

Communication Strategy for the ACE 's in Response to COVID

About this Strategy

This communications strategy is a work in progress and will be flexible to adapt as necessary in order to remain effective and meaningful during the period the ACEs are responding to COVID Crisis.

The ACE COVID Communication Strategy: Purpose, Principles and Objectives

a) Purpose

The purpose of the communications strategy is to serve as a framework document to guide all ACE's COVID related Intervention communications. It is expected that good communication, both 'internal' and 'external' will support learning, facilitate sharing, increase stakeholder buy-in and engagement and will lead to better overall ACE project achievements to the development challenges.

b) Objectives

1. Raising awareness and enhancing visibility among centre leaders, scientists, educators, policy makers and practitioners on what the ACE centres are doing in contributing to the management of COVID pandemic
2. Instilling confidence to the centres about their ongoing COVID contribution to their communities
3. Facilitating communication within and between ACE's, partners and key stakeholders.
4. Support evidence-based decision making for potential COVID Support at national, regional and global level.
5. Building linkages with media houses and partner websites to share and exchange information, so contributing to a broader COVID interventions knowledge base.

c) 3.3 Principles

This communications strategy and interventions are founded on four 'i' principles.

Inform – Information provided and exchanged should be relevant and able to be used or applied. For COVID information and resources to be informative, it must be available, accessible and applicable.

Inspire – Sharing information should be inspirational. By profiling each centre's contribution to ground breaking research, teaching and research, exchanging ideas, we will generate new knowledge and drive innovation in the COVID Responses.

Include – Effective communications should facilitate a sense of impact to society and engagement

Interact – Communication should never be one-way. We will work towards building in feedback mechanisms and tools for multi-way exchanges so that knowledge remains relevant and demand driven. The Centres will have to contribute by providing feedback and demand the type of information they would like to receive.

Suggested Action Plan for COVID Communication Strategy

No	ACTIVITY	DELIVERABLES	TIMELINES
1	Enhancing visibility for ACEs contributions to management of COVID- 19	<ul style="list-style-type: none"> • Develop a 5 Minutes Videos show case ACE’s various innovations and Research in response to COVID • Develop articles to be published on various platforms such as the University World News, etc • Share information through AAU, ACE, and World Bank social media platforms • Profile each Centre and their contributions toward COVID 19 management (in articles) • Design individual factsheet for selected stories on Centres contribution to COVID • Share documentaries and articles with major media houses • Continued sharing of fortnight ACE online news with “inner” and “outer” audience • Regular meetings with communication officers at universities to support COVID documentation 	<p>Ongoing</p> <p>3-5 posts in a week (dependent on how often we receive news items)</p> <p>Continuous/ Ongoing</p>
2	Support information sharing for resources in Teaching, Learning and Research	<ul style="list-style-type: none"> • Develop and maintain a COVID Resource page on the ACE Website. This will host a series of practical tools (such as teaching and learning guidelines and manuals, publishing support tools etc.) • Sharing Learning resources developed by Key Taskforces supporting COVID for ACE Project 	<p>ongoing</p> <p>Continuous/ ongoing</p>

		<ul style="list-style-type: none"> • Communication note before launching each intervention (capacity building, learning platforms and infrastructure) • Communication of schedules for Task Force Interventions • Regular updates (emails) to the Centres on COVID response plans and 	
3	Facilitating communication within and between ACE's, partners and key stakeholders	<ul style="list-style-type: none"> • Collating information on what's going on at various centers through emails and WhatsApp • Regular feedback from the centres 	Continuous/ongoing