

Worksheet 3.6.1: CSA Landscape Communications Plan

The CSA multi-stakeholder platform needs to develop a plan for communicating with stakeholders about the CSA landscape action plan during the implementation phase of the collaborative planning cycle.

1. Why communicate ? What behavior or mindset does the MSP want to generate or change?
2. Who? Who does the MSP want to reach?
3. What? What key messages, types of results, or future activities need to be communicated?
4. How? What types of communications pathways should the MSP use?
5. When? What are key times and strategic opportunities to reach out to people regarding progress on the action plan?
6. Where will events or meetings take place that can be opportunities for communication? Where will people encounter the communications plan “in action”?



USAID
FROM THE AMERICAN PEOPLE



IITA
Transforming African Agriculture

