Communications guidance

Developing stories of progress, impact and change

Gavi
The Vaccine Alliance

mannion
daniels

Oxford Policy
Management

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All grantees of Gavi's CSO funding mechanism are asked to communicate the impact of their Gavi-funded project **at the beginning and the end of their project** as well as to share stories of progress, impact and change with their **six-monthly narrative reports**.

This short document is designed to provide guidance to CSOs to develop and share positive stories of progress, impact and change. We recommend that it is also used alongside the central **communications guidance document.**

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Why storytelling is important

As an organisation, you may already be clear as to why it is important to share stories of progress, impact and change from your organisation's work. Here are **our top five reasons** (in no particular order):

- To secure attention or galvanise public support on an issue or to engage decision makers (such as your country's EPI or Gavi) to intervene
- To ignite curiosity or stir positive emotions
- To demonstrate tangible impact
- To demonstrate change
- To shift perspectives.

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Why do we need to tell stories?

Talk to your teams and see if these reasons resonate with them. What order would **you** put them – if you had to – in terms of priority for your project?

Can you come up with any other suggestions as to why you should share your project's stories?

Consider who you want to influence and why.

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How to share stories

Stories can be shared in a variety of formats

Spotlight stories and research in brief

Used to summarise and direct readers to your organisation's website where a more comprehensive report on your project might be housed.

Media stories

These often include a human angle, and evidence-informed commentary. Media can be used as a channel to reach other audiences.

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How to share stories

Short stories

As the moments arise. Sometimes you won't have all the outcomes of your project, but you will have the opportunity to demonstrate incremental but crucial change through these.

Press releases

Short factual summaries focusing on a new publication, campaign or particular moment. Primarily designed for journalists across print, TV, radio and digital media.

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How to share stories

Blogs

Can be used to share an opinion or stories and don't need to be tied to research findings or a particular project. Internally or externally, they can be opportunities to build a narrative and engage an audience around a debate or key issue related to the research.

Visual stories

Like videos, infographics, visual summaries or podcasts (for digital storytelling), or wall murals or posters (for printed storytelling). These are all powerful tools, and most people respond to highly visual and audio content.

Visual stories are also especially good at making content accessible. Visual, digitally accessible stories are also good for sharing on social media and are considered 'sticky' in that people are likely to share their content; this is useful for policymakers in terms of influencing and shaping dialogue.

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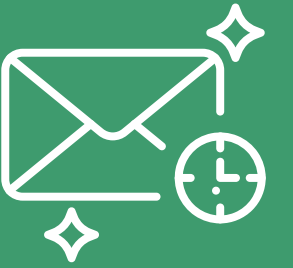# INTRODUCTION

How to share stories

Organisational project or programme web pages or websites

A web page or site is usually the central location for all content relating to a project or programme. The perfect place to publish any story when finalised, easily shared with key audiences, it brings together all the content from the project in one place, while supporting overall engagement with the website.

PLANNING FOR STORY OPPORTUNITIES

Introduction to the seven-step approach
Plan. Develop. Talk. Verify. Share. Track. Consider.

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PLANNING FOR STORY OPPORTUNITIES

Introduction to the seven-step approach

The following seven-step approach has been developed to help grantees of Gavi's CSO funding mechanism to produce stories of progress, impact and change using the following steps:

1. Plan
2. Develop
3. Talk
4. Verify
5. Share
6. Track
7. Consider.

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Plan

Story gathering can be planned for in advance.
This is helpful as CSOs know they will likely have stories that can bring attention to their work at specific times throughout their project and gives the opportunity to consider how they will gather these stories most effectively.

Story gathering can also happen spontaneously.
For example, when a colleague notices something special or different or even every-day is taking place which warrants capturing and sharing more widely either on the day or a particular day after the event.

Before any story gathering is carried out, we recommend CSOs ensure they have established approaches and systems from the beginning.

PLANNING FOR STORY OPPORTUNITIES

Introduction to the seven-step approach
Plan. **Develop.** Talk. Verify. Share. Track. Consider.

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PLANNING FOR STORY OPPORTUNITIES

Develop

For the stories being planned in advance, consider the following:

- Who is the audience?
- How should the story be told?
- Is the outcome/s (that is hoped to achieve), obvious?
- How much attention does this story warrant? Could the story be shared as a collection or if it lends itself to individual attention.
- When should it be shared?

