Communication Strategy to Increase Rural Households Renting Out Land

EM Communications Plc

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Contents

Acknowledgements

Introduction

The communication strategy here-in is intended to guide the behaviour change intervention by providing direction and ensuring that the different communication activities, corresponding communication products and materials all ultimately work well together and support each other toward a clear vision of change i.e., increase of rural households renting out their land in certified woredas that receive second level certificate.

The Strategy is formulated based on a combination of evidence collected at different points in time and using different methodologies. Desk review of the LIFT market assessment and other secondary sources, proceeding of the intervention project design workshops conducted with key stakeholders which highlighted key discussion points, consensuses and concerns of participants and key recommendations, and findings of formative study are used in the formulation of the communication strategy.

Essentially, the proposed communication strategy is intended to contribute to Output 3 of the overall LIFT result framework, i.e., increase of rural households renting out their land in certified woredas that receive second level certification. The strategy is formulated based on the SEA (Socio Ecological Approach) model that outlines an impact path way / theory of change which is illustrated in the Strategy and Approach section of this document.

The strategy document has four major sections: 1) summary of situation analysis, 2) communication strategy and approaches, 3) draft implementation plan, and 4) draft evaluation plan. Each section is organised in a waterfall approach that it will feed into the proceeding section. Efforts are made to ensure that the document remains concise and yet exhaustively contain essential elements of the communication strategy. When deemed important, additional resources are included in the Annex section.

Situation Analysis

This section consists of three sub sections namely: problem statement, changes the problem calls for, and the theory of change proposed to guide this communication strategy. The problem statement section contains succinct explanation of the problem supported by detailed analysis of findings of the formative assessment, desk review of previous surveys and findings of design workshop. Major findings of the result are presented in such a way that they represent regional variances. The findings are presented per region and primary study subjects, i.e., FHHs, MHHs and WMHHs.

The OAM (Opportunity, Ability and Motivation) framework has been used as a basis for analysing the research findings. It involves the analysis of selected social and behavioural constructs in three major categories:

- Opportunity is institutional or structural factors that influence an individual's chance to perform a promoted behaviour. The constructs selected in the opportunity category are (1) availability / accessibility of service, (2) quality of service, (3) social norms, (4) gender and power, and (5) social support.
- Ability is an individual's skills or proficiencies needed to perform a promoted behaviour. The constructs selected in the ability category are (1) knowledge and (2) self-efficacy.
- Motivation is an individual's arousal or desire to perform a promoted behaviour. The constructs selected in the motivation category are (1) intention, (2) attitude, (3) belief, (4) outcome expectation, (5) subjective norm and (6) threat.

The section on changes the problem calls for contains a list of desired behaviours, social norms, skills and practices. Following this section, the theory of change, as agreed in the inception of the assignment, is presented to illustrate how the proposed strategy envisages to bring about the desired changes in behaviour and practices.

Problem Statement

Concisely, FHHs and MHHs have less intention to rent out land due to perceived fear of losing their land and perceived low outcome expectation. If they intend to rent, they consider land renting as a last resort when they find themselves in a desperate economic and social situation. This has contributed to economic disadvantage in two ways: 1) they lose economic and financial opportunity by not renting, and 2) they benefit very little as a result of a poor bargaining position. Particularly, FHHs and other vulnerable groups such as elderly people, orphan children and physically constrained are most affected. Moreover, deep gender norms, more specifically sexual distribution of power in decision making of land renting, has prevented women in male headed households (WMHHs) from economic benefit accrued due to land renting.

The major contributing factors to the above broad problem are :

- Poor enabling environment due to lack of awareness and knowledge by decision makers of land law, regulation and procedures related land rental, and lack of knowledge on land dispute resolution mechanisms;
- Poor services provision related to land rental due to lack of knowledge and skills of service providers at different levels;
- Lack of social support at service and community level for land rental including deep gender norms and power relations;
- Lack of awareness, knowledge, motivation and skills of individual FHHs, MHHs and VGs.

Table 1: Metrics of Summary of Key findings and source of data

Key Finding	Formative Assessment				KII	Desk Review	Design Workshop
	Amhara		Oromia				
	FHHs	MHHs	FHHs	MHHs			
Opportunity							
Lack of desire to involve wife(s) in decision-making in land rental. *[Gender and power / sexual distribution of power / gender inequalities] Husbands*	X		X		X	X	X
Refusal to accept women equal right in decision-making during land renting. *[Gender and power / sexual distribution of power / gender inequalities] Community elders*						X	
The fear of losing their land especially with FHHs and other VGs due to their weak position in the community to defend their right. [*Power relation*]	X		X		X	X	X
Lack of reliable dispute resolution mechanism both in the informal and formal system *[Quality of service]*	X	X			X	X	
Ability							
Consider renting as last resort (intended to rent out land only during desperate situations resulting in poor negotiation position there by low rent price. *[Self-efficacy]*	X	X	X	X	X		X
Lack of assertiveness of women and fear of stepping over traditional power relation in confronting husband to involve in decision making related to land renting. *[Self-efficacy]*					X	X	
Lack of knowledge on laws, procedures and process related to land rental. *[Knowledge - individuals]*	X	X	X	X	X	X	X
Lack of accurate information and awareness about the new land rental system. **[Awareness - individual]**	X	X	X	X	X	X	X
Lack of detailed knowledge and understanding of land related law, policy, regulation and procedures. *[Knowledge – service provider]*		X			X	X	
Lack of knowledge on laws and regulation related to land dispute resolution. *[Knowledge – service provider]*					X	X	
Motivation							
Fear of losing land at the end of the contract period- insecurity of land tenure. *[Threat]*	X	X	X	X	X	X	X
Fear of being denied of produce or guaranty/deposit money by renter *[Threat]*	X	X	X	X	X	X	X

