



APPENDIX 4

Strategic Communications

Context

An important component of the Global Strategy and Program of Action for Malaria Control is a strategic communications plan. RBM partners held a communications and advocacy meeting on September 1–3, 2004, to develop a comprehensive strategy in support of malaria control, providing a context for the Bank to renew its operational and communications strategies simultaneously.

Goals

- Generate or renew awareness among external partners of the Bank's priorities and business model for supporting countries in controlling malaria.
- Generate or improve awareness among internal constituencies of the Bank's comparative advantages in malaria control and the potential for deploying it to maximum effect (including flexibility and simplification of procedures and instruments).

Audience(s)

Media: Help the media better understand core issues of malaria control as a core health and development issue. Highlight the Bank's role in malaria

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control—past, present, and future. Advocate for better communication with the general public on challenges to achieving this goal.

Civil Society/Faith-Based Organizations: Help civil society better understand the Bank's support for malaria control programs and challenges to success. Communicate what the Bank's role is and is not, so that this is reflected broadly.

Bank Staff: Communicate internally with staff on the development impact of malaria, including all the subtopics relevant to their work. In other words, this is not just another fad, but a fundamental development issue.

Bank Senior Management: Get senior management to speak publicly more often about malaria as a core part of the development agenda in many client countries. This should not only be occurring on Africa Malaria Day, but also more regularly at major international health forums.

Policymakers/Parliamentarians: Raise awareness of Bank malaria control programs among policy makers and decision makers in countries so that they fully understand what resources are available and how to gain access to funds.

Communications Staff at the Bank: Coordinate announcements and interaction with the public at large on the Bank's malaria control programs. Strategically coordinate activities for the best possible impact, and establish a core communications group that will be kept in the loop as issues develop.

RBM Partners: Routinely communicate with the RBM Secretariat and core RBM partners on progress of the Bank's Global Malaria Strategy. Link up with global advocacy efforts in a visible way, including issuing joint press releases with selected partners, depending on the issue, the audience, and the context.

Messages: A communication campaign's bottom line.

The Bank is fully committed to a serious effort to close the gap between knowing and doing in malaria control.

The Bank will develop key messages that convey what we aim to achieve. The core malaria communications team will coordinate with the Bank's communicable disease coordinator and key Health, Nutrition, and Popula-

tion (HNP) staff to establish core messages on two levels: (i) the global level and (ii) a regional/country level. A few initial ideas include:

- Resolving nonfinancial constraints
 - Support program design and implementation
 - Facilitate access to undisbursed funds
- Ensuring adequate financing
 - Increase IDA financing for malaria control
 - Leverage funds from other financiers
- Rebranding the Bank's work on malaria
 - Outcome-oriented
 - Responsive to clients
 - Flexible means
 - Transparent

Key strategies include:

- Organizing a core Malaria Communications Campaign Team that meets regularly to discuss and update strategy. Merge the subunit communication strategies for the better common good of achieving the Bank's overall goals of rolling back malaria. This strategy will encompass corporate communications, development/project communications, internal communications, civil society, parliamentarians, and other relevant stakeholders as appropriate.
- Developing a general map that lays out who the key team members are for each category. The main categories are:
 - Media
 - Parliamentarians
 - Speakers bureau
 - Partnerships
 - Civil society
 - Publications
 - Youth outreach
 - Private sector development

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- Capitalizing on existing communications channels. Create a malaria communications toolkit to assist CommNet staff. CommNet staff should regularly participate in supervision missions in order to understand the successes and challenges of project implementation and share those stories with key audiences.
- Ensuring collaboration and active participation in the Malaria Communications Strategy by regional representatives, especially from the Africa region. A key part of the overall strategy is building a solid, committed Bank-wide Malaria Communications Team with clear role definition.