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Empowerment of Network for the Rights of Children with Disabilities (EÇHA)

DISSEMINATION PLAN

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Dissemination Plan

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1. INTRODUCTION

The EÇHA is a growing network of non-governmental organizations with the participation of 74 active NGO/DPOs for the first time in the field of children with disabilities. With various capacity building and advocacy activities having been carried out since 2016.

The project is aimed to strengthen and sustain the EÇHA formed by the NGOs working to protect, develop, and visualize the rights of children with disabilities.

For the continuation of this project and empowerment of the Network for the Rights of Children with Disabilities, the lead-applicant organization of the project is Engelsiz ve Mutlu Yaşam Derneği (EMYD), and the co-applicant organizations are Down Sendromu Derneği (DSD), Tohum Otizm Vakfı (TOV), Türkiye Spina Bifida Derneği. All organizations have experienced in the field of disability and project management and they have a long history of protecting the rights of children with disabilities. Project associates are UNICEF Turkey, Confederation of the Disabled, Disabled Children's Rights Network (EÇHA), EÇHA's secretary, and other member associations.

The duration of the project will be 48 months.

Project main objective is;

- to contribute to the full enjoyment of all human rights and fundamental liberties of children with disabilities under equal conditions with other children and to create a world without barriers.

Specific objectives of the project are;

- to strengthen the institutional and organizational structure of the Network for the Rights of Children (EÇHA),
- to strengthen EÇHA's ability to conduct outreach and communicate towards their constituency (individual civil society organizations or other NGO/DPOs networks),
- to promote strategic collaboration between EÇHA and public authorities at local and/or national levels.

In line with these objectives, both the network as well as its members need to be institutionally developed, and their capacities need to be increased. Thus;

- it is aimed to improve the capacities of EÇHA and member NGOs on human resources management, project and resource development, monitoring and advocacy, communication, and the use of digital instruments.

Project activities focus on ensuring the full participation of children with disabilities in EÇHA and to develop their self-advocacy skills. Thus, it is aimed to ensure that children with disabilities have the right to defend their rights, to participate in decisions made about themselves, and to be active in the NGOs working for them. Furthermore, more disabled DPOs, who are not yet included in the

EÇHA network but work in the field of children's rights and human rights, will join the EÇHA network. The project is also aiming to expand its impact by attaching other NGOs working in the field to network and taking children with disabilities to their target audience. One important step towards strengthening the EÇHA in the coming period is developing international cooperation. For this reason, it is another goal to include the EÇHA in similar networks and platforms at the European and international level.

In 2016, UNICEF supported the establishment of the NGO/DPO Network for the rights of CWDs and continued its support to maintain and enhance the Network's coordination mechanism and capacity. This extended cooperation will further strengthen the capacity of NGOs/DPOs to collectively and effectively advocate for the rights of CWDs and to ensure better service delivery for both Turkish and Syrian children with disabilities in accordance with the CRPD.

In 2017, UNICEF signed an agreement with the Down Syndrome Association to lead and coordinate the NGO and DPO Network for the rights of CWDs (EÇHA) for a period of 6 months. After 6 months of successful implementation, a new agreement was signed with Tohum Otizm Vakfi to take over as the lead organisation for EÇHA. To set up EÇHA and its secretariat, UNICEF provided two separate funds.

2. DISSEMINATION STRATEGY, METHODOLOGY, AND INSTRUMENTS

Dissemination is a planned process that involves consideration of target audiences, activities, and agenda-settings. The dissemination strategy is based on promoting Disabled Children's Rights Network(EÇHA) in order to raise EÇHA's profile and empowerment of EÇHA. In this sense, appropriate methodology and instruments must be defined to realize the dissemination strategy.

First of all, we found it appropriate to create an analysis technique to create an effective dissemination plan. In this way, we tried to reveal what our strengths and weaknesses could be, what the opportunities and risks were before and during the project. In the creation of this analysis, the EÇHA activities carried out since 2016 and the one-month observations that constitute the current phase of the project were used.

