

EXERCISE 3.2: MAPPING AN INFORMATION FLOW FOR COMMUNITY MOBILIZATION

Objective: This participatory exercise identifies how information flows in a country (e.g., national and local level) and which stakeholders are the most influential to ensure information will be well-received by the appropriate audiences. Knowing this information will help countries avoid chaos while trying to rapidly communicate important health messages in the face of an emergency, which can lead to rumors and misinformation, and even more deaths.

Materials Required: large flip chart paper and colored marker pens.

Time Required: 2 to 2.5 hours

Instructions:

1. If possible, interview stakeholders who are knowledgeable about the systems in your country before you conduct the exercise.
2. Convene national and local level stakeholders familiar with how health communication flows among national and local level audiences. Include no more than 30 people.
3. Examine and explore the information flow among national and local stakeholders using the steps below.¹
4. When you have completed your stakeholder map, discuss the implications for your emergency communication plan.
5. Validate this information with authorities at the national and local levels, including within the Ministry of Information and the Ministry of Health.

Steps to Develop a Stakeholder Map Identifying an Information Flow:

Step 1: Who is involved? Write actor names on colored sticky notes, colored by groups (e.g., government offices, donors, civil society groups, and others who influence the flow of information at the local and national level).

Note: You can start with separate maps for national and local level stakeholders and then join them later.



Step 2. How are they linked? Draw lines indicating how critical emergency response information (including messages) flows among these stakeholders. Include arrows and indicate one-way or two-way flows.



¹ Adapted from the Net-Map Toolbox: Influence Mapping of Social Networks, developed by Eva Schiffer, International Food Policy Research Institute, Washington, DC, USA, <http://netmap.wordpress.com>

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Step 3. How influential are they? Indicate how strongly they influence the flow of information. Build towers or draw circles to indicate the size of their influence (e.g., small to large)

