

# LLIN Integration Communicator's Meeting



Feb 20, 2008, Geneva

## Purpose of the meeting

- Self assessment of partner communications to date
- Examine lessons learned
- Develop strategic opportunities calendar
- Create a platform for working together on communications as a partnership
- Establish nuts/bolts and next steps for the group

## Where are we now?

- What are common goals?
  - Preventing malaria morbidity and mortality worldwide; raising awareness
- What are common objectives?
  - Telling the WHOLE story better
  - Supporting Ministries of Health Develop common and consistent messages
  - Contribute to resource mobilization
- What will successful communications look like ?
  - Establishing a forum for regular communications planning
  - Coordinating efforts with other comms/advocacy groups
  - Developing a clarity of purpose among partners
  - Empowering partners to move forward
  - Establishing clear lines of communication between in-country and international partners and within each group
  - Recognizing our diverse audiences/stakeholders and how to meet their specific needs

## Where are we headed?

- Next steps:
  - Co-chairs: Chris Thomas and Mary Kante
  - Develop framework:
    - TOR
    - Group name/logo/brand (potential)
    - "Living" workplan--creative messaging and strategic opportunities
    - Regular communicators calls
    - Regular participation in Wednesday call
  - Collect existing communications samples and tools
  - Build on communication/advocacy sections of the toolkit; assist in dissemination