

UPHOLD DISSEMINATION STRATEGY - 2007

Background

Uganda Program for Human and Holistic Development (UPHOLD) is a five-year, USAID-funded program designed with the Government of Uganda to strengthen human capacity through the delivery of improved services in Education, Health, and HIV/AIDS prevention and care in 20¹ districts of Uganda. UPHOLD's broad mandate includes supporting the achievement of a range of results in the following areas: effective use of social services; increased capacity to sustain social services, and stronger enabling environment for social services delivery.

Since the beginning of the project, UPHOLD staff have produced an enormous amount of information materials on activities at national, district and community level. There is need to develop an information dissemination strategy which will provide guidelines to ensure systematic production and dissemination of information materials. It will also aim to create awareness about information resources available in UPHOLD.

Objectives of Dissemination Strategy

The objective of this strategy is to ensure that the information resources, best practices, lessons learnt are documented and shared with the right target audiences through the right channels at the right time.

Information Resources Available

At the headquarters, UPHOLD provides information resources in the following categories:

- Strategy documents and operational manuals;
- Research documents (Lot Quality Assurance Sampling (LQAS) surveys, HIV/AIDS, Education and Health);
- Technical briefs and reports (to Local Government, Civil Society Organization (CSO) partners and USAID, includes mid-term, end of project evaluation reports);
- Periodicals (Annual Reports, Quarterly Reports, Monthly Reports and weekly bullets);
- Workshop, field trip and meeting reports (includes training reports, meetings with stakeholders);
- Presentations by staff, at national and international workshops, seminars and conferences
- Behavior Change Communication print, audio and video materials (newsletters, posters, leaflets, audio clips, videos documentaries)
- Success stories (in print form)

Target Audiences

The primary target audience for UPHOLD information are: USAID, JSI and its partner organizations, other development partners; line ministries (Health, Education and Sports, Gender Labor and Social Development, Local Government) National Institutions (Institute of Public Health Makerere University, Uganda Bureau of Statistics, National Curriculum Development Centre, National Examinations Board (UNEB), CSO's and community members as end beneficiaries.

Current Information Dissemination Practices

¹ The districts increased to 34 in 2006 due to political redistricting and reduced to 28 in 2007 when the Northern Uganda Malaria, AIDS and Tuberculosis Program took over support to 6 of them.

Strengths

Over the years, UPHOLD has produced and disseminated a wide range of information materials from its wealth of resources utilizing several channels. A variety of publications (hard and soft copy) have been given to key partners through the post and via e-mail. UPHOLD staffs have presented papers in many national and international conferences workshops, seminars, scientific and academic meetings. Various articles on UPHOLD field activities have been covered through the mass media (in newspapers, television and radio spots). Radio Listening Clubs and video shows have been another avenue to disseminate information to a wide number of people. Through the network of line ministries, partners and the CSOs, UPHOLD has shared and exchanged information with various categories of people ranging from international, national, regional to the grassroots level. Information exhibitions at regional, national and international events/activities have played a key role in disseminating UPHOLD information.

The UPHOLD's Resource Centre has played a key role in organizing, processing, storing and disseminating information to a wider clientele who visit the Resource Centre. UPHOLD's website where full text documents have been posted has opened up information resources to the public. UPHOLD has a pool of staff and consultants who can assist in writing articles for dissemination in various channels and a couple of articles and research studies have been published as best practices in international journals and as monographs.

Weakness

UPHOLD has experienced a number of bottlenecks to information dissemination over the years. Not all partners, CSOs, line ministries have had access to these information resources. For instance, not all grantees could access copies of the annual and quarterly report for feedback purposes and also to know what other grantees are doing in other parts of the country. Information materials taken to district offices for distribution to end-users most often could not be distributed quickly. Most UPHOLD documents do not have copyright so they are very vulnerable to plagiarism. Little has been done to create awareness about UPHOLD website which currently has a wealth of information. Development and production of print or video success stories on UPHOLD activities is still in its infancy and the many photographs that have been taken during the life of the project have not been properly labeled for ease of use. These are major sources of 'live' information about the program especially for project beneficiaries to know and share experiences with one another. Use of the mass media to disseminate information has also been limited to few events.

Opportunities

Despite the above weaknesses, UPHOLD has many opportunities to improve its information dissemination practices. There are many partners and new projects who are interested to know and share UPHOLD's experiences in integrating HIV/AIDS with other health interventions. These partners could provide additional channels of information dissemination. As the project focuses on a few key areas in its final year, new priorities, new messages and new information dissemination channels can be explored to enhance the existing practices. Since UPHOLD has many documents already produced, deliberate efforts can be made to advertise UPHOLD website address on all of them. With support from the JSI Home Office, UPHOLD can ensure copyright for all documents uploaded onto the website and identify reputable journals to publish more articles. In addition, the publishing of articles in journals and other publications, UPHOLD staff invited for conferences at national and international level should be able to market UPHOLD's activities and information resources either formally or informally and be able to bring back resources from other partners for the resource centre. As the project draws to a close, end of project workshops or conferences can be utilized as channels of disseminating vital information especially for use in sustaining successful interventions.

