The IPC Communication Support Planner

About The IPC Communication Support Planner

Communications planning at the country level is part of the IPC Global Communications Strategy, presenting a roadmap underlying principles, objectives and desired outcomes of the IPC Global Strategic Programme. This Country Communication Planner comprises actions that build on lessons learned from previous IPC analyses and provides detailed guidance for implementing the strategy in global, regional and national contexts, including concrete steps and timelines.

This Communications Support Planner aims to improve the communication planning and execution as well as quality of the content and timeliness of the IPC information products in line with the IPC Technical Manual 3.1. According to the IPC Technical Manual 3.1, Information products, including the Country Brief draft maps and population tables, should be shared with the relevant stakeholders as soon as they are finalized, preferably within 15 days of analysis completion.

Given the humanitarian imperative, the Technical Working Group should aim, upon consensus, to release analysis results that include final classifications, population estimates and key messages in the shortest time possible. Should the Technical Working Group require more time to organize the release of the analysis, the preliminary results should be shared with national stakeholders and published on the IPC website, preferably within 21 days of completing the analysis process.

The Problem

- Failure to produce the IPC brief in the stipulated timeframe
- Delayed publications due to clearances, endorsement and sometimes divergencies in technical conclusions in later stages

Poor guality and guantity of information captured in the briefs.

Benefits

.







process: The planner aims to improve the communication culture in the IPC process as a critical integral component from planning to dissemination of any analysis.

Embedding Communications in the IPC analysis

Capture relevant Information: The planner aims to use the vastness of expertise present with the Country TWGs to enrich the quality of information in IPC information products.

Improve the timeliness of Information products: This planner aims to ensure that within the stipulated period of 21 days, IPC information products are planned for, produced and disseminated to all relevant audiences in different formats.

About The IPC Analysis Cycle

The IPC Analysis Cycle includes four interlinked stages that need to be followed for each IPC analysis, in order to produce high-quality products and effectively communicate results: Plan, prepare, analyse and communicate, and learn. An analysis cycle, excluding planning and lessons learning, usually takes between one to three months.

Communication Support Timeline

SUPPORT DURING ANALYSIS												SUPPORT POST-ANALYSIS																				
WEEK 1						WEEK 2							WEEK 3							WEEK 4						WEEK 5						
TUESDAY W	WEDNESDAY THURSDAY	FRIDAY	SATURDAY	Y SUNDAY	MONDAY	TU	UESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FR ID A Y S	ATURDAY
					1																											
Preparation								Analy	/sis						Fina	al Draft	ing				Po	st Ana	lysis W	/orkflo	W			Dis	seminat	tion		
EEK 1 : Key Actions: Hold a planning meeting with the Regional Coordinator or L3 facilitating the analysis /RC COMMS. Identify drafter and support drafter with tem- plates and style book /RC/COMMS. Discuss timelines, including possible window for input in the planner SCT/RC/COMMS Identify mapping support Identify translations support				 WEEK 2: Key Actions: Attend consolidation session Develop/support the development of key messages for short IPC Brief (Current, Drivers, Projection, Assumptions) Support the group review endorsement Key Analysis Assets Brief template-short version AFI Brief Template/s with customised population tables Beaulation tables (Current and Projected) 							 WEEK 3: Key Actions: Draft final IPC Brief Validate Brief with TWG members Share with GSU Key Analysis Assets Brief template-short version AFI Brief Template/s with customised population tables Population tables (Current and Projected) Maps (Current and Projected) Other key data sets such as IDP data, Price 						 WEEK 4: Kick in the 9-step Post-Analysis Work-flow: Quality Assurance Communication: Proofreading and Design Final Approvals Country endorsement Agree on disseminations dates Share planned dissemination plan Key Analysis Assets Finalised and endorsed IPC Brief 						 WEEK 5: Key Actions: Confirm and communicate disseminatio and plan Finalise products Develop webpages: alert, digital snapsh analysis pages Share web links with partners Develop social media asses Key Analysis Assets Finalised Brief and Snapshot Endorsement Emails 									
Cey Analysis Assets Brief template-short version AFI Brief Template/s with customised popula- tion tables				•	 Population tables (Current and Projected) Maps (Current and Projected) Other key data sets such as IDF data, Price Trends or previous IPC Classifications Logos of all Analysis partners 							 Other key data sets such as IDP data, Price Trends or previous IPC Classifications Logos of all Analysis partners Share ISS 						 Finalised and endorsed IPC Brief Finalised and endorsed IPV Snapshot Digital Data Snapshot Dissemination plan Endorsement email 							 Endorsement Emails Shared ISS Designed webpages Social Media 							

Key Outcomes

- Communication Support Plan
- Logos of all Analysis partners

Key Outcomes

- Endorsed IPC Brief (Short version)
- Maps, Tables, supporting data.

Key Outcomes

- TWG endorsed full IPC results
- Release date/s

Endorsement email

Key Outcomes

- Finalised and endorsed information products •
- Heads-up email •
- Dissemination plan



Integrated Food Security Phase Classification

Evidence and Standards for Better Food Security and Nutrition Decisions



Key Outcomes

- A fully supported IPC Analysis
- Planned and anticipated IPC release
- Jointly communicated IPC results
- Joint Press Release supporting the results •
- The media mentions social media engagement