Key Finding	Formative Assessment				KII	Desk Review	Design Workshop
	Amhara		Oromia				
	FHHs	MHHs	FHHs	MHHs			
Lack of trust of between renter and rentee. Fear of being cheated by rentee with regard to price *[Threat]*	X	X	X	X	X	X	X
The fear of losing their land especially with FHHs and other VGs due to their weak position in the community to defend their right. *[Threat]*	X		X		X	X	X
Provider Skills							
Lack of reliable dispute resolution mechanism both in the informal and formal system. *[Quality of Service]*	X	X			X	X	
Lack of detailed knowledge and understanding of land related law, policy, regulation and procedures. *[Knowledge – service provider]*					X	X	
Lack of knowledge on laws and regulation related to land dispute resolution. *[Knowledge – service provider]*					X	X	
Lack of skills in land related dispute resolution. *[Quality of service – service provider]*						X	
Work load on land administration officers, DAs and kebele administrators. DAs are expected to reach a lot of people in the community and hence are overburdened. *[Quality of service – service provider]*	X	X	X	X	X		X
Lack of sufficient skill in delivering inter personal communication skills. *[Quality of service]*		X	X	X	X	X	
Media Consumption Habit							
Inter Personal Communication (IPC) channels such as Words of Mouth (WoM) from neighbours and through 1 to 5 networks, Face to Face discussions with the DAs and LA officers, and discussions over social gatherings.	X	X	X	X	X	X	X
Women prefer word of mouth (WoM) from neighbours more than men. They are less likely to find written forms of media or television/ radio to be reliable as compared to public meetings and word of mouth.	X		X			X	X
Community / farmers' experience sharing meetings organised by DAs are popular channels of communication for targeting behaviour shift in social norms. At these occasions, Model Farmers and Positive Deviants share their experiences and success so that others can increase their self-efficacy to emulate such behaviours.	X	X	X	X	X		
Public/Kebele meetings are the most reliable and trusted sources of information especially for women.	X	X	X	X	X	X	X

Key Finding	Formative Assessment				KII	Desk Review	Design Workshop
	Amhara		Oromia				
	FHHs	MHHs	FHHs	MHHs			
Government offices and their officers are considered reliable sources of information.	X	X	X	X	X	X	X
Religious gatherings such as Tsiwa, Mahiber and Senbete especially on 16th (St. Kidane Mihret Day), on the 19th (St. Gabriel Day) on the 21st (St. Mary Day) are indicated special days for religious meetings where information is shared through WoM.	X	X			X	X	
Radio is the least preferred channel of communication especially by women.	X	X	X	X	X	X	
Radio programmes on EE (Edutainment) and Reality Shows are most recommended especially for diffusion of innovations using model farmers and positive deviants.	X	X	X	X	X		
Radio is more listened to by male audiences than female.					X	X	
Regional Variances	**There are no major regional variances in terms of behaviours and practices related to renting out land. Those minor regional variances are outline below.**						
(1) The study area in Oromia had relatively closer proximity to the market due to access to road and market infrastructures and hence very prone to land renting practices as opposed to Amhara counterparts. On the contrary, the Woredas in Amhara region are located far from market and road infrastructure. As a result, participation in land renting market is relatively lower as compared to Oromia.							
(2) Religious gatherings and functions are good and reliable channels of communication in Amhara than Oromia.							

Changes the Problem Calls For

Changes of desired behaviour proposed is intended to lead to the ultimate project objective i.e., increase of rural households renting out their land in certified woredas that receive second level land certificate (SLLC). The changes the problem calls for should be (1) at the level of people most affected - individual, (2) at the level of people directly influencing the most affected – community and service providers, and (3) at the level of policy/decision makers indirectly influencing the most affected individuals through advocacy for service strengthening and support efforts of service providers by creating an enabling environment. Below is a list of desired behaviours, social norms, skills and practices.

Individual

- Increase intention to rent out land

- Increase utilisation of services of improved land administration system related to land renting specifically to register land rental contract agreements

- Improve perception of MHHs that women/wives have equal right in making decision (equal distribution of power / power inequalities) during land renting

- Women in Male Headed Households (WMHHs) know their equal right and will be assertive to participate in decision making related to land rental

- Increase awareness on the benefit of Second Level Land Certificate (SLLC) that it provides security of tenure in terms of the right to land holding, the right to rent, the right to bequeath and the right to use as a collateral for bank loan

- Increase knowledge on the land leasing / renting laws, regulations and procedures, and the right and obligation

- Increase self-efficacy in handling the land renting procedure, registration and documentation of land renting contracts, and more importantly early planning

- Increase self-efficacy in early planning of land renting to maximize bargaining power

Community and Service Providers

- Improve perception of community that women have an equal right in making a decision (equal distribution of power / power inequalities) during land renting.

- Women in male headed households should be equally informed about land rental equally with men and be signatory in land rental agreements. On the other hand, telling men about their wives' equal right does not bring change in their perception. Rather, what is the rational and advantage of engaging wives in land rental decision making? How will women accept this idea as the perception is equally held by both?

- Provide social support (emotional, instrumental and informational) for woman that she has an equal right to participate in decision making when renting the land (social support).

- Increase knowledge on the land leasing / renting laws, regulations and procedures of kebele leaders, Agriculture Development Agents (DAs), 1 to 5 networks and etc. (knowledge).

- Kebele administrative leaders, Land Administration officers, Agriculture Development Agents (DAs) and 1 to 5 networks have increased self-efficacy to provide social support to land renters / rentees.

- Increase awareness among the community and kebele administrators in general and community elders in particular on women's equal right in participation of decision making when renting land (Awareness).

- Social support (emotional, instrumental and informational) provided to land renters by the land administration officers, Agricultural Development Agents (DAs), kebele administrators and 1 to 30 and 1-to-5 networks.

- Provide social support (emotional, instrumental and informational) for VGs (elderly people, physically challenged individuals and orphans) so that they have strong / improved stance during negotiation for renting land.

- What is the price regulation mechanism by service providers? One of the reasons for FHH and other VGs low rental interest is lack of proper price for their land due to weak negotiation power. Because this group has no access to credit, they are usually pushed to distress renting that exposes them to lower prices and even loss of land use right due to their inability to repay. This usually has to do with incompatibility of the agreed loan and land rental price. In such situations, the service provider (land rental registration authority) needs to regulate the price and should not leave this to the renter and the rentee.

Policy / Decision Makers

- Increase the skills of kebele administrators, community elders and other administrative officials on dispute resolution mechanism (knowledge / skill)

- promote / ensure women participation (equal distribution of power) in decision making related to land rental.

