



**MINISTRY OF WATER RESOURCES MANAGEMENT AND DEVELOPMENT**

**COMMUNICATION STRATEGY FOR THE WATER SECTOR REFORM  
PROGRAM**

**(AN ABRIDGED VERSION)**

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**Water Sector Reform Secretariat**

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## Acronyms and Abbreviations

CAAC	Catchment Area Advisory Committee
CBO	Community Based Organization
DfiD	Department for International Development
FBO	Faith Based Organizations
FGD	Focus Group Discussions
GTZ	German Technical Cooperation
KBC	Kenya Broadcasting Corporation
KEWI	Kenya Water Institute
KIE	Kenya Institute of Education
KWAHO	Kenya Water and Health Organization
M & E	Monitoring and Evaluation
MPs	Members of Parliament
MWRMD	Ministry of Water Resources Management and Development
NCCK	National Christian Council of Kenya
NEMA	National Environmental Management of Authority
NETWAS	Network for Water and Sanitation International
NGOs	Nongovernmental Organization
NWCPC	National Water Conservation and Pipeline Corporation
PPIAF	Public Private Infrastructure Advisory Facility
RAS	Rapid Assessment Survey
SIDA	Swedish International Development Cooperation Agency
TB	Tuberculosis
UNDP	United Nations Development Program
UNESCO	United Nations Education and Scientific Organization
UNICEF	United Nations International Children's Educational Fund
WRM	Water Resources Management
WRMA	Water Resources Management Authority
WRUA	Water Resource Users Association
WSB	Water Services Boards
WSP	Water Service Providers
WSP-AF	Water and Sanitation Program - Africa
WSR	Water Sector Reforms
WSRB	Water Services Regulatory Board
WSRP	Water Sector Reform Program
WSRS	Water Sector Reform Secretariat
WSS	Water and Sewerage Services
WSTF	Water Services Trust Fund

# INTRODUCTION

Kenya's water sector is currently undertaking reforms aimed at improving water resources management and the provision of water and sanitation services on a sustainable basis. The reforms are enshrined in the Water Act 2002 and the process is being steered by the Ministry of Water Resources Management and Development (MWRMD).

The reforms are the single biggest change in the water sector since independence and have far reaching implications on the management of water resources and services provision in the country. The inclination for many citizens to regard water as a God given resource and limited information on the country's water scarce situation are among the issues which pose serious challenges in the implementation of the reform and provision of services on a sustainable basis.

The success of this and other reform programs is reliant on their being understood and supported by key stakeholders. This necessitates the establishment of mechanisms to ensure political and social support. The National Water Sector Reform Communication Strategy provides the broad framework that guides communication on the reform. It identifies key audiences and issues that need to be addressed to build the prerequisite understanding and support for the reform. The first step in evolving the strategy was to conduct desk research to ensure that all key issues would be taken into consideration. This involved reviewing key documents and case studies, and interviewing 3,000 Kenyan consumers in all eight province to identify knowledge, attitudes and practices regarding water. In addition, in-depth interviews were conducted countrywide with the leadership of the full range of sector organizations.

Key issues identified in the situation analysis and which the strategy builds on include:

- Consumers have a high understanding that water is a key priority issue even though many people may not understand the direct link adequate water and sanitation has to health and economic development
- Low levels of awareness and misconceptions about the perception of the meaning of reform including fears that the reform will increase the cost of water, limit the access to water by the poor, result in job losses for sector personnel and cause a revenue loss for local authorities
- Consumer dissatisfaction with performance levels of water and sewerage services
- A strong perception by consumers that water is a right
- Limited knowledge that Kenya is a water scarce country
- Superficial coverage of water issues by the media.

To address these issues, this Communication Strategy broadly aims to:

- Increase awareness, improve knowledge and build support of water sector reforms by key stakeholders
- Promote positive water and sanitation management and conservation practices by all key stakeholders

In the three year period covered by this strategy, there are two distinct phases. This phase of the program will focus on reform communication while the second phase, which will kick-in by the third year and continue indefinitely, will be centred around longer term behavior change communication. A monitoring and evaluation component is incorporated into the communication program to track performance of the program and objectively assess its impact.

## ***SITUATION ANALYSIS: KEY FINDINGS***

The key findings of the situation analysis which was carried out between December 2003 and March 2004 and provide the basis for the communication strategy are summarized below.

### **Low levels of awareness and misconceptions of reforms amongst most stakeholders**

Only 23% of interviewees are aware of reforms in the sector. Awareness is highest among sector institutions, NGOs and consumer groups and although mostly positive, they do display some misconception and mixed feelings.

