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SOMALI LIVESTOCK CERTIFICATION PROJECT

Communication Strategy

SOLICEP



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List of acronyms

AU-IBAR	African Union Interafrican Bureau for Animal Resources
BBC	British Broadcasting Corporation
EU	European Union
FAO/SFE	Food and Agriculture Organisation/Sub-Regional Office for Eastern Africa
GCC	Gulf Cooperation Council
IEC	Information, Education and Communication
LEISOM	Livestock Emergency Intervention to Mitigate Food Crisis in Somalia
OIE	World Animal Health Organisation
PPR	Peste des Petits Ruminants
RoOP	Regions of Origin Project
RVF	Rift Valley Fever
SAHSP	Somali Animal Health Services Project
SES	Somali Eco-system
SOLICEP	Somali Livestock Certification Project
SPS	Sanitary and Phytonanitary Standards
TADs	Trans-boundary Animal Diseases
UAE	United Arab Emirates

1. Project and communication strategy background

1.1 Project background

The Somalia Livestock Certification Project (SOLICEP) is an EU funded project and is coordinated by the African Union Interafrican Bureau for Animal Resources (AU-IBAR) in partnership with Food and Agriculture Organisation (FAO), Terra Nuova and Somali Veterinary Authority.

Livestock production, trade and exports represent the most important source, besides remittances from the Diaspora of livelihood for Somali pastoralists as well as a major source of revenue for Somali local and national administrations. The livestock sector once the leading source of foreign currency for Somalia has in recent years been negatively affected by export bans by the Kingdom of Saudi Arabia which was only lifted recently. The concern was due to the possible introduction of Rift Valley Fever (RVF) and other trans-boundary animal diseases (TADs). The limited capacity of Somali veterinary authorities to provide credible animal health certification for export animals is often cited as the main cause for trade restrictions by importing countries. The identification of certification requirements by importing countries and identification of policy framework that would promote livestock export will enhance the current system and aid in the development of a certification system aligned to the World Animal Health Organisation (OIE) standards and acceptable to importing countries. This will contribute to increased access of Somali livestock exports to regional and international markets. Furthermore, the enhanced capacity of Somali institutions and better coordination among Somali institutions and importing countries on livestock and marketing is expected to improve the export performance of the Somali livestock sub-sector.

This Communication strategy has been developed to provide a framework and guidance required for proper planning, implementation, monitoring and evaluation of the communication interventions for SOLICEP. The strategy also outlines the goals and objectives, communication approaches to be followed in order to achieve the expected results of improved export performance of the livestock sub-sector in Somalia and Somalia eco-system through enhanced live animal health certification that promotes the World Animal Health Organisation (OIE) and Sanitary and Phytosanitary Standards (SPS) standards.

This strategy will run over a 9 month period, beginning August 2010, (Aug 10 – April11) with an additional 3 months exit period till the end of the project in July 2011. The implementation will be guided by the action plan provided at the end of the document.

1.2 Rationale for the communication strategy

Somalia is strategically located in the Horn of Africa that links between Asia, Southern Africa and Suez Canal. This makes it a future economic hub in East Africa. The Middle East, especially the Gulf countries (Oman, United Arab Emirates, Bahrain, Qatar, Kuwait and the Kingdom of Saudi Arabia) have already provided a market for live animals from Somalia and the Horn of Africa for many years. However, the situation has recently been interrupted by recurrent trade bans for fear of the introduction of Rift Valley Fever (RVF) to the importing countries. As a result of the ban, trade in live animals suffered and impacted negatively on the livelihoods of poor pastoralists. In addition, there has been a drastic reduction in revenue for the Somali central and local administration, making it difficult for them to offer the basic support to the Somali people.

Based on the above situation, it was felt necessary to put in place measures to encourage trade and improve the economic status of Somalia and hence the development of a communication strategy. The strategy will help raise public awareness about SOLICEP and doing so will drive the stakeholders to take a proactive action in managing animal trade in accordance with the internationally accepted trade standards and this will help build confidence of the trading partners thereby increasing the livestock trading opportunities for Somalia.