The Theory of Change

The underlying assumption is that a possible tipping point for change can be found in encouraging the intention to rent out land using SLLC and the utilisation of services of the improved land administration system related to land rental. This is made possible by (1) improving individual behaviour, skills and practices through BCC (Behaviour Change Communication), (2) improving community support to the most affected individuals especially women and other vulnerable groups such as the elderly people, orphans and physically constrained individuals though community mobilisation activities, (3) improving quality of service provisions through continuous and refresher trainings and (4) improving the enabling environment through advocacy for service strengthening and support efforts of service providers. The SEA (Socio Ecological Approach) model is used as a theory of change in the proposed communication strategy. The most appropriate behavioural constructs in the SEA are selected to guide the implementation of the communication strategy.

The Communication Strategy

Overarching Communication Objectives

Based on the situation analysis and definition of the problem above, the following overarching communication objectives are set. These overarching communication objectives are tied to specific behaviour objectives. The overarching communication objective will essentially contribute to the overall project log framework Output 3, Output Indicator: 3.2 - *Cumulative additional % of rural households renting out their land in certified woredas that receive second level certification (cumulative).*

- To increase the *__intention__* of renting out land.

- To increase the *__utilisation__* of services of improved land administration system related to land renting specifically to register land rental contract agreements.

- To reduce the *__economic disadvantage to women__* due to perceived sexual distribution of power in the household when making decision related to land renting.

- What about protection of FHH and VGs from unfair land rental price?

In support of the above overarching communication objective, the following behaviour objectives are drawn.

- To increase *__awareness__* on the benefit of Second Level Land Certificate (SLLC); that it provides security of tenure in terms of the right to land holding, the right to rent, the right to bequeath and the right to use as a collateral for bank loan.

- To Increase *__knowledge__* on the land leasing / renting laws, regulations and procedures, and the right and obligation.

- To increase *__self-efficacy__* in handling the land renting procedure, registration and documentation of land renting contracts, and more importantly early planning.

- To increase the *__social support__* (emotional, instrumental and informational) to vulnerable groups (VGs) – women, elderly people, physically challenged individuals and orphans.

- To Improve the perception of family and community members that women have equal rights in the decision making (*__equal distribution of power / power inequalities__*) during land renting.

- To improve the perception *__(attitude)__* that land renting is rather an additional economic opportunity than a last resort as a way out from a desperate economic situation.

Audience Segmentation

After an extensive audience analysis, an identification and prioritisation exercise will take place during the situation assessment stage. The priority audience groups to address with the communication objectives above for land rental are listed below:

1. **Primary Audience** *(people most affected by the problem)* - smallholder farmers /land owners who make a living out of subsistence farming.

    - Female Headed Households (FHHs),
    - Caregivers and vulnerable groups (orphans, elderly people and physically challenged),
    - Male Headed Households (MHHs),
    - Women in MHHs.

2. **Secondary Audience –** (i*ndividuals, community-based associations, services providers that directly influence those most affected / primary audiences)*

    - Agricultural Development Agents,
    - Kebele land administration committee members,
    - Land administration experts both at woreda and kebele Level,
    - Development army leaders (1-to-20/30 and 1- to- 5 network/Development Groups (DGs) arrangements).

Key barriers, desired changes and communication objective per audience

This section of the communication strategy deals with three important aspects specific to the identified primary and secondary audiences. These are:

1. Key Barriers: Contextual or behavioural reason(s) why the audience is not acting according to the desired behaviour - intending to rent out land and utilising services of improved land administration system registering new transactions related to land renting.

2. Desired change: What is the intended audience expected to change in terms of knowledge, attitudes, beliefs, behaviours, skills, self-efficacy, access, perceived norms, socio-cultural norms, policies or legislation.

3. Communication objectives addressing key barriers.

Primary Audiences:

Key Barriers

- Fear of losing land at the end of the contract period- insecurity of land tenure (threat).
- Fear of being denied of produce or guaranty/deposit money by renter (threat).
- Consider renting as last resort (intend to rent out land only during desperate situations resulting in poor negotiation position and low rental prices (self-efficacy).
- Sexual distribution of power / power inequalities: lack of desire to involve wife(s) in decision-making in land rental, and equally lack of assertiveness of women and fear of stepping over traditional power relation in confronting husband to involve in decision making related to land renting (gender and power / equal distribution of power / power inequalities).
- Lack of knowledge on laws, procedures and process related to land rental (knowledge).
- Lack of reliable dispute resolution mechanisms both in the informal and formal system (quality of service).
- Lack of accurate information and awareness about the new land rental system (awareness).
- Lack of trust of between renter and rentee. Fear of being cheated by rentee with regard to price (threat).

Desired Changes:

Knowledge

- Know (are aware) that land rental is a legal, reliable and a wise way of generating additional income for families.

- MHH know, recognise and respect women's equal right and role in decision making related to land rental.
- Women in MHHs know their equal right and role in decision making related to land rental.
- Farmers know (are aware) of the availability of a reliable improved land rental registration system to register land rental which gives security of land tenure.
- Know SLLC ensures greater security of land tenure and avoid fear of losing land in land renting.
- Know the legal coverage and protection for FHH, orphan children, elderly and physically challenged people.
- Know the law, regulation and procedure related to land rental, and process of land rental registration, availability and its advantage of a simplified contract format for land rental at the kebele level.
- Know about the rights and obligations related to land rental.

Feel

- Feel confident to rent out/in land and renting out land is a smart and economic decision.
- Feel protected and secured that there is a system in place protecting land use right.
- Feel proud to participate women in decision making process related to land rental.

Practice

- Rent out land through the legal land rental system with a written contract agreement.
- Able to do early planning in land rental (instead using it as last resort) to secure a strong bargaining position during land renting negotiations.
- Register land rental contracts agreements through the land rental registration system at kebele/woreda level.
- Women to participate in the decision making related to land rental.
- Be assertive and protect your right to participate in decision making related to land rental and transactions.
- Be involved in land rental market with proper and early planning and up to date information.
- Use the simplified standard rental contract format for land rental that is available at kebele level.
- Consult (seek support of) land administration officers or DAs before getting involved in land rental.

