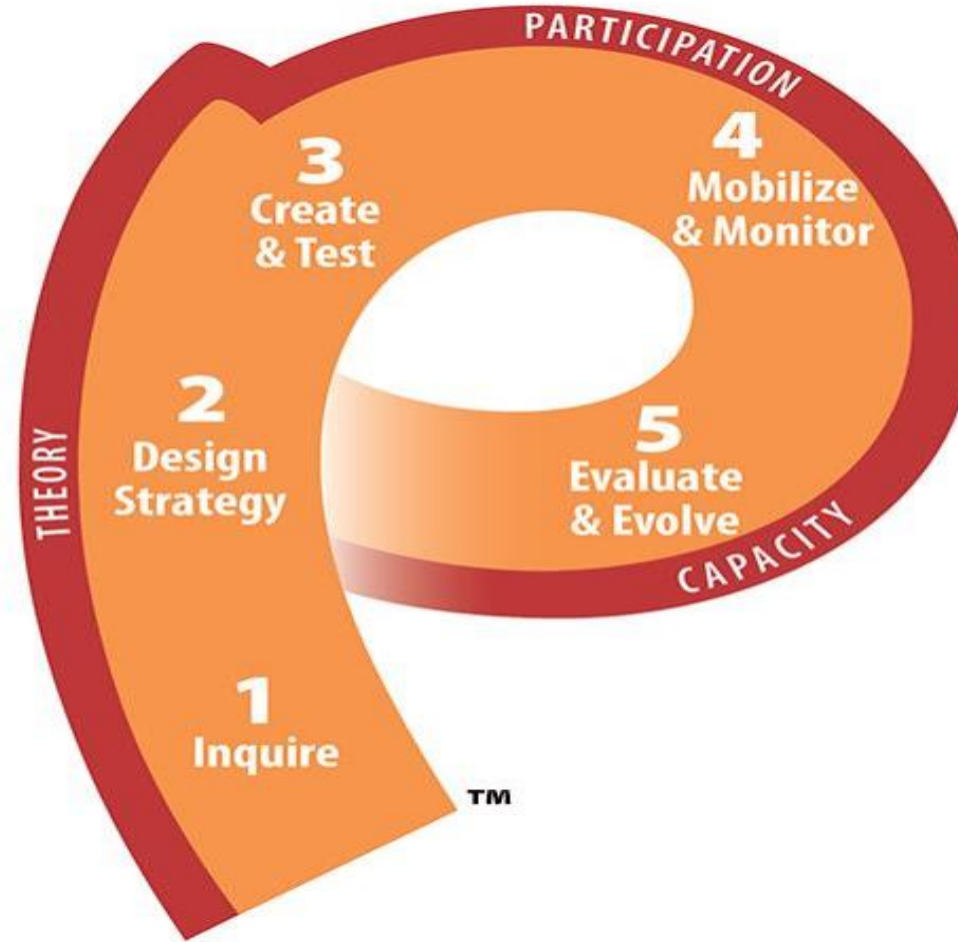


The P Process TM

Five Steps to Strategic Communication

5 Steps



Step 1: Inquire (Situation Analysis)

- Understand the extent of the behavioral problem
- Identify the communication problems
- Uncover barriers and facilitators/ motivators to behavior change. These can be economic or structural issues, social norms, knowledge or attitudes
- Probably the most important stage



Step 2: Design your Strategy (Communication Plan)

Create the plan that will get from where you are to where you want to be. Includes:

- priority and secondary audiences (who we should engage)
- behavioral objectives (what do we want them to Do)
- communication objectives (what we want to Know and Feel)
- what benefits would best motivate them
- what approaches, channels or media suit them
- an implementation plan
- and a monitoring and evaluation plan



Step 3: Create & Test

(Develop and Pretest Materials)

- Develop the communication products
- These could include mass media and print materials, instructions for carrying out participatory community engagements, trainings and more.
- Combine art and science—the creative and artistic vision needed to move audiences and inspire them to the beliefs and behaviors we strategically selected Steps 1 and 2.
- Test your ideas and designs with your intended audiences to ensure that messages are clear, actionable, and resonate well with them