2. Strategic communication issues, actions and objectives

2.1 Strategic communication issues

Following the SOLICEP revised work programme, the following were identified as strategic issues that the Communication Strategy needs to address:

- i. Livestock trade ban by importing countries due to fear of the outbreak of animal diseases like RVF and business security concerns.
- ii. The need to improve the capacity of Somali Institutions to access international markets.
- iii. Inadequacy of information and knowledge by Somalia and SES countries about the animal health and best practices of sanitary.
- iv. The live animals' ready markets and the potential markets lack of information on the efforts made by the trading nations to improve and meet the OIE trade standards and the benefits to be enjoyed by both trading partners (importing & exporting countries).

2.2 Strategic communication actions

In order to address the specific strategic communication issues in 3.1, the following are the strategic actions to be undertaken:

- a) Raise awareness among livestock traders and livestock keepers on OIE standards for international trade and animal welfare.
- b) Hold awareness creation workshops for livestock traders on the importance of an effective and internationally recognised animal health certification system.
- c) Regular updates on livestock certification, facilitated by SOLICEP to be posted on the AU-IBAR website including links to Somali Veterinary Authorities, Somali Ecosystem (SES) and the Gulf Cooperation Council (GCC- Oman, UAE, Bahrain, Qatar, Kuwait and Kingdom of Saudi Arabia,) related animal health certification, animal welfare and livestock export websites.
- d) Sensitize Somalis and associations involved in live animal trade on existing requirements of importing countries.
- e) Sensitize the livestock stakeholders in importing countries (Oman, UAE, Bahrain, Qatar, Kuwait, Kingdom of Saudi Arabia, Yemen and Egypt) on the benefits of trade with Somalia and the efforts put in place for an effective animal health certification system. This will create trust and transparency between the importers and exporters.

2.3 Strategic communication actions

Based on the rationale for developing this strategy, the SOLICEP communication strategy is to raise public awareness among the stakeholders for Somali livestock sector about improving live animal health certification in order to meet OIE/SPS standards and sanitary requirements of the importing countries. This will lead to improvement of the export performance of the livestock sub-sector in Somalia and the Somali eco-system. This will be done by creating awareness and or participation of a wide spectrum of stakeholders through their engagement on SOLICEP's objectives, activities, results and outcomes.

3. Communication challenges, approaches and channels and target audiences

3.1 Communication challenges:

Due to the prevailing socio-political situation in Somalia characterized by a diversity of interests within and between the different geographic areas, messages will be tailored for stakeholder audiences in Somaliland, Puntland and Central/South Somalia. Although the main focus of the activities is in Somalia and the trading partners in the GCC, Egypt and Yemen in the Arabian Peninsula, the SES countries (Djibouti, Ethiopia and Kenya) have to be kept informed and engaged as to the animal health certification process in Somalia due to trans-boundary diseases and livestock movement for trade or pasture in the SES.

The Somali people have long recognised the negative impacts of trans-boundary animal diseases on their livelihoods and therefore have tended to work together when there are efforts to bring them together to address issues related to TADs. To ensure gender balance, messages will have a gender element to encourage women to actively manage the animal resources alongside their male counterparts.

3.2 Communication approaches and channels

In order to reach the targeted audiences, a mix of communication approaches will be used to deliver the messages of the strategy- this will include the use of a range of available communication channels such as the mass media (radio, newspapers) and internet, workshops/seminars and printed materials also known as passive tools (brochures, posters, leaflets, promotional items etc), banners, press releases, commemorative plaques, photographs and videos. The AU-IBAR website, links to Somali Veterinary Authorities, SES and GCC related animal health certification, animal welfare and livestock export websites will also be used.

The following communication channels will be used as described below:

- i. **Radio/TV** - They will be used to run the programmes and messages to promote the project.
- ii. **Local Newspapers** - They will be used to run advertisements and publishing reports. Advertisements of several project activities will also be carried in the newspapers.
- iii. **Promotional Materials** - This is a visibility initiative aimed at promoting the EU as the funder of the project. It will be done through the production of the following items: plastic banners, cotton banners etc. In addition, whenever there is a need to write press release, the EU logo will be alongside AU-IBAR logo to further promote the development partner. There will also be photography, where pictures taken during events will be uploaded on the website and share with the Funder (EU) to support their project related.
- iv. **Workshops/Seminars** - There will be a series of workshops/seminars with stakeholders as key people in the promotion of the strategy. This will be done to compliment the awareness campaign at the local and national levels.
- v. **Media Outreach** - There will be use of internet to raise awareness at the continental level and beyond. As internet is becoming more popular in Somalia and the SES countries, efforts will be made to strengthen the internet service of

Livestock Ministries as well as Ministries of Trade in order to increase access to livestock information required by the interested trading partners (importing countries).

