

DISTRIBUTING POPULARIZED POLICY MATERIALS

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What do you need to think about?

Undertaking a mass distribution exercise involves a lot of work, and a fair amount of funds. You will need to think about a number of different things, and prepare a comprehensive list of 'Things to Do', to ensure that your campaign is effective and efficient. Below are some examples of what you may need to think through, with some examples of distribution exercises already undertaken.

Who is your target audience?

Unless you are clear about who your target audience is, and what their numbers are, you will find that you have either over-estimated the numbers of materials you will require (in which case your materials will end up on dusty shelves, unused), or underestimated them (in which case your materials will be finished before you have reached your target). In either case, your target audience will not be reached.

Government: There are many levels of government, and you will need to think carefully about **who** in government will need to receive your materials. You can obtain contact lists of the various government bodies from the internet, and from the Planning Commission on Kivukoni Front.

- National level government includes the Cabinet; Members of Parliament; Ministries; Directors of departments; Parastatals; Executive Agencies.
- Regional level government includes Regional Commissioners; Regional Administrative Secretaries; regional administrative officers.
- District level government includes District Commissioners; District Executive Directors; district sector officers; district councils.
- Ward level government includes Ward Executive Officers; ward councils.
- Village level government includes village leaders, village councils.

Civil Society: There are over 4,000 civil society organizations in the country (by official count). There are also many informal societies, especially in rural areas, which do not feature in official counts. You will need to be systematic about deciding which of these will receive your materials. An official directory of NGOs in the country can be obtained from the Vice-President's Office at Maktaba Complex.

- International non-government organizations
- National and local non-government organizations
- Community-based organizations
- Faith-based groups
- Umbrella bodies
- Trade unions
- Media organizations
- Cooperative societies
- Academic institutions
- Libraries

Donor partners: There are many different types of donor partners. A list of all the diplomatic missions can be obtained from the Ministry of Foreign Affairs.

- Diplomatic missions
- Bilateral development agencies
- Multilateral development agencies

Private sector: The private sector can either be targeted directly, or by its representative bodies. You can get the latest directory from the CTI.

- TCCIA
- Confederation of Trade & Industries
- Private Sector Foundation
- Chambers of Commerce
- Private sector organizations

General public: The public can be divided up into smaller, manageable sectors per region:

- Rural
- Urban

Useful tip: It is important to get yourself a large, detailed map of the country showing all regions, districts, wards and villages before you begin distribution. This will help in estimating numbers and costs involved. It is also useful to plot on the map where you have contacts who will be able to distribute materials for you. Customized maps of this nature are available for a fee at the Map Office on Kivukoni Front.

Examples:

Tanzania Without Poverty booklets

- Government – National, regional, district
- Civil Society – All
- Donor partners – All
- Private sector – Representative bodies
- General public – not targeted specifically

Tanzania Without Poverty posters

- Government – National, regional, district, ward, village
- Civil Society – All
- Donor partners - All
- Private sector – Representative bodies
- General public – All rural

Exercise:

User Guide to Poverty Monitoring System booklets

- Government
- Civil Society
- Donor partners
- Private sector
- Public

Identify who in each sector will be your target audience. Be as specific as possible.

How many are you going to print, how will your materials be delivered, and where will you store them?

Depending on how many of your materials you are going to print, you will need to ensure that they are delivered in full, and you will need to find a secure place to store these as you begin to distribute. If you are partnering with other organizations, you will need to predetermine where the materials will be delivered so as to ensure that you do not need to transport them again.

At this time, you will need to think about how much time it will take you to distribute, and store your materials by priority access. For those materials (usually in small quantities) that need to be sent out immediately (by post or by hand), it is easier to keep these in your offices so that they are easily accessible and can be sent out quickly. For those materials that will be distributed over time (usually in large quantities), you should store these in a secure place from where you can access them in bulk when required. For all your materials, you should have stocks (in fairly large quantities) stored for public access.

Example:

Tanzania Without Poverty booklets

207,000 booklets

- 10,000 English
- 197,000 Swahili

Arrangements were made to have the majority of these materials delivered to the offices of an NGO who had agreed to store them for the duration of the distribution exercise. Only 2 people were allowed access to the storage to ensure that the partner NGO was not used as a public access point. Stocks were kept at the Vice-President's Office for public access, and at the offices of HakiKazi and DFID for priority distribution.

Example:

Tanzania Without Poverty posters

2,000,000 posters

- 10,000 English
- 1,990,000 Swahili

As these were to be distributed by a private company to the rural areas, the majority of these were delivered to the company's godowns, from where they were loaded onto trucks and sent out for distribution. Some stock was kept at the Vice-President's Office, where the public could access them, and the remaining few were stored at DFID offices for specific distribution.

Exercise:

User Guide to Poverty Monitoring System booklets

20,000 booklets

- 5,000 English
- 15,000 Swahili

Where will these be stored for bulk distribution, and what will your public access point be?

What method are you going to use for distribution?

There are many ways to distribute materials. Depending on your target audience and the numbers of materials to be distributed (as well as the funding available), it is usually best to use these methods in combination.

- ❖ **Post:** Although this is usually the easiest method, it has its disadvantages. With materials sent by post, there is no guarantee that the recipient will receive them (unless sent by registered post, which is more expensive), as the probability of lost materials in the mail increases. This method is usually best suited for sending small quantities of materials to regional and district level government, and local civil society organizations based outside of urban areas. *Note:* sending bulk materials by post means that you have to let the Post Office know in advance that you will be bringing in boxes to be sent out. All your materials will need to be securely packed in envelopes or boxes, and clearly labeled with the correct name and address.

