  

Ministry of Gender, Children and Social Protection

Liberia Sicial Safety Nets Project

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Liberia Household Social Registry

­popularization and Dissemination

Strategy

(Communications)

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## Introduction

**Liberia Household Social Registry (LHSR).** The project has developed a social registry information system (SRIS) to house the database of all households in Liberia. This registry will provide the initial building block of an efficient social protection system that will reduce duplication and improve effectiveness of the sector in reaching the poorest households. It will also provide a single point for all social protection programs in Liberia to access information about households and their vulnerabilities. In addition to building the **LHSR,** the project has developed a comprehensive plan to manage, share, and update its data.

This plan includes when to look for changes to household information, how to record these changes, and the mechanisms to incorporate feedback information from the Management Information System (MIS) about the enrollment decisions of each program. The **LHSR** will allow for the introduction of the use of biometrics as a mechanism to ensure effective identification of people and decrease the chances of duplication across and within programs. The LHSR is further incorporating unique identification numbers for each individual to facilitate mapping to the national identification system. Individual level, community mapping, and structural listing are captured to support the social protection sector and the relevant government agencies to make informed decisions for potential interventions. The plan however is to expand this with the use of National Identification Numbers through collaboration with the NIR. This will facilitate interoperability with other systems.

## Background

The Liberia Household Social Registry Dissemination plan sets out the blueprint on how the LHSR will be fully marketed and makes it easier to recognize across government and amongst Social Protection partner institutions. The initiative comes at a critical time when there is a need for credible data on social protection, especially among partners. This will help chart the direction in which government and partners bring on and execute development initiatives. This plan encompasses a whole range of activities. Listed under the core dissemination section.

The World Bank and USAID have taken keen interest in having a national repository for social data, a reason for which the Registry was funded. The Ministry has continuously committed itself in achieving this goal, despite numerous challenges that have caused delay and slowed progress.

## Objective

The sole objective of this plan is to sell the Liberia Household Social Registry and makes it popular. It will complement existing procedures and mechanisms and broaden the knowledge of the Social Registry and various components of the management information system (MIS), social safeguards and grievance mechanisms, for example. In so doing, it lays out the purpose for which the Social Registry exists. Overall, popularization of the Liberia Household Social Registry.

## Methodology & Approach

The engagements shall be in all forms – physical and virtual, to interact with all stakeholders and would-be stakeholders. In the instance where a subject of the high-level engagement cannot be reached physically; we shall organize a virtual alternative to fill in other stakeholders. During these physical meetings, the project will present to partners, the briefing notes, project fact sheets and newsletters, before showing the special animated videos on how to access the SR. These videos will also be played on local television and radio stations.

Our campaign for the popularization of the Liberia Household Social Registry will draw a clear and all levels approach, but considering the main users (SP sector) and strategic stakeholders at the middle and highest levels, which will give a sense of ownership. These meetings which include with Ministers, Legislators, office of the President, NGOs, and the Media, will be led by the National Coordinator, supported by the staff and the Minister of Gender, Children and Social Protection. There shall be at least two multi-partners and stakeholder meetings during the period of execution.

## Table-1 Meetings

|  |  |  |
| --- | --- | --- |
| **No** | **Meetings** | **Objective** |
| 1 | Meeting with donor community | To encourage them for more funding in order to reach all counties |
| 2 | Meeting Social Protection partners | Urge them to use the system, and serve as ambassadors for the LHSR, encouraging others to use it |
| 3 | Meeting LISGIS | For a strong collaboration and support mechanism |
| 4 | Meetings with Ministers | To take ownership as a government institution. Encourage political will |
| 5 | Meetings with the Legislature | Seek funding and ask them to lend political will |

## Core Dissemination Activities

The project will prioritize the below activities, considering the achievability in a timeframe drawn in the below table (Table-2) in order to give the desired national recognition to the Liberia Household Social Registry. Among the activities, some will run for a specific period of time, while some will continue, especially the radio show, TV ads, and radio jingle. They are intended to keep the public in the know continuously.

* Television advertisement
* Radio talk shows
* Playing of Radio jingles
* Appearance at the Ministry of Information Press Conference
* Google ads
* Facebook
* Twitter
* Website
* Media Round Table
* Info Graphics
* Bill board
* Meeting with donor community
* Meeting Social Protection partners
* Meeting with UNFPA
* Meeting LISGIS
* Meetings with Ministers
* Meetings with the Legislature
* Printing of Branded T-shirts and other printable materials

## Media

**Television advertisement**-The project will spread Television advertisement to the National Television, and at least three other local televisions.

**Radio talk shows-**The National Coordinator and other staff of the project including the Minister will visit at least five radio stations in Monrovia to talk about the Registry. This will include a description of the system, benefits and required procedures on its usage

**Playing of Radio jingles**-The radio jingles will be produced in English and two other local vernaculars considered popular. The message in the jingle will sound everything about the LHSR

**Press Conference**s- The team led by the Minister will appear at the Ministry of Information and other press conference to speak with the press about the SR. during these conferences, the Minister or project team will use the opportunity to give more details on the LHSR

**Social Media**-All our social media platforms will carry the messages on a repeated basis included the website. We already operate Twitter, Facebook and YouTube. Good ads will be used to disseminate message as well.

