

HOW TO COMMUNICATE STANDARDS

Learning objectives:

1. That communicating standards across all levels is essential
2. The need to develop a communication strategy that will inform all implementers/stakeholders on the standards
3. The need to develop mechanisms to foster sharing of best practices at country level

Content and resources: Facilitator's Guide, Road Map and the www.ovcsupport.net website

Individual organizations need to engage in efforts to communicate to and prepare their staff and communities for operationalizing the service standards at the point of service delivery. Along the continuum of care, INGOs, local NGOs, CBOs and direct service providers (the ones in contact with the children) share a mutual responsibility for quality of OVC services.

The steps:

1. Train service providers (workshops, supportive supervision, on the job training) on the service standards, across all levels of care (INGOs, NGOs, CBOs).
2. Inform children, guardians, and communities about what to expect from services and about their roles and responsibilities to help improve service quality.
3. Inform community organizations such as women's groups, youth groups, advocacy groups about the service standards and their roles and responsibilities in promoting quality in services.
4. Develop systems to promote communication of service standards and QI such as regular supportive supervision visits, development of job aids, etc.

At National level, it is important to ensure that there is a communication strategy that can be used for advocacy and improved services overall

1. Ensure that governments and other key stakeholders (donors) are involved in training and other capacity building efforts.
2. Ensure that communication strategy is broad in order to further facilitate the work of the implementing partners

3 key points

- Service providers at all levels need to know the service standards (INGO, NGO, CBO, volunteers) to be able to improve the quality of OVC services
- Children and communities need to know the service standards to know what to expect (to demand quality services) and also to identify best ways to participate in providing services
- Communicating service standards needs to be tailored to the audience and will require tailored materials for volunteers, CBOs, NGOs, children and communities