



Network Movement for Democracy and Human Rights (NMDHR)

Revised Communication Strategy 2023 -2026

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1. ORGANISATIONAL BACKGROUND

The Network Movement for Democracy and Human Right (NMDHR) is a reputable Non- governmental civil society and human rights organization that is mandated by law through the legal frame work for Non-Governmental Organizations (NGOs) policy by the government of Sierra Leone and registered with the Ministry of Finance and Economic Development (MoFED) to promote human rights, good governance and democratic principles through advocacy, lobbying, and campaigns in order to influence positive responsiveness of people and increasing their participation in governance so that development and peace can be relatively assured.

NMDHR has sixteen (16) years track record service of existence working directly with the community and the people of Sierra Leone in complimenting the efforts of the government and its development partners. NMDHR has supported participatory democracy through free and fair elections, improved healthcare services for pregnant women, lactating mothers, children under five, people with disability and Ebola survivors, reduction in gender-based violence, women, children and youth advocacy among others through social accountability interventions.

VISION: NMDHR envisage a world where all Human Rights, Democratic values are respected, promoted, protected, and realized for all.

MISSION: Empower all people through Right Based Approach, Advocacy, Public Education and Research to achieve Sustainable Development and work to end Inequality and Poverty.

PHILOSOPHY: Develop and maintain a dedicated and participatory workspace that will accomplish our mission. Involve Network partners and our donor partners at all levels in matters that relate to their needs, the needs of NMDHR and NMDHR staff. Promote cooperation and teamwork among network partners. Recognize and respect the dignity of the individual in accordance with Article 1 of the Universal Declaration of Human Rights (UDHR).



2. INTRODUCTION

NMDHR has designed this three years strategy in the view to effectively communicate with its board, staff, consultants, volunteers, interns, donors, partners, government and the general public to enhance visibility of project intervention in the communities we work. This strategy will help to improve both internal and external communication that will shape open and honest conversation to enable us to communicate our interventions and impacts using modern channels through information tool t and data collection mechanism.

The communication strategy is divided in two parts. The first part defines the overall framework and principles for effective communication, while the second part specifies the visions and principles in a series of strategically chosen focus areas. The action strategy describes the activities initiated by NMDHR and the authorities of its influence, together or individually, to carry out the vision for the communication strategy. Priority, responsibility, and time plan for the activities are stated in the communication action plan.

2.1 OBJECTIVE

- To help us achieve our overall organisational mandate.
- To improve communication both within and outside of the organisation.
- To connect with the communities and key stakeholders on program interventions.
- To ensure people understand what we do.
- To shape and guide the communication flow of the organisation.

2.2 EFFECTIVE COMMUNICATION METHODS

NMDHR believe in the notion that communication is an integral part of problem-solving and therefore, we always communicate with a purpose and also see communication as an opportunity to foster professional relationship and increase accountability among staff, the community people and other key stakeholders. We deliberate why, what, with whom, how, and when we communicate. The table below illustrate the Communication Action Plan in which NMDHR will communicate for effective workforce:

Audience	Objectives	Methodology	What	Timeline
Donor	To enhance better working relationship to instil trust and confidence for continuous support.	We communicate with ourdonors through reports, emails, website information, publication, newsletters, dialogue, documentaries, skype, presentation andphone calls.	We communicate our project impact, Lessons learnt, achievements and operational challenges, funding, and capacity buildingopportunities.	2023 -2026



Partners(INGO's, NNGO's, CSO's and CBO's)	To cultivate and strengthen our working relationship for sustainable socio-economic impacts.	We communicate with like-minded partners through emails, letters, skype, phone calls, press briefing, press releases, dialogue, consultation, radio, television, and newsletter.	We communicate with our partners about our project interventions, strategy and lessons learnt	2023-2026
Government	To channel community issues for collective efforts and solutions towards achieving socio-economic impact	We communicate with government through emails, letters and phone calls, press briefing, press releases, dialogue, consultation, radio, television, newspaper, policy brief, newsletter, report, on issues regarding national development.	We communicate community challenges faced during our work and proffer recommendations. Also, learnings from our interventions will be communicated and reported to appropriate government ministries, departments, and agencies.	2023 - 2026
Community Stakeholders (chiefs, health workers, school head, traditional and religious leaders, security personnel, elected representative etc.)	To create openness in the communities we work.	We communicate to our community stakeholder through dialogue, radio talk shows, jingles, interviews, infographic, IEC materials, drama, traditional songs, focus group discussions, presentation, research findings/reports.	We communicate about the project activities, their involvements, and the outcome of project intervention.	2023- 2026
Project partners (women, youth, children)	To empower them with the relevant information that will enhance their personal development and societal change.	We communicate with our project partners through dialogue, radio talk, jingles, interviews, infographic, IEC materials, drama, traditional songs, focus group discussions, reports and one on one contact, WhatsApp.	We communicate about the project activities; its intended impact, project participants' involvements and entitlements.	2023-2026
Board	To be accountable and seek support to make informed decisions on the operation of the organisation.	We communicate with our board members through emails, phone calls, meetings and one to one discussion.	We communicate our achievements, operational challenges, and donor relationship.	2023-2026
Employee (staff, consultants, interns, and volunteers)	To ensure effective and efficient communication flow among employees.	We communicate with our staff within the organization through the following: emails, phone calls, text messages, WhatsApp, intercom, memo, google hangout, google calendar, Facebook.	We communicate about their welfare, professionalism, career development, performance, program deliverables, safety, and security.	2023-2026
Media	To provide practitioners with reliable information for the consumption of the public	We communicate with the media as key partners in development through emails, phone call, interviews, press briefing, news update etc.	We communicate about our organisation successes, challenges, lessons learnt, community impact	