Communication Objective:

- By the end of the communication intervention, the proportion of MHHs and FHHs who *intend to rent out land* increases from X% to Y% *(data to be determined from future baseline survey).*
- By the end of the communication intervention, the proportion of MHHs and FHHs who *utilise* services of improved land administration system related to land renting specifically to register land rental contract agreements is X% *(data to be determined from future baseline survey).*
- By the end of the communication intervention, the proportion of MHHs who *intend and/or allow woman's/wife's participation* in land renting increases from X% to Y% *(data to be determined from future baseline survey).*
- By the end of the communication intervention, the proportion of women who perceive that they can *assertively seek participation* in decision making related to land renting increases from X% to Y% *(data to be determined from future baseline survey).*
- By the end of the communication intervention, the % of MHHs and FHHs who *know the benefit* of Second Level Land Certificate (SLLC); that it provides security of tenure in terms the right to rent/share/contract out increases from 64% to 85% (baseline data is used from ELAP baseline survey, April 2013. Revised base line data will be determined after the baseline survey).
- By the end of the communication intervention, the % of MHHs and FHHs who *know* land leasing / renting laws, regulations and procedures, and the right and obligation increases from 41% to Y% (baseline data is used from ELAP baseline survey, April 2013. Revised base line data will be determined after the baseline survey).
- By the end of the communication intervention, the % of MHHs and FHHs who *believe and feel that they are able to handle (self-efficacy)* the land renting procedure, registration and documentation of land renting contracts, and more importantly early planning (data to be determined from future baseline survey).

- By the end of the communication intervention, the % of MHHs and FHHs who *perceive* land renting rather as additional economic opportunity than a means of last resort in desperate situation increases from X% to Y% (data to be determined from future baseline survey).
- By the end of the communication intervention, the % of caregivers who know the legal coverage and protection for orphan children, elderly and physically challenged people increases from X% to Y% (data to be determined from future baseline survey).

Secondary Audiences:

Key Barriers

- Lack of detailed knowledge and understanding of land related law, policy, regulation and procedures.
- Lack of knowledge on laws and regulation related to land dispute resolution.
- Lack of skills in land related dispute resolution.
- Work load on land administration officers, DAs and kebele administrators. DAs are expected to reach a lot of people in the community and hence are overburdened.
- Refusal to accept women's equal right in decision-making during land renting.
- Lack of sufficient inter personal communication skills.
- Lack of price regulation and protection during renting and subsequent loss of land use right.

Desired Changes:

Knowledge

- Know policy, law and regulations related to land rental: process, procedure and requirements of land rental registration.
- Know about the benefits and the opportunity that SLLC brings to framers in relation to land rental.
- Know land rental improves livelihood of farmers if it occurred in the improved land rental system.
- Know the laws and regulation on land related dispute resolution.
- Know about the availability of a simple and standardised land rental contract format and its specific features.
- Equipped with up-to-date and relevant information related to land rental to better support farmers in land renting.
- Know and recognise women's equal right and role in decision making related to land rental.
- Know about the right of FHH, orphans, elderly and physically challenged people and the law that protects them.

Feel

- Feel proud to promote women in the decision-making process related to land rental.
- Champion for the protection of the right of VGs in land renting – women, elderly people, physically challenged individuals and orphans.

Practice

- Promote the benefits of the standardised contract among farmers.
- Demonstrate skills in dispute resolution mechanisms related to land rental.
- Provide good interpersonal communication and counselling to MHH. Know, recognise and respect women's equal right and role in decision making related to land rental.
- Provide social support (emotional, instrumental and informational) to vulnerable groups (VGs) – women, elderly people, physically challenged individuals and orphans.

Communication Objective:

- By the end of the communication intervention, the % of agricultural service providers (DAs) who have adequate *__knowledge__* and awareness on land related laws, policies, regulations and process increases from X% to Y% (data to be determined from future baseline survey).

- By the end of the communication intervention, the % of development group team leaders who have adequate _**knowledge**_ and awareness on land related laws, policies, regulations and process increases from X% to Y% (data to be determined from future baseline survey).

- By the end of the communication intervention, the % of kebele land administration committees who _**promote and encourage**_ land rental through a registered land rental contract and provide _**support (social support)**_ to farmers in the process will increase from X% to Y% (data to be determined from future baseline survey).

- By the end of the communication intervention, the % of land administration experts, kebele administrators and 1 to 20/30 network leaders who _**promote / ensure women participation (equal distribution of power)**_ in decision making related to land rental increases from X% to Y% (data to be determined from future baseline survey).

- By the end of the communication intervention, the % of kebele land administration committees (KLAC) who _**know**_ the rules and regulations on dispute resolution and who have a skill in dispute resolution mechanisms related to land rental increase from X% to Y% (data to be determined from future baseline survey).

- By the end of the communication intervention, the % of DAs, land administration officers, KLAC and 1 to 5 network leaders that _**encourage (social support)**_ farmers to rent out land through legal process and register land rental contract agreements at the kebele increases from X% to Y% (data to be determined from future baseline survey).

- By the end of the communication intervention, the % of land administration experts who _**provide quality and timely services (quality of services)**_ to farmers who seek to enter into land rental agreements increase from X% to Y% (data to be determined from future baseline survey).

- By the end of the communication intervention, the % of development army leaders (1-to-20/30 network leaders), DAs and land administration experts who _**promote (social support)**_ the need of early planning in land rental among farmers increases from X% to Y% (data to be determined from future baseline survey).

Strategic Approach Based on the Theory of Change

The strategic approach is the way the proposed communication intervention is packaged or framed into a single programme, campaign, or platform. It brings the different interventions, channels, and materials together and combines them into a synergistic programme. Hence, the strategic approach drives programme coherence and describes how the communication objectives outlined above will be achieved.

In order to achieve the above overarching and audience specific communication objectives, a comprehensive and mutually reinforcing social and behaviour change communication (SBCC) approach is proposed.

The social and behaviour change communication approach entails:

- Behaviour change communication—for changes in knowledge, attitudes, and practices among primary audiences to intend renting out land and utilise services of the improved land administration related to land renting.

- Community mobilisation—for wider participation, coalition building, and ownership in the community at large and specifically by service providers such as agriculture development agents (DAs), LA officers, kebele administrators and 1 to 5 network leaders.

- Advocacy—to raise political and social leadership commitment to support farmers to rent out/in land.

