
A Concept Note

Purpose
The purpose for this Global Communication Strategy Development Guide for Maternal, Newborn, and Child Health (MNCH) Programs is to provide evidence-based, practical guidance for designing communication for development (C4D) strategic program plans whose implementation will result in direct positive changes in MNCH indicators and achieve the Millennium Development Goals (MDGs) for 2015 and Post-2015 Sustainable Development Goals (SDGs), as well as A Promise Renewed: Call to Action, a vision of ending preventable child deaths by 2035.

Concept
This Guide has been conceived as a step-by-step tool for MNCH program managers, program planners, and communication specialists to use when conceptualizing, writing, implementing and assessing their programs. The Guide consists of Modules that address the various steps in developing a communication for development strategy, with an example of how to develop a strategy specifically for MNCH programs.

The Guide layout is designed for online computer use. Each Module can be accessed via the Internet as a downloadable document. Each Module contains hyperlinks that connect the user to supplemental documents that provide further explanation and/or examples of the concepts described in that Module. Modules can be added to the Guide to provide examples of how to develop a strategic plan to address public health issues in various program or technical areas (e.g., child survival, child protection and social inclusion, emergency and humanitarian action). The Guide is intended to be a living document that can be revised using feedback and inputs from users. There will also be a printed document with information and core guidance on Communication for Development Programming for MNCH.

Access
The Guide will be an open-access document available to all UNICEF offices, partner agencies, and other interested organizations or individuals. A hard-copy version of the detailed Guide can be provided to individuals or organizations where computer connections are unable to support online connections and downloads, by printing out each of the files and Modules that make up this document.