Dhaka Ahsania Mission

C4D (Communication for Development)

Welcome

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C4D Concept

- C4D is people-centred communication, utilizing old and new communication technologies.

- C4D is a platform for exchange of information, ideas, opinions and experiences, both inside and outside the development sector.

- C4D is basically consists of spreading carefully designed messages to certain groups to generate individual behavior change.

- C4D is a social process based on dialogue using a broad range of tools and methods.

C4D Concept

• **It is also seeking change at different levels, including listening, building trust, sharing knowledge and skills, building policies, debating and learning for sustained and meaningful change.**

•**C4D is a systematic, planned and evidence based strategic process that is intrinsically linked to programme elements.**

•**Uses consultation and participation of children, families, communities and networks, and privileges local contexts.**

•**Relies on a mix of communication tools, channels and approaches, to promote positive and measurable behaviour and social change.**

•**C4D is communication by people who want to have their say about developmental issues and concerns that affect them, or about which they are interested.**

Vision of C4D

- **Vision of C4D is 'people-centred communications that promotes and elaborates on peoples own development communication needs and aims.**

- **Aims of C4D**
- **Aim of C4D is people to communicate for themselves, about themselves.**
- **C4D communicators themselves determine the specific aims of their communication, within the broad goal of 'communication for development.**
- **Communication articulates 'voice' and enables networking and engaging with others.**
- **C4D aims to articulate peoples 'voice' because it is often unheard with emphasis on those who do not generally have a significant voice in society.**

Aims of C4D

- Impact on policy will highlight in C4D is seen as one of the main aims of C4D.

- C4D should bring about positive change in the lives of people.

- It should be able to influence the policies of development.

- Voices of the poor and the marginalized should be brought into the mainstream and the development debate.

- Use all the available communication tools to make themselves visible, to break isolation and celebrate their cultural, philosophical, religious and social character within the context of local and national knowledge-sharing arena.

Guiding principles of C4D

- **C4D is a broad ranging concept based on key principles i.e. participatory in all aspects of content production and dissemination.**
- **Originates from the 'subjects' of the communication itself.**
- **Bottom-up and inclusive, clearly on it being communication that is by 'ordinary' people; that is people-centred, that empowers the rural poor and the marginalized.**
- **The general principles of C4D are: (i) evidence-based; (ii) participatory; and (iii) right-based.**

Practitioners of C4D

- **C4D communicators are 'people' who have not generally been part of the dominant communicator nodes.**

- **Grassroots voice, the marginalized, the poor and the communicatively isolated.**

- **Individuals or groups, on any geographical level, who want to engage in development communication and wants to communicate their own developmental message.**

Target audiences of C4D

- **C4D communicators define their own target audiences.**

- **Local, regional and national levels of the 'dominant' communicator nodes in society as well as people who do not fit into a clearly defined category from the 'public' to 'communities of interest' individuals or collectives/groups networking by language or interest - social, advocacy, cultural, religious or other networks and alliances of like-minded people.**

- **Target audiences of C4D can be mapped horizontally and vertically according to the specific aims and nature of C4D.**

Communication tools of C4D

- **C4D utilizes all available communication tools including ICTs, traditional tools, and the convergence of old and new technologies.**
- **Innovative and subversive, and use of ICTs in communications.**
- **C4D communicators choose their communication tools according to what is available to them within their context, and also what is accessible and affordable according to their capacity, confidence and utility.**
- **Increasingly ICTs are being included in the C4D communication tool.**

Key strategies

❖ **The key strategies of C4D are: (i) Behaviour Change Communication (BCC); (ii) Community-led Communication for Social Change (CFSC); (iii) Social Mobilisation; and (iv) Advocacy.**

❖ **C4D is an integral component of development programmes.**

❖ **Awareness raising among key stakeholders through communication and its manifold contributions to programmatic goals.**

Build Capacity

Networking & Dialogue

C4D Tools

Capture/ Record

Amplify & Redistribute
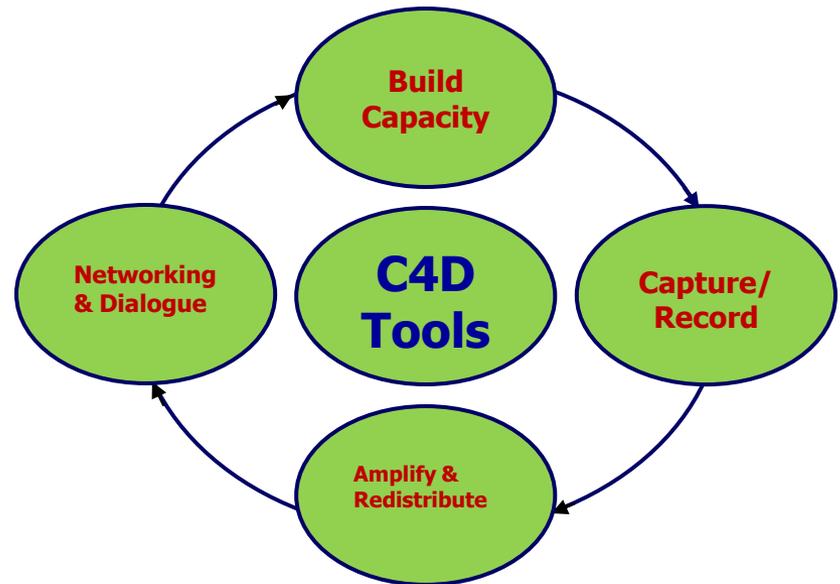
What is new in C4D

- C4D presents a new opportunity for communication that was not possible before the advent of ICTs.

- Isolation and lack of voice that so many people have experienced within development has been determined in part by the lack of availability and access to communication tools, routes and opportunities.

