

## Module 16 - Instructions on designing a communication strategy



1. Participants are organized into four groups.
2. Each group has to design a communication strategy for one of four target groups, namely "netizens" (users of the Internet), children, women, and politicians.
3. The communication strategy can be designed by using the framework in the "Advocacy and Strategic Communications Planning Grid".
4. One blank "Advocacy and Strategic Communications Planning Grid" is distributed to each group.
5. The groups have to discuss among themselves and fill in the grid within the time allotted.
6. One nominee from each group explains the communication strategy they designed to the classroom.

Duration: 45 minutes