and their respective barriers.

- Face-to-face communication such as barazas in Kenya, conducted in local languages is generally a preferred channel but even this needs adequate consideration. For example, the women may prefer that climate information be communicated at watering points or in the women's meetings while the men may prefer to get the information in religious gatherings and entertainment spots.
- Building on traditional communication channels such as local festivals and religious gatherings enables actors engaged in different livelihoods to gain access to climate information. For example use of the dagu system and chief kebele meetings in Ethiopia which are well established, trusted and fast channels of communication
- Incorporating communication into sectoral events and structures, e.g. farmers' field days and local EWS and DRR committee structures for example in Ethiopia, helps to integrate climate information into planning processes for different sectors.
- Communication meetings targeting groups of stakeholders – such as those in a particular value chain or larger input providers, traders and market agents – and larger institutional actors (such as county agencies) may be more efficient channels to reach all agricultural actors.
- Information communication technologies such as mobile phones and community radio should be fully-utilized for an even wider reach. Mobile phones allow for a real-time exchange of information between meteorological services, PSP facilitators and users, whilst enabling rapid release of alerts as part of early warning systems. Use of community radio allows climate information to be communicated in local languages and facilitates engagement through, for example, programmes that allow actors to call in and contribute to discussions, ask questions and share their needs. However, the effectiveness of radio dissemination may be challenged whereby users may not trust the information e.g. in a community in Kenya, users attributed their reluctance to apply the advisories to their lack of trust in the source of the information as the advisories on the radio are often followed by adverts by agro-input dealers thus linking the advisories to the dealers as a marketing strategy.



Young boy from Garissa, Northern Kenya tending to cows. CARE International/2013



## Case Study 13

### CLIMATE INFORMATION CENTRES: ENSURING EQUITABLE AND TRUSTWORTHY COMMUNICATION

Climate Information Centres (CICs) have been established in three districts in Northern Ghana through a joint initiative between ALP and Farm Radio International (FRI), in collaboration with local FM radio stations and the Ghana Meteorological Agency (GMET). CICs are aimed at enhancing smallholder farmers' equitable and credible access to climate forecasts, agro-meteorological advisories from PSP workshops, agricultural extension services, and an array of market information to support climate resilient livelihoods.

FRI trained local radio stations on how to develop short, informative and engaging programmes on climate information that are aired in local languages. Communities managing the CICs then record the programmes and replay them at strategic times when they know community members can listen to the information. To reach all audiences, loudspeakers are installed in strategic meeting places such as markets and village centres. CICs therefore provide a common platform that is accessible to all community members regardless of gender, age, literacy level or social status. This enables both inter- and intra-community discussion and communication of climate information in relation to local decision-making needs.



Checking the Climate Information Centre equipment in Tariganga. Nicola Ward/ALP, 2015.

In addition, CICs link broadcasts to mobile phones for call-in programmes to communicate weather and climate information from GMET and information from other service providers such as ESOKO (a private agro-climate services provider), the National Disaster Management Organisation (NDMO), and Ministry of Fisheries and Agriculture (MOFA) among others. This gives opportunity for climate information producers and intermediaries to address concerns of the users, while correcting any false impressions surrounding forecasts and advisories. Rainfall data collected from community managed rain gauges and local weather stations is also displayed on notice boards for communities to examine and discuss, including seasonal rainfall variations, patterns, distributions and intensities.

The process of involving communities and other actors in every step of information creation and communication has fostered user familiarity with, and confidence in, the resulting climate information and advisories. This engagement has helped to make CICs become a trusted climate information source in the districts where they are operated.

