CCARDESA
Centre for Coordination of Agricultural Research and Development for Southern Africa

Herding for Health (H4H)
Knowledge Management Project
Communications and Visibility Plan

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

CONSERVATION
INTERNATIONAL

PEACE PARKS
FOUNDATION

Table of Contents

Acronyms

CBOs	Community-Based Organisations
CCARDESA	The Centre for Coordination of Agricultural Research and Development for Southern Africa (CCARDESA)
CSOs	Civil Society Organisations
CVP	Communication and Visibility Plan
ECOWAS	Economic Community of West African States
FAO	Food and Agriculture Organization of the United Nations
H4H	Herding for Health
H4H KM	Herding for Health Knowledge Management
IKI	The International Climate Initiative
KPI	Key Performance Indicator
MEL	Monitoring, Evaluation, and Learning
NGOs	Non-governmental Organisations
SADC	Southern African Development Community
UNCBD	United Nations Convention on Biological Diversity
UNCCD	United Nations Convention to Combat Desertification
UNEP	United Nations Environment Programme
UNFCCC	United Nations Framework Convention on Climate Change

1. About the Project

The Centre for Coordination of Agricultural Research and Development for Southern Africa (CCARDESA) Herding for Health Knowledge Management (H4H KM) Project is aimed at contributing towards the improvement of livestock and rangeland management across the Southern African Development Community (SADC) region through documentation and dissemination of critical H4H information to a number of priority stakeholders who are making decisions and who directly involved in implementing livestock and rangeland management. It employs a blend of traditional knowledge and modern innovations. H4H is a community development concept that promotes livestock-wildlife coexistence, land-use stewardship, biodiversity conservation, and poverty alleviation. It drives conservation targets such as supporting ecological connectivity and linkages across wilderness or protected areas. In doing so, this supports ecological systems while unlocking economic opportunities to address poverty in communities living around protected areas. H4H integrates ecosystem restoration with poverty alleviation through skills development, the provision of science-backed methodologies and tools in rangeland management and creating a marketplace for sustainable conservation financing and livestock trade.

The H4H concept equips farmers, herders, and local authorities with sustainable land use and livestock management techniques to combat desertification, soil degradation, and climate change impacts.

With a focus on knowledge exchange, digital learning, and policy influence, CCARDESA will deploy its knowledge management platforms and convening power to enable policy engagement and facilitate widespread access to information on best practices to support capacity building on community-driven livestock and rangeland management practices that contribute towards strengthening resilience in semi-arid and arid landscapes of Botswana, Madagascar, South Africa, and Zambia.

Therefore, CCARDESA's role in the IKI Growing Greener Project addresses the project's knowledge management and communication requirements. This being done through work package where it is envisaged that the following will be achieved.

1. Work package 4.1: Produce materials and organize trainings for farmers and local organizations

2. Work package 4.2: Produce materials and training for local government and others working in the field

3. Work package 4.3: National and regional information-sharing

Effective communication is crucial for the success of the CCARDESA H4H KM Project to effectively communicate the project's goals, activities, and outcomes to a diverse range of stakeholders ranging from local communities to policymakers and international partners while fostering collaboration, raising awareness, and promoting informed decision-making.

Purpose of the Communications and Visibility Plan

The Communication and Visibility Plan (CVP) outlines the communication objectives, key messages, target audiences, channels, and that will guide efforts in disseminating information and engaging stakeholders. This will ensure that critical information is accessible, stakeholder engagement is strengthened, and the project's impacts are widely understood and supported at local, national, and regional levels.

CCARDESA H4H KM Project Communication and Visibility Plan aims to:

i. Enhance awareness of the Project among critical stakeholders, including policymakers, communities (including farmers), development partners, and the private sector.
ii. Ensure consistent and strategic messaging across various communication platforms.
iii. Strengthen CCARDESA's leadership in Knowledge Management and Communication within the project.
iv. Promote stakeholder engagement and visibility of the Project's impact.
v. Align with CCARDESA's communication strategy, SADC regional policies, and donor visibility requirements.

How was this plan developed?

This CVP was developed through stakeholders consultation done through a Communications Needs Assessment to gather insights, observations and capture recommendations on the current Project communications, while gathering further communication tools/platforms for the project. An understanding of the communication context is important as it provides initial information on which to base the development of a communication plan. This encompasses identifying the different target groups and their respective communication needs and defining potential pathways and uptake opportunities. The assessment also aimed to understand what kind of information should be communicated to the target stakeholders to achieve project outcomes and desired impact. A desktop review of current communication was done to evaluate the quality and identify any gaps for intervention.

Socio-Cultural Considerations

Some key considerations for the CVP include socio-cultural aspects as the Project's success largely depends on its ability to integrate with and adapt to local communities' existing traditions, practices, and social structure. The communication plan should focus on amplifying indigenous knowledge and sharing learning in rangeland management. Further to this, the plan should take into consideration social norms and customs that influence how people perceive things and emphasis should be on inclusivity.

