

# STAR: Communication Toolkit

Projectplan, Timeline and Budget

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## Objective of the Toolkit

- Objective of this project is to create an ICT toolkit for HIV/Aids organizations which are part of the STAR programme, about 20 organizations in six countries.
- The toolkit needs to be a package of consisting products and services which can be used to work and communicate more effectively.
- The toolkit needs to be uncomplicated and will support organizations at the moment they want to use ICT in the process of communication with their target groups.

# Content

1. **Communication** to the specific target groups. (**Communication skills**) (ENG & PORT)
  1. To masses by radio
  2. To groups by video
  3. To target groups by Flyer and Posters or SMS
  4. To donators and government by web
  5. Planning of communication en events.
2. **Creation** of communication (**Software skills, e-learning**) (ENG)
  1. Creating radio spots ( [Basic level in e-learning, more advanced printable PDF user manual](#))
  2. Creating movies ([same](#))
  3. Creating flyers, posters and SMS. ([same](#))
  4. Creating websites ([same](#))
3. **First steps** in communication (**kickstart in using ICT**) (ENG & PORT)
  1. Examples of radio and video
  2. Templates for flyers, posters, sms and websites to start from
4. **Reference** experiences of others. (Whatever available)
  1. Other material of earlier events and other experiences.
5. **PC use** getting smarter

## Format

- **CD or DVD** with
  - Easy user interface
  - How to communicate as NGO
  - Software
  - E-learning module. (Step by Step)
  - Reference for advanced users
  - Templates
  - Reference with other material
- **Poster** with communication planning and choices for new communication to hang at the office wall.



1. What is the message?
2. What is the Target Group
3. What is the Channel?
4. Etc

## Who does what?

- Overall project management : Joost & Gerard
- Chapter 1 and 4 : Sarita & Sonja
- Chapter 2 and 3 : Joost & Gerard
  - In cooperation with Satama
- Chapter 4 : Joost & Gerard
- Translation : Ines?
- Editing text : Sarita?
- Fundraising and Budget : Marjan.
- Usability test
- Distribution

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# Planning

- Constraints
  - Development of e-learning : 3 – 4 months