ACADA Communication Planning Process

**Assessment**
- Problem Analysis/Statement
- Behaviour Analysis
- Participant Analysis
- Communication Channel Analysis
- Communication Objectives
- Evaluation Indicators

**Communication Analysis**
- Advocacy
- Social Mobilisation
- Behaviour & Social Change Communication

**Design**
- Strategy Plan
- Advocacy
- Social Mobilisation
- Behaviour & Social Change Communication

**Research & Monitoring**
- Situational Analysis

**Action**
- Implement Plan
- Message & Material development
- Pre-testing & Revisions
- Materials Dissemination & Training plan
- Monitoring & Evaluation plan
- Plan of Action

**Evaluation**
- Select/Determine
  - Strategies/Activities
  - Partners/Roles
  - Channels
  - Approach, Appeal, Tone

Communication for Development, UNICEF New York
The result of this strategic planning process is the development of an integrated communication strategy:

- that is based on research
- that considers individuals, families and communities within their environment & from their perspective
- that encourages & fosters community participation
- with realistic, measurable objectives & indicators
- with culturally relevant approaches and messages that match the existing levels of KAPBs