

## **One-day Training Workshop on Spitfire Smart Chart January 28, 2018**

Sukh Initiative held a one-day training workshop on Spitfire Smart Chart on January 28, 2018. The training was held in succession with the Workshop on Leadership in Strategic Communication. Both the events were conducted by Center for Communication Programs Pakistan, the strategic communication partner to Sukh Initiative.

The training was facilitated by Mr. Fayyaz Ahmed Khan, Center's President and Johns Hopkins Center for Communication Programs' Senior Regional Technical Advisor. Mr. Khan was duly supported by Dr. Atif Ikram Butt, Center's Executive Director.

The training aimed at providing hands-on experience to developing effective communication campaigns using Spitfire's Smart Chart, which is a planning tool that helps non-profits make smart choices and develop high-impact communications strategies.

The training had over 25 participants, primarily from the Sukh Initiative consortium partners, as well as representatives of government and private sectors. Most of the participants of the Smart Chart training also took part in the Workshop on Leadership in Strategic Communication that educated them on the p-process, a communication tool, widely recognized and globally used. The Smart Chart training enriched participants' knowledge on developing communication campaigns and how to make them specific, measurable, attainable, realistic, and timely.

At the beginning of the training session, Mr. Khan ran the participants through different steps and stages of Smart Chart campaigns. He explained how a campaign should be consistent with the program decisions keeping in view the broad goals, mission statements, and objectives of the program as well as the aspirations of its key decision makers. Mr. Khan touched upon the importance of understanding the context and environment in which the program is to be implemented in order to make fine adjustments; he elucidated what counts while scanning and analyzing the internal and external environments. The participants, grouped in small numbers, were given exercises to follow each step and develop elements of their campaigns one after the other.

Emphasizing the communication campaign to be smart and audience-centric, Mr. Khan explained that highest weightage is to be given to the core concerns of the audience. He elaborated that the theme and message of the campaign has to be build around the core concerns of the audience. It was also emphasized in the training that selection of messenger is of vital importance to making the campaign achieve its desired goals. The groups of participants who chose a theme for themselves, were made to develop message for their smart campaign using the message box explained by the trainer.

The participants were also given training on chalking out timelines and budgets for their campaigns, as well as what to consider while deciding on the measure of success. Last but not the least, the participants were trained to make final reality check before launching the campaigns.

The training concluded on a note of making full use of Smart Chart tool, especially for Sukh Initiative to make the family planning efforts under the program more visible and impactful.