For the purposes of public relations, organising media briefs where the journalists would be treated to either luncheons or dinners as one way of strengthening the relationship between the organisation and the media that will see them give maximum coverage of the project activities. SOLICEP will take advantage of the gathering to make presentations on its achievements and related programmes. To maximise outreach activities, there will be issuance of media advisories and joint press releases (AU-IBAR & EU) about the progress of the project and other related issues will be sent out to the media.

- a) **Advocacy:** It will be used to win public support of SOLICEP activities as a better way of bringing change to the livestock industry. Advocacy messages will be communicated through the mass media – radio, newspapers and internet.
- b) **Information, Education, and Communication (IEC):** This will include a variety of techniques such as meetings with categories of stakeholders, content-rich printed information materials (brochures, posters, leaflets), and special electronic media programmes as well as the use of AU-IBAR website. In addition, the websites of Ministries responsible for livestock development in Somaliland, Puntland and Central/South Somalia will carry similar messages.
- c) **Community mobilization:** The Local Authorities and Pastoral Associations are in a better position to mobilize and sensitize people to increase awareness on livestock contribution to poverty. They are also able to provide information on their specific networks on livestock and livestock products trade, consumers' protection and animal welfare.
- d) **Institutional Strengthening:** This will be directed at strengthening the capacity of Ministries, Veterinary Associations, Chambers of Commerce, Trader Associations and Veterinary schools responsible for livestock to help them understand communication issues necessary in the implementation of an effective internationally recognised animal health certification system. This will be done through seminars/workshops.

3.3 Communication approaches and channels

The audiences of the messages are in three categories which are: primary audience, secondary audience and tertiary audience. Therefore the following have been identified as the key audiences to be targeted with the strategy messages:

3.3.1 Primary audience

The audiences of the messages are in three categories which are: primary audience, secondary audience and tertiary audience. Therefore the following have been identified as the key audiences to be targeted with the strategy messages:

- a) **Ministries in-charge of Livestock** – as highly respected institutions and policy makers at the same time, they have the power to exert influence on the population to follow the prescribed rules that the government and other institutions may set and expect to be adhered to. They will be involved in planning, implementing and coordination of activities. They will be informed on the progress of implementation and achievements through meetings. The exit strategy and recommendations will be communicated to him.

- b) **Ministries of Health** – as ministries responsible for human health, they can stop trade in livestock products for fear of disease transmission from animals to human beings and therefore they need to understand and appreciate the efforts being made to improve animal health in order to safeguard public health. They will be informed on the progress and achievements through meetings.
- c) **Livestock Traders/Trade Associations** – as actors and direct beneficiaries, it is important that they clearly understand the importance of an effective animal health certification system based on OIE standards and how this will create trust with trading partners, reduce or avoid trade bans, enhance trade and open new markets. They also need to learn how to negotiate and maintain better terms of trade for their livestock and livestock products. There will be exchange of information on animal health certification and trade and the groups will be informed on the progress and achievements of the project.
- d) **Chambers of Commerce** – as institutions that offer a range of services to the business community in Somalia, they are influential in encouraging traders and livestock owners to apply the internationally accepted trade standards in order to favourably compete on the global market. They have developed websites to communicate with both local and international business communities thereby promote livestock trade. Exchange of information on animal health certification and trade. They will be informed on the progress and achievements of the project through workshops, media and meetings.
- e) **Trading Partners (Buyers and potential buyers of livestock)** – as buyers or consumers they need to know if the health standards of the livestock and livestock products exported to their countries meet the international trade standards set by OIE. They also need to know that they are organically reared, healthy and good for their populations. In addition, they need to be aware that Somalia is committed to ensuring that trade in livestock and livestock products continue in an open and transparent manner. Exchange of information on animal health certification and trade. They will be informed on the progress and achievements of SOLICEP through workshops, media and meetings.

