

# **AYA Botswana Dissemination Strategy Paper**

## **Rationale**

A review of current Adolescent Sexual and Reproductive Health program literature reveals that:

- a. capacity and commitment amongst collaborators, implementing partners and key stakeholders can be built by production of programming guidelines and tools to assist during program development and implementation.
- b. knowledge should be shared and information managed through use of new technology.
- c. different people need different types of information at different times and in different formats for different purposes.

In acknowledgement of and in response to these comments AYA Botswana will ensure that whatever information is sent out to clients will meet the above criteria. In this way it is hoped that dissemination will strengthen knowledge and skills exchange amongst key actors, help key actors to have a sense of being actively engaged in decision making or contributing to the solution of an issue through well thought out programming processes

## **Definition**

Dissemination is the widespread distribution of knowledge and information. Dissemination increases global understanding of what works, advances the Adolescent Sexual and Reproductive Health field and builds a body of knowledge, which strengthens the quality of ASRH programs. The goal of AYA Botswana's dissemination effort is to increase access to and utilization of AYA Botswana program information and evidence. To achieve this will require strengthening the capacity of various processes and mechanisms by which AYA Botswana information and evidence are disseminated. Though dissemination is closely related to communication as both processes involve interaction with various target audiences (and often with the same objective), AYA Botswana distinguishes the two in that the source of knowledge being shared during dissemination is strictly derived from the monitoring and evaluation processes.

## **Linkages to other program areas**

The use of dissemination cuts across all program areas as a feedback mechanism with partners and other stakeholders. This will build and strengthen the partnership with Implementing Partners, Government of Botswana, communities and the youth of Botswana, thereby increasing commitment to the program and its chances of sustainability. This is so because the above will be able to link the documented evidence with the strategies that have been, are to be or are currently used thus assuring quality of the service. Disseminating evidence cuts across all the six component areas and is critical to move things from "paper to policy and practice". For example dissemination can support the advocacy effort by helping to shape strategic decisions of funding agencies and policymakers in favor of resource allocation and an enabling institutional framework, adequate to achieve health outcomes. On the demand side, it can empower the youth,

youth-serving organizations and communities, and the youth serving organizations and communities to advocate more effectively

Over and above this, dissemination of experiences, best practices and lessons learned can support BCC, YFS and LSD efforts by helping to shape ASRH strategic and programming decisions. Likewise the ICB component will work on and with Implementing Partners to develop Monitoring and Evaluation systems will be disseminated as lessons learned and best practices

## **Guiding Principles**

The AYA Botswana dissemination processes and products shall be guided by the following principles:

### **1. *Sustainability by building partnerships***

This will be done through:

- Working together with local groups and individuals when producing and disseminating products
- Clearly communicating research methodologies and findings to the non research audiences
- Sharing information widely and regularly to build alliances from the beginning to the end of the project
- Establishing feed back mechanisms and incorporating responses

### **2. *Keep it relevant to command attention***

This will be achieved through;

- Focusing on the most interesting and relevant findings
- Distilling key messages into concise material or statements
- Working with the stakeholders to identify implications of the findings
- Highlighting implications of the findings for programming purposes
- Building multiple “stories’ around research findings each linked to consistent underlying message i.e. tracking changes and building on what exists
- Keeping it up to date and developing infra structures, tools and skills for collecting, documenting and analyzing data as well as using the results.

### **3. *Ensure wide spread distribution***

This will be done through:

- Utilizing existing networks and opportunities to ensure wide range and regular sharing of information
- Communicating progress through out project span

- Ensuring that findings are recognized by established institutions like the University of Botswana and other networks
- Utilizing existing dissemination channels and being innovative in establishing new ones
- Specifically calling media and general public attention to the findings and their relationship to programming and policy

## **KEY AYA BOTSWANA DISSEMINATION ELEMENTS**

Dissemination in AYA will occur at different operational levels:

1. Internal and External

2. District, National and Global

Based on the above, several elements of the process have been identified:

### **a. Products**

Dissemination will focus on those that:

- Give examples of best practices, lessons learnt and evidence. (e.g. operational research reports and findings)
- Can be used as resource materials and practical tools to assist program management (e.g. frameworks (conceptual, results, component and country), strategy papers, reporting formats, inventory tables, youth participation guidelines, Report on the review of ASRH related laws, policies and practices, Advocacy strategy document, ASRH training manual for service providers, Review of ASRH materials report, review of ASRH literature report, Monana magazine, Life Planning Skills manual, Botswana operational manual etc)
- Identify cost-effective and sustainable approaches, e.g. strategy papers per program area, annual reports, operational research reports and findings and best practices reports.
- Provide evidence in support of program initiatives and activities, e.g. baseline survey both comprehensive and popular versions, in-school annual survey reports, situational analyses, needs assessments, facility assessments, inventory tables, evaluation reports, PLA and mid-term assessments.