- There must be tailored information for traditional leaders.

- There are a number of dialects within the same language, representation of the different vernacular in the communication .

- Consider communities with limited access to the internet in some localities

- The literacy level may be very low in local communities

- The influence of preferred local media in communities

- Male dominance during community engagements and incorporating gender inclusivity

2. Target Audience

The visibility and general communication of the Project will be framed around informative and solution-oriented communications materials, will target key stakeholders within the implementing countries and beyond. The nature of the project and its impact will be relevant and of interest to a wide audience that can be reached through a variety of communication media.

Primary Audiences Direct beneficiaries and active participants in rangeland management and knowledge sharing			
Audience Segment	**Why They're Important**	**Information Needs**	**Channels**
Community herders & pastoralists	Core implementers of sustainable grazing practices	Practical guidance, success stories, weather/climate info, grazing rotation tools	Community meetings, radio, WhatsApp groups, local language guides
Community leaders & elders	Influence adoption of practices and mobilize local action	Evidence of benefits, community-based planning tools	In-person forums, traditional gatherings, participatory workshops

H4H partners & implementing teams	Deliver training, manage field activities	Best practice guidelines, monitoring tools, peer learning platforms	Workshops, meetings, email newsletters, collaborative online platforms

Secondary Audiences			
Stakeholders who can amplify, resource, or influence H4H outcomes			
Audience Segment	**Why They're Important**	**Information Needs**	**Channels**
Government ministries, agencies (agriculture, environment, rural development)	Policy support, resource allocation, scaling up interventions	Policy briefs, up-to-date data on rangeland health, socio-economic impacts	Policy dialogues, briefing papers, stakeholder forums, symposium, exchange visits
Research institutions & universities	Evidence generation, technical validation	Data access, research collaboration opportunities	Academic journals, conferences, knowledge portals, Knowledge products
Donors & development partners	Funding, strategic partnerships	Impact stories, measurable outcomes, acknowledgement	Donor reports, high-level presentations, videos
Private sector actors (livestock value chain, eco-tourism, sustainable products)	Potential market linkages, investment in sustainable supply chains	Case studies, market opportunities, partnership models	Business roundtables, trade events, sector newsletters

Influencers & Amplifiers			
Stakeholders that help spread awareness, influence perceptions, and mobilize support			
Audience Segment	**Why They're Important**	**Information Needs**	**Channels**
Media	Increase public awareness and visibility of the impact of the H4H approach	Compelling stories, visuals. human interest angles	Press releases, media kits, field visits

Civil Society (NGOs/CBOs/CSOs), including Farmers Organisations, Youth Organisations, Women's Organisations	Trusted messengers at local level	Training materials, co-branded messages	Joint campaigns, local events, partnerships, and MoUs
Global conservation & climate networks	Advocacy, policy influence at global forums	Scalable models, results	Webinars, international conferences, online toolkits

Global Policy & Advocacy Stakeholders *For scaling lessons learned beyond the immediate project*
• Regional economic communities (e.g., SADC, ECOWAS) to embed the H4H practices in regional agricultural/climate frameworks.   • Regional Extension/research networks other knowledge providers   • UN agencies (FAO, UNEP, UNCCD) for integration into global rangeland and land degradation neutrality agendas.   • International NGOs & networks to share tools and resources globally.

3. Key Messages

This section provides a set of clear, consistent, and impactful statements that convey the project's goals, objectives, and benefits. These messages are designed to inform and engage a diverse range of stakeholders. These messages will be tailored and disseminated through various communication channels to strengthen awareness, encourage participation, and highlight the project's contributions to improving livelihoods in the region. The H4H approach is a model that provides sustainable livelihood improvements while conserving wilderness areas to support ecosystem services to communities. Messages to communities should avoid raising expectations and focus on an open and transparent approach.

i. **Core Vision**

"Healthy rangelands, thriving communities."

- The H4H concept empowers communities to manage their rangelands and livestock sustainably, ensuring both environmental resilience and improved livelihoods in a changing climate.

- Our approach connects traditional/ indigenous and local knowledge with modern science in the management of livestock to protect ecosystems for future generations.

ii. **Sustainable Rangeland Management**

- Overgrazing and other forms of land degradation threaten the future of our grazing lands but with sustainable land management practices, they can recover and thrive.

- The H4H concept promotes grazing systems that restore soil health, protect biodiversity and ecosystems, thereby supporting healthy livestock.

- Good/ sustainable rangeland management means more grass for animals, more carbon stored in the soil, and better protection against drought.

iii. **Community-led nature based solutions and/ or ecosystem-based approaches**

- The people who live and work on the land are the best stewards of it.