### **Consumer understanding of costs relating to water and sewerage services**

Consumers show moderate understanding of the processes involved in getting piped water, removing sewage and the related costs. There are differing beliefs on who should be responsible for payment of the costs involved for supply at household level and for capital investment in schemes. For instance when asked who should pay for local/household level services, 54% said government, 27% consumers and 13% said costs should be shared.

### **Institutional roles and private sector participation**

A majority of consumers (92%) believe that government/local government should have a role in the provision of water and sewerage services. Half feel it should be a partial role while the other half want full government control. When asked specifically what government's role should be, the three main areas mentioned were regulation (54%), policy making (55%) and supplying water services (47%). Of interest is the contrast or confusion over the roles that can be played by local government and the private sector with 64% of consumers wanting local authorities to supply their water while 83% see a role for the private sector but have with mixed feelings about the nature of the role.

### **Low levels of satisfaction with WSS services**

There are relatively low levels of consumer satisfaction with the current performance of water and sewerage services.

### **Multiple organizations active in the WSS sector**

Desk research identified many organizations with multiple roles in the water sector. A number of these organizations are NGOs representing the poor or working on human rights. Some are apprehensive about the reforms and perceive them as an attempt by the government to abdicate its responsibility of service provision. Others are however optimistic and supportive of the reforms.

### **Consumers see water as a right, and also understand key responsibilities**

There is a very strong consumer sense of entitlement to the right to water (95 percent). Consumers also articulate the desire for easy access and a regular supply. When asked about their greatest wish, consumers said tap water for all households. There is also a strong consumer understanding of the need for responsible use of water (81%) and a high consumer sense of responsibility for payment for water consumption (68%).

### **Mixed perceptions on water resource management issues**

There is a serious lack of understanding about Kenya's water scarcity with 77% of respondents saying that Kenya has adequate water to meet her needs. This misconception is prevalent even in the North Eastern Province where water scarcity is a grave problem. The majority (96%) recognize the value of wise water use and their own role in managing water resources. Unfortunately, this awareness profile is not yet being harnessed into conservation practice at community level as 75% of the population seem to be fairly unaware of local conservation initiatives.

### **Poor quality of media coverage**

Media coverage of changes in the WSS sector is relatively ad hoc, event driven and rarely analytical. Interviews show that there are low levels of knowledge on the holistic nature of the water sector reforms.

### **Low communication capacity in the sector:**

Despite communication initiatives by the MWRMD, District Information Officers from the Ministry of Information and Tourism, and NGOs and development agencies such as UN Habitat, the current levels of WSS and WRM sector communications in Kenya are inadequate given the complexity of the reform environment and the difficulty of changing long-term behavior.

## Implications of Research Findings on the Communication Strategy

The situation analysis presents a combination of positive knowledge and attitudes as well as the fundamental problem areas that must be to comprehensively and urgently addressed. The Communication Strategy needs to:

1. **Build on positive levels of understanding:** An immediate platform for communication to build on is the general positive attitude and optimism by those who do know about the reforms. These include water being considered a priority and a recognition that there is a role for the private sector as well as an appreciation of the need for conservation and proper management of water resources.
2. **Correct misperceptions and fill knowledge gaps:** The findings indicate the fundamental problem areas that need addressing. These include low levels of knowledge about water scarcity in the country, the objective of the sector reforms, cost structures and pricing issues, and the role of the private sector.
3. **Address stakeholder concerns:** Communication need to address concerns and allay the fears of key stakeholders which include cost increases, reduced access and loss of employment.
4. **Provide partnerships with opinion leaders:** Communication should be proactive about working with opinion leaders including NGOs, the media, provincial administration and political leaders to both positively shift any apprehension as well as market the benefits of the reform.
5. **Consider both short and long term communications:** Initially a short-term phase of reform communications should be used to build awareness and understanding on the reforms and WSS issues. A second longer term phase, which continues beyond the three year timeframe of this strategy, should focus on behavior-change communications that promote positive water management attitudes and practices.
6. **Strengthen public participation mechanisms:** As a relationship building exercise, the MWRMD needs to build or strengthen two-way consultation and participation structures such as stakeholder forums, networks and committees.
7. **Build communication capacity within the sector:** The communication capacity of all Water Act 2002 institutions needs to be audited against the requirements for communication for the reform and post-reform periods. Capacity must then be built to close the identified gaps, which include raising implementation support and financial resources from various partners.

