



AFRICA CENTRE OF EXCELLENCE OF INFECTIOUS DISEASES OF HUMANS AND ANIMALS (ACEIDHA)

REPORT ON TRAINING OF COMMUNICATION OFFICERS

Name of the training: Communication Training for ACE Communication Officers

Programme Sponsor: Inter-University Council of East Africa (IUCEA)

Implementing Agency: Capital One Group

Venue: Hilton Hotel, Nairobi, Kenya

Dates: 18, 19, 20, 21 and 22nd March, 2019

Total Participants: 24

Duration total: 5 Days

1.0 INTRODUCTION

The document on hand is a narration of the details, the events and proceedings of the training of Communication Officers of the Eastern and Southern Africa Higher Education Africa Centres of Excellence under the Africa Centres of Excellence II (ACE II) that was facilitated by the Inter-University Council of East Africa (IUCEA). The training was conducted at the Hilton Hotel premises in Nairobi, Kenya and was officially opened by Prof. Mike Kuria, the Deputy Executive Secretary of IUCEA. The training was facilitated by one of the most renowned Communications Consulting Company with expertise in top notch communication, The Capital One Group based in Kampala Uganda. The whole session lasted for five (5) days.

The one-week training aimed at equipping the Communication Officers with relevant skills important for multi-stakeholder engagement as key drivers for the African Centres of Excellence.



Prof. Mike Kuria opening the Training for ACE II Project Communication Officers in Nairobi, Kenya

2.0 ABOUT PARTICIPANTS



Participants of the Communication Training taking a group photo on the first day at Hilton Hotel in Nairobi, Kenya.

About 22 Communications Officers and three (3) Project Managers from about 11 different Africa Centres of Excellence representing over five (5) countries attended the training, and learnt more about how they can increase visibility of their centres. The centres were namely:

1. Africa Centre of Excellence for Infectious Diseases of Humans and Animals (ACEIDHA), Zambia
2. Africa Centre of Excellence for Sustainable Mining (ACESM), Zambia
3. Africa Centre of Excellence in Sustainable Agriculture and Agribusiness Management (CESAAM), Kenya
4. Africa Centre of Excellence in Aquaculture and Fisheries (AquaFish), Malawi
5. Africa Centre of Excellence in Sustainable use of Insects as food and Feeds, (INSEFOODS), Kenya
6. Africa Centre of Excellence for Railway and Aeroplane (ARCE), Ethiopia
7. Africa Centre of Excellence for Water Management (ACEWM), Ethiopia
8. Africa Centre of Excellence for Traditional Medicines, Malawi
9. Africa Centre of Excellence in Public Health and Herbal Medicine (ACEPHEM), Malawi
10. Pharm-Biotechnology and Traditional Medicine (PHARMBIOTRAC), Uganda
11. Africa Centre of Excellence in Materials, Product Development and Nano-Technology (MAPRONANO), Uganda.

Three (3) Officers were sponsored by ACEIDHA to attend this training. These are: Mrs Marjorie Phiri, Project Manager; Mr. Damaseke Chibale, Communications Officer and Mrs. Patricia Sakala, Communications Officer.



Mrs. Marjorie Phiri, Mr. Damaseke Chibale, and Mrs. Patricia Sakala, during the training.

3.0 TIME SCHEDULE

The five (5) day training workshop was conducted on five (5) consecutive days. The training was conducted on 18th, 19th, 20th, 21st and 22nd of March, 2019. Each day the session would start at 08:30 am and end at 17:30 pm. Each day there were two fifteen minute coffee breaks; at 10:30 am and at 15:30 pm. There was an hour lunch break at 13:15 pm daily.

4.0 TRAINING CONTENTS

The following core concepts were covered in the training program:

- Introduction to PR and PR Strategy
- Planning and Managing PR campaigns
- Strategic Communication
- Monitoring and Evaluation in Communication
- Digital Communication and Social Media Management

- Integrated Marketing and Communications
- Corporate Social Responsibility
- Internal Communications
- Media Relations and Crisis Communications
- Written Photo and Video Content Management

On the first day, the training session started with introduction of the trainers and participants by mentioning their name and the ACE where they came from. Then the participants were asked about their expectations from the training and what they expected to learn during the five (5) days. Each trainee shared their views which they also noted down in the space provided in their work books. After this, the session was proceeded further by the trainer explaining the main purpose of the training of Communication Officers and what the trainees will learn about communication. The rest of the days of the training went ahead normally where there were presentations used by the display of major points of discussion and the points were then discussed by the trainers and; the participants shared their views and experiences about the topics discussed.

There used to be a tea break every morning at 10:30 am which lasted for fifteen minutes and then a lunch break for one hour at 13:15 pm. After the lunch break the session would continue, sometimes by an energizer performed by trainer and participation of all the trainees. This was aimed at vitalizing the trainees back for the class after they took lunch and felt heavy and sleepy. The session would continue after the lunch break and different methods were used by the trainer for delivering the contents and also involving the participants. A fifteen minute tea break was observed every day at 15:30 pm and the session would end at 17:30 pm. Before ending the day's session the trainer would recap the topics discussed during the day with input from the participants. The next days would start with a recap of previous day's revision of main topics. This was done by asking the participants about what they had learnt and what were the main points discussed.

5.0 FACILITATION TECHNIQUES USED (METHODOLOGIES)

There were several facilitation techniques used by the trainers which included question and answer, brainstorming, group discussions, case study discussions and practical implementation of some of the topics by trainees on flip charts and paper sheets. The multitude of training methodologies was utilized in order to make sure all the participants get the whole concepts and they practice what they learn, because only listening to the trainers can be forgotten, but what the trainees do by themselves they will never forget.



Mr. Damaseke Chibale during a group discussion

6.0 CLOSING OF THE TRAINING

The trainers gave their closing remarks and reiterated the importance of the training for the trainees in their daily activities and their readiness for applying the learnt concepts in their assigned tasks. This was followed by a vote of thanks by one of the trainees, Ms. Jane Anyango. Certificates of completion were then given to the participants by Prof. Kuria.



Mr Damaseke Chibale receiving his certificate of completion from the Deputy Executive Director, IUCEA, Prof. Mike Kuria and supported by IUCEA Communication Officer, Ms Agnes Assimwe.



Mrs Patricia Sakala receiving his certificate of completion from the Deputy Executive Director, IUCEA, Prof. Mike Kuria and supported by IUCEA Communication Officer, Ms. Agnes Assimwe.

7.0 CONCLUSION AND RECOMMENDATIONS

The training programme was conducted successfully and all the participants took active part in all the five days of the training. The following are the recommendations arising from this training:

- ACEIDHA should facilitate the development of the Centre's communication plan and submit it to the IUCEA Secretariat by 5th April 2019.
- AEIDHA should submit to IUCEA the logo for the Centre by 2nd April 2019.
- ACEIDHA should develop a website and ensure that it is running by 25th April 2019.
- ACEIDHA should open its Facebook Page and Twitter by 25th April 2019.
- Production of first ACEIDHA newsletter should be by 25th April 2019.
- ACEIDHA should procure a high quality camera and video recorder.
- ACEIDHA should continuously train its Communication Officers in re-fresher courses in Communication
- ACEIDHA should begin publicizing its activities through stories and videos on its website, newsletter, Facebook page, Twitter etc starting 30th April 2019.