- The H4H concept builds capacity for communities to design and lead their own rangeland and livestock management plans.

- We work together to ensure everyone benefits farmers, herders, families, and the environment.

iv. **Knowledge Sharing & Learning**

- The CCARDESA H4H KM Project is a platform for sharing lessons, tools, and success stories across communities, NGOs, policymakers, researchers, retailers and other stakeholders.

- The CCARDESA H4H KM Project captures real-world experiences to inform better decisions at local, national, regional, and global levels.

- Every lesson learned is a step toward healthier rangelands everywhere.

v. **Partnerships & Collaboration**

- Restoring rangelands is a shared responsibility and as such, the CCARDESA H4H KM Project works with governments, NGOs, researchers, community networks and other stakeholders.

- The CCARDESA H4H KM Project bridges local action with policy influence, ensuring that community voices shape sustainable land management policies.

- By sharing what works, we multiply impact far beyond the project or region.

vi.   Call to Action

- *For communities*: Join us in protecting and restoring our rangelands for your livestock, your land, and your future.

- *For policymakers*: Support policies that empower community-led rangeland and livestock management to protect natural resources.

- *For global policymakers (e.g. UNFCCC, UNCCD, UNCBD)*: Adopt a bottom-up driven approach that is informed by experiences from different geographical locations across the globe to protect natural resources.

- *For partners & funders*: Collaborate with us to scale solutions that work and create lasting impact.

4. Media Engagement Strategy

The media engagement strategy for the CCARDESA H4H KM Project in Botswana, Madagascar, South Africa, and Zambia must be tailored to each country's media landscape, while supporting the overarching project goals of amplifying indigenous knowledge, sharing learning, and influencing policy and practice in rangeland management.

Media Engagement Objectives

- Build credibility for the project through partnerships with trusted media outlets
- To raise public awareness about the H4H approach and its impact
- Promote local voices and communities, as stewards of rangelands.
- Disseminate knowledge products to wide and diverse audiences.
- Influence policy and funding by shaping narratives around pastoralism, land degradation and climate resilience

Media Partnerships

There is a need for the project to intentionally seek the opportunity to build relationships with local media or leverage on already established relationship. Ensuring that the impact of the project is positioned as newsworthy is key in creating effective media engagement. Media partnerships are crucial because they enable the project to bridge the information gap between experts and herding communities, build trust, and amplify key messages for a wider audience. Media, whether traditional (radio, print) or new (social media), acts as a powerful conduit and there is an opportunity to use media monitoring tools and feedback from field teams and community partners.

Country	Key Media Characteristics	Languages
Botswana	State-owned and independent media operational across print, radio and television	Setswana, English
Madagascar	Regional radio dominant; limited internet in rural areas	Malagasy, French
South Africa	Vibrant, multi-platform media; large online engagement	English, isiXhosa, isiZulu, Afrikaans
Zambia	Community radio is key; state and independent newspapers active	English, Bemba, Nyanja, Silozi, Tonga, Luvale, Lunda, Kikaonde

Steps to Building Media Partnerships

- Conduct a media mapping to identify priority outlets, reporters, and editors per country, specifically targeting those following the relevant 'beat'
- Develop a media database/contact list of all relevant media outlets identified

- Initiate contact and introduce the project by disseminating a multimedia press kit with project brief, infographics, story maps, and videos for online journalists.

- Position the CCARDESA H4H KM Project website page and the Knowledge Hub as resource spaces for information
- Hold journalist informal briefings and invite them to attend field visits to observe the implementation of project activities
- Offer training opportunities and access to learning resources on rangeland issues locally and regionally

Media Channels & Tactics

Tactic	Target	Format
Radio partnerships	Reach rural communities in local languages	Talk shows, interviews,
TV features	Nationwide reach for vast audience	Documentaries, news segments
Newspaper articles	Reach urban audiences	Op-eds, features, success stories
Press briefings/field tours	Engage journalists in the field	Farm walks, community visits

Media Content Production

- Press kits should be developed to include high-resolution images, quotes from community members, and contextual fact sheets which offer key information regarding the project and will generate interest

- Press releases are to be prepared and should be aligned to the project activities e.g. major events or milestones

- Video & audio bites can be developed to feature short, usable media clips for broadcasters and social media use.

Success Stories and Lessons Learnt

To establish a repository of success stories for the Project, there should be a systematic approach for collecting, verifying, and disseminating these stories. A well-managed repository will not only highlight the project's impact but also serve as a powerful tool for peer-to-peer learning and advocacy.

Criteria

Define what constitutes a "success story." This might include measurable improvements in livestock health, adoption of new practices, improved livelihoods, or positive changes in community well-being. The criteria should be linked directly to the project's Key Performance Indicators (KPIs).

Identify Storytellers

- Train field staff, community facilitators, and herder-champions to identify potential success stories. They are best positioned to hear about new achievements and can encourage herders to share their experiences.

