

Welcome to the first issue of **CFA Update**, a regular newsletter to inform people about developments and activities in the project '**Communicating for Advocacy: strengthening capacity for health and development advocacy in Asia**' (running from 2002 until 2005).

As a forerunner to recent news, this issue presents the main points to come out of the partners' planning workshop held in August 2002 in Dhaka, Bangladesh.

Key partners in the project

- Social Assistance and Rehabilitation for the Physically Vulnerable (SARPV), Bangladesh
 - Health Action Information Network (HAIN), Philippines
 - Cambodia Health Education Media Service (CHEMS), Cambodia
 - Healthlink Worldwide (Coordinator and facilitator)
- Contact details: page 2.

Defining goals and actions

Eleven senior and support staff from the three key partner organisations — SARPV, HAIN and CHEMS — and Healthlink Worldwide, participated in the CFA planning workshop in August 2002. The main objective was to work together to develop a detailed workplan for each key partner organisation.

Goals and procedures

The organisations shared ideas to develop a common understanding of their goals and objectives, and to determine their specific roles. Strengths, weaknesses, opportunities and threats (SWOT) analysis was performed for each key partner, in relation to the project's goal, objectives and the major roles involved. (See next page for the results.)

The goal was defined as: to develop the capacity of community groups to influence policy and practice in south and southeast Asia.

The project's purpose is to:

- develop effective capacity in information exchange by health and development agencies; and
- facilitate south–south and south–north learning and

skills transference among stakeholders using participatory methodology and by stimulating ongoing training, networking and organisational capacity.

Goals of the key partners

HAIN: People's participation towards attaining healthcare and development

SARPV: Equal rights and opportunities of disabled people in socio-economic development processes

CHEMS: Improvement of reproductive health of young Cambodians through



Participants prepare their workplans

participatory media and training activities.

Outcomes of the workshop

- ➡ A plan for the content of the CFA workshops was developed.
- ➡ The partners gained a wider understanding of the project outside their own specific territory of work.
- ➡ The SWOT analysis aided the partners to effectively allocate human resources and integrate the project into their own ongoing activities and contexts.
- ➡ Understanding of using project planning and management tools e.g. logframes was increased.

Further practical issues were discussed and resolved, such as:

- ➡ Budgets and transfer of funds
- ➡ Reports: nature, period and timeline
- ➡ Training workshops: nature and contents
- ➡ Process of selecting participants and local partners to be organised and conducted by each key partner.



CHEMS – SWOT analysis

Strengths

- Experience in developing and conducting media training
- Good reputation among GOs and NGOs as training provider
- Has support/connections (national and international)
- Member of several health-related networks and working groups
- Good links to key government bodies (NRHP, NCHP, NAA, NMCH)
- Good working relationship with national broadcasters
- Strong mass media campaign experience
- Good cooperation with local authorities
- Skills to develop wide range of IEC materials

Weaknesses

- Lack of human resources
- Communication/language ability
- No experience in regional workshop organisation
- No involvement with disabled groups/NGOs
- No experience of advocacy at policy-making level

Opportunities

- Localisation (better contact, more funding opportunity)
- Health sector reform 2003-07 (more participation/communication)
- Current programming can be a vehicle for CGs to advocate and promote issues
- IPC project 2003
- Communities are more accepting of new information/activities

Threats

- Localisation (management, internal change, etc.)
- Community groups in Cambodia are usually dependent on NGOs
- Election 2003 may cause disruption of activities
- Language difficulties among ethnic groups
- Flooding can disrupt activities

Tools

- Radio programming
- Focus group meeting
- Audio-visual material
- Mass media campaigning
- Training
- Theatre/inter-personal
- Networking
- Print

HAIN – SWOT analysis

Strengths

- Unity of direction; unity of command; expertise
- Institutional capacity to relate to all sectors
- Training, research, advocacy, library, publications & IT capabilities

Weaknesses

- Overstretched staff
- Difficulty in recruiting staff
- Need to strengthen networking to Church sector

Opportunities

- HAIN recognised as a credible, progressive institution
- Involvement in international networks

Threats

- Declining sources of funding
- Continuing economic and political crisis

SARPV – SWOT analysis

Strengths

- Advocacy experience
- Experience in direct work with people at grass-roots level
- Publications experience
- Networking experience (local and international)

Weaknesses

- Uncertainty of flow of funds
- Human resource constraints
- Inadequate skills for developing IEC materials

Opportunities

- Work experience with Healthlink Worldwide
- Linkage with other advocacy agencies and networks

Threats

- Turnover of trained/experienced staff

Tools

- Newsletter
- Publications
- Networking
- Exhibition
- Mass media campaign
- Photography
- TV programme
- Training

CFA Update

Upcoming issues of CFA Update will report on the three CFA workshops held in 2003 by the key partners, the recent 'Seeing in the Dark' exhibition in Dhaka, and work by CHEMS in community theatre.

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