3.3.2 Secondary audience: (those who influence the primary audience)

- a) **Other livestock projects operating in Somalia and SES countries (e.g. FAO, FSE, LEISOM, SAHSP and RoOP III)** – as SOLICEP partners, they play a crucial role in communicating livestock information to the public through interactions as some of the organisations have been operating in Somalia much longer and have a credible and trusted record with the Somali stakeholders. They will be informed on the progress of the project through workshops and meetings. In addition, there will be exchange of information with them to create synergy and complementarity and avoid duplication.
- b) **Local authorities** – they manage livestock markets and therefore they can use their powers to allow or disallow livestock trade in their areas of jurisdiction and therefore need to be aware of the international livestock trade standards. There will be exchange of information on the need of animal health certification in the markets they control and they will be continuously on the project progress and achievements.

- c) **Pastoral associations (keepers)** – they work hand in hand with other associations to protect the interests of pastoralists by championing their rights. They will be kept informed of the project progress and achievements through meetings, media and workshops.
- d) **Public and private livestock professional associations** – as an institution composed of professionals they understand livestock issues more and do interact with ordinary people. The relationship with the ordinary people gives them an advantage to share information about animals with the livestock owners and traders. Therefore, there will be exchange of information between the project and the associations on plans, priorities and implementation of activities. They will also be informed through meetings, workshops and media on the progress and achievements of the project.

3.3.3 Tertiary audience

- a) **Journalists** - Media is recognised because of its influence and ability to pass information to large populations. Journalists will be oriented in workshops to the nature of communication interventions that AU-IBAR will make. There will be exchange of information with journalists and will be educated about the OIE animal health standards to be able to identify appropriate story lines to promote SOLICEP. They will be kept informed on the progress and achievements of SOLICEP through meetings.
- b) **The donor community** – As institutions providing financial support they need to be aware of AU-IBAR's comparative advantages and the impact of its work in supporting poverty reduction policies. They also need to be informed of the EU support in animal health certification activities and their impact. This awareness helps to consolidate and increase support for the organisation. Potential development partners also need to be aware of AU-IBAR's activities and in particular on SOLICEP and ways that they can cooperate to achieve common goals. They will therefore, be informed on the achievements and the impact of the project on the livelihoods of the pastoralists.

4. Post-implementation activity

Evaluation of the communication strategy will be preceded by a pre-assessment activity to as a way of data collection from the stakeholders to aid the on-coming evaluation process. The evaluation will also be based on the messages and radio programmes that will have been broadcast in relation to the project. This will be done through radio discussion programmes involving stakeholders and the general public in an attempt to support the exit strategy. In addition to this initiative, SOLICEP will organise a media brief where the local journalists will be appraised on the activities that will have been undertaken during the life of the project so that they are able to write success stories as part of the impact assessment exercise.

5. Monitoring and evaluation

5.1 Monitoring

To achieve the desired results, the implementation of the strategy will be monitored monthly. The project will also be assessed through two periodic project evaluation sessions- half-way through the implementation period and immediately prior to the end of the project. However, while monitoring print materials such as brochures may be easier, monitoring radio messages may pose some challenges. Therefore, research will be conducted based on one-on-one or focus groups to find out about the people's perceptions and the impact of radio messages.

5.2 Evaluation

By virtue of the nature of the project, it is important to carry out a survey to establish public knowledge about it. The evaluation tools will include among others, number of brochures produced and distributed, published articles in the press, number of radio messages/jingles produced, website publications and updates and awareness meetings held. The survey will seek the level of awareness about improving the livestock in order to meet the international trade standards, what they know about it and how they learned about it. The sample of survey respondents will be selected using the criteria to be established and the data collected will be useful to assess the impact of communication. The activity shall be carried out during the first two months before the closure of the project so that the third month before end of the project shall be dedicated to report writing.