## THE STRATEGY

The findings of the situation analysis indicate the need for a Communication Strategy that aims to enhance knowledge of the benefits of the reform in the short term while addressing the fears and uncertainty expressed by stakeholders. Communication should in the long term be used to promote positive behavior changes in Water Supply and Sewerage Services and Water Resources Management.

## Key Audience Segments

The strategy identifies the following as the key audience segments to be addressed.

Audience Segment	Sub Segments	Rationale
Water sector personnel (internal staff)	<ul style="list-style-type: none"> <li>▪ Ministry of Water Resources Management &amp; Development (MWRMD)</li> <li>▪ National Water Conservation &amp; Pipeline Conservation (NWCPC)</li> <li>▪ National Irrigation Board</li> </ul>	<ul style="list-style-type: none"> <li>▪ Key stakeholders in implementing the reform hence the need for their support</li> <li>▪ Serve as credible channels for reform information dissemination</li> <li>▪ Situation analysis indicates their uncertainty over jobs</li> </ul>
Consumers	<ul style="list-style-type: none"> <li>▪ Urban/informal settlements/rural</li> <li>▪ Community schemes</li> <li>▪ Catchment communities</li> <li>▪ Industrial/commercial/institutional customers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Their support is integral for implementation of sustainable services</li> <li>▪ Have expressed uncertainty over impact of reform on cost of water and accessibility</li> </ul>
Media	<ul style="list-style-type: none"> <li>▪ Media gatekeepers (editors, executives, program directors)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Critical channel for information dissemination</li> </ul>

	<ul style="list-style-type: none"> <li>Journalists</li> </ul>	<ul style="list-style-type: none"> <li>Current coverage of water issues is superficial</li> </ul>
Opinion leaders	<ul style="list-style-type: none"> <li>Members of Parliament</li> <li>Local Authorities (councillors)</li> <li>Sector management</li> <li>Civil society</li> <li>Professional, resident and business associations</li> </ul>	<ul style="list-style-type: none"> <li>Respected channels of information dissemination</li> <li>Serve as mouthpieces of their constituents hence vital for participatory mechanisms</li> </ul>
Implementing partners	<ul style="list-style-type: none"> <li>Primary ministries: Health, Environment, Agriculture</li> <li>Development partners</li> <li>Civil society and consumer representatives</li> </ul>	<ul style="list-style-type: none"> <li>Water &amp; Sewerage Services and Water Resources Management issues cut across government departments hence their support is vital</li> <li>Can facilitate behavior change through their programs</li> </ul>

## APPROACHES

The following approaches (strategies) are proposed to reach the target audiences and achieve the overall communication objectives:

- 1) **Internal communication:** Implement internal communication activities to address staff concerns in MWRMD, the National Water Conservation and Pipeline Corporation and the National Irrigation Board, and build support for reforms and utilize the staff in disseminating information on the reform.
- 2) **Public participation mechanisms:** Establish mechanisms that serve as information sharing platforms to engage opinion leaders and implementation partners. They should serve as channels for information dissemination and also facilitate two way communication with stakeholders especially opinion leaders.
- 3) **Multi-media information campaign:** Develop and implement a branded phased multi-media communication program to increase knowledge on the objectives and benefits of the reform to motivate key stakeholders to adopt positive Water Supply and Sewerage Services and Water Resource Management practices.
- 4) **Media advocacy:** Leverage the media as a partner in the dissemination of accurate and holistic reform messages.
- 5) **Strengthening sector communication capacity:** Strengthen the communications capacity of MWRMD and institutions under the Water Act to effectively implement the Communication Strategy.

## INTERNAL COMMUNICATION

**To develop an internal Communication Program to enhance knowledge of the reform, address personnel concerns and build support for dissemination of the reform**

Audience	Key Message Themes	Methodologies	Tools and Channels	Outcome Indicators	Partners
Staff in Ministry of Water and Irrigation and the National Water Conservation and Pipeline Corporation	<p>Benefits and opportunities created by the reform</p> <p>Roles and mandates of institutions created under Water Act 2002</p> <p>Implications of reforms and the opportunities created</p>	<p>Training of communication champions at the regional level</p> <p>Reach staff members through established and informal communication systems within each organisation</p> <p>Utilize "Team briefing" methods</p>	<p>Staff briefing kits including fact sheets on the new Water Act and a reader-friendly summary of the Act</p> <p>Team briefing sessions cascaded through the hierarchy of the MWRMD</p> <p>Quarterly information bulletin from the Minister</p>	<p>Reduced staff concerns about institutional changes and perceived threat to job losses</p> <p>Increase in knowledge and support on the changes in the water sector among staff</p>	<p>Ministry</p> <p>WRMA</p> <p>WSRB</p> <p>WSBs</p> <p>NWCPC</p> <p>Professional bodies</p> <p>Labor unions</p>