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Develop

- How should the story be told? In a radio feature, social media, television, public mural, infographic etc. This may become clearer after the story has been recorded with the subject/s.

- Is the outcome/s (that is hoped to achieve), obvious?

- How much attention does this story warrant? Consider if the story could be shared as a collection or does it lend itself to individual attention. This may not become clear until after the story has been recorded with the subject/s.

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PLANNING FOR STORY OPPORTUNITIES

Develop

- **When** should it be shared? Consider the best time to tell the story, and if it lends itself as a one-off or there is mileage in re-sharing it more than once (often this is most definitely the case especially if it's through social media, for example). Knowing when to share it may not be obvious at this stage and may become clearer the subject has been spoken to.

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Talk

Interview the subject/s of the story and consider the following:

- That they are comfortable with the questioning.
- That they are happy to be named or confirm their story will be shared anonymously if they prefer that.
- Take the necessary steps to record their permissions. Are they happy for their story to be shared on social media for example? Or simply happy for the story to be shared directly to the donor (Gavi)?
- Record their responses to the questions or conversation, either on a voice-recorder, mobile phone or by writing it down.

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PLANNING FOR STORY OPPORTUNITIES

Verify (part 1)

Before any story is shared publicly, remember to check the following:

- Facts and figures - including top level statistics - can be good for local, regional and national audiences. More detailed statistics can be good also for the sector and donor audience. Impact statistics can not be included in communications relating to any Gavi-funded project, without verification by the project's Grants Manager.
- Have the necessary permissions from the story's subject been received?
- Have a source been provided for any quotations used? If so, ensure the person quoted is happy to be featured, especially if their face is shown.

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PLANNING FOR STORY OPPORTUNITIES

Verify (part 2)

Before any story is shared publicly, remember to check the following:

- If a person prefers to remain anonymous, change the name to protect the identity of the individual.
- Is the story strong and has it been built on participation / representation that inspires and avoids stereotyping?
- Does your story demonstrate an understanding of the different needs / barriers to engagement / awareness of a particular problem?
- Reflect on whether your story is compelling, persuasive and evidenced
- Does it provide a full picture or are there opportunities to broaden and create more related content?

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PLANNING FOR STORY OPPORTUNITIES

Share.... Track....

Consider the channels for sharing the story/ies and how to maximise engagement. A communications template has been developed to support CSOs with this.

Remember to take time to review and record the engagement you receive in your story/ies so you can develop an understanding of who (engages), what (they engage in) and where (they engage from), for example.

Share the engagement you receive by email with your Gavi Grants Manager / Comms contact, alongside the story (links to channel/s shared on), and ideally within four weeks of a particular story or campaign going out.

PLANNING FOR STORY OPPORTUNITIES

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PLANNING FOR STORY OPPORTUNITIES

Consider likely scenarios before

When it comes to story-gathering and demonstrating a CSO's project progress and change, it's often the starting that can be the hardest thing.
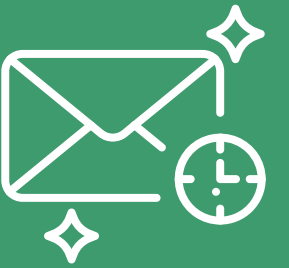
To help, why not
- Get together as a team and
- Consider some likely scenarios you may come across in your project's work
- Think in advance about what you might see and prepare some questions**.**

Turn overleaf to help get you started.

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Consider likely scenarios before

Example scenario one: You are going to be running a mobile immunisation clinic. What might you see?

You might see a woman carrying a baby in her arms and two small children under five years, standing alongside her. They may look tired and the young children curious. Speak to the woman and find out her reasons for travelling to the immunisation clinic. Where did she travel from? How did she find out about it? Have her children been vaccinated previously? What does her family think about it? Has she known anyone who has become ill with any of the diseases they are being vaccinated against today? Will she tell her friends and family about her experience today? Write down a list of questions.

Remember; be sensitive. Ask permission before posing any questions and be clear of the intention from your questions also.