## Meetings

All meetings with sector stakeholders, donors and government Officials will be solely intended to seek support and market the Liberia Household Social Registry. For Ministers, we will be clear on political will and budgetary support for expansion of data collection. During these meetings, the partners will be encouraged to use the system and recommend same to other SP institutions in and out of the country.

## Printable

**Bill board-**We will erect a large spackling bill board either in Paynesville of Sinkor, with specific information about the LHSR inscribed on it.

**Flyers**- We intend to design and print flyers in different sizes for the LHSR dissemination process. **A5** flyers will be printed for hand delivery since is the smallest and easy to carry. A2-postal size will be placed at marker places, schools and other public places that will allow more people to read. A4 and A3 will be laminated placed strategically for long lasting purpose.

**Info Graphics**-The project hopes to do precise info graphics of different sizes for dissemination to the public. Info graphics are normally self-explainable graphic arts for educational purposes. Ours will be about the procedures and benefits of the LHSR.

**Branded materials**-T-shirts, mugs, caps, notepads and other souvenirs will be printed and distributed during meetings and press interactions, which is key to our branding strategy.

## Table 2 Timeline

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No** | **Activity/Item** | **Start Date** | **End Date** | **Comment** |
|  | **Media** | | | |
| 1 | Appearance at the Ministry of Information Press Conference | Sept. 29. | Dec. 2,2022 | There will be a break during this period |
| 2 | Playing of Radio jingles | Oct. 20 | June 30,2023 | These jingles will contain specific messages on the LHSR |
| 3 | Radio talk shows | Oct. 17 | Nov. 3, 2022 | The team will appear physical or virtual to give details in the functionalities and importance of the LHSR. The appearance will create opportunity to interact with the listening public. |
| 4 | Television advertisement | Oct. 15 |  | This ad will visualize the LHSR, and give step-by-stem, critical on access, and benefits |
| 5 | Google ads | Oct. 12 | June 30,2023 | This will continue throughout, expanding our base both locally and internationally |
| 6 | Facebook | progressing | Throughout | This activity is already taking place. |
| 7 | Twitter | progressing | Throughout | This activity is already taking place, and will be fully utilized during the implementation of this plan. |
| 8 | Website | progressing | Throughout | This activity is already taking place |
|  | **Printable** | | | |
| 9 | Info Graphics | Nov 10 | May 5, 2023 | All printable materials are intended to create visibility. They will also serve as souvenir. This will be done the same period |
| 10 | Printing of Branded T-shirts and other printable materials | Nov 5 |  | All printable materials are intended to create visibility. They will also serve as souvenir. This will be done the same period |
|  | Flyers | Nov. 15 |  |  |
| 11 | Bill board | Dec 15 | June 30, 2023 |  |
|  | Mugs | Dec 15 |  | This is already printed and is being distributed |
|  | **Meetings** | | | |
| 12 | Meeting Social Protection partners | Oct. 18 |  | These partners will be selected from the SP partners’ list |
| 13 | Meeting with UNFPA | Nov. 10 |  | Meetings with these partners based on time and prevailing situation |
| 1 | Meeting LISGIS | Oct. |  |
| 1 | Meetings with Government Ministers |  |  |
| 1 | Meetings with the Legislature | Dec 2 |  |

Coordination and over sight

The communications Officer of the Liberia Social Safety Nets Project is responsible to organize, launch and implement all Public Information Campaigns for the project. And so, he will be fully responsible to plan and deliver at all levels, this Social Registry Dissemination Plan and all branding activities thereof. He will make decision out the scale of activities, and where necessary for outsourcing to extended partners or firm.

In the instance where the Communications Officer will need the assistance of other staff, the NC will recommend other project staff or staff employed with the Ministry.

The **National Coordinator** of the Liberia Social Safety Nets project as always, will work closely with the Communications Officer during the implementation of this plan. He will recommend improvement of activities, where it is noticed that more efforts and resources should applied.

He will approve movements and distribution of resources for a positive outcome.

Table 3 Budget

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Item/Activity | Qnty. | Unit Price | Freq./daily airing | Duration | Total |
|  | Press Conference $ MICAT briefing | 4 | $800.00 | 1 | \* | $3,200 |
|  | English jingles | 1 | $5.00 | 3 | 60 days | $900.00 |
|  | Dialect Jingles (Kpelleh, Bassa Lorma) | 2 | $5.00 | 3 | 60 days | $1,800.00 |
|  | Radio talk shows | 6 | $150.00 | 1 | \* | $900.00 |
|  | Television advertisement | 1 | $20 | 2 | 60 days | $2,400 |
|  | Flyers | 1,500 | $ 1.50 | 1 | 0 | $2,250.00 |
|  | Bill board | 1 | $2,500.00 | 1 | 60days | $2,500.00 |
|  | Mugs | 0 | $0 | 0 | **0** | $0 |
|  | Meetings | 0 | $0 | 0 | **0** | $0 |
|  | LSSN Newsletter | 400 | $5.00 | 2 | **0** | $4,000.00 |
|  | Graphic design | 400 | 1 | 1 | **1** | $400.00 |
| **Total $18,350** | | | | | | |
|  | | | | | | |