**Planning DSC campaign:**

* Planning is supposed to be a prerequisite of any programme and in case of Development Support Communication (DSC) appropriate planning is the primary step for achieving the goals.
* **DSC campaign** is an integrated manner that utilizes different educational and communication methods, aimed at focusing attention on a particular problem and its solution over a period of time.

**Creating the DSC campaign plan:**

* **There are four stages of any DSC Campaign plan:**
* **Stage 1:**
* **Identification of objectives:**
* It means to examine campaign goals and aims for getting long term results.
* It involves sound judgement by gathering information.
* Determine key development priorities through field surveys, community consensus, interviews with field specialists and subject matter specialists.
* Assess media channels available to potential target groups and find out whether technology transfer inputs are readily available.
* **Stage 2:**
* **Analysis:**
* It involves study and investigation of a problem.
* It involves pointing out of most important needs to establish campaign objectives.
* To identify target groups while it also involves measuring of attitudes, practices, (KAP) survey, conduct focus group sessions, set specific communication campaign objectives, determine multi-media mix and message design strategies for target audience.
* Focus on situation & sponsor.
* **Stage 3:**
* **Formulation of the plan:**
* It includes selection of the suitable method, timing the campaign, using slogans and symbols, pretesting the messages, providing channels for information, seeking and involving people.
* In easy words it means to draw up action plan.
* **Stage 4:**
* **Evaluation:**
* Carry out small scale field evaluations at strategic points during campaign to suggest where "in-course" changes may be warranted.
* Conduct full scale post-campaign impact evaluation survey and use as feed-forward for future campaigns.
* **Tips For Successful DSC Campaign Plan:**
* **Concretization:** Examination of the problems identified by the groups in the light of local conditions.
* Selection of priority problems by the groups.
* Formulation of a durable methodology for seeking solutions.
* Identification of the amount of information required and easy ways to access this information.
* **Factors that Affect DSC Campaign:**
* Noise
* Distortions
* Filtering
* Selective Perceptions
* Language and Non-Verbal Cues

**Example of DSC Campaign in Pakistan:**

* End-Polio Pakistan Campaign
* 16-19 March National Immunization Days
* New strategies in place to identify and immunize missed children
* March Pre-Campaign Preparedness Review Meeting
* Third-party monitors
* Effectiveness/Implications/Evaluation

**Conclusion:**

* Development Support Communication is not merely concerned with providing information on development activities but it involves creating opportunity for the people to know about the technical nature of new ideas and on how they work and with what effect.
* Development Support Communication plays the more important role of creating an atmosphere for understanding how these new ideas fit into the real social situation in which the people operate.
* Its ultimate goal is to catalyse local development activities, local development planning and implementation, and local communication to smoothen the path to development.
* In addition, those in charge of planning Development Support Communication campaign must be those who understand the social structure (those who have entered into the socio-cultural contexts of the people) and how change can take place in it, not merely how development messages can be disseminated.

**THE END!!**