



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

AT

**THE UNIVERSITY OF ZAMBIA
ACEIDHA COMMUNICATION PLAN**

2019 - 2022

Lusaka, April 2019

1. INTRODUCTION

Africa Centre of Excellence of Infectious Diseases of Humans and Animal (ACEIDHA) was launched on 25th April 2018 by Minister of Higher Education, in order to increase capacity to tackle increasing challenges of emerging infectious diseases affecting both humans and animals. This was formed through the World Bank loan to the Republic of Zambia. The Centre is anchored at the University of Zambia in the School of Veterinary Medicine.

ACEIDHA's main objective is to develop research capacity and improve training of academic staff and students with the focus centred on research into infectious diseases which affect both humans and animals, such as bird flu, Ebola, tapeworms, Brucellosis, Anthrax and others.

ACEIDHA has developed this Communication Plan to support its main objective of developing research capacity and improving training of academic staff and students, through enhanced internal and external communication. In addition the plan is envisaged to ensure that only accurate and official information about ACEIDHA is regularly disseminated to all stakeholders through various channels of communication such as meetings, memos, letters, television, radio, website, social media and branding.

The University of Zambia Vision

'An Eminent University Driven by Pursuit of Knowledge, Innovation and Social Responsiveness.'

The University of Zambia Mission

'To provide relevant, innovative and demand-driven higher education for socio-economic development.'

Africa Centre of Excellence of Infectious Diseases of Humans and Animals (ACEIDHA) Vision, Mission and Core values

VISION:

To become a leading Centre for generating knowledge and skills for infectious disease prevention and control.

MISSION:

To conduct high level training through cutting edge research.

CORE VALUES:

- i. Excellence,
- ii. Innovativeness,
- iii. Integrity,
- iv. Collegiality,
- v. Transparency and
- vi. Equity.

2. SITUATION ANALYSIS

In analyzing the situation of ACEIDHA, the SWOT Analysis was used to fully understand the operating environment of the project.

Strengths:

- a) Qualified Communication officers
- b) Available financial resources
- c) ACEIDHA Management support

- d) IUCEA support and mentorship
- e) Appropriate communication tools
- f) Available communication media such as website, Facebook page, twitter account, You Tube, Newsletter, flyers, posters, etc.
- g) Positive media relations

Weaknesses:

- a) Communication Officers are part-time staff
- b) Management and procurement bureaucracy/red tape

Opportunities:

- a) Available and wide range ICT Platforms to enable mass dissemination of information such as Websites, Facebook Page, Twitter, You Tube, Instagram, etc.
- b) Regular internal and external staff capacity building
- c) Enhanced digital media which further increases coverage

Threats:

- a) Rampant fake news
- b) High costs of ICT Platforms
- c) Increased substandard communication tools on the market
- d) Cyber bullying and fraud

From the foregoing, ACEIDHA is committed to taking advantage of its strengths and opportunities to address its weaknesses and plan for the threats.

3. ACEIDHA OBJECTIVES

3.1. General Objective

To support achievement of ACEIDHA goals through regular dissemination of accurate and official information to all stakeholders about ACEIDHA activities using various channels of communication such as meetings, memos, letters, television, radio, website, social media and branding.

3.2. Specific objectives:

- i. Create awareness through quarterly stakeholder engagements
- ii. Increase ACEIDHA online visibility through weekly website and social media updates.
- iii. Increase media coverage of ACEIDHA through quarterly press briefings
- iv. Develop communication tools on a quarterly and annual basis such as newsletter, flyers, posters, brochures, etc.
- v. Dissemination of ACEIDHA Projects results annually.

4. KEY STAKEHOLDERS/AUDIENCES

The stakeholders of ACEIDHA include both primary and secondary.