More specifically, the communication strategy focuses on increasing the intention to rent out and increase the utilisation of available services of improved land administration. Furthermore, it works to reduce economic disadvantage to women due to perceived sexual distribution of power in the community when making decisions related to land renting. The strategy works to achieve this by minimising identified barriers through a combination of communication interventions that involve

1. **Behaviour change communication** for changes and/or improvement in knowledge, attitudes, and practices of FHHs and MHHs through aggressive interpersonal communication approaches by using DAs, 1 to 5 networks, land administration officers. Counselling tools and job aids will be developed, produced and disseminated to be used by the communication agents. The communication agents will be provided with training on proper facilitation of IPC and counselling in addition to appropriate utilisation of job aids and counselling tools.

2. **Community mobilisation** through social gatherings, kebele meetings, religious days/events, community-based associations to influence and change social norms associated with sexual distribution of power / gender inequalities as well as creating a supportive environment for improved land rent practices.

3. **Trainings** to increase knowledge and skills of service providers such as land administration officers, DAs, kebele administrators so that they can provide quality services and social support (emotional, instrumental and informational).

4. **Advocacy** to kebele and woreda leadership through sensitisation workshops and meetings to create an enabling environment for proper practices of the land laws, regulations and procedures related to land rental and associated dispute resolutions. Moreover, they will be able to champion for the protection of the right of VGs in land renting – women, elderly people, physically challenged individuals and orphans.

5. Reinforcing the above strategies through a **mass media campaign** with specific to community radio programmes using edutainment (EE) and a reality show format.

See illustration below that succinctly illustrates the communication strategy and the results it leads to.

Chart 1: Communication strategy framework / approach
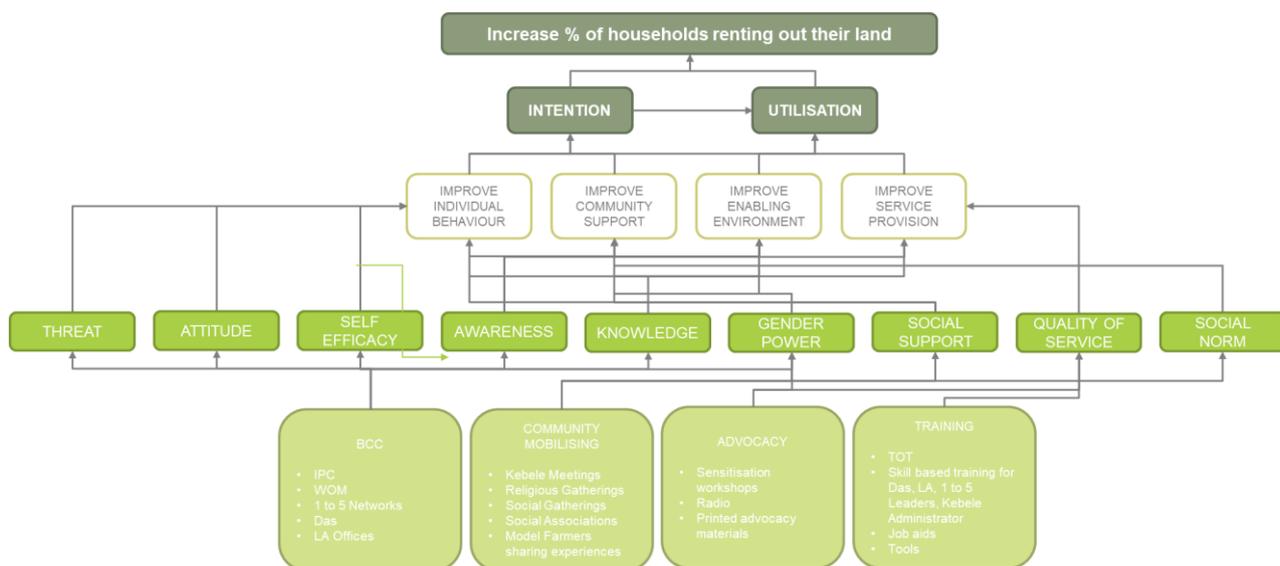
Proposed Key Messages

The following key messages are only indicative and are subject for further message crafting, development and refining processes. These proposed key messages are highlighted per target audience groups and related to defined key barriers and communication objectives to resolve these barriers. The proposed messages will be prioritised for final delivery through a consultation process with relevant stakeholders.

Primary Audience: FHHs, MHHs, WMHH and other VGs

- Land rental is a legal, reliable and a wise way of generating additional income for families. Hence promote renting out land through the legal land rental system with written contract agreement.
- Women have equal rights in making decisions related to land renting.
- There is a reliable improved land rental registration system that ensures and protects land holding rights.
- SLLC helps to get involved in more secured land renting practices without fear of losing the land.
- Rural land use rights and obligations are: *o be extracted from the Land Law in close consultation with the Land Administration Offices.*
- The law, regulation and procedure related to land rental involves: *To be extracted from the Land Law in close consultation with the Land Administration Offices.*
- The availability of the simple and standardised land rental contract that simplifies the contractual process and enables having a reference and starting point for price negotiation.
- Process of land rental contract and registration is: *To be extracted from the Land Law in close consultation with the Land Administration Offices.*
- There is a legal coverage and protection of land holding and use right for orphan children.

- Land renting should not be a last resort. Rather, it should be planed early enough so that you can have a better bargaining position for better land renting price.
- Allowing women to participate in decision making related to land renting is an expression of manhood and modernity (use of positive deviant / role models).
- Be assertive and protect your right to participate in decision making related to land rental and transactions.
- Consult (seek support of) land administration officers, KLAC or DAs before getting involved in land rental.

Secondary Audience: DAs, Land Administration Officers, Development Group Leaders, KLAC

- Policy, law and regulations related to land rental: process, procedure and requirements of land rental registration are indicated in FDRE, Proc. No. 456/2005, as well as on the subsequent regional rural land administration laws and regulations. *Training to be provided along with simplified Job Aids.*
- Laws and regulation on land related dispute resolution are: *To be extracted from the Land Law in close consultation with the land administration offices and training to be provided to relevant officers.*
- Protect and safeguard women's equal right and role in decision making related to land rental.
- Champion for the protection of the right of VGs in land renting – women, elderly people, persons with physical impairments and orphans.
- You have a responsibility to provide social support (emotional, instrumental and informational) to vulnerable groups (VGs) – women, elderly people, physically challenged individuals and orphans). *Relevant communication agents will be provided with trainings on essentials of IPC skills and tools.*

Channels Mix per Audience

A media consumption habit survey has been conducted that looked into:

- The most preferred / trusted channel of consumption per audience and geographic regions.
- Most preferred time and instance of consumptions.
- Topic usually listened to, discussed and/or consumed through the preferred channels.