Threats

UPHOLD is in its final year and activities and has limited time to ensure proper documentation and dissemination of its interventions. Financial limitations may still be a bottleneck in implementing proposed activities. Since UPHOLD does not directly upload information on its website, it may have limited control on promptly updating information onto it.

Dissemination Strategies/Activities

In order to enhance the current documentation and dissemination practices, a strategy has been developed to guide this process.

1. **Track the process of documentation from inception, production to dissemination.** Work with UPHOLD staff and JSI Home office to track the process of documentation from inception, production to dissemination. This strategy ensures that M&E and JSI are aware of all publications (existing and planned), at what stage of production they are in, ensure that all branding and marking requirements are met, copyright issues are addressed and a dissemination plan for the document is completed. UPHOLD/JSI will also support individual authors improve the quality of their articles and monographs for publishing.
2. **Copyright on UPHOLD documents on the website.** All documents uploaded on UPHOLD website will have copyrights. This will ensure that authors and UPHOLD are acknowledged in case any part of the documents are used by other authors.
3. **Develop and produce print and video success stories on project activities.** Selected interventions will be documented as success stories and the products disseminated to the line ministries and other stakeholders to ensure that best practices can be replicated. UPHOLD staff will work with reputable firms and individuals to develop and produce print and video clips/documentaries on project activities in the areas of health, education and HIV/AIDS that are appropriate for this medium of documentation. Short video clips on project achievements, project mile stones, and print success stories among others, will be produced for dissemination during end of project conferences and other fora in order to create awareness of the project. There is however, a need to improve the process of production of video documentaries to include well developed contents, in term of overview of the project, short clips. Some of the identified areas for success stories include:
 - Community-based growth promotion (CBGP) - video detailing process of CBGP to ensure follow up projects and MoH can sustain best practices and lessons learned for these interventions
 - Education Management Strengthening Initiative - training documentary highlighting management skills imparted and the process of training
 - Integrated Education Strategy – documentary outlining the elements of school based quality reform
 - Radio listening clubs – documentary piecing together existing pictures from the field
 - Quality Assurance and performance improvement initiatives across the sectors – print success story and video clips piecing together existing pictures from the field
 - HIV/AIDS interventions – some elements from all intervention areas (*see attached document for more details*).
4. **Publish more articles and monographs.** This strategy will ensure that UPHOLD publications gain more credibility and authoritativeness and information reaches the public. UPHOLD will work with JSI and reputable individuals to have more presentations, research studies published in reputable international journals.

5. **Create awareness of UPHOLD Website.** Currently, not many people are aware of UPHOLD website. This strategy ensures that any point of contact with the outside world will advertise the website. UPHOLD will deliberately create awareness of the existence of its website. This includes printing the website address on letter heads, business cards, newsletters, posters, conference paper presentations, e-mail addresses, monographs, articles, stickers, etc. UPHOLD will also seek to create a link between the UPHOLD website and the Ministry of Health website, so that resources and reports will be more accessible to Ugandans even after project closure.
6. **Ensuring UPHOLD Grantees and partners have all relevant UPHOLD documents.** This strategy will ensure that information on UPHOLD project activities (annual, quarterly reports, success stories, etc.) reach the primary beneficiaries and partners. All relevant UPHOLD materials will be sent to the USAID Development Experience Clearing House. UPHOLD will work with partners to identify resources for re-producing and disseminating information on project activities to all primary beneficiaries through the Regional Offices. As implementers of project activities, they need to own this information, share it with their partners, learn from others and use lessons learnt to enhance future activities. Additionally, the end of project regional and national conferences will be used to ensure all relevant materials are distributed to local government and CSO partners.
7. **End of Project Report.** UPHOLD will finalize and submit its end of project report to USAID and other partners. This report will highlight all the program achievements and challenges since its beginning and address issues of sustainability.
8. **Use of Mass Media.** This strategy advocates for more use of the mass media. As UPHOLD is in its final year, it will work towards disseminating information on topical issues and best practices through the mass media (newspapers, radio and TV stations) especially as a run up to the regional and national end of project workshops and conferences.
9. **Presentation at conferences, workshops, seminars, scientific and academic meetings.** UPHOLD will continue to participate in these conferences and meetings at national and international level and utilize the conferences to disseminate other information about JSI/UPHOLD.
10. **End of Project Conferences.** UPHOLD end of project conference will be a major channel of information dissemination as well as discussions for sustaining successful initiatives. It will include plenary and parallel working group sessions as well as an exhibition hall to display all aspects of UPHOLD interventions in various channels. As a run up to the conference, radio and print media will be used to disseminate information on UPHOLD. The lessons learned during the recently concluded Education Sector Conference will be used to design and improve the final end of project conferences.
11. **Information Exhibitions and Resource Centre.** This strategy ensures that opportunity to display and access UPHOLD information resources to the public is explored. Access to information during exhibition and at the resource centre is not necessarily limited to a specific audience. UPHOLD will take advantage of all opportunities to exhibit its information materials and encourage use of the resource centre materials.

Conclusion

In conclusion, it is hoped that detailed activities to implement these strategies and activities will enable the achievements of JSI/UPHOLD to be appreciated by a wide national and international audience.