6. The budget

The Implementation of the Communication Strategy is expected to cost **€115,930** meant to support the awareness campaign and visibility of the project – a breakdown of expenses is provided hereunder:

Expenses	Unit	# of units	Unit rate (in EURO)	Revised Budget June 30, 2010 Costs (in EUR)
5.8 Visibility items ¹⁰				19,930
5.8.1 Plastic banners	Banner	50	50	2,500
5.8.2 Cotton banners	Banner	153	10	1,530
5.8.3 T-shirts		-	-	-
5.8.4 Caps		-	-	-
5.8.5 Water bottles		-	-	-
5.8.6 Photographing		39	100	3,900
5.8.7 Stickers		-	-	-
5.8.8 Other promotional materials	per set	8	1,500	12,000
5.9 Awareness campaign				96,000
5.9.1 Awareness workshops ¹⁶	Per workshop	150	300	45,000
5.9.2 Public relations (media outreach)	Per campaign	3	4,000	12,000
5.9.3 Advertisement (newspapers)	Per campaign	3	4,500	13,500
5.9.4 Internet awareness	Per campaign	3	4,500	13,500
5.9.5 Radio advertisement	Per campaign	1	12,000	12000
5.9.6 Radio		-	-	-

7. Action plan

SOLICEP COMMUNICATION STRATEGY ACTION PLAN August 2010 – July 2011

Period	Main Activity	Specific Actions and Dates	Output Indicators	Actors
1 st Trimester (Aug-Oct 10)	1. Inform the public about the animal health certification, animal welfare and livestock export standards.	<p>1.1 Prepare information materials: 4 page brochure consistent with the language of a particular region (10-31 Aug 10) explaining the benefits of animal certification. The documents will be translated into Somali</p>	Main brochure in English and translated into Somali including French and Arabic – 100,000 copies produced and distributed to each region, 1,000 copies per language.	Communication team with content support from SOLICEP team.
		<p>1.2 Launch events with the Press</p> <p>a. Prepare and issue press release on SOLICEP purpose, objectives and expected results (Dec 10 – Jul 11)</p> <p>b. Orientation workshop for Somali journalists. (Jan 2011)</p> <p>Publicise SOLICEP meeting in Dubai (Aug 2-3) that marked the start of publicizing EU/AU-IBAR support in the Middle East.</p> <p>c. Get the media meet AU-IBAR senior staff to build relationship and deepen their understanding on the importance of promoting SOLICEP activities in the media. (Feb 2011).</p>	<p>Press release produced and distributed to the local media within the Horn of Africa and posted on AU-IBAR website.</p> <p>2 w/shops of days each conducted on 3 sessions a day to be attended by 5 people per session.</p> <p>Attendants- at least 1 journalist and 1 editor from media houses including the BBC.</p> <p>Produced publicity materials for the w/shop include 1 roller poster, 500 brochures and 4 banners in Arabic.</p> <p>2 meeting held on 2 days for journalists to strengthen the media relations.</p>	<p>Ministry of Livestock and Animal Husbandry, Puntland.</p> <p>Ministry of Livestock, Forestry and Transitional Federal Government of Somalia (TFG).</p> <p>Journalists</p> <p>Communication team</p> <p>Communication team</p>

Period	Main Activity	Specific Actions and Dates	Output Indicators	Actors
		1.3 Produce radio messages and jingles in different languages sensitizing the public about the animal health certification, animal welfare and livestock export to run from Jan 2011.	Produce at least 3 different jingles in Somali and air them on the radio.	Communication Expert with content support from SOLICEP team. Media consultants (radio stations)
		1.4 Advertise messages about the animal health certification, animal health and livestock export to run from Feb to July 2011.	Broadcast once a week on popular stations.	Consultant(s) to translate the original copy from English into Somali.
	2. Hold 1-day w/shop for livestock Traders/Pastoral Association of Animal Health Certification.	Get livestock traders/pastoral associations into a workshop that will orient them to issues on certification and their role in the promotion of the system. (Jan 2011).	At least 1 workshop in each region for 10 traders and 5 representatives of associations.	Training Specialists/Ministries Responsible for Livestock and Veterinary Officers.
2 nd Trimester (Nov10 – Jan 11)	3. Sensitize SES and Middle East countries on SOLICEP activities and the importance of livestock export to Somali's economy and pastoralists' livelihood.	Organise conference for exporting and importing countries (SES and Middle East). (Feb – Mar 11)	2 day meeting with CVOs from the Horn of Africa and traders from the Middle East. 50 participants on each day.	SOLICEP team.