Our Strengths

As a result of our research, we realized that EÇHA provides a significant advantage to non-governmental organizations that are members of the Network in terms of **communication**. First of all, the Network provides an infrastructure where non-governmental organizations can easily reach each other. This situation can be seen as an important step for establishing partnerships and for many non-governmental organizations to organize joint activities in a coordinated manner. In addition, it provides a platform environment that facilitates the follow-up of developments in the

field of disability and enables associations with disabilities in different fields to get to familiarize each other. In this respect, it is important for non-governmental organizations to take a common position and coordinate themselves quickly in the field of advocacy for the rights of the disabled under the roof of EÇHA.

In terms of **visibility**, within EÇHA, non-governmental organizations have the opportunity to get to know new target audiences, to create new target groups, and to appeal to a wider audience. It is an important development that small and large non-governmental organizations become known to each other within the network. Especially in the field of social media, non-governmental organizations with a low number of followers can have a chance to increase this number with the posts they made for the accounts of EÇHA. This situation provides an important infrastructure for capacity building activities that non-governmental organizations need.

In the case of **participation**, civil society is described as voluntary, self-creating, limited with a legal order or a common values, autonomous from the state, organized in the social life space in the most general sense (Aslan, 2010). In this sense, it should be a field that includes the conditions of suitability with today's democratic values. At this point, EÇHA is a platform that will improve the participation of non-governmental organizations and their members in decision-making and implementation processes. In this sense, it is possible to talk about the creation of a network that will make the non-governmental organization and its members potentially active participants.

Our Weaknesses

When we analyze the social media accounts of EÇHA and its member non-governmental organizations, there is a danger that a closed group in the field of disability constitutes the majority of the target audience. In order for the disability field and disability rights advocacy activities to be carried out effectively, there is a need for reaching people who are not directly related to this field. Because problems in the field of disability do not arise unilaterally. In this sense, there is a need to increase and diversify the target audience capacity during the execution of the project. For this reason, searching for ways to increase visibility in out-of-field branches is as important as conducting in-field activities.

Another shortcoming is the use of the active participation potential of the member NGOs of the network. Most of the member non-governmental organizations play a passive audience role in decisions to be taken regarding many activities within the network or in the implementation of these activities. In this sense, a new strategic plan is needed to reinforce their participation. Increased involvement of the network and the integration of these associations with the network will also strengthen the institutional capacity of the EÇHA.

The anticipated Outcomes and Indicators of the Project' Actions:

- The institutional and organizational structure of the Network for the Rights of Children (EÇHA) will be strengthened by providing mentoring to members of EÇHA on fundraising,

project development, conducting campaigns, monitoring, and advocacy. A Shadow report will be prepared and submitted to the UN as well.

- EÇHA's ability to conduct outreach and communicate towards their constituency (individual CSOs or other NGO/DPOs networks) will be strengthened by increasing the visibility of EÇHA and awareness of CSOs on EÇHA by educational activities, outreach activities, and campaigns. Increased visibility of EÇHA will accelerate the demand of CSOs to become a member of EÇHA. The number of EÇHA membership is aimed to increase from 73 to 100 at the end of the project period. The increase in network membership will also contribute to the raising of advocacy activities against violations of disability rights. It will also improve the network's advocacy impact and leverage on policymakers and authorities regarding implementations and practices, related to disability rights
- Strategic collaboration between EÇHA and public authorities at local and/or national levels will be promoted by signing the "Cooperation and Goodwill Protocols" on the protection of the rights of children with disabilities between member CSOs of ECHA with at least 20 municipalities and 10 universities. ECHA will also become a member of an international network for increasing its visibility in the international environment.

With these three expected outputs, our project aims to highlight its strengths and eliminate its weaknesses.

2.1 Methodology

We see Communication-Persuasion Matrix (McGuire, 2001), which is one of the popular theoretical approaches of communication science, as an appropriate method to be applied to the dissemination plan. *"The matrix describes the process of being persuaded; it consists of five input communication factors and twelve output persuasion steps. The five input factors, which have an impact on the success of the communication, are source, channel, message, audience, and setting."*

Persuasive communication works for moving a specific audience in a specific situation to a specific decision. By persuasive communication, getting the readers to support and acting in favor of the presenter is aimed to be achieved.