*Adapted from 'Impact assessment on climate information services for community-based adaptation to climate change: Ghana country report' (Gbetibouo, Obuya, Mills, Snyman, Huyser, & Hill, 2017) and 'Climate Information Centres: Enhancing equitable access to climate information' (CARE International, 2017).*

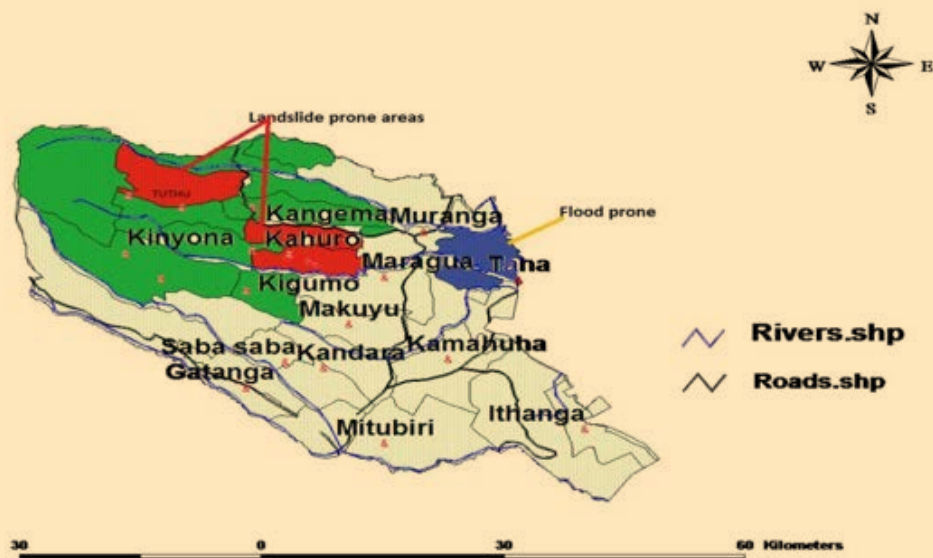
## Case Study 14

### COMMUNICATION WITH IMPACT - MURANG'A COUNTY

Murang'a County has eight subcounties. Each subcounty has at least four individual PSP trainers-of-trainers (ToT) drawn from agriculture, livestock, veterinary, irrigation or other sectors. These ToTs carry out extension services in the sub-counties. Once the seasonal climate forecasts are released by the KMD, they are shared at the sub-county level to the ToTs. Under the leadership of the subcounty agricultural officer, ToTs host a one day workshop of approx. 10 stakeholders in their respective subcounties. During this workshop, plans and advisories

are developed for the ensuing rainy season. As soon as the advisories are generated, they are sent to the County Coordinator (CC) of the ASDSP. The ASDSP then, together with the County Natural Resource Management Working Group organises two workshops, one for the lower dry parts and one for the upper parts of the county. This process is to ensure a thorough review of the produced sub-county level plans and advisories.

Figure 28. Areas prone to landslides, mudslides and floods in Murang'a County



Once the advisories have been finalised and released, they are then sent to the County Commissioners office and the Ministry of Agriculture. The advisories and seasonal forecasts are then shared through the administrative network to all the subsector heads down to the extension officers in the Department of Agriculture and further to sub-county administrators as well as all chiefs. Advisory dissemination to the users is led by the chiefs and extension officers, and is done through field days, barazas, church gatherings and agricultural forums. For the OND 2015 rain season, more than 12,000 farmers received advisories.

Additionally, under the leadership of the Director of Meteorology for Murang'a County, Kangema Rannet FM Station 106.5Mhz organised special programmes on air specifically to disseminate the advisories. During OND 2015, 23,000 farmers were reached through these broadcasted programmes.

The radio station now runs a continuous programme that deals with climate issues, called 'Kinya kia riera na imera', which broadcasts every Tuesday from 7 to 8pm. In addition, the KMD office has also been sending out short weekly weather forecasts via emails and SMS's as well as disaster preparedness reports. There are currently 54 primary recipients who comprise mostly of county and sub-county officers, sector ministries, actors in the value chains and service providers. ASDSP and KMD also worked together with NGOs in the dissemination of advisories through church gatherings and community groups

*Adapted from 'Impact assessment on climate information services for community-based adaptation to climate change: Kenya country report' (Gbetibouo, Obuya, Mills, Snyman, Huyser, & Hill, 2017)*



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