

# MoreMilk project

*Communications plan for publication and research uptake*



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## Background

The MoreMilk project aims to improve child health and nutrition through milk consumption. It will evaluate the potential of milk markets and milk development interventions to contribute to health and nutrition outcomes. It will do this by (a) assessing how markets and policies influence the quantity and safety of milk consumed in urban settings; (b) assessing the health and nutrition benefits of a successfully piloted informal dairy sector intervention (trader-intervention), through a randomized control trial in Nairobi; (c) assessing the potential reach of the trader-intervention as well as bridges and barriers to scale and sustainability through surveys in Kenya, Assam (India) and Tanzania; (d) assessing the drivers of milk consumption in urban and rural Kenya and Tanzania and developing a social behaviour change communication strategy for milk consumption and (e) scoping priority areas for food safety investments with a focus on Ethiopia, Tanzania, Nigeria and Burkina Faso.

To support the project, the following communication plan spells out the proposed strategy for publication and research uptake. It covers the communication objectives and guiding principles, target audiences, activities, channels, monitoring and evaluation approaches and the people involved in implementation.

## Objectives

The objectives of the communication plan are to:

1. Create awareness about the project's activities and research outputs
2. Ensure research outputs and data are available, accessible and reusable
3. Promote knowledge sharing and engagement among stakeholders and partners

## Guiding principles

The following principles will guide the implementation of the communication plan.

**Quality:** Editorial quality will adhere to the relevant guidelines for editing and publishing of documents, such as the International Livestock Research Institute (ILRI) research publishing guidelines and peer-reviewed journals' instructions to authors.

**Consistency:** Use of branding elements such as logos and boilerplate text in communication products will be in line with institutional and donor guidelines.

**Open access:** Research outputs will be managed in line with ILRI's Open Access policy (<http://www.ilri.org/open>) which provides for creative commons licensing for research products, allowing them to be used and re-used freely provided the source is acknowledged. Likewise,

research data will be managed in line with ILRI's policy on research data management and sharing which provides for datasets to be made available in an Open Access data portal (<http://data.ilri.org/portal>). The donor is providing additional funding for publication of results in open access channels.

## Audiences

The communication plan aims to meet the information needs of the following internal and external audience groups:

- Researchers
- Policymakers
- Development practitioners
- Investors
- Media
- Interested public

## Activities and communication channels

Various activities will be undertaken and communications support provided to effectively convey key messages to relevant audience groups. These activities include:

- Publishing: writing, editing and production of research outputs. These include peer-reviewed journal articles, research reports, working papers, posters, conference presentations, research briefs and policy briefs
- Blogging and web content management: posting of regular updates on project activities, events and outputs
- Republishing via various online platforms e.g. ILRI social media channels (Twitter, Facebook, LinkedIn) as well as the CGIAR website's Agriculture for Nutrition and Health page and CGIAR Twitter account
- Curation: indexing of project outputs on CGSpace institutional repository (<http://cgspace.cgiar.org>).
- Management of research datasets
- Repackaging of technical content into simplified formats such as policy briefs, posters and infographics
- Internal communication: knowledge and information sharing among team members (e.g. via email, face-to-face and virtual meetings)
- Media engagement: media briefings for dissemination of significant research findings and policy recommendations
- Dialogues such as workshops and seminars for engagement and information sharing with

stakeholders such as community members and policy influencers

- Newsletter (quarterly or biannual): To be distributed to project partners, donors, stakeholders and other relevant audiences.

### Social media channels

Various ILRI social media tools will be used to enhance the online discoverability, reach and accessibility of the project's research. These social media channels include:

- AgHealth blog
- Facebook
- LinkedIn
- Twitter
- Flickr
- SlideShare
- YouTube

In addition, to support internal communication among the project team members, social media tools like Wikispaces and Yammer may be used as internal working spaces for collaborative planning and sharing of information on intermediate project outputs.

### Synergies with other projects and initiatives

We will partner with the following initiatives in order to increase reach and influence:

- Chatham House–ILRI collaboration: summarises evidence on the importance of livestock products for the first 1,000 days and the risks of foodborne disease associated with livestock products.
- Land O'Lakes–ILRI collaboration: a series of learning events around livestock products and household nutrition impacts.
- Supporting Global Livestock Advocacy for Development project funded by the Bill & Melinda Gates Foundation. We will develop messages on livestock products nutrition and health for advocacy.
- SNV–Regional Strategic Analysis and Knowledge Support System advocacy project on milk in Kenya

### Monitoring and evaluation

Communications will be monitored monthly. Changes in the following statistics will be tracked and measured:

- Subscribers

- Views (blog posts; web pages)
- Reader comments
- CGSpace document downloads
- Twitter followers, interactions and impressions
- Facebook likes and comments
- LinkedIn comments
- Coverage in print and online media

The strategy will be evaluated at the end of each year to assess the extent to which it is meeting the stated objectives. The key performance indicators to be evaluated are:

- Increased awareness of the project among audiences
- Increased discoverability, accessibility and use of project information
- Enhanced knowledge sharing and engagement among project teams

Feedback will be sought from both internal and external audiences on the content, channels, frequency of information dissemination, adequacy of information provided, what works and what doesn't work and what improvements need to be made. The feedback received will be used to refine the communication plan and its implementation.

## Deliverables

- Quarterly or biannual project newsletter
- Six-monthly report on activities and monitoring and evaluation outcomes
- Minutes for regular and extraordinary project meetings

## People involved

Tezira Lore (communication specialist for ILRI's Food Safety and Zoonoses Program) will lead the implementation of the communication plan, working closely with and supported by ILRI's Communications and Knowledge Management Unit.