Story Collection Template

- Create a simple template or questionnaire for collecting information. The template should capture key details such as the location, the specific problem, the H4H intervention used, and the result. There should be space for quotes, photos, and video clips to enrich the story. (See Annexure A)
- The collected information and should be used to craft a compelling, human-centered narrative. The story should follow an arc to present the initial problem, describe the action taken (using H4H knowledge), and highlight the positive outcome.
- Stories are far more impactful with high-quality photos and videos, there is a need to capture the visuals and consent must always be obtained.

Building the Repository

Once the stories are verified and packaged, the best digital platform to house the stories is a dedicated section on the project website. It should be easy to navigate, with stories categorized by theme or by country. There should be a dissemination strategy to share this content widely through various channels:

- **Website-** Ensure all stories are uploaded with the relevant pictures and captioning
- **Social Media-**Create short, engaging posts with a link to the full story.
- **Newsletters-**Feature a "Success Story of the Month" in the project newsletter.
- **Community Meetings-**Print and share physical copies of the stories or show videos during community forums.
- **Donor Reports-**Include success stories in reports to donors and partners to demonstrate impact

5. Events, Meetings and Workshops

Events, meetings and workshops are key in delivering the project work package effectively and for the purpose of engaging stakeholders and ensuring that the project remains visible in its locality and beyond.

Community-Level Engagements

- Community Forums are regular meetings in herding communities to discuss project updates, gather feedback, and address concerns directly. These forums can also be used to share success stories and demonstrate new techniques.

- Demonstration Workshops are practical, hands-on sessions where focal persons or trained community members can show best practices implemented by the project

- Radio Listening Clubs are organised groups of herders, who meet to listen to local radio programs featuring project information. These groups can then discuss the content, ask questions, and provide feedback.

- Cultural events, trade fairs and expos are an opportunity to integrate project messaging into existing community events. This could involve setting up information/exhibition booths, giving presentations and engaging with public.

Stakeholder Meetings

- Steering Committee Meetings which are scheduled meetings with key stakeholders, including government officials, CSO partners, and community leaders, to ensure alignment and cooperation.

- Thematic Workshops which bring together experts and stakeholders to dive deep into specific topics, making use of knowledge products and fostering a collaborative approach to problem-solving.

Engagements

- Webinars and Virtual Meetings are some of the events project and partners can host online sessions for a wider audience, including international partners and researchers, to share project findings and best practices or to launch new knowledge products

- Knowledge Fair/Exhibition or Symposium could be a public event to showcase the project's achievements and knowledge products, alongside other partners. This could include exhibition booths, key note addresses, side events, presentations, and a chance for technical experts to share their experiences.

- Media Briefings/Updates entails regularly informing local and national media about project milestones, research findings, and success stories to increase public awareness and influence policy

- Social Media Campaigns are a good platform like to share short videos, infographics, and project updates. These campaigns can also facilitate Q&A sessions and discussions.

6. Community Outreach

Community outreach for the CCARDESA H4H KM Project is essential for building trust, ensuring the project is relevant to local needs, and facilitating the two-way exchange of knowledge between the Project and communities across the implementing countries. Effective outreach goes beyond simply delivering information, it involves active listening, collaboration, and building long-term relationships.
Before any knowledge can be shared, the Project needs to establish itself as a credible and respectful partner. This involves the initial consultations to meet with community leaders, elders, and women's groups to introduce the project, explain its goals, and understand local customs and concerns. Partnership with local institutions is also key in engaging communities as collaborating with existing community-based organizations, co-ops, and local government offices to leverage their established trust and networks.

Reaching the Community

Information needs to be delivered in a way that is accessible and culturally appropriate for the communities in which the project is being implemented:

- **Community Radio-**Partnering with or establishing a community radio station to broadcast information in local languages. This can include daily tips, interviews with herders, and announcements about upcoming project activities.

- **Mobile Messengers** -Training respected community members to act as liaisons. These "mobile messengers" can travel between herding camps, delivering project information, and collecting feedback and stories to share back with the project team.

- **Visual Aids-** Developing simple, easy-to-understand visual tools like posters, flip charts, and short videos that can be shown during community meetings. These materials can overcome literacy barriers and convey complex information clearly.

Engaging Herders as Active Participants

True outreach is about making herders co-creators of knowledge, not just recipients, as this leads to more sustainable and relevant outcomes.

- **Peer-to-Peer Learning-** Creating a platform for herders to share their own experiences and successful strategies with one another. This can be through community forums, mentorship programs, or knowledge exchange visits to other herding communities.

- **Co-design Workshops:** Involving herders in the design of communication materials and Project activities. For example, a workshop could gather herders' input on the most effective way to illustrate a new grazing technique or to name a disease in their local language.