4.1. Primary Stakeholders:

- i. Ministry of Higher Education in Zambia
- ii. The University of Zambia Senate
- iii. Funders/donors
- iv. Students
- v. Lecturers and other staff

- vi. The University of Zambia Management
- vii. Council of the University of Zambia
- viii. Regulatory authorities
- ix. Accreditation bodies
- x. National research centres
- xi. Other universities & colleges
- xii. Higher education laws

4.2.Secondary Stakeholders:

- i. Employers
- ii. Industries/manufacturers
- iii. Consulting firms
- iv. Suppliers/service providers
- v. Media
- vi. Community
- vii. Opinion leaders
- viii. Civic leaders
- ix. Political leaders
- x. Financial institutions
- xi. NGOs
- xii. Primary & secondary schools

5. KEY MESSAGES

ACEIDHA has developed tailor-made key messages according to the various target groups. The broad messages developed for each of the stakeholders is indicated in Table

1 below. The overall project core message is: **ACEIDHA is developing research capacity and improving training of academic staff and students with the focus centered on research into infectious diseases in Eastern and Southern Africa.**

Table 1

Table 1: Key Messages		
Audience	Key Message	Channel
The World Bank	The Bank is strengthening competitiveness and employment through the production of quality high skilled human resources in priority growth sectors.	Meetings, e-mails, phone calls, Video Conferences, website, newsletter, WebEx.
IUCEA	IUCEA provides communication support to all ACEs under ACE II so as to achieve the development objective of the project which is to strengthen selected Eastern and Southern Africa higher education institutions to deliver quality post graduate education and build collaborative research capacity in the regional priority areas.	Meetings, e-mails, phone calls, Video Conferences, website, newsletter, WebEx, capacity building
Ministry of Higher Education	The Ministry of Education provides oversight and guidance over the implementation of the ACEIDHA activities	Meetings, e-mails, phone calls, website, newsletter, reports
The University of Zambia	The University supervises the day to day operations of ACEIDHA	Meetings, e-mails, phone calls, website, newsletter, reports
Students	Students will benefit from high quality training and scholarships offered by ACEIDHA.	Newspaper Advertising, newsletter, social media, website, knowledge sharing events & exhibitions
Partner universities	Promote and support benchmarking as well as collaborations with other universities in region.	Meetings, e-mails, phone calls, Video Conferences, website, newsletter, WebEx.
Lecturers and staff	Provide capacity building, skills development and administrative	Meetings, e-mails, phone calls, website, newsletter.

	support in research with the focus on infectious diseases.	
National Research Centres	Promote collaboration in key research areas with the key focus on infectious diseases	Meetings, e-mails, phone calls, Video Conferences, website, newsletter, reports, journals
Media	Provide accurate and official information on ACEIDHA activities and research findings	Meetings, e-mails, phone calls, Video Conferences, website, newsletter, press conferences, briefings, press releases, media breakfast, documentaries
Industries/private sector	ACEIDHA will enhance partnership in research, labour productivity and skills development.	Meetings, letters, phone calls, e-mails, social media, website, knowledge sharing events
Political and Opinion leaders	Enlighten them about the benefits of ACEIDHA's activities to the communities in order to gain their support and good will.	Meetings, letters, phone calls, e-mails, Social media, website, knowledge sharing events
Community	Enlighten them about the benefits of ACEIDHA's activities to the communities in order to gain their support and good will.	Meetings, letters, phone calls, e-mails, Social media, website, knowledge sharing events, T.V, radio

6. COMMUNICATION STRATEGIES

ACEIDHA will meticulously engage various strategies in order to effectively communicate accurate information to all stakeholders. These will include the following:

6.1 Media Engagement

Zambia has vibrant media at national level. Much of their editorial focus is on issues within the country. The media is a critical ally to ACEIDHA and shall endeavor to leverage its' relationship with members of the press for wide and positive coverage. Some of the media channels to be used include the following, among others:

i. Television:

Zambia National Broadcasting Corporation (ZNBC) stations, Muvi TV, QTV

ii. Radio:

ZNBC Radio 1 & 2, Radio Phoenix, Q-Fm, 5 FM, Hot Fm

iii. Newspapers:

Times of Zambia, Zambia Daily Mail and Daily Nation.

