

USAID Knowledge Management Inventory

1. Describe your knowledge sharing activity - what did you do? – how did you do it?

E-letter for communicators in cooperating agencies (CAs) working with the Office of Population and Reproductive Health.

2. Describe your motivation / rationale / value proposition / business case for the initiative – why did you do it? – for whom?

Many CAs do not actively report to general public and media the work they do with USAID funding. We have begun an initiative to encourage them to prepare more human interest stories about the work they do in the field for inclusion in annual reports, letters to partners, and in press releases describing new initiatives. In the process of encouraging people to do this, we have found that many of the staff assigned communications duties were entry level professionals, many without a media or PR background, so we began a newsletter designed to share tips on writing annual reports, preparing good press releases, getting technical stories from the field and making them interesting.

3. Describe the results of the effort – who and/or what was impacted and how? – what are the benefits?

E- Newsletter has been well-received. We began it with the intention of just making it a short term project. It has proven so useful, that we have continued publishing it. It is now a quarterly, and the circulation list grows every issue.

4. Describe any future implications or issues related to the initiative, e.g., what plans are in place? What current constraints or challenges are you facing? How is the initiative being sustained / maintained? How can it be replicated or scaled up?

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