7. Social Media Strategy

The Social Media Strategy for the CCARDESA H4H KM Project should aim to share knowledge, engage stakeholders, and promote the impact of community-led rangeland stewardship. Because the project is rooted in sustainable land management and pastoralist empowerment, the strategy needs to reach and resonate with a range of audiences including local communities, governments, NGOs, academics, and donors.

Social media platforms, especially Facebook and LinkedIn which are popular with key audiences, should be actively managed and frequently updated. These platforms offer a cost-effective, real-time way to engage communities across the implementing countries enabling the project to connect with audiences beyond.

Platform	Purpose	Content Type
Facebook	Community of practice engagement,	Stories, photos, event posts, live videos, comments
LinkedIn	Professional networking, partnerships	Reports, blogs, milestones, partnerships, key events
Twitter/X	Policy advocacy, donor engagement, real-time updates	Threads, news, quick updates, hashtags
YouTube	Educational content, in-depth storytelling	Mini-documentaries, video trainings, interviews

Content for Social Media

1. **Success Stories & Case Studies**

   - Highlight herders' stories, rangeland restoration successes, community and livelihood impact across the four implementing countries

2. **Traditional & Indigenous Knowledge**

   - Promote wisdom from pastoralist communities through videos, quotes, or infographics

3. **Knowledge Products**

   - Share briefs, toolkits, guidelines, training materials and digital resources

4. **Behind-the-Scenes / Project Updates and Insights**

   - Updates from the project highlighting key milestones, offering data on the impact of activities

5. **Events & Webinars**

   - Promote and recap key learning exchanges, events, knowledge sharing dialogues, and global conferences.

6. **Infographics & Data Visualizations**

   - Simplify and share key insights on grazing plans, ecosystem health, and policy impacts.

   Knowledge Product Integration

   - When a new toolkit, report, or guide is released, announce it across platforms and hare a carousel of key takeaways. There is an opportunity

to create a 2-min explainer video, link to download from the project website and include quotes/testimonials.

Social Media Posting Frequency	
Facebook/Instagram	3–4 posts per week
Twitter/X	Daily or near-daily (retweets, event threads, quick links)
LinkedIn	1–2 posts per week
YouTube	1 video/month (short or long format)
WhatsApp/Telegram groups	As needed (context-sensitive updates)

Social Media Content Planning

Social media content plans have to be developed in order to guide the scope of content to be shared on the Project, ensuring timeous and quality posts are developed. The planning of social media content can be aligned to the Projects activities and ensure equal coverage for each implementing country.

Month	Theme	Focus
January	Rangeland Resilience	Drought coping, ecological indicators
February	Indigenous Knowledge & Grazing Plans	Herder practices, elders' wisdom
March	Women in Pastoralism	Women's roles, interviews
April	Youth & Livestock Futures	Tools, training videos, field updates
May	Community Leadership & Advocacy	Herder champions, governance, policy dialogues
June	Cross-border knowledge sharing	Zambia–Botswana–SA–Madagascar learning exchanges

Weekly Content Structure		
Day	**Content Type**	**Description**
Monday	Knowledge Monday	Share a fact, toolkit, or research insight
Tuesday	Testimonial Tuesday	Quote/image from a herder, field staff, partner
Wednesday	Wisdom Wednesday	Indigenous knowledge, traditional practices
Thursday	Throwback Thursday	Short clip from past events or story feature

Friday	Field Focus Friday	Field updates, monitoring data, or site images
Saturday	Story Snapshot	Instagram reel/carousel or storytelling post
Sunday	What's Next / Event Alert	Upcoming events, webinars, reminders

Language Style and Tone for Social Media

The language style on social media should be engaging, accessible, and speak to the engagement and communication goals of the project. The goal is to build a vibrant online presence that not only disseminates information but also fosters dialogue and reinforces the Project's values. By tailoring the language to each audience, the CCARDESA H4H KM Project can ensure its social media presence is not only effective but also authentic and meaningful.

Style and Language Guide for Social Media
Use a Conversational Tone Avoid academic or overly technical jargon. Write as if you're talking to a friend or neighbour. Use "you" and "we" to create a sense of shared purpose. • *Instead of:* "Our initiative is designed to disseminate best practices for rangeland sustainability." • *Use:* "We're here to share tips for keeping your animals healthy and your land strong."
Emphasize Action and Practicality Focus on what herders can do and the benefits they will see. Use action verbs and clear calls to action. • *Example:* "Ever wondered how to spot early signs of a sick animal? We have a quick video for you! Link in bio."
Celebrate and Acknowledge Regularly feature success stories and photos from the communities. Tag local partners and community members. This builds trust and shows that the project values their contributions. • *Example:* "Meet Anna from Madagascar! She's been using planned grazing and her livestock are thriving. Read her story on our blog!"
Use Visuals and Emojis Social media is a visual medium and the use of high-quality photos and short videos is important. Emojis can add warmth and help highlight key points, but use them thoughtfully

Social Media Language For Partners, Donors, and Policymakers
The language should be more professional, data-driven, and focused on impact

Highlight Key Metrics

When sharing updates, include numbers and statistics to demonstrate progress and return on investment.