	Expectations of the new institutions	to communicate with staff through the institutional hierarchy  Piggyback on existing forums, e.g. the bi-monthly meeting of WSPA	Special events with symbolic activities such as pledges  Internal ads on new job opportunities		
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## PUBLIC PARTICIPATION MECHANISMS

**To establish public participation mechanisms that will provide the Ministry of Water Resources Management and Development and other institutions under the Water Act 2002 with a platform to engage opinion leaders as reform partners and advocates for good Water and Sewerage Services and Water Resource Management practices**

Audiences	Key Message Themes	Methodologies	Tools and Channels	Outcome Indicators	Partners
Opinion leaders at the national and regional level in influential organizations with wide geographical reach  The opinion leaders will be engaged at two levels: opinion leaders who will serve as channels and those who will be implementing partners.  Illustrative examples:  <u>Channels</u> MPs, Provincial administration, civil society  <u>Implementing Partners</u> WSS sector management, development partners, WSPs, key government ministries	Contribution of water sector reforms to efficient provision of sustainable water supply and sewerage services  Invitation to support water forums and reform communication as progressive leaders in both the short and long-term  Initiatives by communities to promote better WSS and WRM management  Need to initiate conservation activities for management of water resources and catchments protection	Disseminate information to opinion leaders through focal points within their organizations on water reforms and conservation needs within their communities  Establish water forums to engage opinion leaders and promote public participation at the national, regional and local levels  Encourage opinion leaders to mobilize communities in WSS and WRM management through excellence leadership awards  Facilitate opinion leaders to reach out to communities with water issues by providing communication support on water reform and WSS and WRM conservation issues	Briefing materials  Seminars and workshops  Water forums  Organizational meetings  Articles in sector publications  Quarterly progress newsletter  Leadership award mobilization at national, regional, local level	Discussions by opinion leaders are increasingly based on correct knowledge of the Water Act  Increase in knowledge of the reforms among policy and decisionmakers.  Functional public participation mechanisms established  Consensus building and stakeholder concerns addressed through public participation mechanisms  Increase in number of community/civil society initiatives in form of forums, consumer representative bodies, etc.	NGOs active in the water sector  Parliamentarians  Key government ministries  FBOs  Government ministries  Development partners  Water Service Boards, WRMA, WSRB  Office of the President (provincial administration)  Local authorities  WSPs



## PUBLIC INFORMATION CAMPAIGN

Phased and branded multi-media communication program to increase knowledge and build support on the reforms and to motivate consumers to adopt positive Water and Sewerage services and Water Resource Management practices.

**Phase I:** Branded multi-media Public Information Campaign to increase knowledge and generate support on the changes in the water sector.

**Phase II:** Information campaign to promote positive behavior change in water resources management.

Audience	Key Message Theme	Methodologies	Tools and Channels	Outcome Indicators	Partners
Consumers in urban and rural areas (core audience segments are adults with water connections and residents in informal settlements)	<p>Benefits of the reforms to consumers</p> <p>Roles of institutions under the Water Act</p> <p>Mechanisms set up by Government to regulate water service provision</p> <p>Improved water and WSS delivery through better governance of the water service providers</p> <p>Role of government and local authorities in service provision</p>	<p>Raise awareness nationally through a six-month branded multi-media campaign utilizing both paid-for advertisements and earned media</p> <p>Reinforce campaign messages by mobilizing WSPs, NGOs, CBOs, and government departments to disseminate information materials to communities within their reach</p>	<p>Series of print advertorials in the <i>Daily Nation</i></p> <p>Radio infomercials</p> <p>Information materials – posters, brochures, bumper stickers</p> <p>Radio and TV discussion programs</p> <p>News and feature articles generated through the media award scheme</p> <p>Community meetings and barazas</p> <p>Water forums</p>	<p>Increase levels of awareness on the changes among adult population within the first six months</p> <p>Increase in quality of knowledge on the reforms</p> <p>Increase in percentage of adult population supporting the reforms</p>	<p>Media organizations</p> <p>Advertising agency</p> <p>NGOs</p> <p>Institutions established under the Water Act 2002</p> <p>Other related ministries</p> <p>Local authorities</p> <p>Provincial administration</p> <p>FBOs</p>
<b>Phase II</b>					
Consumers in urban and rural areas (important audience segments are residents of water catchment areas, industries, schoolchildren and urban residents)	<p>Water scarcity in the country and the need to conserve water and manage resources for sustainable supply</p> <p>New water conservation and management initiatives within communities and ways through which others can initiate conservation efforts</p> <p>Invitation to participate in water forums and the leadership award</p>	<p>Rolling thematic communication programs on WSS and WRM topics</p> <p>Enter-educational radio drama linked to community conservation activities</p> <p>Annual award scheme to recognize good water resource management/ conservation practices from community to national level</p> <p>Incorporate water conservation issues in educational curriculum</p>	<p>Information materials</p> <p>Enter-educational serial radio program</p> <p>Folk and community media</p> <p>Community meetings</p> <p>Drama, theatre, sports in schools and at community level</p>	<p>Raise interest levels in WSS and WRM issues</p> <p>Increase in projects practicing conservation activities/ organizations supporting them</p> <p>Number of entries to the award scheme</p>	<p>Media</p> <p>Entertainment industry</p> <p>Ministry of Environment and Natural Resources</p> <p>Ministry of Education</p> <p>NGOs</p> <p>NEMA</p> <p>CBOs</p> <p>FBOs</p>