A thorough analysis of the media consumption habit of target audiences has indubitably led to the following conclusions:

1. Interpersonal communication channels such as words-of-mouth (WoM) from neighbours and through 1 to 5 networks, face-to-face discussions with the agriculture development agents (DAs) and LA officers, and discussions over social gatherings. Women prefer word of mouth from neighbours more than men. They are less likely to find written forms of media or television/ radio to be reliable as compared to public meetings and word of mouth.
2. Community / farmers' experience sharing meetings organised by agriculture development agents (DAs) are popular channels of communication for targeting behaviour shift in social norms. At these occasions, model farmers and positive deviants share their experiences and success so that others can increase their self-efficacy to emulate such behaviours.
3. Public/kebele (mostly sub-kebele level) meetings are the most reliable and trusted sources of information especially for women.
4. Government agencies are considered more reliable than written prose. When it comes to the most valuable source of information, government agencies are number one across the treatment sample and for MHH and FHH but not when it is broken down into regions, where Tigray and Amhara put more value on religious institutions than government agencies.
5. Religious agencies are considered much more reliable in Amhara and Tigray than in South and Oromia. Religious gatherings such as Tsiwa, Mahiber and Senbete especially on 16th (St. Kidane Mihret Day), on the 19th (St. Gabriel Day) on the 21st (St. Mary Day) are indicated to be special days for religious meetings where information is shared through WoM. Furthermore, Sunday morning after church services are opportunities for passing information by the DAs.
6. FHH put less interest on the radio as men do, but more value on public meetings and WoM.
7. Posters and pamphlets with prose are barley considered because of low literacy levels of most of the target audiences. However, pictorial and/or illustration-based messages could help association and identification of messages through IPC including WoM.

In conclusion, the following mix of channels are considered to be used in implementation of the communication strategy. Based on this a communication channel matrix is drawn in the table below

Strategic Approach	Activity	Key message per Target Audience
• **Primary Audience**		
Behaviour Change Communication - BCC	Interpersonal Communication/IPC: (Word of Mouth, 1 to 5 networks, DAs)	• Land rental is legal. • Land rental is a reliable and wise way of generating additional income for families. • Renting land out/in through the improved land rental system with written contract agreement that protect and ensure land holding right. • The benefits of SLLC with related to land rental: more secured land renting practices without fear of losing your land. • The rights and obligations related to land rental. • The law, regulation and procedure related to land rental. • The availability of simple and standardised land rental contract that simplifies the contractual process. • Process of land rental contract and registration. • Land renting should not be a last resort. Rather, it should be planed early enough so that you can have a better bargaining position for a better land renting price. • The need for joint decision making of spouses for land rental. The rational and advantage of involving wives in HH land rental decision. • The need of women assertiveness to protect their right to participate in decision making related to land rental and transactions.
Community mobilisation	Kebele meetings, experience sharing by model farmers facilitated by woreda/kebele land administration experts, community based associations (Edeir), religious and social gatherings (Tswa, Mahibe, Sembet, coffee, fetching water, funerals, saving place & Edir); churches/mosques places, Sunday schools.	• Women's' equal right in making decisions related to land renting. • Legal coverage and protection of land holding and use right for orphan children. • Allowing women to participate in decision making related to land renting is an expression of manhood and modernity. • Respecting land rights of orphan children, elderly, and physically challenged people and caring for them properly is the sign of great personality and being a responsible member of the community. • Consult (seek support of) land administration officers or agricultural development agents (DAs) before getting involved in land rental. • The need of women assertiveness to protect their right to participate in decision making related to land rental and transactions.
Secondary		
Training	Counselling tool, job aid, skill-based training, training of trainers.	• Policy, law and regulations related to land rental; process, procedure and requirements of land rental registration. • Laws and regulation on land related dispute resolution. • The essential of quality services and social support.

Strategic Approach	Activity	Key message per Target Audience
		• Protect and safeguard women's equal right and role in decision making related to land rental. • Champion for the protection of the right of VGs in land renting – women, elderly people, physically challenged individuals and orphans. Service providers and 1-to-5 leaders' responsibility to provide social support (emotional, instrumental and informational) to vulnerable groups (VGs) – women, elderly people, physically constrained individuals and orphans.
Advocacy	Sensitisation workshop, power point presentations, radio.	• The essential of quality services and social support. Champion for the protection of the right of VGs in land renting – women, elderly people, physically challenged individuals and orphans.

Draft Implementation Plan

When the strategy is implemented fully as proposed, it is anticipated to yield a number of key outputs. The table below provides the list of major SBCC outputs and products.

#	Quantity	Key Output
1	2	Radio spots produced (Amharic and Afan Oromo): one creative treatment with different key messages/taglines
2	16	Radio programmes produced (Amharic and Afan Oromo)
3	120	Radio spots aired (Amharic and Afan Oromo)
4	24	Radio episodes aired (EE - Edutainment) (Amharic and Afan Oromo)
5	1,000	Job aids and counselling tools developed, produced, printed and distributed
6	1,200	Posters developed, produced, printed and distributed
7	270	People at different level will be provided with skill-based training SLLC, Land Law, regulation, dispute resolution, and facilitation of IPC
8	24	Rounds of kebele level IPC intervention conducted by 52 KLAC and DAs in 52 selected kebeles in 4 woredas
9	416	Community level gathering facilitated in 8 rounds by 52 KLAC and DAs
10	4	Rounds of woreda level advocacy workshops conducted
11	4	Rounds of supportive supervision provided to 64 KLAC and DAs: Major SBCC outputs and deliverables

Organisational Structure and Key Roles & Responsibilities

The proposed communication strategy and the underlining SBCC activities are planned to be implemented through a well-defined project management structure, defined roles and responsibilities and proper managing of the structure.

The project structure is three tiered with a coordination mechanism at national project management level, at regional level, and ultimately at kebele level. Each level assumes a defined role and responsibility as outlined below.

