



Note: This tool was developed for use by the MOMENTUM project and contains references specific to MOMENTUM (e.g., mentions of MOMENTUM audiences or communication via MOMENTUM social media). However, technical, program, or other project teams may adapt and use this tool as they see fit.

A SHORT GUIDE TO STRATEGICALLY PACKAGING AND SHARING INFORMATION

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As you begin a workplan activity, it can be helpful to think about key issues related to knowledge management and communication so that you can budget sufficient time and resources to ensure that your outcomes and insights reach those who can use them to take meaningful actions. Use this reminder of what to consider when planning products and events related to an activity.

LOOKING FOR ADDITIONAL GUIDANCE? THE FOLLOWING RESOURCES PROVIDE COMPREHENSIVE INFORMATION:

- Cross-MOMENTUM Knowledge Management and Strategic Communication Plans
- Additional planning template and guidance, forthcoming
- Knowledge Exchange Repository

DEFINE YOUR OBJECTIVE

Think carefully about your main objective with this activity. What are you hoping to achieve and document? What would you like the recipients of this information to know, believe, or do? Do you want them to incorporate the issue into a national policy or strategy, change the design of a program for MNCHN/FP/RH, or advocate for different funding priorities? Defining your objective will keep you focused as you make other decisions along the way.

IDENTIFY YOUR AUDIENCE

We know you want to reach as many people as possible, but think carefully about which people have the power to act based on the information you share. Consider these your primary, “must reach” audiences. Others will be your secondary, “nice to reach” audiences. Consider internal audiences, including other MOMENTUM implementing partners, USAID Missions, and staff at USAID Headquarters, as well as audiences beyond MOMENTUM like ministries of health, professional associations, or health program decisionmakers in USAID countries.

SELECT THE RIGHT KNOWLEDGE PRODUCTS

With your goal and primary audiences in mind, determine the right type(s) of knowledge product(s) to create. Think about which products will help your key audiences take the desired actions. For example, if your purpose is to persuade key staff at a ministry of health, choose a policy brief or short memo. If your goal is to inform health program implementation, create a toolkit or draft a case study for service delivery providers. Consider creating a package of multiple complementary products that can meet your audiences' needs. Be sure to plan for any needed language translation upfront as this can be time intensive and have resource implications.

CRAFT COMPELLING CONTENT

When it comes to messaging, whether in written products, oral presentations, or even informal interactions, keep in mind the “One MOMENTUM” framing. The cross-MOMENTUM Strategic Communications Plan provides a set of concise, high-level messages that can be used for broad framing. Specific technical content can be paired with these messages and purposefully structured with more detailed but concise information that provides relevant findings or program insights, implications for why they matter, and recommendations for action.

DISSEMINATE AND AMPLIFY YOUR REACH

Creating a knowledge product is a great first step, but it's important to go further and make sure we get the right information to the right audiences, and at the right times. It's best to share information in as many different ways as possible given your time and resources. Below are some options to consider. Be sure to loop in the MKA Strategic Communications and Knowledge Management teams to ensure appropriate cross-MOMENTUM coordination when more than two awards are involved or if you need assistance planning or implementing strategies to amplify your reach.

WITHIN MOMENTUM:

- **Cross-MOMENTUM Knowledge Management Platform:** This should be the easiest lift. Share with your MOMENTUM colleagues through a project update, submit it as a resource, or ask for your resource or event to be featured as the homepage “spotlight.”
- **MOMENTUM-organized Events:** Share via working groups or other standing meetings, host an internal webinar, or present at the cross-MOMENTUM Share Fair or virtual exchanges.
- **USAID:** Think about whether you need to share through any USAID-specific channels such as webinars, internal newsletters, or presentations to missions during Country Team calls to the field.


BEYOND MOMENTUM:

Be sure to consider global, regional, national, and sub-national audiences and potential opportunities to reach them.

- **MOMENTUM website and social media:** You can amplify your message through the cross-MOMENTUM website (insights) or social media. Consider whether this may be a lighter effort (i.e., just a few social media posts or one blog) or a heavier one (i.e. a multi-day social media campaign or a 3-part blog series).
- **Conferences and events:** Consider presenting or sharing information at conferences, meetings, webinars, or other events coordinated by MOMENTUM or other organizations and projects.
- **Network Dissemination:** Consider sharing via online communities of practice or working groups, posting to listservs, or writing a guest blog on an external site (if more appropriate than the MOMENTUM or USAID sites).
- **Amplifier groups:** Think about connecting with groups like Knowledge Success and CORE Group, whose work involves creating knowledge exchange opportunities and helping others amplify their own work.
- **Direct personalized outreach:** Think about specific individuals you want to reach, meaning when you have names at your fingertips and already have personal connections. Direct outreach by phone or email to people in your network can be especially impactful. If you don't have a direct relationship, see if another MOMENTUM colleague may be willing to help with outreach.
- **Media:** If this an especially important topic or set of findings or insights, consider outreach to the media through an interview, press release, or op ed (coordinated through your award's Strategic Communications team and the MOMENTUM Strategic Communications team, if appropriate).

IMPORTANT CONSIDERATIONS:

- **Linking to One MOMENTUM:** Think about how this body of work connects to other MOMENTUM projects. Are you addressing similar topics and themes, or working in similar settings? Can you link your work to theirs in the same product or event? Any ideas should be shared during the Knowledge Management and Strategic Communication Working Group meetings.
- **Budgeting:** Consider the costs associated with your product(s) and event(s) and budget accordingly. Costs associated with staff or consultant time may include: drafting and reviewing technical content; copy editing, creating graphics, or formatting; and planning and dissemination. Other, discrete costs may include: translation; videography; photos, music, or other stock media; printing; and event registration.
- **Timing:** Take advantage of windows of opportunity by thinking strategically about when to release information or products. For example, is there a relevant international day? Or if you're trying to increase donor investment or influence the design of a program, are there key time points when planning or budgeting occur?

Tracking your impact: Consider how you will know whether you have had any impact on people's thoughts or actions. Put in place approaches to measure, track, and document uptake through digital surveys, key informant interviews, or personal outreach.  Need help? Reach out to your Knowledge Management, Learning, and Monitoring & Evaluation teams for ideas on how best to do this.