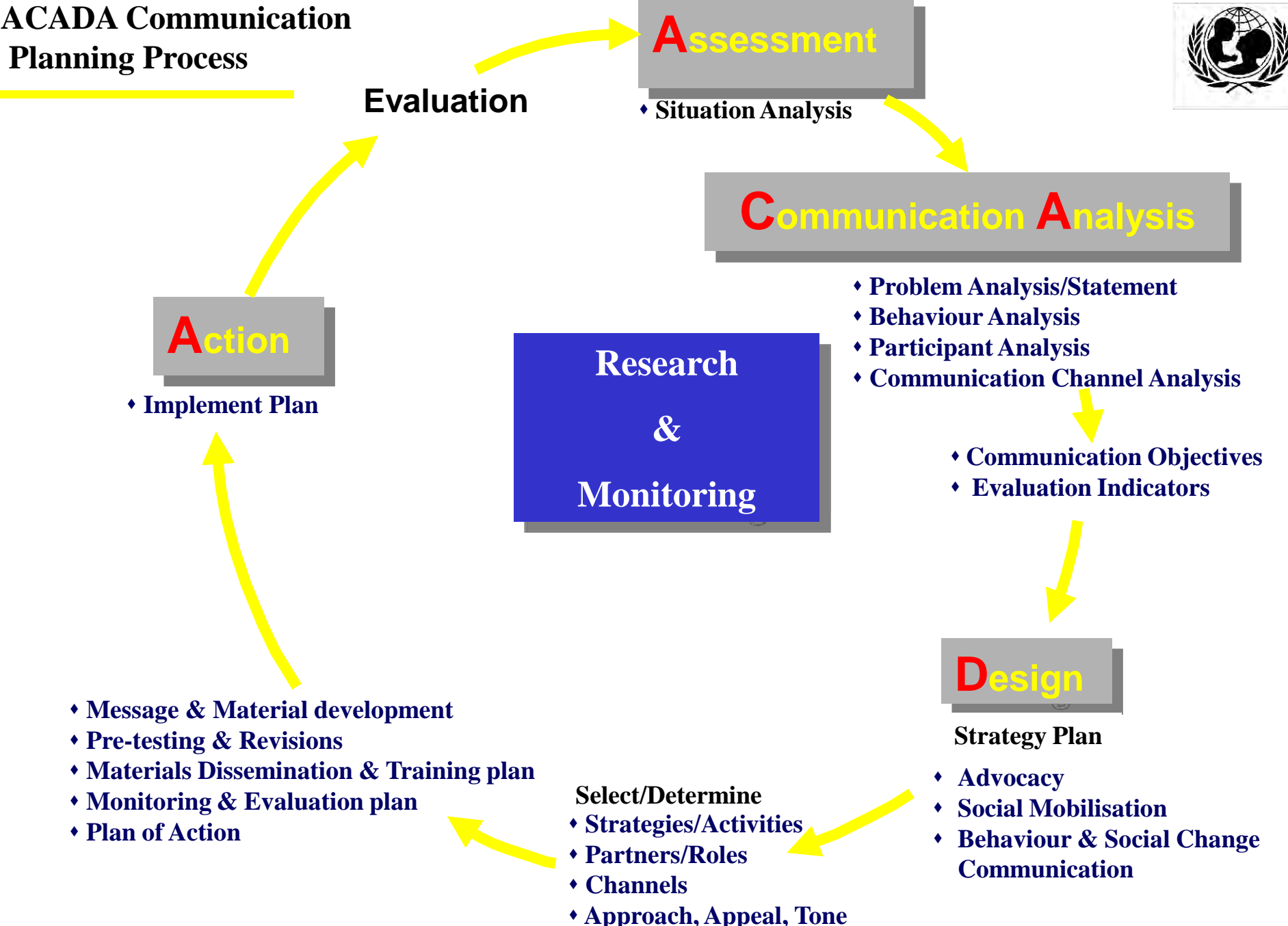


Module 1 Unit 3

This is a **REQUIRED READING: PLANNING MODELS**

Communication for Development, UNICEF NY., (n.d.). ACADA model summary.
Retrieved from http://www.unicef.org/cbsc/index_42336.html. [2 p.]

ACADA Communication Planning Process





The result of this strategic planning process is the development of an *integrated communication strategy*:

- ◆ that is based on research
- ◆ that considers individuals, families and communities within their environment & from their perspective
- ◆ that encourages & fosters community participation
- ◆ with realistic, measurable objectives & indicators
- ◆ with culturally relevant approaches and messages that match the existing levels of KAPBs