**EXECUTIVE SUMMARY**

# FIVE UNDERSTANDINGS TO BUILD COMMUNICATION PRACTICES FOR MOZAMBIQUE RED CROSS

*Prepared by*

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Expressing the commitment and determination of the National Society to overcoming the significant challenges through which it has passed in the last four years, Mozambique Red Cross creates a strong strategic plan for 2018–2021, which was drawn up in a participatory procedure that involved workers and volunteers from all the provinces and districts, the changes in the country's situation, and the capacities and challenges of the organization itself. It is based on the International Federation of Red Cross and Red Crescent Societies' Strategy 2020, *Saving Lives, Changing Minds*, which is governed by the seven fundamental principles of the movement.

The Strategic Plan 2018–2021 focuses on three areas: disaster management, health and social services, and institutional and resource development. The strategic objective of disaster management is to reduce the impact of a disaster on the population at risk in expected impact communities and create a capacity of reliance to disasters and to armed conflicts. The health and social service area goals are to improve the state of health and living conditions of the most vulnerable populations, reduce the morbidity and mortality from diseases reduced, and improve access to specialist health and social services. The last area, institutional and resource development, aims to strengthen and enhance the capacities and skills of the CVM through decision-making, sustainability, organizational performance, and public relations. The expected impact for this area is to create sustainability and public recognition of CVM guaranteed.

The Disaster Management area is targeting results 1,485,917 beneficiaries in the communities of 76 target districts with knowledgeable attitudes and practices, which allow them to deal with disasters, emergency relief, and re-established conditions of shelter, and means of livelihood for the population affected by disasters. Health and social service areas target 82 districts to prevent common diseases, access to first aid, access to water, and social inclusion. As for the institutional resource development, it targets integrity, governance, accountability and strengthening information and public communications. The macro activities of these plans are capacity building, facilitation, promotion of disease prevention activities, community dialogue, and promotion of preventive actions in the communities.

In response to the strategic plan of the Mozambique Red Cross, this report presents the understandings to build communication practices to support the viability of the strategic plan. This report was undertaken during the author's fieldwork from May to August 2018. This primarily focuses on developing a comprehensive understanding of the communication works through the review of documents, informal interview and secondary data, and the evaluation of similar communication programs of the National Societies.

The report is organized into four sections. Section one starts briefly with Mozambique ICT penetration and media landscape to give a sketch overview of ICT and media development in the country, and then it narrows down to Mozambique Red Cross as an organization of the communication context of this report. Section two is a small section that gives an overview of method and data collection in order to conduct the study. Section three talks about five understandings. Those are communication matters related to talent, model, relationship, channel, and analytics. Section four is about the future, a next step that Mozambique Red Cross might take.

The appendices are essential in this report. The written communication plan and strategy document have not yet existed at Mozambique Red Cross. Therefore, part of the author's fieldwork to Mozambique was to support the Mozambique Red Cross communication plan, multimedia content, and staff training. The appendices give a preview of the author's work during the fieldwork.