



Quality Physical Education (QPE) Workshop

29 & 30 September 2016 - UNESCO Headquarters, Room XVI

Checklist on the national QPE communication strategy to be completed by the pilot countries



Country: Zambia

Representatives' names: Hikabwa Chipande and Mrs. Bessie Chelemu

Please fill in the form below, based on the existing or in progress QPE national communication strategy. This will be useful to identify the strengths, weaknesses, opportunities and threats of the current communication framework around QPE and help the workshop participants to focus on responding to the specific needs of the QPE pilot countries.

QUESTIONS		REPLIES		COMMENTS
		YES	NO	
National communication framework around PA and PE				
1	Are there communication campaigns around the importance of physical activity (PA) and physical education (PE) already existing at national level?	Yes		The campaigns are only around physical activity mainly in the private sector in urban areas.
2	If so, are the communication tools already in place regarding PA and PE adaptable to the QPE communication strategy?		No	In a small way, the private sector has communication tools that have been fairly effective.
3	Are there clear strategies in place for communication which promote inclusion within physical education, e.g. for school-aged girls and persons with disabilities, and those from minority groups?	Yes		There is an NGO that focuses on the advocacy of women and girls participation in sports called NOWPAR.
4	Do universities play a key role in developing research programmes on PA and PE, and communicating the subsequent messages to the wider public?		No	Very minimal, if any at all.
Communication strategy				
5	Has the national team engaged in the QPE gone through the generic communication strategy on QPE developed by UNESCO HQ?		No	
6	Has the participation of your country in the QPE policy project already been publicly communicated somehow?	Yes		The QPE Training Workshop was in the media.
7	Have engaged national stakeholders elaborated or started working on a national QPE communication strategy indicating the key communications activities, budget, resources allocated to the delivery the strategy?		No	We have not engaged the stakeholders yet.
Communication channels				
8	Are the engaged national stakeholders in contact with the local/ national press networks regarding QPE?		No	
9	Is it planned that the engaged national stakeholders give interviews on the QPE policy project at national level?		No	
10	Have the targeted audiences been already mapped?		No	
11	Have specific communication channels been defined for each specific target group?		No	

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12	Has a promotional campaign using different media resources including the internet, newspapers, television, radio, or print advertising and billboards been already planned?		No	
13	Could the existing accounts n social of the stakeholders and organizations/ institutions engaged in the QPE o networks be used to spread the QPE message?	Yes		They just need to be engaged.
Events				
14	Are there any sport contest or sport event planned nationally and which could be an opportunity to promote the QPE policy project at local or national level?	Yes		Inter-schools sports competitions held every year.
15	Is there a national day dedicated to Sport?		No	
Stakeholders mapping				
16	Has a mapping of all the actors and stakeholders that could be involved in the QPE promotion been established?		No	
17	Have potential local partners which could provide visibility to the QPE project been identified/contacted?		No	
18	Have national and local athletes been contacted to be the spokespersons of the QPE policy project?		No	
19	Have universities, high schools, schools been contacted to raise public awareness within this specific audience?		No	
20	Could national and local public organizations (e.g. ministries, agencies, administrations etc.) help develop and enhance the national QPE communication strategy?	Yes		They will be engaged asking them to help.
21	Do research networks exist at local, national, and/or international levels that can play a role in informing advocacy? If so, have they been contacted/identified?		No	
22	Has the national young ambassador - kindly recommended by the IOC - already been contacted with regards to potential QPE communication actions amongst young people?	Yes		Samantha Miyanda has been contacted and showed willingness to support.
Communication evaluation				
23	Are there means at your disposal to measure the impact of the existing or forthcoming communication actions on QPE?		No	
Budget				
24	Have the eventual costs related to communication been budgeted?		No	
25	Could national partners practically support the implementation of the national QPE communication strategy?	Yes		They need to be engaged

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Considering the above answers and your analysis of the existing/ in progress national QPE communication strategy, which are, according to you, the existing or potential strengths, weaknesses, opportunities and threats¹ regarding the good implementation of a national QPE communication strategy in your country?

Strengths:

Many stakeholders and national partners are interested in P.E and will appreciate/play a role in information communication.

Weaknesses:

We have not yet started implementing the QPE communication strategy.

Opportunities:

The private sector and a few non-governmental organizations have developed effective strategies and tools that we can build on.

Threats:

Negative publicity can be a threat to the effective implantation of the QPE policy revision process.

Have you already thought of a calendar with specific communication actions? If so, which ones?

Is there any specific aspect mentioned above would you need advice or suggestions on during the workshop? If so, please explain.

Is there any specific point related to the communication strategy you would like to share advice or lesson learnt on? If so, please explain.

Please return the completed form to m.leroy@unesco.org by **Thursday 22 September COB** (Paris time). Thank you for your contribution.

¹ E.g. in terms of human/ financial/ logistical/ intellectual resources, internal procedures, risks of delayed implementation, opportunities of partnerships, in-kind contributions, etc.

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