### **b. Audiences**

Audiences to be targeted will include:

- **Alliance-** e.g. Country Teams, In-country Partners Councils, partners agency, headquarters and the donor
- **Larger Alliance-** e.g. Government of Botswana, Implementing Partners, Country Technical Advisory Committees, Youth Advisory Committee, District ASRH Committee, Youth, District Committees
- **Collaborators-** e. g. Other donors (WHO, UNICEF, UNDP, UNHCR, UNAIDS, ACHAP, BOTUSA/CDC), the media though MISA, general public kgotla meetings and other social gatherings

### c. Channels

Channels to be used would be selected based on appropriateness for the intended audience and include the extranet,

- AYA electronic newsletter,
- AYA resource centers,
- Other electronic and print media,
- National and international events (such as World AIDS Day, International AIDS Conference, Month of youth Against AIDS, Day of the African Child, Month of Prayer, World Population day, UN day, Youth Forums, AYA annual Review Meeting at district, national and global levels),
- Government select Committees like Population Development and HIV/AIDS, Gender and Development and Education Committee, Government Committees like HIV/AIDS Youth Sector, HIV/AIDS Men Sector, National AIDS Council and National council on Population and Development

### d. Presentation and Format

Presentation and formats of the product being disseminated is a determining factor of how well it is actually received by the audience. Possible modes include electronic, interactive, visual and print and will be applied based on what is most suitable for the type of product and audience. Formats enable the presentation of the evidence in a compelling way, such as pictures, tables, graphs and summaries.

### e. Systems

Systems for dissemination fall into two broad categories:

- Those that are already existing which provide opportunities for AYA to build upon and/or use, such as reproductive health coordination group meetings, health and other relevant sessions in parliament, annual activities of professional associations, resource centers, universities and libraries, etc.
- Those that AYA will establish, for example, documentation and dissemination resource centers in addition to annual review meetings with government, implementing partners, communities and youth.

## **IMPLEMENTATION GUIDELINES**

Based on AYA's organizational and partnership structure, attachment 1 outlines operational guidelines for dissemination, while attachment 2 lists audiences for dissemination of products, attachment 3 is to list the products to be disseminated and attachment 4 should list what was disseminated and to which audience

## **EVALUATION**

AYA Botswana will assess the success of its dissemination effort based on:

- a. Feed back received from the targeted audience
- b. Dissemination systems and processes that are established and functional
- c. Increased access to AYA information and evidence
- d. Reported and documented utilization of AYA information and evidence by AYA implementing partners

### **Attachment 1: Implementation Guidelines for Dissemination**

To ensure the quality of products that AYA Botswana will disseminate, a consultative process will be followed through the dissemination processes outlined below.

#### ***1. Resource materials and practical tools***

- a. Partner agency selects or identifies a product/products to be disseminated
- b. Program management Unit (AYA Botswana team) then reviews the product/s to reach consensus on its quality using set criteria that addresses: design, actual content, presentation, target audience etc.
- c. A brief write up (no more than 2 pages) addressing all elements of dissemination process (channel, audience, presentation format and system) and the product/s to be disseminated is done by Partner agency team member in collaboration with the Country Coordinator.
- d. The finalised product/s and the brief write up are presented to the ICPC member to discuss with their Partners Council member before approval by ICPC.
- f. ICPC approves the product/s.
- e. Lastly the product is disseminated internally within AYA; and externally to key stakeholders and other collaborating partners at national and district level as per their needs.

#### ***2. Best practices, lessons learnt and evidence***

- a. Carry out step 1(a) to 1(c)
- b. The finalised product and the brief write up are presented to the relevant Technical Advisory Committee e.g.
  - R, M & E CTAC for survey reports and studies i.e. evidence based information
  - Technical Advisory Committee e.g. for YFS related best practices and lesson's learnt and IEC/BCC committee for BCC related best practices and lessons learnt etc
- c. Provisionally approved products from the aforementioned committees are then sent to M&E Group for technical review and comments. Technical review is to be completed within a week. To facilitate this process, the Group members should have been involved during the monitoring and evaluation design phase of the activity.

d. After comments of the M&E group have been addressed, the product/s are sent to ICPC for endorsement. To facilitate this process ICPC should be involved through out the process, from design to end.

e. If internationally disseminated the product is then sent by ICPC chair to partners through program manager for approval.

f. The product/s may then be sent to the AYA communication consultant who will “package” the product in accordance with AYA corporate image within a week.