Useful tip: It is best to precede your distribution by compiling a computerized database of all the names and addresses of your target audience. This will help to save time and labor when you label your envelopes, as you can use the mail merge feature to print envelopes.

- ❖ **Hand delivery:** This is the most reliable method of delivery, provided you are able to invest the time and funding. This is most suitable for delivering reasonable quantities of materials to national level government, international and national civil society organizations, private sector bodies and donor partners. Provided you know the names/positions of your target audience, you can be sure that your materials will reach them.
- ❖ **Launches/meetings:** Using launches/meetings to distribute materials is fairly reliable, but can also be costly. These events are usually better to raise awareness of your material, rather than serve as an actual distribution method. It is also harder to keep track of specific people who receive your materials, unless the launch/meeting is specifically for that purpose (as there is not always a control on how many copies which people take). If you plan to use this method, you should always ensure that extra copies of your materials are printed to cover your event.
- ❖ **Public events:** Public events can be used to distribute materials intended for the general public, as long as you do not need to maintain records of exactly who receives your materials. Events such as the Saba Saba Trade Fair can be effective in reaching both the urban and rural public, as well as the private sector itself.
- ❖ **Media:** Depending on the type of material you are distributing, the media can be used very effectively to reach large numbers of people. Although it can be costly to have your materials inserted as extra copy into newspapers, you will usually get value for your money, as single newspapers can be read by as many as 30 different people. You also gain the added advantage of having the media do your physical distribution for you. This method is best utilized when you are targeting the urban public.
- ❖ **Public access points:** These access points serve to cater to the post-distribution demand for your materials. Assuming your materials do generate a demand for more information as more people come into contact with it, you should expect that these access points will have growing traffic. However, it is difficult to keep track of the usage and inventory at these access points, particularly if they are in government offices.
- ❖ **Partner networks:** Building partnerships with networks across the country will allow you access to wider audiences. Civil society networks are best placed to reach specified audiences e.g. informal rural organizations, as well as ward and village level governments who they work closely with. Private sector networks are effective at reaching unspecified public audiences e.g. urban and rural public at regional and district levels.

- ❖ **Internet:** With advancements in technology beginning to reach even the remote areas, this is the most cost-efficient method of distributing mass materials. You can distribute your materials (depending on the complexity) either by building your own website; loading your material onto other websites; or putting your materials onto a mass mailing list. Using existing websites allows you to save on the advertising cost of publicizing your own website, as does a mass mail-out on the e-mail. This method is effective at reaching national government, international and national civil society organizations, and donor partners.
- ❖ **Government circular systems:** Sending materials to any levels of government is most effectively done using their own internal systems. Delivering materials to Parliament in Dodoma is the best way to reach the Cabinet and MPs. However, these systems require certain protocols to be followed, and you should allow yourself enough time to sort these out well in advance.

Useful tip: When undertaking a distribution exercise, it is almost essential to partner with a government office. This will allow you access to:

1. Government contact lists, with addresses
2. Internal Government circular systems i.e. MP pigeon-holes in Dodoma
3. Some storage space for materials
4. An accessible public place for people to pick up materials after the distribution exercise

Example:

Tanzania Without Poverty booklets

National Government: Hand delivered in DSM; Government circular system in Dodoma

Regional & district Government: By post

International & national CSOs: Hand delivered in DSM

Local CSOs: Partner networks

Donor partners: Hand delivered in DSM; CG meetings

Urban public: Newspaper inserts

Example:

Tanzania Without Poverty posters

National Government: Hand delivered in DSM; Government circular system in Dodoma; National Poverty Day launch

Regional & district government: By post

International & national CSOs: Hand delivered in DSM; National Poverty Day launch

Donor partners: Hand delivered in DSM; National Poverty Day launch

Urban & rural public: Partner network with private sector; National Poverty Day launch

Exercise:

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For each set of target audiences, what method of distribution are you going to use, and why?

Oversight, management, and keeping track

Your entire distribution exercise will require a distribution strategy, which should outline how you will go about the exercise in detail. If you are undertaking a mass distribution (e.g. 100,000 sets of material or more), you will need to dedicate at least one person's full time to this. You will also need to maintain oversight of this person's actions, and ensure that the strategy is being followed. You will need to develop and/or maintain databases of contacts to whom materials have been/are being sent, and also keep track of your inventory of materials. Although paper-based lists will serve the purpose, computer-based lists will be easier to update if and when you undertake such exercises again.

Budget

As per all the above, mass distribution can be an expensive undertaking, and you should ensure that your budget for your popularizing campaign takes this into account. You will need to think about the following items when developing your budget:

- Delivery of materials: Cost of delivering finished product to specified points
- Storage of materials: Cost of storing bulk materials in a secure place
- Delivery by post: Number of items to be posted; weight of items to be posted; cost per unit
- Hand delivery: Number of items to be delivered; cost of transport & fuel
- Launches/meetings: Number of people attending; cost of event
- Public events: Incidental costs
- Media: Cost of inserts per newspaper
- Public access points: Incidental costs
- Partner networks: Cost of delivery to partners; incidental costs
- Internet: Cost of obtaining materials on pdf file; cost of setting up/hosting websites; cost of e-mail
- Government circular system: Cost of delivery to Dodoma

In order to be able to spend your budget effectively and efficiently, the cost of managing the process is key. None of the above can be undertaken without the appropriate manpower to actually DO the work and maintain accurate records of what has been done. Unless you have the manpower within your own organization to do this, you should also factor in the cost of a Distribution Manager to manage the process for you.

Exercise:

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Develop a draft budget for the distribution of the above, using information from previous exercises.