With the adaptation of the dissemination plan of this project to the Persuasion-Communication Matrix, the main factors that need to be considered in the first step are as follows:

- Creating Awareness
- Stimulate Action
- Up-to-dateness
- Transparency

- Consistency
- Informativeness
- Guiding
- Constructiveness
- Focused, practical and positiveness
- Compatible with project goals

All of these are factors that should not be forgotten that will form the core of each piece in dissemination activities.

Determining who the target groups are and through which media tools they will be reached is the second step for the Persuasive Communication method. For the EÇHA project, it is already clear who this target audience is, but within the framework of the 4-year activity program of the project and our analysis, it is seen that the new target groups are given importance. In this sense, new target groups must be correctly defined in order to use the correct communication strategy.

The third stage is about how to create the message. Here, factors such as the features of the language that make up the message, the language being formal and informal, polymorphism, visuality, length, and content of the message are important. The activities to be carried out within the EÇHA project should be carried out by considering factors such as readability and listenability in target groups. Having information about the target groups, following new trends about visibility activities, to sustain the receiver to analyze message correctly, and adapting the language to the receiver are important factors in this sense.

2.2 Definition of Phases and Instruments

The Action will constitute six working packages (WP) with different activities:

WP0. Project Management and Quality Management

WP1. Mentoring and Capacity Building Trainings

WP2. Child Participation and Self Advocacy

WP3. Advocacy Management, Use of Rights and Monitoring of Violations, Awareness Raising Campaigns

WP4. Participation in Local and International Networks and Improving Dialogue

WP5. Dissemination

Work package 5 is directly related to the visibility plan and the Work package includes inclusive visibility activities that will last from work packages 1 to 4.

Parts of the **WP5**. Dissemination are as follows:

WP5. Awareness Raising

WP5.1. Dissemination Plan

Output5.1: Dissemination plan prepared

The Project Communication and Social Media Expert will prepare the Dissemination Plan.

Dissemination Plan will consist of:

1. The rationale of the dissemination
2. Identification of the target group
3. General rules for the dissemination
4. Templates
5. Reporting on the activities

WP5.2. EÇHA website and social media accounts

Output5.2: EÇHA web site and social media accounts (Facebook, Instagram, Twitter, YouTube)updated

1 web page will be updated to promote the project (meant as an idea, aims, objectives, targets); the EÇHA web site and social media accounts are updated to disseminate information and the results of the project by the Project Communication and Social Media Expert. The target is reached to 1200 visitors of the EÇHA Web site and social media accounts: Twitter 1400 followers, Instagram 5000, Facebook 4000 followers. 20 videos will be shared on the YouTube channel. The mentioned 20 videos will be produced by the project's Communication and Social Media Expert. Therefore, there is no specific allocation in the budget.

WP5.3. Visibility materials

Output5.3: Visibility materials prepared and produced

Project Brochure: 1000 Project Brochure for dissemination

Online newsletters will be prepared by Communication and Social Media Expert for visibility and dissemination. However, we will subscribe to fee-based software for the preparation and distribution of issues. We will produce two issues in each project year. In total 8 issues of the online newsletter will be developed and shared.

Roll-up: 8 Roll-up will be prepared for visibility and dissemination

Swallow Flag: 40 Swallow Flag will be prepared for visibility and dissemination

WP5.4. Opening Meeting

Output5.4: Opening Meeting conducted

At the beginning of the project (3rd / 4th month) will be organized an Online Opening Meeting and the project results will be shared with all ECHA members and stakeholders. Will be presented project's aims, activities, expected results, and outcomes to the general public (target group, related stakeholders). The opening meeting of the project will be held online due to the pandemic of COVID-19. The Opening Meeting will be held under the responsibility of the Project Coordinator (EMYD) and with the participation of three other co-applicants.

Announcements of the opening meeting will be shared on the home social media accounts of the ECHA website two weeks before the meeting. Registrations will be made using the Google Form.

