Effective communication (the challenges of key popn/ responsible engagement of KP)

What is communication?

- Flow of information
- Exchange of discourse
- Flow of ideas from one person to another through a certain medium

Other definitions:

- Processes of dialogue, exchange of information resource and Capacities which enable understanding, negotiation and decision making around an issue.
- Variety of ways through which messages and information to different people

- **Note: Communication can be verbal /non verbal spoken /written**

When is communication effective?

- It is understood e.g. discussion about HIV and sexual reproductive health is accepted.
- It is transmitted and achieves the purpose as to why it was communicated
- It is exact and not altered to falsify facts.
- When it reaches out e.g. direct to the most in need.
- It raises awareness e.g. carries information, skills and access to services.
- Reliable and correct
- Aimed at bringing change in behaviour
- Addresses the real problem or myth
- Involves all stake holders.

Effective communication is essential in

- Enhancing advocacy and policy development
- Improving Community mobilisation
- Creating an enabling environment
- Enhancing peer education
- Reinforcing training and information support
- Building networks and alliances
- Establishing working relationships
- Establishing a way of meeting and dialogue about key issue

Responsible communication and engagement requires

- Confidence and composure
- A medium that is understood
- Knowledge of the content
- Knowing who your audience is (cultural, political and religious connections)
- Knowing how best to relay message – what means or channel
- Understanding when and where the message is to be relayed.
- Knowing why the message is being relayed/ communicated.

CONTINUE

This is because:

- Effective communication goes beyond delivering a message but rather, it is based on a **two way process of dialogue and participation and a broader social** context.
- Therefore communication should **accommodate and be responsive (**open , approachable, receptive**)** for it to be effective.

For instance communication should:

- Address social complexity e.g. Sexuality, spirituality, gender, social economic status and culture.
- Should involve and be participatory
- Allow debate and engagement dialogue
- Allow individual reflection and self awareness

Channels of communication

- **Written communication can be :**
- Emails
- Letters
- Memos
- Short telephone messages
- Posters
- flyers
- **Verbal communication involves:**
- Television
- Radio
- Interpersonal communication
- Group training
- Discussion
- Interview

Challenges to KP

- Emotional barriers and taboos
- Exclusion
- Lack of attention, interest and distractions
- Differences in perception and viewpoint
- Lack of interest in the topic
- Use of jargons(unfamiliar and technical terms)
- Mass reach through radio is compromised.eg hate speech
- Lack of openness
- Social barriers i.e. lack of recognition
- Discretion : the willingness to engage
- Prohibiting national policies

Continue

- Insecurity: Fear of attack, homophobia etc
- Unresponsive audience
- Misconception
- Poor community networks
- Lack of user friendly media
- Lack of motivation
- Ineffective human rights policies

Suggested solutions

- Improving awareness at all levels
- Motivating communities for change
- Providing avenues for effective communications
- Creating an enabling environment through advocacy e.g. policies, human rights and community values
- Creating improved peer education
- User friendly media services and other services
- Creating networks between groups, service providers etcetera
- Involve stake holders e.g. state
- Awareness strategies
- Media censoring
- Responsible reporting.

END