- *Example:* "Our partnership has helped bring together 200 farmers from different communities to share knowledge on rangeland management and exchange best practices"

Showcase Thought Leadership

Share links to policy briefs, research papers, and technical reports and position the project as a leader in the field of knowledge management.

- *Example:* "New policy brief just released! We've outlined how community-led land management can boost food security across the region. #Policy #KnowledgeHub

Recognize and Tag Partners

Publicly acknowledge and thank donors and partners for their support as this is crucial for maintaining relationships, demonstrating collaboration and is key for co-branding.

- *Example:* "H4H is implemented under the "Restoration and sustainable agropastoral systems in open arid landscapes across Southern Africa (Growing Greener) Project" led by GIZ and implemented together with CCARDESA, Conservation International and the Peace Parks Foundation. Thank you for their continued support in our mission to empower herding communities! #HerdingForHealth #Partnership"

Language Style For the General Public and Media

The language should be compelling, inspiring, and easy to grasp. The goal is to build broad awareness and attract new supporters of the project.

Tell a Story
Use social media to tell a human-centered story and the focus should be on the impact on peoples lives

o *Example:* "For generations, herders have been the guardians of these ancient lands. We're working with them to ensure their traditions and the land's health can thrive for generations to come. #Rangeland #Livelihoods"

Use Strong, Evocative Language Use words that paint a vivid picture and connect with people's emotions.   o *Example:* "Our planet's rangelands are a vital ecosystem. By working with herding communities, we're not just protecting livestock—we're safeguarding a precious part of our world. #HerdingForHealth"

Provide a Clear Call to Action • Tell people what they can do, whether it's sharing a post, visiting the website to learn more   o *Example:* "Curious about our work? Learn more and make use of our Knowledge Hub through the link in our bio! Explore a variety of resources and share your thoughts on DGroups!

Social Engagement Tactics

- Polls and Q&A (e.g., "What does healthy land look like to you?")

- Livestreamed dialogues with community leaders and field experts

- Tagging partners and donors to extend reach and traction

- Hashtag strategy, mix global and local hashtags:

    - #HerdingForHealth #PastoralistVoices #RangelandRestoration

8. Knowledge Products

Knowledge products are essential for the CCARDESA H4H KM Project because they are the tangible outputs that capture, package, and share the project's knowledge. They are the primary tools for ensuring that the project's insights, lessons, and data are not lost but are instead used to inform, educate, and empower different audiences.

Knowledge products are critical for making information accessible to various stakeholders, from herders to policymakers. By transforming raw data into user-friendly formats like field guides, infographics, or policy briefs, the project ensures that the right information reaches the right people in a way they can easily understand and apply.

Product	Content
Case Studies/Success Stories	Short, compelling narratives (in written, audio, or video format) that highlight how specific herding families or communities have successfully adopted a new practice. These stories build credibility and encourage peer-to-peer learning.
Video and Audio Content	Short, engaging videos or radio episodes on specific topics. For example, a video showcasing the stories of how to properly administer a vaccine or an audio drama about a herder who improved his livelihood by joining a market cooperative.
Infographics	Visually striking materials that convey key messages quickly and effectively, such as a poster illustrating the signs of a common livestock disease or a diagram showing a planned grazing rotation.
Mobile Apps/SMS Services:	Digital tools that provide real-time information. A mobile app could allow herders to report disease outbreaks or access a database of animal health information. An SMS service could send out daily tips or alerts about market prices.
Policy Briefs	Concise, evidence-based documents that summarize key findings from the project and provide actionable recommendations for policy change related to land use, animal health regulations, or market access.
Technical Reports	In-depth studies on specific project components, such as the economic impact of planned grazing or the effectiveness of a disease surveillance system. These are intended for a more technical audience.
Podcast Series	A podcast series can foster a sense of shared identity and purpose among herders. By featuring interviews with herders, community leaders, and veterinarians, the series can celebrate local knowledge and expertise. It can also act as a platform to share stories, challenges, and successes. This creates a powerful feedback loop and strengthens the project's connection to the communities it serves, making them feel like active participants rather than passive recipients of information.

The CCARDESA H4H KM Project Newsletter

The CCARDESA H4H KM Project Newsletter is a key component serving to inform, engage, and inspire various stakeholders. It should go beyond a simple summary of activities and become a tool for building community and demonstrating impact.