70 people are expected to attend the online opening meeting.

WP5.5. Project Closing Meeting

Output5.5: Closing conference

Conducted one-day closing conference (Project Conferences – Presenting the project results and outcomes to the general public (target group, related stakeholders)

The project closing meeting will be held in a hotel in Ankara. The Closing Meeting will be held under the responsibility of the Project coordinator (EMYD) and with the contribution of 3 other co-applicants.

Announcements of the closing meeting will be shared from the ECHA website and social media accounts one month before the meeting. Registrations will be taken with Google Form.

Invitations will be sent to public institutions, universities, and ministries.

100 people are expected to attend the closing meeting.

Risks for WP5: Dissemination activities may require more visibility material than expected. The agenda of the country may be different, it may affect the pandemic. It can decrease the visibility according to the developments that will develop. Necessary measures will be taken by the project team.

2.3. Administrative Roles in Dissemination

Carrying out activities related to dissemination is primarily the duty of the Communication and Social Media Expert, Advocacy Expert, and Networking Expert of the project. Although the project team, the other experts, and trainers who will do some activities that include visibility,

Communication, and Social Media Expert, Advocacy Expert, and Networking Expert are responsible for developing the purpose of dissemination in each activity of the project.

Project Communication and Social Media Expert:

Main Tasks and Responsibilities:

- Prepare communication and visibility plans in order to raise EÇHA’s profile, donor visibility, learning and fundraising efforts, Produce IEC materials for sharing programme information with programme participants,
- Produce written and audio/visual content which promotes the work done by EMYD and by EÇHA partners and the impact of the project work on programme participants,
- Develop/coordinate the development of content, both written and audio-visual that is of high-quality, relevant and interesting to a variety of external and internal audiences, online and offline,
- Produce contents which are relevant for EÇHA audiences on social media,
- Travel to programme implementation areas to collect and create visibility and communication content, Lead in developing plans and coordinate implementation for donor-specific visibility requirements, as per donor visibility standards, as and where required,
- Train programme staff and partners in basic communications skills (story gathering, case studies, photography, videography, etc.),
- Develop appropriate process, systems, storage and archiving for in-country communications materials whether written or visual,
- Ensure all documentation and communications are in line with the communication guidelines for images, messages, print, electronic or social media.
- Any other duties as assigned relevant to communication and visibility.

Advocacy Expert:

The Advocacy Expert will coordinate Work Package 3 (Advocacy Management, Use of Rights, and Monitoring of Violations, Awareness Raising Campaigns).

Main Tasks and Responsibilities:

- Organizing to prepare shadow report and organize it's advocating in UN Children Commission
- Organizing media monitoring activities and preparing a media monitoring report
- Managing Awareness Raising Campaigns
- Organizing breakfast meeting for the members of the press about “How to give news about disabled people in the press” training
- Providing communication between the project coordinator, project partners, and Türkiye Spina Bifida Derneği

Networking Expert:

The Networking Expert will plan networking activities and round-table meetings with universities, public authorities, other stakeholders, and European associations.

Main Tasks and Responsibilities:

- Preparing round table meetings' contents.
- Moderation of 15 meetings, round table meetings, and collaboration with Universities' Disability Units.
- Obtaining sustainability of cooperation and collaboration with universities, public authorities, other stakeholders, and European associations.
- Reporting of meetings.

Therefore, all partners will actively contribute to the dissemination activities at different levels, addressing the specific subjects and duties.

The instruments to be used in the dissemination plan are as follows:

Instruments and media

The main instruments and media which will be used fall within the following areas:

- Events
- Publications
- Social Media

Events refer to both collaboration and dissemination and include:

- Organization and/or Participation and Presentations at conferences
- Self-Advocacy Workshops
- Online Trainings
- Breakfast meeting for members of the press
- Face to face trainings
- Campaigns
- Roundtable meetings with NGO/DPO-University-Public institutions
- Face to face meetings with stakeholders
- Free web-conferences
- Participation in key EU Conferences such as:
 - UN Children Commission in Geneva, Switzerland

Publications refer to both electronic and printed media. They include:

- Scientific papers in peer-reviewed journals
- Media monitoring documents
- Press releases
- Informative articles both in medical journals, magazine and on the websites of disability and rights of disabled persons
- Short articles published on Internet portals
- Informative articles published in newspapers, journals and relevant magazines
- Interviews with relatives with disabled persons
- Project reports and handbooks
- Shadow report on children's right
- Online newsletter

3. DISSEMINATION PLAN

The Dissemination Plan consists of; 1. The rationale of the dissemination, 2. Identification of the target group, 3. General rules for the dissemination, 4. Templates, 5. Reporting on the activities.