Period	Main Activity	Specific Actions and Dates	Output Indicators	Actors
	4. Hold stakeholder workshops and coordination meetings on SOLICEP objectives, achievements and feedback.	<p>a). Stakeholders briefed on the existing requirements of importing countries. (Dec 2010)</p> <p>b).Veterinary Associations to hold one meeting in different communities briefing the local animal traders/keepers about the requirements of importing countries. (Dec 10-Jan 2011)</p>	<p>i). Stakeholders workshops held. One already undertaken in October 2010 and the second to be held in Dec 2010/Jan 2011.</p> <p>ii). As a continuation of activity i) stakeholders will be tooled to be able to brief the local communities in respective areas on the requirement of importing countries – to be conducted in Central/South Somalia</p>	<p>Trainers/SOLICEP TAs in Puntland and Central South Somalia.</p> <p>Vet Associations/Chamber of Commerce and Ministry of Livestock</p>
	5. Distribute promotional items to sensitize the public on SOLICEP activities.	<p>a). Produce and distribute T-shirts caps and stickers with the EU logo and insignia.</p> <p>b). Promote the project through photography and upload the same on IBAR website and share with Ministries in-charge of Livestock in the region as well as the donor. (Dec 10 - Jan'11).</p>	<p>i. Firm identified to design and produce 300 T-shirts, 60 caps, 100 executive pens and 2,000 ordinary pens (Dec 10-Jan2011)ii. Items produced.</p> <p>Make the photographs available for AU-IBAR website including Vet Authorities, websites, SES and the GCC websites. Also, in brochures, photo gallery on the web site, newsletter and SOLICEP updates/bulletin. (Dec 10 – Jan 11).</p>	<p>Communication team/SOICEP team.</p> <p>Communication team/SOLICEP team/Ministries responsible for Livestock.</p>
	6. Produce and broadcast messages advocating for change of approach to livestock industry in Somalia through radio programmes.	<p>7.1 Produce a series of 5 minute programmes to run in (Dec 10/Mid Feb 2011) – full and repeater series covering the following:</p> <ul style="list-style-type: none"> i. Animal health certification ii. Role of Traders/keepers in promoting animal welfare. iii. How to meet OIE/WTO/SOS standards for international trade. iv. How to meet trading country standards in order to encourage transparency and trade v. Promote quality & maintenance of internationally accepted livestock 	<p>Five 5-minute radio programmes broadcast on radio twice per day for at least each one of them (in the morning, in the afternoon and in the evening).</p>	<p>Engage a media consultant by end October to start planning for programmes that will go on air by January3, 2011.</p>

Period	Main Activity	Specific Actions and Dates	Output Indicators	Actors
		<p>standards.</p> <p>7.2 Clarify interface between SOLICEP, LEISOM and SAHSP.</p> <p>7.3. One 30- minute roundtable discussion programme between stakeholders to give emphasis on the above radio messages (i-v).</p> <p>7.4 A promo for this programme should run for a week preceding the programmes (Jan – Mar 11) both on radio and newspapers.</p>	<p>One 30-minute discussion radio programme.</p> <p>To be repeated once at an appropriate time after the series.</p> <p>Promo for the programmes published and broadcast a week running to the commencement of the programme. 30 sec to 1 minute broadcast 3 days a week, 2 x days.</p>	
	9. Evaluation of the Communication strategy – before, during and at the end (continuous process).	<p>Assess the impact of the strategy publicizing the communication interventions. (May/June '11).</p> <p>Compile full evaluation report of all the delivered activities. (Continuous).</p>	<p>Full Communication strategy evaluation report with lessons and recommendations. This will be done through:</p> <p>i. Questionnaire.</p> <p>ii. Random survey amongst livestock stakeholders</p> <p>iii. Hits on the internet</p> <p>iv. Collection of press clips</p>	M & E