1. **Project level – national: consists of the EMCOM project management team with the following set of key roles and responsibilities:**

- Provide overall lead to the implementation of the SBCC strategy
- Provide the required resources for implementation of the strategy
- Coordinate activities with relevant stakeholders and partners including LIFT
- Conduct the project baseline survey, routine project monitoring, media monitoring and finally baseline surveys
- Coordinate planning, execution and supervision of the regional level project coordinator
- Provide routine status updates and report to LIFT

2. **Regional Level: consists of 4 regional coordinators based in respective woredas. The regional coordinators have the following key roles and responsibilities:**

- Coordinate SBCC project activities such as coordinating administrative work for conducting the baseline, coordinating and facilitating woreda level advocacy workshops, and trainings.
- Identify, enlist and train kebele level focal points.
- Deploy and provide supportive supervision to the kebele level focal points.
- Provide administrative support both to project team and kebele level focal points.
- Assess project status and conduct problem solving when major variance is observed.
- Prepare, compile and submit project report and provide weekly project status.

3. **Kebele level – focal points: consist of selected agriculture development agents (DAs), KLACs and/or 1-to-30 network leaders. Their major responsibility and role will be:**

- Planning, organising and executing kebele level SBCC activities through (a) IPC through house-to-house visit, (2) IPC through 1-to-5 network to catalyse WoM, (3) IPC through community gatherings such as Idir, Tsewa, Church/mosques, (4) IEC through kebele meetings and larger social gatherings.
- Organise and facilitate community mobilisation efforts.
- Support the community story gathering effort by the project team.
- Facilitate administrative works for the baseline, end line surveys and project monitoring activities.
- Provide weekly project update, prepare, compile and submit monthly project implementation reports.

The chart below presents the organisational arrangement of the SBCC project implementation.
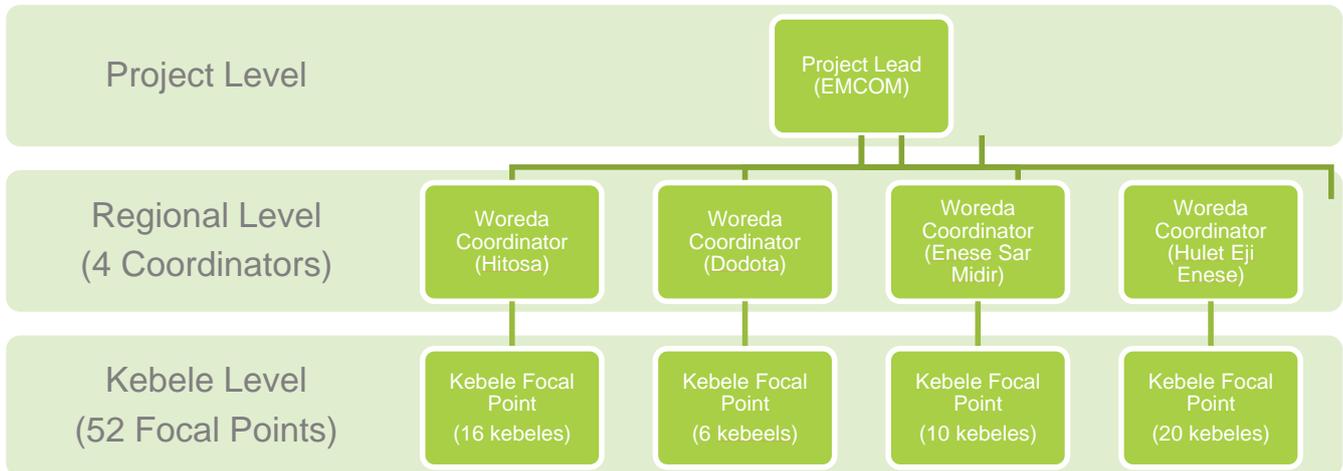
Sustainability of the Proposed Strategy

Effort has been made to build-in sustainability in the very design of the communication strategy. This has been done through the effort to ensure the government structure will carry out the majority of the social mobilisation and IPC campaigns down to the household level.

Other factors that contribute to sustainability are also given due consideration though are not sufficiently addressed. They are intensity and duration of exposure of target audiences to the SBCC intervention. Intensity and duration of exposures has greater impact in shifting major behavioural determinants, and hence enables the achievement of project goals as defined in the intermediate and immediate outcome. The fact of the matter is some behavioural determinants (such as social norms related to equal distribution of power and self-efficacy) are very difficult to move in a short period of time and with less intensity of exposure. On the contrary, some determinants (such as knowledge, awareness and quality of service) are easy to push forward quickly and with relatively less intense exposure.

Admittedly, the exposure duration of 142 days will pose a bigger challenge in bringing about a perceivable shift in social norm and self-efficacy. As it is, the existing budget walks on a thin line between shifting 'difficult to move' behaviours and very scarce resources. EMCOM strongly argues that at least 180 days of intense exposure is required to move the two most difficult behavioural constructs – social norm on gender equality and self-efficacy. Putting additional resources to increase duration and intensity will eventually bring about enduring shift in the behaviour of individuals, the social norm, service providers and decision makers which will in turn contribute to sustainability.

Draft Evaluation Plan

The monitoring and evaluation plan is drawn based on the performance measurement framework (PMF) where SMART objectives are set with predefined methods and tools of data collection. The PMF is formulated in alignment with the communication objectives and the communication strategy framework/approach (see chart 1). The PMF contains a set of indicators that measure results at ultimate outcome, immediate outcome and output levels. The ultimate and immediate outcome are measured using survey methodologies while outputs are measured using project monitoring tools and reports. The combination of these provide objective assessment and determination of the attainment of the communication objectives set in the communication strategy. Below see the PMF table that succinctly identifies a set of communication objectives along with their measurement methods and tools.

