



REPUBLIC OF BOTSWANA

**PRESENTATION**  
**ON**  
**MLGRD SECTOR STATISTICS PLAN**  
**COMMS AND ADVOCACY**  
**FRAMEWORK**  
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# Objectives

- ❑ Need to create an open and inclusive dialogue about the MLGRD sector statistics plan
- ❑ Facilitate participation
- ❑ Dissemination of information must go hand in hand with channels for feedback
- ❑ Information should be clear and accessible

# Situation

- ❑ Need for systematic management and dissemination of data and information for proper monitoring and evaluation (M&E)
- ❑ Need to harmonize our activities to ensure coordination and progress and assist key stakeholders
- ❑ Utilisation of the following tools and sources of information (seminars and workshops, media, sport and music)
- ❑ Stakeholders, including members of the public should be knowledgeable about the plan



# Synchronisation

- ❑ MLGRD and Statistics Botswana should engage the public and share public information about the Plan
- ❑ Stakeholder management key to broader commitment to good governance, openness and accountability

# Stakeholder Engagement

- ❑ Regular communication and interaction at all level critical to ensure wider citizen participation and ownership of the Plan
- ❑ Capacity building and training essential
- ❑ Extensive media engagement ensures free flow of ideas and information

# Stakeholder Management

1. Define the audiences that matter

2. Their current point of view. Is it negative, positive or neutral?

3. Think about what they are interested in. Their Priorities.

## Stakeholder Management

4. Think about why they are important to us.

5. How and to what extent they may become our resourceful friends

6. Consider the best way to reach the people that we need to connect with.



# Principles

- ❑ **National Ownership** (information sharing critical to fostering nationally owned sector statics plan and enhance stakeholder interaction and understanding)
- ❑ **Political Commitment** (Government should open up and maintain channels of communication with key stakeholders to provide for dialogue on the Plan)

# Principles cont...

- ❑ **Right to information** (Everyone has the right to public information about the Plan, including its budget)
- ❑ **Accountability and Transparency** (Need to foster accountability and transparency through clear and precise communication between Government and other stakeholders to ensure participation)



# Feedback

- ❑ Regular feedback ensures free flow of ideas, understanding and ownership of the Plan
- ❑ Regular feedback caters for wider participation, given cultural differences of language, religion, values, attitude, taste and preferences as well as education and social background

# Monitoring System

- ❑ Ensures monitoring and evaluation of the sector statistics plan
- ❑ Stakeholders have the right to know the trends and the progress on the Plan to evaluate whether progress is on or off track

# Strategic Partnerships

- ❑ Need to promote and sustain dialogue and mutual understanding with our many and diverse strategic partners
- ❑ Some of our strategic partners include *Bogosi*, religious groups, corporate entities, diplomatic and international organisations, members of the public and of course politicians



# Benchmarks of success

- ❑ People show substantive understanding of the Plan
- ❑ People have adequate knowledge about the Plan in a manner that they can provide feedback to (further) planning and development
- ❑ Enhanced policy advocacy through two-way flow of information and accurate, substantive updates

# Communications

- ❑ Effective internal communication helps in turning potential functional problems into positive contributions, which is fundamental to our overall sector statistics strategy
- ❑ Need to ensure that we are all communication-accountable through understanding and know-how, to communicate effectively by word and deed

# Ethics

- ❑ Certain ethical proto-norms, above all truth telling, commitment to justice, respect for human dignity remain core values in communications in different cultures
- ❑ Communications, as a decision-making, problem-solving activity should focus on developing , programming and implementing efficient and effective courses of action and strategies to attain desired goals



# Dialogue

- ❑ Need to accept widely that, for efficient operation at any given time, it is necessary to have a clear sense of purpose and unity.
- ❑ However, we should embrace a parallel culture in which it is possible to raise safely, a variety of viewpoints to challenge complacency and ensure progress

# Conclusions

- ❑ If properly implemented, this Plan would help achieve our objective, define philosophy and facilitate plan of action
- ❑ We should be able to develop positive relations and create consistency between our goals and public expectations
- ❑ In the end, we need to develop, execute and evaluate the programmes that promote the exchange of influence and understanding amongst all

# Checklist

- Key messages (consistent and relevant)
- Frequently Asked Questions (FAQs)
- Profiling of Districts and Centres
- Establish Statistics media corps
- Establish focal persons at Districts
- Awareness programme (campaigns)
- Branding (NSDS Brand Ambassadors)
- Lobbying and Networking