

Nuggets from day1

- Can't do stealth reform!
- Use new media to understand what the publics want and how to conceive your message.
- Always start with small realistic objectives.
- Understanding the level of reform you care to know how to make your communication effort
- Most reform not successfully implemented. One thing is because there is not enough study conducted with the public and by the public.
- Crisis, though, small can bring about big impact to the system/reform. If it works and accepted by all parties involved.
- Striking a balance between giving people the information they want and what is "needed" to be communicated.
- Please be more practical: how to perform, solution to challenge
- 3 types of will is a good organizing principle.
- Political will is more than lip service; it requires action to back it up.
- The role of communication at the center as well as the political will strategy.
- Focus on theories.
- "A crisis is the best window for reform" and "Election is one of the biggest games to sustainable reform".
- Inside - outside strategy.
- A reform that creates a constituency to defend it is a strong reform.
- Political will is key for development. Spending political capital is necessary to secure political will.
- Be realistic what you can accomplish.

- Trust and transparency as communication standards.
- Roadmap has not taken
- Aa ha itself!
- We will learn more specifically from others via "area".
- No reform can succeed without government support.
- Media diet. User/reader survey.
- Study your public. Movers and shakers.
- Connect the dots. Political, social + organizational will and c@c
- "Create a media that brings news about PFHRP to all the people that they cannot avoid or ignore".
- Use technologies that they have in hand.
- Force the news to them and they have to get the news!
- Communication seems simple, but in fact its very complicated in implementation
- How to word match between the length of word.
- If we had more supported learning material in advance.
- Removing technical and bureaucratic reluctance can be time consuming - we need to be patient. Process-results are very important
- Process & results are very important.
- Examples and case studies are very important to understanding new concepts; it's disappointing that reform stories are not well-documented.
- Incentives are important. If a project fails, people will not be promoted. As a result, people do not want to report failures as 'lessons learned' and do not want to be transparent. The drive to be more so needs to come from the top