

AIVDP and Implementation Partners Collaborate in Preparation of Advocacy and Communication Strategic Document

An Exchange Forum involving members of AIVDP's Management Unit and implementation partners, recently took place in Limbe commencing on the 28th of October. The workshop, which is the first of four workshops, aimed at facilitating a discussion surrounding advocacy and communications issues in development work.

Addressing participants in preparation for the exchange, Dr. Besong Ntui Ogork, encouraged those in attendance to actively participate for the delivery of inputs that will make for a document which would 'allow the Project to implement accurately, and deliver its message across to beneficiaries.'



Pictured Above (left to right): Dr. Besong Ntui Ogork Addressing Participants at Workshop Opening and Communication Experts Conducting Sessions

The following sessions saw the team of experts, headed by lead Consultant Prof. Enoch Tanjong, deliver presentations on various topics namely Communication Channels, Communication for Development, Improving Value Chain through Communication and Advocacy and Media Strategies for Multi Stakeholder Platform Formation. In addition to input sessions which generated fruitful discussions, participants were given the opportunity to apply the subject matter from presentations, through a series of group exercises. These brainstorming sessions included identifying multi-level challenges found in agricultural value chains in addition to policy and advocacy issues in value chains. The completion of the exercise saw an insightful exchange of vantage points from various attendees with the forum being enriched, as the debate in regards to application of communication and advocacy in the sphere of development, ensued.



Pictured Above: Attendees Participating in Group Work and Presenting Results at Plenary

In his closing remarks Prof.Tanjoh appreciated the participation of those present and reminded participants that while the Exchange Forum would aid formulate the document, it was also ‘a special gathering’ one which would prove to be mutually beneficial as participants would ‘take-home knowledge acquired to various institutions and enrich them.’

The upcoming workshop due to follow a similar agenda, will include the participation of field staff who have acted as the Project’s central points in their respective Basins. Due to their proximity to beneficiaries in the execution of project activities, obtaining diversified viewpoints from field workers in various Basins, remains valuable in the elaboraiton of an effective communication document.