

# Action plan

After examining the state of play of the current situation and discussing the problems, the participants drew up an action plan for information and communication strategies. It concerns six key areas:

## Education, training and capacity-building:

- Equal education and training for boys and girls
- Informal education and training for young people, outside of formalised educational structures
- Literacy activities for adults
- Exchanges
- Structuring organisations and associations

## Repackaging, dissemination and support:

- Legal texts and laws
- Good practices and lessons learned
- Capacity-building
- Technical assistance
- Legal assistance

## Action-oriented research:

- Research
- Gathering information
- Qualitative and quantitative indicators
- Gender disaggregated data
- Documenting experiences
- Publicising findings



### Advocacy and lobbying:

- Mobilisation of organisations for monitoring and advocacy
- Political positioning and involvement for women
- Advocacy and lobbying of customary chiefs and various state bodies
- Building capacities in the domains of communication, advocacy and lobbying of civil society

### Women's socio-economic and political empowerment:

- Securing land
- Access to resources
- Control of production
- Participation of women in decision-making bodies

### Cross-sectoral actions:

- Networking
- Synergy with players in the field (coordination and sharing)
- Federating stakeholders (governments, civil society, donors, communities, etc.)
- Mobilisation of resources (funding, human resources, skills, etc.)

# Appropriate methodologies and communication tools

Each partner will outline its own communication strategy, which will be implemented according to needs and depending on the different target groups. A whole range of tools are available that can be combined to reach several target groups at the same time, at local, intermediary or national level. Tools will be adapted and used differently from country to country and from one context to another.

**Television:** national, private, TV magazines

**Written press:** press conferences, press coffees, press releases

Theatre, sketches, proverbs, sayings, songs

**Radio:** national and community stations, radio series, radio listeners' clubs

Exhibitions, posters, leaflets, brochures, newsletters

## Tools...

**Websites,** blogs, Wikis, e-mail, CD-ROM, database

Open letters, discussion forums, press breakfasts

**Mobile phones,** text messaging

Literacy centres, Community Knowledge Centres

**Films/video:** documentaries, short films, adverts

Workshops, field schools, round tables, facilitation, exchange visits