



## Community Engagement

<p>Situation analysis</p>	<ul style="list-style-type: none"> <li>• Background for the campaign or program</li> <li>• Background on the organization and its previous work in this space</li> <li>• Any other relevant context-related information</li> </ul>
<p>Aims/Objectives</p>	<ul style="list-style-type: none"> <li>• What’s was the general aim of the campaign or program?</li> <li>• Explain how well connected the objectives were to key target community/ies</li> </ul>
<p>Strategies</p>	<ul style="list-style-type: none"> <li>• What were the central creative ideas that guided the strategies? Was there a theme?</li> <li>• Identify the strategies used in the campaign</li> </ul>
<p>Target communities</p>	<ul style="list-style-type: none"> <li>• Explain the target communities for your communication.</li> <li>• Were there segments with special needs?</li> <li>• What challenges were there around identifying specific/vulnerable groups?</li> <li>• General understanding of the affected community/ies and sub-groups of these.</li> </ul>
<p>Channels</p>	<ul style="list-style-type: none"> <li>• Explain what channels you used and how you identified these as the best approach.</li> <li>• Were there any unusual channels used?</li> <li>• Outline the grassroots channels that you were able to tap into</li> <li>• Tell us about innovative use of these channels.</li> </ul>
<p>Messaging</p>	<ul style="list-style-type: none"> <li>• Describe your key messages and how you kept these consistent.</li> <li>• Also detail the challenges you faced keeping the messages on track and how you achieved this.</li> </ul>
<p>Evaluation</p>	<ul style="list-style-type: none"> <li>• Outline the evaluation methods used.</li> <li>• What were the results when compared against the objectives?</li> <li>• Were any objectives not met? What do you think happened in that case?</li> </ul>
<p>Creativity</p>	<ul style="list-style-type: none"> <li>• Ideas and execution that allow the messages to cut through and connect with target groups.</li> </ul>
<p>EMPA Principles</p>	<ul style="list-style-type: none"> <li>• Provide a paragraph explaining how this project matched the EMPA Principles.</li> </ul>