Communication objective	Indicators	Baseline	Targets with dates	Data sources	Data collection methods/ tools	Frequency of assessment	Responsibility for assessment
Ultimate outcome – intention	Proportion of MHHs and FHHs who intend to rent out land	TBD	TBD	End line survey report	Cross sectional quantitative survey	End line – single point. Survey scheduled to be conducted between 13-22 Dec 2016.	EMCOM
Ultimate outcome – service utilisation	Proportion of MHHs and FHHs who utilise services of improved land administration system related to land renting specifically to register land rental contract agreements.	TBD	TBD	End line survey report	Cross sectional quantitative survey	End line – single point. Survey scheduled to be conducted between 13-22 Dec 2016.	EMCOM
Immediate - knowledge	The % of MHHs and FHHs who know the benefit of Second Level Land Certificate (SLLC) that it provides security of tenure in terms the right to rent/share/contract out.	64% Baseline data is used from ELAP baseline survey, April 2013.	85%	End line survey report	Cross sectional quantitative survey	End line – single point. Survey scheduled to be conducted between 13-22 Dec 2016.	EMCOM
Immediate – knowledge	The % of MHHs and FHHs who know land leasing / renting laws, regulations and procedures, and the right and obligation increases from 41% to Y%.	41% Baseline data is used from ELAP baseline survey, April 2013.	TBD	End line survey report	Cross sectional quantitative survey	End line – Single point. Survey scheduled to be conducted between 13-22 Dec 2016.	EMCOM
Immediate – self efficacy	The % of MHHs and FHHs who believe and feel that they are able to handle (self-efficacy) the land renting procedure, registration and documentation of land renting contracts, and more importantly early planning.	TBD	TBD	End line survey report	Cross sectional quantitative survey	End line – single point. Survey scheduled to be conducted between 13-22 Dec 2016.	EMCOM
Immediate – attitude	The % of MHHs and FHHs who perceive land renting rather as additional economic opportunity	TBD	TBD	End line survey report	Cross sectional quantitative survey	End line – single point. Survey scheduled to be conducted	EMCOM

Communication objective	Indicators	Baseline	Targets with dates	Data sources	Data collection methods/ tools	Frequency of assessment	Responsibility for assessment
	than last resort in desperate situation.					between 13-22 Dec 2016.	
Immediate – knowledge	The % of caregivers who know the legal coverage and protection for orphan children.	TBD	TBD	End line survey report	Cross sectional quantitative survey	End line – Single point. Survey scheduled to be conducted between 13-22 Dec 2016.	EMCOM
Immediate – knowledge – service providers	The % of agricultural service providers (woreda/kebele land administration experts) and development army leaders who have adequate knowledge and awareness on land related laws, policies, regulations and process.	TBD	TBD	End line survey report	Cross sectional quantitative survey	End line – Single point. Survey scheduled to be conducted between 13-22 Dec 2016.	EMCOM
Immediate – social support	The % of kebele land administration committees (KLAC) who promote and encourage land rental through a registered land rental contract and provide support (social support) to farmers in the process.	TBD	TBD	End line survey report	Cross sectional quantitative survey	End line – Single point. Survey scheduled to be conducted between 13-22 Dec 2016.	EMCOM
Immediate – gender and power – distribution of sexual power – gender inequality	The % of land administration experts, kebele administrators and 1-to-5 network leaders who promote / ensure women participation (sexual distribution of power) in decision making related to land rental.	TBD	TBD	End line survey report	Cross sectional quantitative survey	End line – Single point. Survey scheduled to be conducted between 13-22 Dec 2016.	EMCOM
Immediate – knowledge	The % of kebele administrators who know rules and regulations on dispute resolution and who have skills in dispute resolution mechanisms related to land rental.	TBD	TBD	End line survey report	Cross sectional quantitative survey	End line – Single point. Survey scheduled to be conducted between 13-22 Dec 2016.	EMCOM

Communication objective	Indicators	Baseline	Targets with dates	Data sources	Data collection methods/ tools	Frequency of assessment	Responsibility for assessment
Immediate – social support	The % of DAs, land administration officers, kebele administrators and 1-to-5 network leaders that encourage (social support) farmers to rent out land through legal process and register land rental contract agreements at kebele.	TBD	TBD	End line survey report	Cross sectional quantitative survey	End line – Single point. Survey scheduled to be conducted between 13-22 Dec 2016.	EMCOM
Immediate – quality of services	The % of land administration experts who provide quality and timely services (quality of services) to farmers who seek to enter into land rental agreements.	TBD	TBD	End line survey report	Cross sectional quantitative survey	End line – Single point. Survey scheduled to be conducted between 13-22 Dec 2016.	EMCOM
Output - BCC	The # of IPC facilitation tools provided to communication agents – DAs, LA officers, 1-to-5 network.	ZERO	1000	Project report	Monthly project status report	Monthly	EMCOM
Output - BCC	The # of communication agents trained in skills of IPC facilitation.	ZERO	270	Project report	Monthly project status report	Monthly	EMCOM
Output – community mobilisation	The # of kebele / public meetings conducted that have agenda on land renting.	ZERO	125 = 30% of 416 meetings	Project report	Monthly project status report	Monthly	EMCOM
Output – community mobilisation	The # of religious, social and community gatherings conducted that have agenda on land renting.	ZERO	125 = 30% of 416 meetings	Project report	Monthly project status report	Monthly	EMCOM
Output – community mobilisation	The # of experience sharing meetings where model and positive deviant farmers discuss issues related.	ZERO	166 = 40% of 416 meetings	Project report	Monthly project status report	Monthly	EMCOM
Output – training – service providers	The # of DAs, LA officers, 1-to-5 network leaders received training on land law, regulations, and procedures related to land renting.	ZERO	270	Project report	Monthly project status report	Monthly	EMCOM
Output – training – service providers	The # of DAs, LA officers, 1-to-5 network leaders received job	ZERO	270	Project report	Monthly project status report	Monthly	EMCOM

Communication objective	Indicators	Baseline	Targets with dates	Data sources	Data collection methods/ tools	Frequency of assessment	Responsibility for assessment
	aids and tools related to land law, regulations, and procedures related to land renting.						
Output – advocacy	The # of sensitisation workshops conducted for policy and/or decision makers related to land renting.	ZERO	8	Project report	Monthly project status report	Monthly	EMCOM
	The # of participants of the workshop.		104				
	The % of participants who agree or strongly agree that the workshop met the objectives.						
Output – advocacy	The # of advocacy kit disseminated for policy and/or decision makers related to land renting.	ZERO	108	Project report	Monthly project status report	Monthly	EMCOM
Output- cross cutting	The # of radio spots aired in Amharic and Oromifa languages related to land renting.	ZERO	120	Project report	Monthly project status report	Monthly	EMCOM