CCCM Cluster – Communications and Advocacy strategy (May 2022)

1. Comms and Advocacy in the Global Cluster Strategy 2021-23

The Global CCCM Cluster Strategy 2021-2023 highlights a crucial role for communications and advocacy to strengthen goal number 4 "*Enhance visibility and recognition of CCCM in humanitarian preparedness, response, and recovery*", with advocacy identified as one of three Priority Work Areas.

Deliverables include the following:

- A clear explanation of the nature and value of CCCM developed and adopted
- Enhanced visibility of all CCCM clusters through a predictable, robust and up-to-date CCCM social media and website approach
- On-demand service to represent and negotiate for country and regional coordination platforms
- A 3–5-year fundraising strategy developed and implemented
- Training, information, and support for country CCCM clusters on advocacy and fundraising

This can be put in action by strengthening existing, and/or creating new communications and advocacy tools and the implementation of concrete actions to support communication and advocacy efforts. This document set outs an action plan to achieve the objectives of the comms and advocacy work of the CCCM Cluster as set out in the 2021-2023 strategy, through the development of the two complementary goals set out below. To achieve them, both Cluster lead agencies will at all times commit to identify a communications & advocacy focal point within their respective teams. These focal points will be responsible to implement the strategy, in coordination with the global Cluster co-leads, the SAG members and the WGs.

2. Comms & Advocacy Goals

Two goals will contribute to mainstreaming communications and advocacy work within the global cluster:

1. Increase the visibility of the global cluster and its partners and strengthen the engagement of stakeholders

Global key messages and advocacy priorities linked to the 2021-2023 Cluster Strategy will be identified and communicated through existing channels (website and social media) and will be strengthened through a more structured and strategic approach to posting. As well, in close collaboration with the SAG, leads and co-leads of WGs and CoPs, advocacy plans will be developed, and communication plans and outputs will be produced.

2. Support country-level clusters (or cluster-like settings) with comms & advocacy activities

Global tools will be created and shared with the country teams to support them in structuring their communications and advocacy efforts. Tools will include templates, guidelines and other means as needed and will be updated regularly. Country teams will be trained on how to develop their own advocacy and communication plans and products. In addition, based on the needs and opportunities, some additional support for communications and advocacy specific tasks can be considered depending on the crisis. A comprehensive communications and advocacy package will be shared with country teams regularly, and specific attention will be given to this when new cluster coordinators take up their role.

These two goals aim to progressively and sustainably increase the visibility of the cluster, promoting CCCM activities, impact and outcomes in humanitarian preparedness, response and recovery, and in turn advocate for increased funding to scale up and improve response.

Specific outcomes, activities and indicators / outputs for each goal are detailed in annex 1.

3. Target audiences

There are two categories of target audiences for the communications and advocacy activities:

- Internal: Cluster leads, SAGs, WGs, CoPs, cluster coordinators
- External: Donors, affected populations, authorities in countries, humanitarian practitioners, civil society, private sector, researchers, academics etc.

4. Validation procedure

Certain information shared on public channels can lead to reputational risks, loss of credibility, create security issues or cause harm. It is hence important to have vetting and validation procedures in place for CCCM Cluster branded communications to prevent these risks and multiple checks with relevant stakeholders before approval to publish. For specific countries or crises, it would be advisable that the relevant cluster coordinators and/or spokespersons are consulted to validate the messaging before it is shared externally. Likewise, for specific topics related to WGs or CoPs, a consultation process will be necessary. At global level, for positionings on behalf of the global cluster at global level, approval from both co-leads will be necessary.

5. Monitoring and evaluation

Some of the indicators which will assess the implementation of the action plan are:

- # of documents, tools, templates, and other comms & advocacy products produced and disseminated
- # of followers on social media, visitors of the website and subscribers to the global updates since January 2022
- # of post reach / engagement on social media since January 2022
- # of requests from country coordinators / WGs / COPs / partners responded to
- Satisfaction of partners on the advocacy and communications work

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Annex I: Action plan

Goal 1: Increase the visibility of the cluster and its partners and strengthen the engagement of stakeholders

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Outcomes	*Activities*	*Indicators/Outputs*
1. The global cluster team and partners have the necessary tools to strengthen the comms & advocacy activities	Development of: • cluster key messages • social media strategy and content management plan • comms & advocacy tools (advocacy plan template, donor mapping matrix, comms template for field mission, comms tips)	• 1 social media strategy and content management plan for 2022 • A communication and advocacy action plan

2. The visibility of CCCM cluster is increased	- Dashboards, snapshots, factsheets, presentations, website - Develop templates for donor briefings and media work - Active outreach to policymakers, donors, and media representatives - Regular donor briefings on specific countries or topics - Joint campaigns are organized based on inputs of partners and global cluster team members - Translation of key messages and key docs onto relevant languages	- Number of visitors to website increased since January 2022 - Number of followers of social media accounts increased since January 2022 - Reach of posts and engagement on social media increased since January 2022 12 communication products (articles, videos, posts, infographics etc.) are developed per year (1 per month)
3. The engagement with key stakeholders is enhanced	- Mapping of stakeholders and active outreach with tailored tools and products, also based on funding deadlines - Following and engagement strategy on social media - Communications partnerships with key cluster partners	Joint communications products
4. A fundraising strategy is developed and implemented	A) A fundraising expert is hired or B) arrangements are carried out by Cluster leads to collaborate with agencies' fundraising units	- Fundraising strategy - A portfolio of fundable initiatives - funding bids with other sectors, clusters and individual organizations
The cluster contributes to influencing positively the sector and the overall humanitarian responses based on research and evidence-based actions	Communications products, events and campaigns carried out by WGs	- One advocacy plan exists per topic/WG/CoP if needed - One communication plan exists per campaign/WG/CoP if needed

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Goal 2: Support to country-level clusters (or cluster-like settings) with comms & advocacy activities

Outcomes	Activities	Indicators / Outputs
Country cluster coordination teams are supported on communication and advocacy activities	• Comms and advocacy tools (social media template, mission template, advocacy plan template, donor mapping matrix, branding guidelines) are developed and shared with country teams • Country teams receive capacity building on communications and advocacy • Interviews / podcasts / donor briefings with cluster coordinators	• Communications and advocacy action plans (including key messages) are developed per country (on request) • Communications products are produced by country teams (factsheets, mission reports etc.) • All country requests were responded to in a timely manner and a meaningful way (one week) • Satisfaction of country cluster coordinators on comms & advocacy support