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**

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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

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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

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Media tactics

Press release

Events

Interview ops

Expert comment

Letters to editor

The Economist

World politics | Business & finance | Economics | Science & technology | Culture | Blogs | Debate & discuss | Multimedia | Print edition

All Economics | Economics by invitation | Markets & data

All Culture
More Intelligent Life
The Economist Quiz

Economics focus

A wealth of data

A useful new way to capture the many aspects of poverty

Jul 29th 2010 | from the print edition

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WHAT IS po
poor? Most
involves not
things, or d
"enough", w
questions—
Perhaps the
problems. T
from Oxford
expectation

THE LANCET

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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 ind
nutrition), education (years o
flooring, cooking fuel, assets

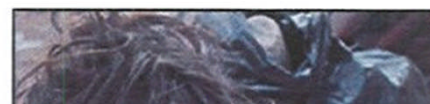# BBC NEWS SOUTH ASIA

Mobile

13 July 2010 Last updated at 06:18

Recommend 50

'More poor' in India than Africa

Eight Indian states account for more poor people than in the 26 poorest African countries combined, a new measure of global poverty has found.

Top Stories

Major arrests promised
UK 'not desperate' on A
Hassan killer 'goes miss
Prison 'not linked' to cri

Use the simplest word available

NO	YES
permit	let
purchase	buy
persons	people
exit	way out
demonstrate	show
violate	break
approximately	about
following	after
sufficient	enough
manufacture	make
establish	set up
expenditure	spending
participate	take part
utilise	use

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]