

# CLM: THE PROCESS



## CLM PARTNER ENGAGEMENT, COMMUNICATION AND ADVOCACY GUIDE



### Description:

Community-led monitoring (CLM) involves intensive communication and interaction of many participants at different stages. Effectiveness of this communication is essential for community-led monitoring activities to be successful. Purposeful planning of such interactions and communication processes will help to make monitoring more effective and ensure the necessary changes in the organisation/community and quality of service delivery are achieved.

This toolkit aims to provide practical guidance on how to communicate effectively with various stakeholders involved in CLM, including community representatives, decision-makers, service providers, and government agencies.



### Audience:

Community representatives engaged in or planning to launch CLM activities, community leads and decision makers and a wider range of relevant stakeholders from and outside of communities



### Objectives and outcomes:

Readers will be provided with the basic knowledge in terms of

- ▶ who, when and how should be engaged / involved in CLM processes as well as external parties that need to be liaised with and how
- ▶ Readers will become familiar and obtain skills and tools / practical tips required to perform stakeholder mapping and corresponding communication plans
- ▶ Readers will obtain skills and tools / practical tips required for utilizing various communication methods and channels to effectively achieve their goals, including at the stage of using the data collected within CLM for advocating for change

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## Content outline:

### ► The subjects of interaction (participants) in CLM, the nature of the interaction and communication processes connecting the partners / participants:

- Overview of planning communications for CLM
- Tasks/ aims of communication in CLM
- Subjects of interaction
- Identifying stakeholders
- Partnerships
- Barriers to effective communication

### ► Tasks, channels and methods of communication for interacting with various participants in the CLM, determining which communication channels are most appropriate for which tasks:

- Channels and methods of communication
- Types of communication channels
- Choosing communication channels for your tasks
- Developing a communication plan
- Development of objectives for your communication and advocacy efforts

### Engaging with stakeholders

- • Crafting effective messages

### Online communication

- • Remote(ly) managing teams / work
- Communication tools
- Use of social media and messenger apps
- Scheduling
- Jointly working on documents and storing files
- Task management apps and online tools

### Advocacy in CLM

- • Communication for advocacy
- Elements of an advocacy strategy
- Developing an advocacy plan
- Developing an advocacy message
- Evaluating your efforts