3. TYPES OF COMMUNICATION ARE:

- Internal Communication
- External Communication

3.1 INTERNAL COMMUNICATION

Network Movement for Democracy and Human Rights uses its internal communication strategy for coordination; strengthen cooperation and sharing the vision with a view to shared goals, among other staff of the organization. Its internal communication strategy has enhanced enthusiasm, job satisfaction, adaptability, and responsibility among the employees of the organization.

The employees are 'ambassadors' for the organization, and through their contact to the surrounding communities they contribute to establishing knowledge of the organization and understanding for our mission and vision. Internal communication is also a management tool, and as such a management responsibility, from the individual conversation and professional coaching to the general information flow across the organization.

Network Movement for Democracy and Human Rights communicate internally through the following;

- Management meetings
- General staff meeting
- Performance management meeting
- Career Development trainings
- Strategy planning meeting
- Unpacking Project
- Delegation of duties
- Submission of report
- Field visit briefing

1. We communicate timely, clearly, and comprehensibly. We communicate so that others than ourselves may understand. Our communication is goal-oriented, and the message is differentiated, adapted to the recipient.
2. We make information accessible. Information on what goes on in the organization must be easily accessible to employees and authorities. All employees must have the necessary insight in their own case area and be well informed within their own authority sphere.
3. We coordinate our activities. When we need to decide and initiate activities, we must consider whether other authorities may contribute to solving the task, and whether the decision affects other authorities.



3.2 EXTERNAL COMMUNICATION

Network Movement for Democracy and Human Rights uses its external communication strategy base on the fact that society holds a neutral interest for the work of the organization. We are one of the proactive CSOs and at the same time, we have a large group of volunteers connected to our organization. We also use it to communicate with the larger project community which gives us a special obligation to inform them about what we do.

NMDHR will communicate externally to the media, donor, partners, government, project partners and community stakeholders using various approaches.

- Consultative meetings
- Press Briefing
- Dialogue session
- Town hall meetings
- Sharing of Report and findings
- Interviews
- Advocacy
- Outreach (Edutainment)
- Campaigns
- Lobby
- Publication (Press Release, Brochure, newspapers, documentaries, newsletter)

4. ORGANIZATIONAL COMMUNICATION FLOW

The Network Movement for Democracy and Human Rights communication flows both vertical and horizontal. As an organization, we received communication both internal and external. NMDHR maintains all contact regarding the Executive Director and the rest of the management team and the overall socio-economic relations of the organization. The organisation mindful of certain information since these information are classified and require permission for information sharing.

It is the responsibility of the head of the organization to establish rules for who is authorized to respond on behalf of the organization to principal questions from external people including donor, partners, media practitioners, community stakeholders, and project partners.

As employees we share a responsibility for making communication work within our area of responsibility. This means that as an employee you can make factual statements within your own field – also to the press – with reference to the administrative functions and guiding principles of the organization.

However, in relation to a request by the media or other key stakeholders you should always inform immediately the Head of program or the Executive Director in the organization.

Internally, communication flows from the Executive Director regarding operations, updates from donors and other partner to the Programs Director which flows down to the Administrative Secretary and rest of employees.



Externally, all information regarding the operations of the organization is directed to the Executive Director, flows down to Board Members and is shared with the Media, project partners, government and project beneficiaries.

It is a right to make a statement, not an obligation. On the other hand, we as employees are obliged to refer to a person who will and can make a statement, if we cannot ourselves. It can be our immediate head.

5. CONCLUSION

NMDHR acknowledged active dialogue and consultative approach across its operational communities and to create a dynamic network communication and effective programme communication. NMDHR also boost a consistent community led approach by identifying key development strategies upon which our community and development partners will be engaged by creating a better coherence and coordination in our operations.

6. POLICY REVIEW

NMDHR aim is this policy will be reviewed every three years or potentially sooner if in response to any applicable

Reviewed Date	31 st June 2023
Next Reviewed Date	31 st May 2026

If you have any questions or concerns, please just contact us via habib@nmdhr.org or +23276410137, we will be more than happy to help.

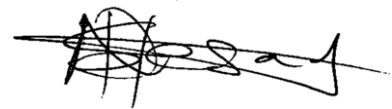
Sign off:

Name: Abdul Karim Habib



Designation: Executive Director.

Name: Nancy Diana Sesay



Designation: Board Chairperson