

# OBJECTIVE 5: COMMUNICATION AND ADVOCACY

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## Problems:

- Project has not sufficient funds to make a change of current practice

## Solution:

- Raise awareness at the government and donor levels that there are solutions to the aflatoxin problem and to build consensus to address it

# COMMUNICATION AND ADVOCACY

(as outlined in the project proposal) -- tools

26. Briefs and advocacy material of findings – April 2010
27. Quarterly reports to AGRA of progress – quarterly
28. Glossy report – May 2010 and July 2011
29. Meetings with key stakeholders to explain results – quarterly
30. Peer reviewed journal articles – May 2010
31. Report on outcomes 2 year after the completion of the project – June 2011
- \*\* . Launching the website – March 2009

# STRATEGY

1. Having roundtable discussions/meetings in countries with small groups of interested parties (as needed)
2. Holding national workshops for (one per country):
  - 2.1. Policy-makers
  - 2.2. Regulators
  - 2.3. Donors
  - 2.4. Local advocacy groups
3. Dissemination of the messages
  - 3.1. Problem (Health effect)
  - 3.2. Solution (at the farm and storage levels)
  - 3.3. Enforcement (at the regulators level)

# DISSEMINATION OF THE MESSAGES

- Tailoring website info and research findings into media messages (mostly local newspapers)
- Dissemination of research findings (“fact-sheets”) among the government, donors, regulators, local NGOs, hospitals, public health officials, extension services, business advocacy groups, and churches

**Objective 5:  
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**WEBSITE**

# Objectives of the webpage

Informative – To reach stakeholders, interested parties, donors and disseminate the research results of the project

Advocative – To promote research findings to the web audience

Communicative – To ensure the communication among all the partners of the multidisciplinary team

# Meeting objectives

1. Informative – update webpage on the regular bases, provide news on related matters (workshops, publications)
2. Language – since we want to reach stakeholders in Kenya and Mali we have to be bilingual on the website (English and French)
3. Advocative – website should promote the research findings by making them available in the form of briefs, research reports, and “fact-sheets”

# Meeting objectives

4. Communicative – website will provide the platform for exchange of ideas among the project team members as well as stakeholders

# Structure of the webpage

- [Overview](#)
- [About Aflatoxin](#)
- [Objectives](#)
- [Publications](#)
- [Workshops](#)
- [News](#)
- [Partners](#)
- [Contact Us](#)