Step 4: Mobilize & Monitor (Making things happen)

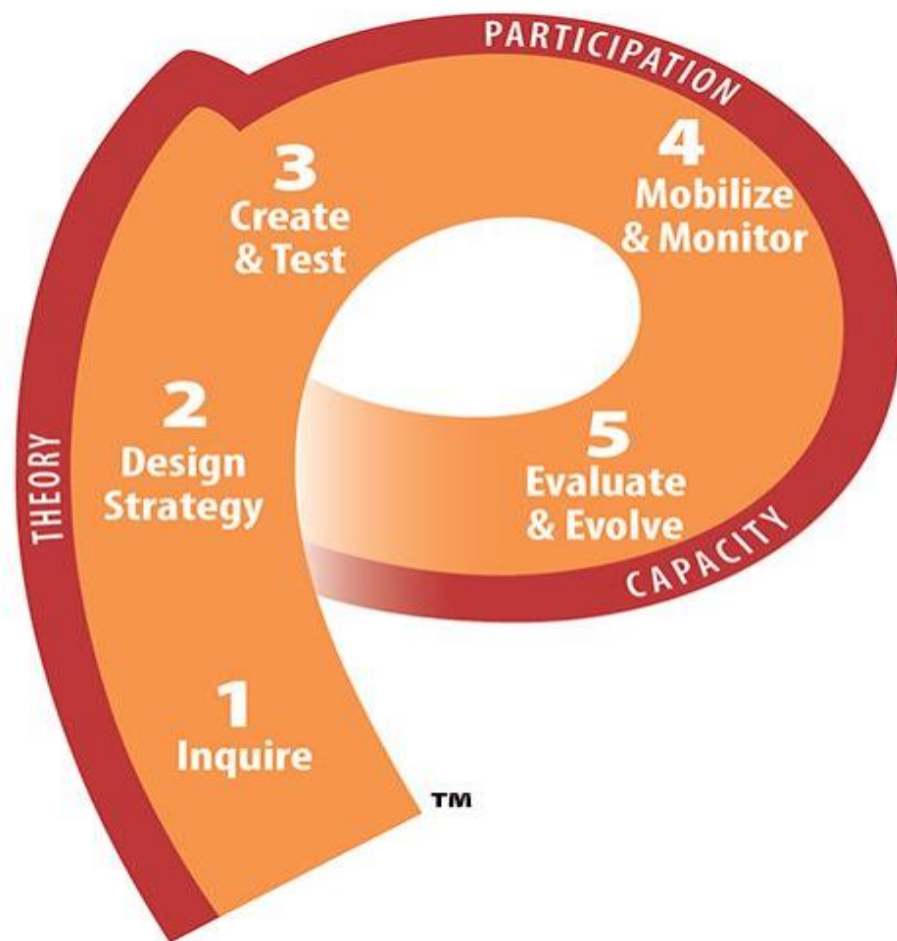
- Ensure all partners understand their roles
- Conduct trainings; buy airtime; engage opinion leaders
- Make sure activities are occurring as planned
- Regularly check numbers and pay attention to what people are saying and doing: # of materials actually getting on the air at the right time, # and quality of community engagement activities, audience feedback/opinions
- Adjust activities in response to challenges and opportunities



Step 5: Evaluate & Evolve

- Were your objectives met? Did people change the way they feel about the issue? Did they change their behaviors?
- What are the reasons for success or failure?
- What should we focus on next? Which approaches can we take to scale?
- Invest in quality evaluations. It may be more costly to develop new communication campaigns when you could have gotten more impact for your money with better or more information.






Cross-Cutting Concepts

Three cross-cutting concepts are embedded in the P-Process. Social and behavior change communication (SBCC) approaches work best when all three of these guide your strategic process.

1. SBCC **theory**
2. Stakeholder **participation**
3. Continuous **capacity strengthening**

Things To Remember

- P-Process is only a tool and is only as useful as the data and thinking that go into each step. Try to do each step well.
- Don't assume you know your audience. Put all your formative research to work! Use your findings to design a targeted program and materials that demonstrate a clear understanding of the issues and audiences.
- Invest in pre-testing to ensure your program resonates with your audience.



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