**Appendix 2 Target Audience Distribution List**

| <b>Organisation</b>                   | <b>Address</b> | <b>Contact Person</b>  |
|---------------------------------------|----------------|------------------------|
| UNFPA Headquarters                    |                | A. Dairo               |
| AYA Headquarters                      |                | A. Elster              |
| PATH Headquarters                     |                | J. Haffey              |
| Pathfinder International Headquarters |                | T. Fenn                |
| Botswana National Youth Council       |                | P. Makgalemele         |
| Botswana Christian Council            |                | D. Modiega             |
| YWCA/PACT                             |                | Ms Leshoi              |
| BOFWA                                 |                | C Ramalefho            |
| PSI                                   |                | J. Hiechelhim          |
| Botswana National Sports Council      |                | B Makhunga             |
| Family Health Division                |                | Ms Balosang            |
| Ministry of Health                    |                | M. Chakalisa           |
| AIDS/STD Unit                         |                | K. Molosiwa            |
| Women Against Rape                    |                | C. Dabutha             |
| MOE (Curriculum)                      |                | Motshwari Mabote       |
| Ghetto Artists                        |                | Motshidisi Makgalemele |
| University of Botswana                |                | Mosarwe Segwabe        |
| NACA                                  |                | B. Khan                |
| ACHAP                                 |                | Mr. Bekorke            |
| Southern District                     |                | Dr. Eleytu             |
| Lobatse Town Council                  |                | Dr. Lange              |
| Kgalagadi South District Council      |                | Dr. J.W. Barasa        |
| Kgatleng District Council             |                | Dr. Nashara            |
| Gaborone City Council                 |                | Dr. Malankuka          |
| Serowe/Palapye Sub-District           |                | Dr. Chipandwe          |
| Francistown City Council              |                | Dr. Tuku               |
| Selibe Phikwe Town Council            |                | Dr. Hlangabeza         |
| Ngamiland District Council            |                | Dr. Aruwa              |
| Gantsi District Council               |                | Dr. Ndumi              |
| Department of Culture and Youth       |                | M. Kojane              |
| Ministry of Local Government          |                | S. Ludick              |
| ICPC Members                          |                | S. Ladha, N. Seboni    |
| Maun Secondary School                 |                | P.A. Regilges          |
| Technical Advisory Committee Chair    |                | M Balosang             |
| R M & E CTAC Chair                    |                | R Radibe               |
| BCC/IEC Committee Chair               |                | Mr Whendero            |
| UN technical Working group Chair      |                | Dr K. Ampomah          |
| UNDP                                  |                | B. Forde               |
| WHO                                   |                | Dr. I.A. Kalilani      |
| UNICEF                                |                | J. Lewis               |
| UNCHR                                 |                | B. Otim                |
| UNAIDS                                |                | Dr. K . Ampomah        |
| AYA Ghana                             |                | Dr. R.B. Mensah        |
| AYA Uganda                            |                | Dr. L Tumwebaze        |
| AYA Tanzania                          |                | C. Maendaenda          |

**Appendix 3: Stock Register (List of products for Dissemination)**

| <b>Material</b>                             | <b>In</b> | <b>Out</b> | <b>Balance</b> |
|---|-----------|------------|----------------|
| 1. Comprehensive KAP Study                  |           |            |                |
| 2. Popular version KABP Study               |           |            |                |
| 3. Youth Participation Guidelines           |           |            |                |
| 4. AYA Pamphlets                            |           |            |                |
| 5. AYA Botswana Operation Guidelines        |           |            |                |
| 6. AYA Botswana frameworks                  |           |            |                |
| 7. Strategy Papers                          |           |            |                |
| 8. Annual Reports (Main)                    |           |            |                |
| 9. Annual Reports (popular version)         |           |            |                |
| 10. Review of Laws and Policies report      |           |            |                |
| 11. Advocacy strategy                       |           |            |                |
| 12. Advocacy training manual                |           |            |                |
| 13. Monana magazine                         |           |            |                |
| 14. Advocacy materials by type              |           |            |                |
| 15. Message and materials strategy document |           |            |                |
| 16. Review of BCC/IEC materials             |           |            |                |
| 17. Review of BCC/IEC ASRH Literature       |           |            |                |
| 18. LPS Manual                              |           |            |                |
| 19. PLA Report                              |           |            |                |
| 20. In school survey report                 |           |            |                |
| 21. ASRH Training manual                    |           |            |                |
| 22. Clinic assessment reports               |           |            |                |

**Appendix 4: Material Distribution List by Audience**

| Organisation                          | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |  |
|---------------------------------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|--|
| UNFPA Headquarters                    |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| AYA Headquarters                      |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| PATH headquarters                     |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Pathfinder International Headquarters |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Botswana National Youth Council       |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Botswana Christian Council            |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| YWCA/PACT                             |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| BOFWA                                 |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| PSI                                   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Botswana National Sports Council      |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Family health Division                |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Ministry of Health                    |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| AIDS/STD Unit                         |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Women Against Rape                    |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| MOE (Curriculum)                      |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Ghetto Artists                        |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| University of Botswana                |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| NACA                                  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| ACHAP                                 |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Southern District                     |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Lobatse Town Council                  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Kgalagadi South District Council      |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Kgatleng District Council             |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Gaborone City Council                 |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Serowe/Palapye Sub District           |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Francistown City Council              |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Selibe Phikwe Town Council            |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Ngamiland district Council            |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Gantsi District Council               |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Department of Culture and youth       |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Ministry of Local Government          |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| ICPC members                          |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Maun secondary S School               |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Technical Advisory Chair              |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| RM&E CTAC Chair                       |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| BCC/IEC Chair                         |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |
| UN technical working group Chair      |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |  |