## MEDIA ADVOCACY

To promote accurate and analytical coverage of water sector reform

Audience	Key Message/Themes	Methodology	Channels	Indicators	Implementing Partners
Media executives in mainstream media Media editors Regional media organizations and correspondents	Holistic nature of changes in Water Act and its contribution to efficient and sustainable services provision and water resources management  Roles and responsibilities of institutions under Water Act  Benefits of reforms based on successful models  Role of the media in accurate and broad coverage of sector reforms and promoting good water management practices for household, industry and catchments	Enhance media knowledge and roles through training workshops and editorial briefings  Develop and disseminate media kit  Media relations to facilitate comprehensive coverage of reforms  Enhance depth of coverage by leveraging media as a partner through implementing media award scheme	Media kit  Training workshops  Editorial briefings  Profiling successful case studies  Feature articles  Media award scheme promoted through media houses	Increased knowledge of the provisions of the Water Act and the objective of the reform  Percentage increase in coverage of water issues  Percentage increase of accuracy and analytical coverage of reform issues	Media houses  WSRS  African Council of Communication Education  Professional media organizations

## STRENGTHENING SECTOR COMMUNICATION CAPACITY

Capacity strengthening of the MWRMD and institutions established under Water Act 2002 in implementing the sector reform communication strategy

Audiences	Methodologies	Tools and Materials	Indicators	Implementing partners
<p>Institutions established under the Water Act 2002</p> <p>MWRMD Information Office</p>	<p>Orientation of sector management to the communication strategy</p> <p>Establish communication function within WSRS</p> <p>New institutions to establish communications function</p> <p>Appropriate training of communications on water reforms</p> <p>Technical assistance to build capacity of Water Act 2002 to implement communication plans including monitoring</p> <p>Create a national communications coordination committee consisting of sector stakeholders to guide reform communication</p>	<p>Training workshops</p> <p>Technical assistance</p> <p>Communication planning templates</p> <p>Field visits and study tours</p> <p>Web site on water sector</p>	<p>Number of institutions that successfully integrate communications as a strategic component of their operations</p> <p>Number of institutions successfully implementing components of the strategy relevant to their mandate</p> <p>Enhanced communication capacity within sector institutions measured by implementation of communication plans</p>	<p>MWRMD</p> <p>WSRS</p> <p>WRMA</p> <p>WSRB</p> <p>WSTF</p>

## **MONITORING AND EVALUATION**

The communication strategy incorporates a monitoring and evaluation (M & E) component to track performance and objectively assess the impact of communication programs.

The key aspects of the M & E framework include:

- Monitoring of program activities
- Assessing outcomes and impacts at regular intervals including annual surveys
- Incorporating results and new information into the Information Management System

A program to monitor performance should be implemented by sector institutions with overall coordination by WSRS to keep track of the impact of reform communication. Mechanisms for collecting data and reporting on the specific output indicators for each program activity should also be developed.

### **Outcomes and Impact of the Communication Strategy**

The overall outcome indicators below will form the basis for assessing the short term and long term impacts of the communication program. Assessment of the overall outcome indicators should be conducted by independent research organizations to ensure that the process is both professional and objective. The key methodology proposed for assessing outcomes will be the use of stakeholder surveys.