6.2 ACEIDHA Newsletter

ACEIDHA will endeavour to produce a quarterly newsletter to publish news, features, photographs, interviews and profiles. The newsletter will be distributed both electronically and hard copies to key stakeholders. The editorial content will include some of the following: students enrolment and scholarships, students outreach activities, innovative solutions, Research outputs, collaborations/ partnerships with local, regional and international institutions and the private sector, entrepreneurship among students, new methods of teaching and learning, introduction of new education programmes, research output commercialization, faculty development and staff training, conferences and workshops, events, generated income from research, etc.

6.3 Annual Reports

The annual reports will be one of the key performance indicators for ACEIDHA as it plays a key role in communicating the progress, performance and the results of the project and will compliment other information sources such as the website. Hard copies and soft copies of the annual report will be circulated widely among stakeholders. The annual report will also be posted on the website and shared via social media

6.4 Events

ACEIDHA will host and participate in various event locally, regionally and internationally. The events include seminars, workshops, conferences, ACE II annual meetings, international conferences on higher education, RUFORUM meetings, IUCEA annual forums, Zambia International Trade Fair, Agricultural and Commercial Show and others

6.5. Website

ACEIDHA website will be created as an information and knowledge sharing platform and will be the main official channel of communication. This website contains information on the project, on its context and on its expected impacts and benefits. The website will be user friendly and interactive platform where members can share information. The website will be designed to ensure transparency of ACEIDHA funding and decision-making procedures. The ACEIDHA website will have key stakeholders' logos which will link to their respective websites. It will enable all stakeholders (institutions and other partners) full access to all information they may need as an indicator of transparency, adherence to safeguards procedures and the project's potential for regional development impact. It will have links to all issues of the archived newsletters, financial reports, annual work plans, research outputs, Links to

websites of the ACEs or hosting institutions feature on the website. The website will be updated on a weekly basis.

6.6 Video Stories

ACEIDHA will produce short video stories of 2-5 minutes on a quarterly basis featuring beneficiaries, students, research findings, center leader and other key stakeholders, which will be uploaded on its website, social media, e-mails and YouTube. Thus, four short videos will be produced annually.

6.7. Social Media

ACEIDHA understands that social media provides a powerful and quick platform for dissemination of information. In this regard, the project will develop and maintain a Twitter account and a Facebook Page as avenues for information sharing.

7. TIMESCALES AND BUDGET

ACTIVITIES	STARTING	DURATION	BY WHOM	RESOURCES (BUDGET AMOUNT)
Design and approval of ACEIDHA logo	20 th March 2019 to 30 th March 2019	10 Days	Project Manager and Communication Officers	K450.00
Website Development	10 th April 2019 to 15 th June 2019	60 Days	Project Manager and Communication Officers	K25,000.00
Social media accounts (facebook, twitter, instagram)	20 th April 2019 to 20 th May 2019	30 Days	Project Manager and Communication Officers	K 5,000.00
Newsletters	Quarterly	Quarterly	Project Manager and	K140,000.00

			Communication Officers	
Documentaries	Bi-annually	Bi-annually	Project Manager and Communication Officers	K50,000.00
Short videos	Quarterly	Quarterly	Project Manager and Communication Officers	K20,000.00
Media briefings	Quarterly	Quarterly	Project Manager and Communication Officers	K 6,000.00
Conference and Workshops	Bi-annually	Bi-annually	Centre leader, Project manager, Training Coordinator, Communication Officers	K500,000.00
National Events a) Trade fare b) Agricultural Show and c) Agricultural Expo	Annually	Annually	Centre leader, Project Manager, Communication Officers	K200,000.00

8. MONITORING AND EVALUATION

To measure the effectiveness of the ACEIDHA Communication Plan so as to understand whether the set objectives are achieved, the monitoring process will be instituted throughout the calendar year and evaluation will be done through the following:

- a) Annual reports.
- b) Monthly reports.

- c) Progress reports.
- d) Number of media engagements
- e) Development and launch of ACEIDHA website,
- f) Opening of Facebook Page, Twitter and You-Tube accounts
- g) Number of ACEIDHA Newsletter editions
- h) Number of stakeholder engagements
- i) Number of ACEIDHA Videos produced
- j) Number of PhD and Masters applications

Approved by:

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ACEIDHA Centre Leader