3.1 The rationale of the dissemination

For the realization of the aims of the dissemination plan, the methodology focuses on finding the most effective and efficient ways to increase the visibility of the project. According to Stuart Hall's study on "Encoding/ Decoding", the communication process is a cyclical relationship. In the communication loop, the receiver is the actor who decodes the encoded message and gives feedback. The message sent from the sender to the receiver is affected by the factors mentioned by Stuart Hall throughout the channel. These are related to how it is encoded, whether there is a noise/distractor in the process, and how it is decoded.

Thus, the materials (visually and in writing) related to visibility within the EÇHA project should be prepared in a format that can successfully convey the message of the sender in the decoding process of receivers.

Messages should be;

- Clear,
- Descriptive,
- Informative,
- Directive,
- Activator and
- Not equivocal

3.2 Identification of the target group

Target Groups

Scope of dissemination includes Network for the Rights of Children (EÇHA), 74 Member associations of EÇHA, children with disabilities (120), 20 Disabled Peoples Organizations (DPOs), other NGO/DPOs, (12 NGO/DPOs) as target groups.

Final Beneficiaries

Scope of dissemination includes Civil society organizations related to children, related ministries, Public and Local Authorities, Universities, children with disabilities and their parents and relatives, Media Agencies, Social media groups as final beneficiaries.

According to the scope of dissemination, in order to reach these groups;

- Creating awareness and understanding of the project activities,
- Addressing the needs of target groups,
- Keeping EÇHA social media accounts up to date and adding new contents,
- Being in permanent contact with member organizations and encouraging the other NGO/DPOs to join the Network for the Rights of Children,
- Preparing and producing visibility materials,
- Keeping in touch with media agencies and purchasing services from them are the activities which should be done properly,
- Determining the participants through announcements and visual materials,
- Monitoring the rights of children with disabilities,
- Documentation of project activities visually and in writing,

- Establishing collaboration with universities disability units,
- Organizing roundtable meetings with NGO / DPO-University-Public institutions,
- Conducting awareness-raising campaigns,
- Becoming membership in disability networks in Europe

are the related activities which will contribute to reaching the target groups and final beneficiaries.

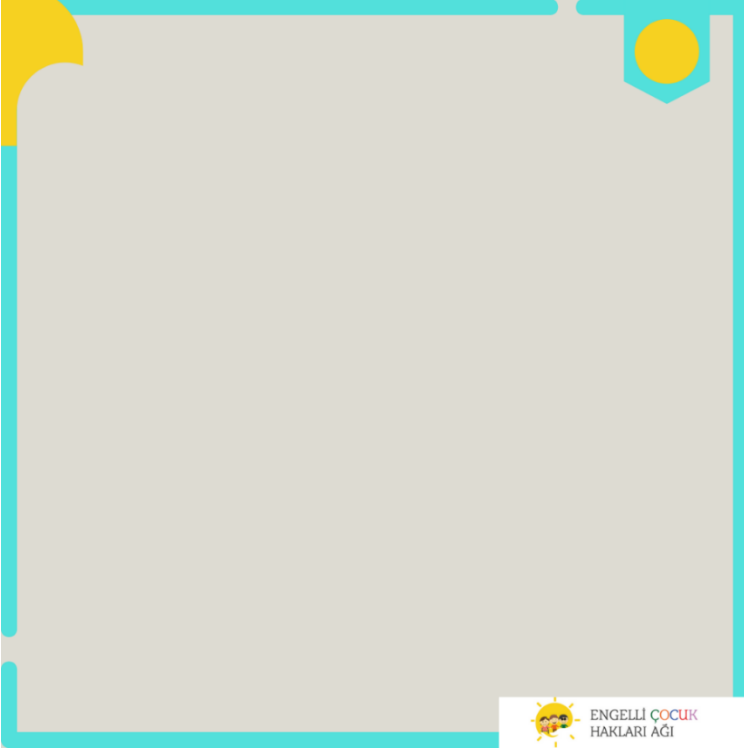
Thus, project development and execution capacity of the target group will be improved. The capacity of networking and developing networks, self-advocacy, and rights-based struggle will be enhanced by the capacity of member NGOs. The development of new projects between partners and the establishment of new networks and capacity development within the network will be ensured. It will be possible to raise community awareness regarding the needs and challenges of disability and people with disabilities. Children's participation in disability organizations will be encouraged and mechanisms will be established to enable all members of the organization to have a say in decision-making.

