Communicating the MPI
What makes for good Human Development communications?
[and what doesn’t, and why]

Joanne Tomkinson
OPHI
Why communicate your measure at all?

Engage
- Engage others in your organisation, government, peers

Debate
- Stimulate national or international debate

Advocate
- Encourage others to change course or adopt a new approach
Challenges and principles

Adapting development complexity into communicable stories

Avoiding jargon (but where unavoidable, explain, explain, explain)

Finding the human angle or the ‘killer’ stat (“you won’t believe this but.....”)

Making it appear new
Starting points

Building blocks

Audience

Outputs & channels

Media

What won’t work
Building blocks

✓ **Goals**: What do we want to achieve?
  ✓ Internally?
  ✓ Nationally?
  ✓ Internationally?

✓ **Audience**: Who do we need to reach?

✓ **Channels**: How can we reach them?

✓ **Messages**: What are our messages?

✓ **Products**: What do we need to do to reach them?
Potential MPI audience

Inside trackers
Outsiders
Bridge-builders
• Academics
• Development policymakers
• Development practitioners
• Wider public
• Media
Possible outputs & channels

✓ Reports (academic & policy-focused)
✓ Events (yours and using the platforms of others)
✓ E-newsletter or email list
✓ Website and social media outlets
✓ Media
Messages ~ What won’t work

‘Research university sets up research programme’

‘New institute holds launch event’

Academic gives lecture
Media diversity ~ focusing in

Kinds of media

- Print vs. broadcast
- ‘Old media’ vs. New (=digital e.g. YouTube, Facebook, Twitter)
- Local/national/regional/trans national
- News vs. entertainment
- Mainstream vs. niche
- Blogosphere
Media tactics

- Press release
- Events
- Interview
- Expert comment
- Letters to editor
Economics focus

A wealth of data

A useful new way to capture the many aspects of poverty

Jul 29th 2010 | from the print edition

WHAT IS pc poor? Most involves not things, or of "enough", in questions—perhaps the problems. T from Oxford

THE LANCET

Search for in All Fields

The Lancet, Volume 376, Issue 9737, Page 206, 24 July 2010
doi:10.1016/S0140-6736(10)61125-7 Cite or Link Using DOI

Poverty index: who is the poorest of them all?

The Lancet
In a working paper by the Oxford Poverty and Human Development Initiative, Oxford, UK, this month, Sabine Akire and Maria Emma Santos present a new poverty index (MPI). This includes nutrition, education (years of schooling), housing, and health (including running water, electricity, cooking fuel, assets, and so on) and...
Use the simplest word available

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Final tips

✓ Make a **Communications plan** (and be serious about it)

✓ Ensure that any plan has the genuine **support** of your Director/Minister

✓ Accept **professional comms training**/bring in professional comms expertise where needed

✓ **KISS!** [Keep It Simple, Stupid]