Newsletter Structure
Header and Branding   - Catchy Name: A creative and memorable name for the newsletter that reflects the project's mission, such as "H4H Knowledge Management News"   - Logo and Branding: The CCARDESA H4H KM Project name should be prominently displayed, along with consistent colour schemes and fonts that match the project's overall visual identity
Content Sections
Lead Story/Feature Article   This should be the main piece of content, a well-written story that highlights a major achievement. This is an ideal place to feature a success story from the project's repository, using an engaging photo and a strong headline to draw readers in.
"In the Field" Updates   Short updates about on-the-ground activities which could include news about new communities joining the project, a new training session, or an interesting observation from a field visit. This section is particularly important for partners and donors who want to see their support in action.
Knowledge Corner/Tips   This section is for herders and local practitioners. It can feature a simple, actionable tip or a frequently asked question related to animal health, rangeland management, or market access.
Data and Impact   Include a section with key metrics and data visualizations. An infographic or a simple chart showing the number of herders trained, hectares of rangeland restored, or the increase in livestock productivity can powerfully communicate the project's impact to policymakers and donors.

Partner Spotlight

- Publicly recognise a key partner or donor in each issue. This shows appreciation for their support and helps reinforce the collaborative nature of the project. A short blurb and a link to their website can be included.

Upcoming Events

- A list of key events, meetings, or workshops that are on the horizon. This is useful for all audiences, from herders to stakeholders who need to plan for their participation.

Resources and Media

- Links to recently published knowledge products, such as policy briefs, new podcast episodes, or a video from the project's YouTube channel. This is a great way to drive traffic to other platforms and provide more in-depth information.

Feedback Loop
- Invite readers to submit their own stories or feedback via a dedicated email address or a short survey link. This makes the newsletter a two-way communication channel, with clear contact information and a simple "unsubscribe" link in the footer.

9. Monitoring, Evaluation, and Learning (MEL) Framework

Monitoring will focus on tracking the implementation of communication activities and the immediate reach of these activities. This involves gathering data regularly to see what's working and what isn't on a day-to-day basis.

Monitoring

- Communication Activity Implementation

  Tracking the number of communication products created (e.g., blog posts, infographics, videos) and the frequency of their dissemination. This includes monitoring social media posts, press releases, and community meetings held.

- Audience Reach and Engagement

  Using metrics to measure how far key messages are traveling by noting:

  - Website analytics such as page views, unique visitors, and time on page for the project's webpage on the CCARDESA website

  - Social media metrics such as likes, shares, comments, retweets, and follower growth.

  - Media mentions which are the number of times the project is mentioned in news articles or other media outlets.

  - Event attendance as in the number of people attending community workshops or events.

Evaluation

Evaluation will assess the effectiveness of the communication plan in achieving its long-term goals and this involves looking at the project's outcomes and impact. By evaluating:

- Knowledge Acquisition and Awareness

  - We will measure whether our target audiences have gained new knowledge about "herding for health" principles. This will be done through surveys, pre- and post-tests at workshops, or qualitative interviews with key stakeholders. By assessing if there's been a change in understanding of the project's core messages.

- Attitudinal and Behavioural Change

  - Evaluate if the communication efforts have led to a shift in attitudes or behaviours related to herding for health. For instance, are community members more open to adopting new practices? Are policymakers more likely to support relevant policies? This will be assessed through case studies, focus group discussions, and long-term observation.

- Stakeholder Partnerships

  - Evaluate the quality and effectiveness of relationships with partners, donors, and the media. This involves looking at the number and type of collaborations and whether these partnerships have helped amplify our message.

Learning

Using the information from monitoring and evaluation to adapt and improve the communication strategy through a continuous process of reflection and adjustment.

- Regular Review Meetings

  - Hold quarterly meetings with the project team and key partners to review monitoring data and discuss what's working and what isn't and to identify challenges and opportunities.

- Feedback Loops

  - Mechanisms to gather feedback from our target audiences will include suggestion boxes at events, online comment sections, and direct communication channels. This feedback will be used to refine messaging and communication channels.

- Adaptive Management

  - Based on the learning, make real-time adjustments to the communication plan. For example, if a specific social media platform isn't yielding results, shift resources to a more effective channel. If a message isn't resonating, reframe it.

- Knowledge Sharing

  - Document our successes and failures and share these insights with the network and other relevant projects. This ensures that the lessons learned from this project contribute to a wider body of knowledge.

Key Performance Indicators (KPIs)

The CCARDESA H4H Knowledge Management Project KPIs metrics that measure the effectiveness, reach, and impact of communication efforts are essential for the MEL framework, helping to determine if the communication plan is meeting its objectives and to inform future improvements. The KPIs can be categorized into three main areas of output, outcome, and impact.

Output Indicators

Output indicators measure the direct products of the communication plan and on the 'what' and 'how much' of the communication efforts.

- Number of communication materials produced, includes publications, videos, infographics, and other content created.