3.3 General rules for the dissemination

1. Sharing will be made and materials will be prepared by taking into account the visibility criteria stipulated by the European Union for the project and requested to be implemented.
2. All our activities in the European Union, the visibility of logos, names, and introductions with a large place is given to take the place of great importance.
3. Legal or respected provisions, morality rules will be considered in texts prepared for social media.
4. The message will be prepared in a way that embraces differences in the language used, does not discriminate anyone, and will be formatted for the target audience.
5. References will be given to the sources used to produce content; no plagiarism will be made.
6. The methodology will be adhered to in line with the dissemination plan.
7. Posts made on social media and the statistical data of these shares will be monitored regularly, and inefficient sharing types and ways will be revised.

3.4 Templates

The templates to be used in ECHA social media posts are as follows, prepared according to 1080x1080p in Instagram format.





3.5 Reporting on the activities

Since the project started, EÇHA social media accounts have been managed by the project team and an account has been created to manage the official site. EÇHA's social media accounts and previous posts on its official website, visual templates, and sharing texts were examined. Visibility data were analyzed and a visibility plan was prepared accordingly. A total of 15 shares were shared in these channels and a sharing plan was prepared. These were postings made under the headings of announcements and current news posts. In order to increase the visibility of EÇHA and improve the project activities, an interview series on rare diseases was started by the social media and communication expert. Each one was approved by the secretariat before sharing. Preliminary preparation has been started for the creation of visibility materials. The meetings on the management of the EÇHA network were followed by the project team, documentation was prepared and in-network communication was provided.

At the end of the 2nd month, designs for Project brochures, roll-ups, and swallow flags in accordance with EU visibility rules were created and submitted to the secretariat. In line with the offers received from media monitoring agencies, an agreement was reached with a media monitoring agency that offered the best price. In line with the service provided by this media monitoring agency, news sources have started to be created for the online newspapers that the Communication and Social Media Expert will create. 15-day and monthly social media communication reports continue to be prepared for submission to the EÇHA secretariat.

According to the current figures we have on August 26, 2020, the numbers of followers of EÇHA's social media accounts are as follows:

Number of Followers	Targeted Number	Current Number
Facebook	4.000	2.125
Instagram	5.000	3.477
Twitter	1.400	702

In order to avoid problems in the reporting of project activities:

- Sharing information and keeping in contact with project partners and members of EÇHA through communication channels, on social media and the official website of the project should be continuously realized,
- Appropriate process, systems, storage and archiving is needed to track activities of the project and create dissemination materials should be developed,
- Contents, written and audio-visual, relevant, and interesting to a variety of external and internal audiences, online and offline should be developed.

Therefore, the project team is always in contact with EÇHA members and candidate members, the content produced is stored in EÇHA's Google Drive account, and efforts are made to produce content related to and unique for EÇHA.

Conclusion:

Within the framework of the dissemination plan and communication strategies prepared, it is necessary to take into account the number of interactions and accesses on social media in order to reach the targets of the project. The Communication and Social Media Expert should read these numbers well and should not insist on ineffective formulas while trying to improve these numbers with new content and new methods.

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