- ICTs offer new ways of communicating and new ways to converge old communication tools with new tools, in a way that amplifies communication.

C4D Process Model

- C4D can be viewed as a communication process whereby communicators move through a cycle of defining their aims, choosing their communication tools, giving expression/voice to their communication, then networking and engaging in dialogue with others, in order to achieve an impact on their issue and/or have an influence, which in turn may influence future C4D aims.

- At each stage in the C4D process cycle communicators are asking questions.

- What is the aim of the proposed communication, which is the target audiences, and what is the anticipated achievement?

Aim

Access Tools

Voice

Network

Impact/ Influence

C4D Cycle
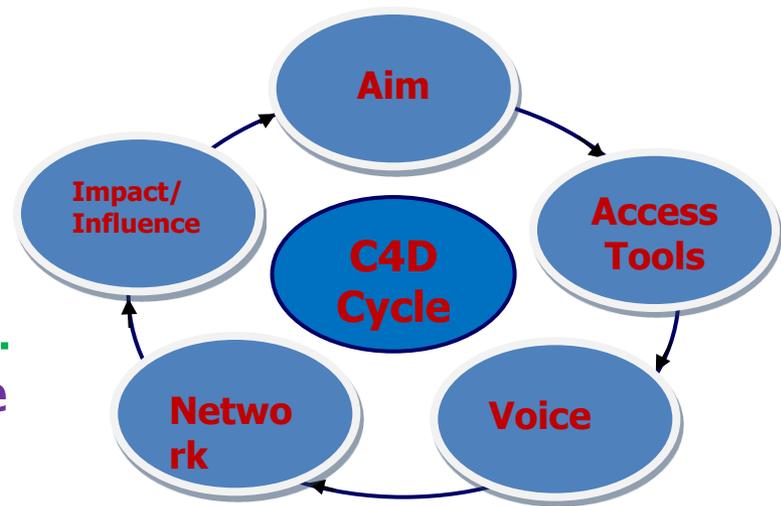
C4D Process Model

- The answers to this question will determine the next step; choosing appropriate communication tools.
- When choosing traditional, new or convergence tools, communicators need to consider their capacity, their access and their needs in terms of cost, language and what will result in the most credible communication for their chosen audiences.
- C4D seeks to accelerate achievement of key results for the Millennium Development Goals (MDGs).
- Use of tools and its aims will inform how its 'voice' on communication.
- Need to distribute issue to as many people as possible to present their own perspective about the situation via text, audio and other.
- Need to consider how best to put forward impartial views to inform about the 'other' and other opinions, and to mobilize around the issue: reaching supporters/enablers, communities of interest and the general public about an issue that may needs local & national pressure to resolve.

C4D Process Model

- If the aim is primarily cultural expression, the communicators will need to consider the best tools & approaches to best illustrate their identify, views & perspective.
- In addition to voice/expression, the C4D process cycle includes networking in order to influence policy or effect other developmental change.
- Networking leads to impact and influence, communicators are reaching people who can effect a change, communicating with them about the issues, highlighting the situation and solutions; they are sharing information and best practice, knowledge and strategy.
- The effectiveness of the C4D communication would provide feedback to the original aims of the communication.

Communication for Development (C4D)

- C4D can accelerate several communication issues for sustainable development: participation, transparency, accountability, empowerment, freedom of expression, media development, and behaviour and social change.

- C4D is focused on four areas: development programmes, research, climate change, and capacity building.

- C4D has been recognized as a key cross-cutting strategy of development programmes.

- C4D could be integrated into key organisational processes and in programme policies and guidelines.

- Need to emphasize C4D to improve development effectiveness, and the need to articulate communication impact with concrete actions towards the MDGs.

- Staff need to know what C4D is, and the value it has on programmes.

- Develop, and communicate widely, a simple statement about the nature and added value of communication for development relative to poverty reduction and the other MDGs.

Communication for Development (C4D)

- C4D works to link perspectives, concerns, voices of children, women, men from marginalized groups to upstream policy dialogue.
- C4D is one of the most empowering ways of improving health, education, nutrition, sanitation and other key social outcomes in a society.
- C4D requires an enabling environment to make it effective.
- C4D aims to support interventions in health, nutrition, WASH, education and child protection through the promotion of life-saving, protective behaviours.
- C4D will create demand, the utilization of quality services and promote positive individual behaviours and collective social norms.
- C4D will support households to practice improved parenting skills and child friendly teaching, enhanced status and role of children, preventing early marriage, birth planning, hand-washing, protection from injury, disaster preparedness, and HIV/AIDS prevention.
- C4D will generate evidence to inform local, regional and national policies.
- In emergency situations, the direct and indirect humanitarian consequences on the affected community, the risk factors that emergencies cause on health and nutrition, hygiene, sanitation and water supply, immunization and vitamin A, breastfeeding, safe motherhood and child protection.

Conclusion

- C4D needs to be inclusive and fully participatory, it needs to truly be accessible by the poor and marginalized, rather than solely via intermediaries.
- Needs to be an improved awareness by people about their communication potential, people need to know that they have a voice and means to communicate, and to this end there is a need for awareness raising/advocacy for C4D.
- The issue of effectiveness of the communication; there needs to be clear identification of the target audiences for the communication and clear strategies to reach them.
- C4D needs to be supported with sound mechanisms of monitoring of the communication.
- C4D will be only valuable if the communication is received as credible, C4D communicators' needs to be accountable & accurate for the communication aim to be met.

Last, but certainly not least, the facilitator is extremely thankful to all DAM colleagues who participated and contributed in the discussion and also the organizer of knowledge management forum to make this presentation a success.

Thanks