- Reach of communication channels such as the number of people exposed to the information through various platforms like social media, radio broadcasts, and community meetings.

- Website traffic and engagement to tracks the number of visitors to the project's website, time spent on pages, and downloads of resources.

- Media mentions which counts the number of times the project is featured in news articles, blogs, or other media.

Outcome Indicators

Outcome indicators assess the changes in knowledge, attitudes, and behaviors that result from the communication activities and they focus on the 'so what' of the communication efforts.

- Increased knowledge and the change in understanding among target audiences regarding herding for health practices, gauged through surveys or pre- and post-tests.

- Attitudinal shifts which are the changes in the beliefs and attitudes of herders and community members towards new management techniques.

- Behavioural changes which monitors the adoption of recommended health and herding practices by the target communities.

- Feedback and satisfaction that collects qualitative data through surveys or interviews to gauge how useful and relevant the communication materials are to the audience.

Impact Indicators

Impact indicators measure the long-term, broader effects of the communication strategy on the project's goals and focus on the 'what difference did it make?'

- Improved animal health outcomes which tracks improvements in livestock health, which can be linked to the adoption of practices promoted by the communication strategy

- Community resilience which will measures the community's ability to cope with and adapt to challenges related to livestock health, a long-term goal of the project.

- Policy influence which will assess if the project's knowledge and data are being used to inform local or national policies related to animal health and herding practices.

- Sustainability which will evaluate the extent to which the communication efforts have created a self-sustaining knowledge-sharing culture within the community.

KPI	Description	Data Source
Awareness & Knowledge Uptake		
# of knowledge products disseminated	Reports, briefs, toolkits, stories	Comms tracking log
#number of downloads from the website	Reports, briefs, toolkits, stories	Web analytics
Reach of communication materials	Total views/downloads (PDFs, videos, stories)	Web analytics, social media, email
% of target audiences who recall key messages	Assessed via survey or interviews	Perception surveys
Media coverage on project themes	# of stories published in media outlets	Media monitoring reports
Engagement & Participation		
Social media engagement rate	Likes, shares, comments per post	Platform analytics
# of active followers (growth rate)	On Facebook, LinkedIn, Twitter/X, etc.	Social media dashboards
Community-generated content contributions	Stories, testimonials, videos submitted by herders or local partners	Internal submissions tracker
Event participation	# of attendees at webinars, dialogues, knowledge exchanges	Event logs, Zoom reports
Local language content produced/shared	# and % of communication outputs in Setswana, Malagasy, etc.	Comms tracker
Policy & Donor Influence		

KPI	Description	Data Source
Awareness & Knowledge Uptake		
# of invitations to present findings in policy/donor forums	Includes SADC, AU, government workshops	Comms team logs
# of citations of project in policy documents or strategies	National or regional documents referencing project outputs	Desk review
Perceived influence among decision-makers	Feedback from stakeholders on communication impact	Key informant interviews
Learning and Knowledge Sharing		
KPI	Description	Data Source
# of cross-country knowledge sharing initiatives supported	Webinars, learning exchanges, South–South collaborations	Project records
# of internal or partner learning briefs generated	Including synthesis notes or lessons learned docs	KM tracker
Frequency of content updates on platforms	E.g., website, YouTube, newsletter	Content management logs
% of knowledge products co-created with local partners	Measures inclusive KM approach	Author/contributor records
KPI	Description	Data Source
Behaviour Change (Longer-Term / Qualitative)		
Stories of practice change attributed to communication	Qualitative examples from herders or partners using knowledge shared	Outcome harvesting, interviews

KPI	Description	Data Source
Awareness & Knowledge Uptake		
% of community leaders reporting increased knowledge/awareness	Self-reported awareness of tools, approaches	Baseline/endline survey
Changes in how stakeholders talk about pastoralism	Discourse shift toward valuing indigenous knowledge & sustainable grazing	Media content analysis, interviews

10. Annexure A

Story Collection Template: Heard for Health Knowledge Management Project

1. Storyteller Information

- Name: (Optional)

- Contact Information: (Email or phone number, for follow-up questions)

- Role/Position:

- Location: (City, region, or country)

- Date of Submission:

2. Story Details

- Story Title: (A short, catchy title that captures the essence of the story.)

- Key Themes: (What are the main topics or lessons? e.g., patient-community engagement, overcoming barriers, innovative solutions, indigenous knowledge)

- Synopsis: (In 1-2 sentences, what is this story about?)

3. The Narrative

- The Situation: Describe the context or the challenge you were facing. What was the problem?

- The Action: What did you or your team do? Describe the steps you took to address the situation. What was your strategy?

- The Result: What happened as a result of your actions? What was the outcome? This can be a success or a learning experience.

- Key Takeaways or lessons learned: What is the most important message from your story? What advice would you give to someone in a similar situation?