


Information for public accountability and public action



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Communication needs:

- People who matter
- The right information
- The right channels/media/distribution
- Institutions/Pathways that respond or can be made to respond

Information can make a difference when the connections between these four aspects work!

People who matter

- Define who matters and why
- Learn and imagine their lives/context
- Learn and figure out what matters to them
- Think through what in your agenda is of use, relevance or interest to them, and how

The right information

- Standard aspects (language, level, font, illustrations, pre-test, etc.)
- Connect with people's concerns
- Use imagination to connect
- Provoke debate, don't preach
- Invite views, opinions

The right channels

- What reaches people? What do people value?
- Popular vs. formal
- Print vs. electronic
- Distribution systems (piggyback and institutionalize)
- Reinforce information through different media

Responsive institutions

- ❑ Once you know, have discussed, have views, what do you do with it? Where do you go?
- ❑ How can institutions be more responsive? (What do you do if they are not responsive?)
- ❑ What do they do with the feedback? Does it connect with the PRS/PER machinery?
- ❑ How do people know what difference the feedback has made?

Summary: For change to happen:

Change happens when:

- people are well informed about issues of importance to them
- are discussing and debating these issues
- can channel their concerns and ideas to responsive institutions
- can see the difference they are making

Case study: primary education

- PEDP document
- Information sheets
- Posters (PEDP, President Mkapa)
- Calendar (Mwalimu Nyerere)
- TV/radio slots
- SautiElimu
- Friends of Education

Closing Questions

- What incentives are there for institutions to be more responsive?
- How can information from below make a difference (including in PRS/PER)?
- How can a culture of 'every citizen's right to information' (information and feedback) be fostered?