#### **Objective 1: To increase awareness, knowledge and support for water sector reform (Year 1)**

- Reduced staff concerns about institutional changes and fear of job losses
- Increased levels of awareness of reforms and reductions in misconceptions
- Increased accuracy and analytical nature of media coverage of water issues
- Established and functional public participation mechanisms.

#### **Objective 2: To promote positive water and sanitation management practices (Year 1 – 3)**

- Increased public interest levels in WSSS and WRM issues
- Increased consumer knowledge of rights and responsibilities
- Increased communications capacity within sector institutions measured by resource commitments, development and implementation of communication plans
- Consensus building through public participation mechanisms
- Enhanced knowledge of the link between water and sanitation and wealth creation
- Increased number of community/civil society initiatives including forums, consumer representative bodies and conservation projects.

The strategy proposes the contracting of a monitoring and evaluation specialist to put in place the framework for assessing the communication program's overall impact. The scope will cover:

- Reviewing the outcome indicators
- Designing a comprehensive M & E plan and methodology relevant to the outcome indicators
- Developing strategies for assessing the impact of the Communication Strategy
- Conducting outcome and impact assessment surveys at specified timeframes
- Analyzing data and disseminating survey findings to key stakeholders
- Making recommendations on program improvements.

## **BUDGET**

### **ESTIMATED COSTS FOR KEY ELEMENTS OF THE FIRST 2 YEARS OF COMMUNICATION STRATEGY IMPLEMENTATION**

<b>COMPONENT</b>	<b>BUDGET CATEGORY</b>	<b>TOTAL</b>
Key requirements for the overall strategy implementation	Hire of professional writer	500,000
	Production of a user friendly version of Water Act 2002	250,000
	Advertising agency conceptualisation and production management fee for branded theme and material development	250,000
	<b>Sub Total</b>	<b>1,000,000</b>
Internal Communication program	Purchase of 400 copies of Water Act 2002	160,000
	Training of regional reform communication champions	400,000
	Production of fact sheets	400,000
	Regional sensitisation workshops	2,700,000
	3 issues of MWRMD newsletter	500,000
	<b>Sub Total</b>	<b>3,960,000</b>
Public participation mechanisms and advocacy to opinion leaders	Water forums in seven regions	2,400,000
	Plan and implement WSS/WRM leadership award	1,800,000
	Materials development, production and dissemination	2,250,000
	<b>Sub Total</b>	<b>6,495,000</b>
Multi media Information Campaign	Production of public information materials	2,650,000
	Advertising creative	5,595,000
	Media placement over 12 weeks	9,479,691
	Public Education Campaign launch	725,000
	Material dissemination	2,000,000
	<b>Sub Total</b>	<b>20,449,691</b>
Behavior change communication program on water resources management and conservation	Production of print materials	3,950,000
	One year radio educational drama	6,522,000
	Thematic issues advertising cost	6,720,000
	Water resource management leadership awards	1,800,000
	<b>Sub Total</b>	<b>18,992,000</b>
Media advocacy	Design and production of media kit	120,000
	Media workshops for journalists	144,000
	Media award scheme	1,800,000
	Consultancy/professional costs	1,500,000
	<b>Sub Total</b>	<b>3,564,000</b>
Strengthening communication capacity of new institutions under the Water Act	Orientation workshop	100,000
	Capacity building for institutions	1,000,000
	<b>Sub Total</b>	<b>1,100,000</b>
Administrative costs 10%		5,606,669.91
Monitoring and Evaluation 10%		5,606,669.91
<b>Grand Total</b>		<b>67,480,031.73</b>

## **BUDGET NOTES**

1. Budget for material production includes cost of design and is based on actual quotations from printing firms.
2. Media placement costs are based on current pricing from media houses. The budget is based on a media plan developed using 2004 first quarter media research from Steadman Research and Research International. The media plan is based on the most cost effective means of attaining a national reach on the shortest time possible. The media plan and its rationale is available.
3. Estimate for items such as dissemination meetings, workshops and seminars are based on a consolidated unit cost.
4. Budget for the media plan in the fully fledged implementation budget is based on the most current media usage research data that can attain a national reach of 60% for TV and 69% for radio. The reach is generated using the media planning software Telmar and is based on media usage data synthesized from media diaries from Steadman Research and Research International E.A. for quarter one of 2004. Optimum reach in any given media plan is achieved by increasing channel choices. Dropping one medium decreases reach of the communication effort.
5. All costs are based on 2004 estimates and a provision should be made for possible variance.