



BREAKING THROUGH THE NOISE

An Introduction to the
Spitfire Smart
Chart 2.0

A Strategic Communication Tool

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Health Action Information Network (HAIN)

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FOREWORD

The publication of this manual on the **Spitfire Smart Chart** is truly timely and relevant as it addresses the need for communication strategies adapted to the Philippine culture and reality.

The Smart Chart approach to **Strategic Communication** developed by the **Spitfire Strategies, Inc.** is one simple tool that can help organizations develop a sharp, coherent and effective communication plan.

This manual is an adaptation of the Spitfire Smart Chart as embodied in the training workshops conducted by **HAIN** in 2006. It highlights current communication experiences of the participants and how this strategy has been applied in their specific area settings. Specifically, the manual incorporates the process in which participants were trained to plan for and use strategic communications to advance their program goals. Through the use of the Smart Chart, the participants learned how to use a systematic and effective communications approach in reproductive health advocacy.

Post workshop evaluations conducted by **HAIN** to determine how useful the Smart Chart workshops have been for the participating organizations and individuals shows positive appreciation of the lessons learned. In general, the Smart Chart approach to strategic communications taught the reproductive health advocates how to

- plan effectively and systematically
- understand goals
- know the Target Audience
- make correct decisions
- focus on messages that need to be put across

The workshops gathered positive feedback and we hope that this manual be received likewise.

Communications is indeed vital in any endeavor. In advocating an issue such as reproductive health, strategic communications is indeed necessary. **HAIN** is committed to pursue this objective being a vital support to its mission to contribute to the empowerment of people and communities through objective, accurate and timely information on health and health-related issues.

Edelina P. dela Paz, MD

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INTRODUCTION

Communication is a key to changing the world. Knowledge, attitudes, and practices are significantly shaped by messages we see and hear. For example, business corporations spend millions of pesos to influence people to drink beer, use hair conditioner, take vitamins, and exercise as part of everyday life. We do not have to look outside our own homes to see how many things we use or do are influenced by the powerful language of advertising.

The advertising world utilizes a language to communicate ideas that stimulate and shape minds. Well-planned and powerful communication spurs people to action. NGOs can learn this form of interaction and effect changes in the way they communicate. New and better ways of reaching out to Target Audiences must be employed to usher in transformation. In these times, it is not enough to be right to be heard or heeded. Sometimes one must be heard first to be right.

A strategic communication plan is a major step in this direction. With a clear and focused communication plan, NGOs would be able to:

- align communication goals and tactics with program/project goals
- implement more effective campaigns
- use resources effectively
- keep track of progress status, and make timely and informed decisions

The Spitfire Smart Chart 2.0 is one such tool. Developed by communication experts from the Spitfire Strategies Inc., a Washington- based NGO, the Smart Chart 2.0 is a simple tool that can help organizations develop a sharper, more coherent and effective communication plan.

The Smart Chart 2.0 will help the user:

- think and plan strategically and realistically
- plan in logical order
- determine the best tactics in attacking problems
- determine and anticipate situations
- come up with messages that result to active response and action from people