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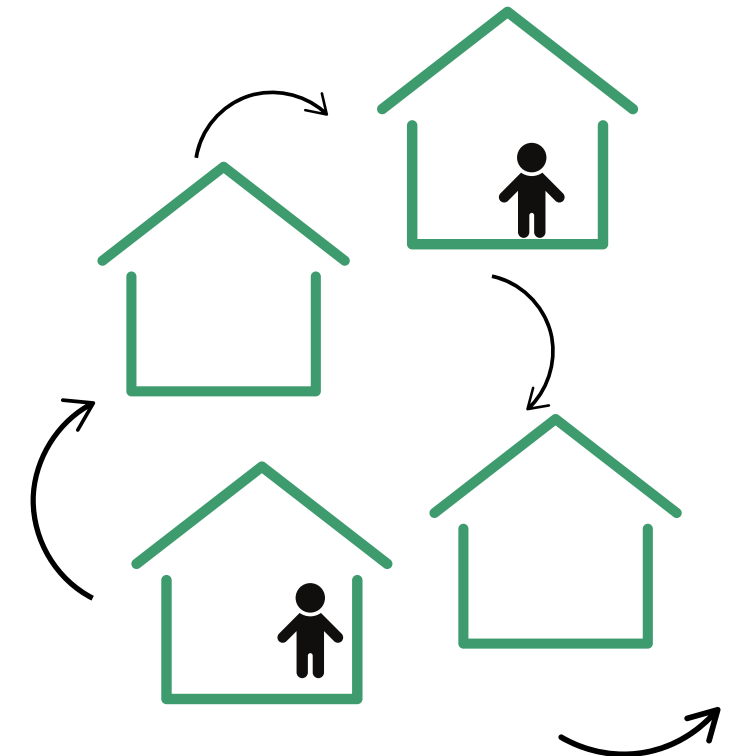# PLANNING FOR STORY OPPORTUNITIES

Consider likely scenarios before

Example scenario two: A house-to-house search is going to be conducted to identify young children and babies who might require immunising.

You might talk to a mother and father with young children and babies in their home. What questions would you ask them. For example, have their children ever been immunised? Do they have any concerns? Are they unusual in their community for not being immunised do they think? Your team shares guidance and the mother and father consent to the immunisations.

Remember; be sensitive. Ask permission before posing any questions and be clear of the intention from your questions also.

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PLANNING FOR STORY OPPORTUNITIES

Consider likely scenarios before

Example scenario three: You want to communicate to a local community, that there is an upcoming immunisation clinic.

If you want to raise awareness of your immunisation project locally, concise human stories with a clear call to action is probably appropriate. Consider how each community's understanding or awareness of immunisations may be different and what might their barriers be to engaging.

If you are trying to target mothers to have their babies immunised, consider sharing a story of a woman from a similar community and include a narrative that expresses why she is pleased she had her baby immunised (despite, perhaps, facing opposition within her community / or from her husband, for example). If you don't have a story such as this as yet to share, consider planning to develop one from opportunities coming up for example, with your project.

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BEING TRUE AND HONEST IN YOUR COMMS

Consent - a sense check

Before collecting stories

Stories can have a powerful influence and leave a lasting impression. But we must be certain that the power comes from the storyteller themselves.

Informed consent should therefore be given, by all individuals where possible, **before any stories are gathered.** They should understand:

- What they are taking part in
- Where their words and images will be viewed
- And importantly, given the time and space to feel confident to decline their involvement.

3

BEING TRUE AND HONEST IN YOUR COMMS

Consent - a sense check

After collecting stories

Reflect on the following five points after every story is gathered:

- Consent has been received for the documentation of the individual's story. Yes/No/*Not applicable
- Consent has been received for the photographs that have been taken. Yes/No/*Not applicable
- Any relating photographs have been saved somewhere central and safe. Yes/No/*Not applicable
- Any relating photographs have been removed from all mobile devices if applicable. Yes/No/*Not applicable
- Permission has been received for the story to be shared and in the format it is intended. For example, to be shared on social media, on a website, in a news piece etc. Yes/No/*Not applicable

*If not applicable detail why this is the case. If it is a verbal consent that has been received, this is acceptable.

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FURTHER GUIDANCE IS AVAILABLE

Who to contact

A full communications guidance document is also available. Please refer to your Grants Manager firstly for this.

Who should grantees contact?

For communications queries or support, grantees should contact their Grants Manager firstly or email communications-gavi-cso@manniondaniels.com

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