



Building Informed Strategies To Fight Poverty

PRSP Principles

- Country-driven
- Broadest participation
- Coordinated support from international partners

None is possible without a free flow of information

Better Information Leads to Better Economics

- *“There has never been a famine in any country that has been a democracy with a relatively free press. . . I know of no exception.”* Amartya Sen
- *“It is now generally recognized that better, more timely, information results in better, more efficient resource allocations.”* Joseph Stiglitz

Strategic Communication

- is more than dissemination of information
- requires a two-way flow, and seeks perspectives of affected groups
- can help build consensus

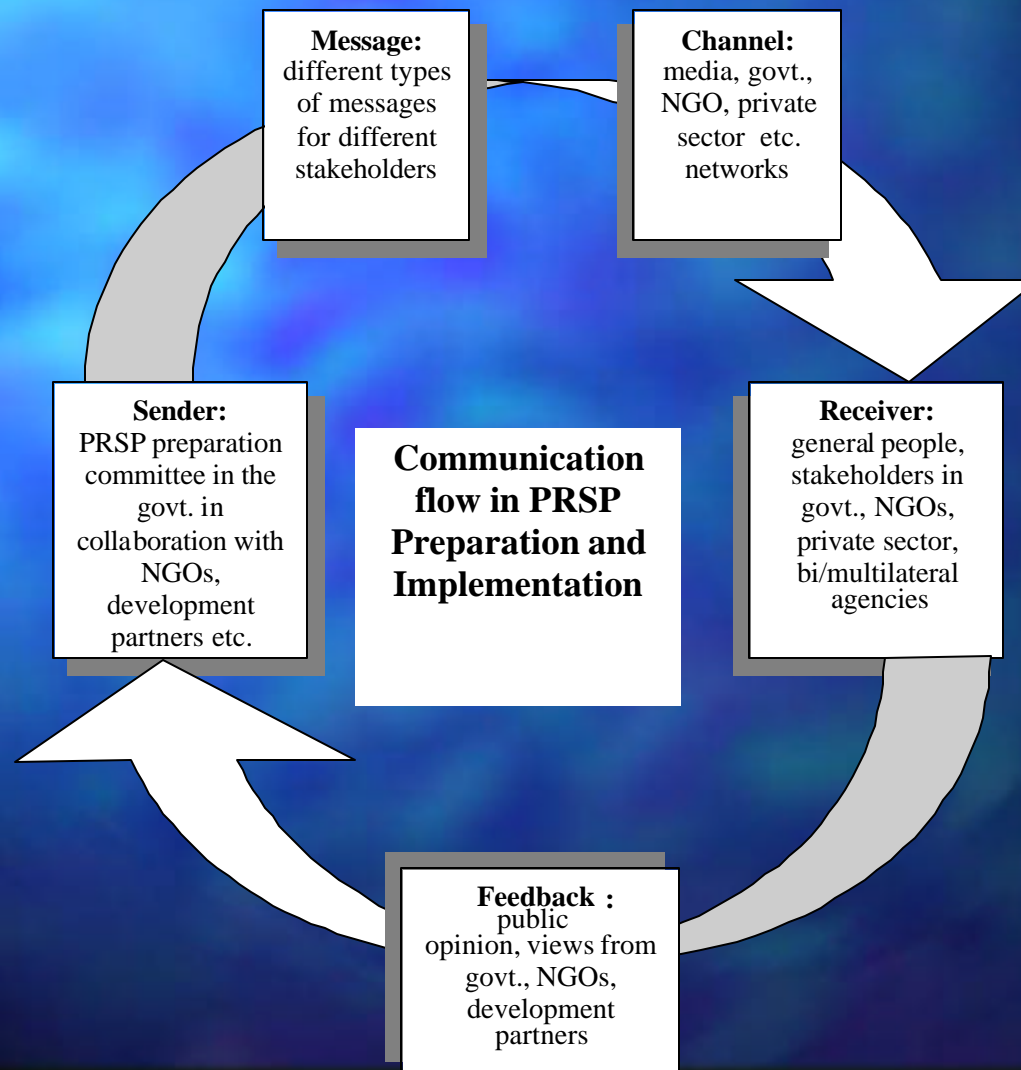
Information-rich societies

Encourage more access, fewer arbitrary blocks

Benefit from multiple sources of information

Apply new information to make mid-course corrections, improve outcomes

Communication Flow in PRSPs



Understand Information Needs

- PRSP teams need information to set priorities
- Communities, companies, citizens need information to participate
- Govt's, donors, citizens need information to monitor results