

MONITORING CHART

A monitoring chart can be used to see if the set goals for your communication initiative have been met.¹

Step 1: Have the group look at the monitoring chart to review the goals set during the initial

emergency response. Then ask them to compare these goals with what has been achieved since making the chart. The group might want to make a record of the differences between what was planned and what has been achieved. Encourage participants to make a comparison in any way it wants – using pens, paper, drawings, words, etc.

Step 2: Once the comparison has been made, ask the group to discuss:

- Successes.
- Problems.

Step 3: Ask the group to record (in drawings or words) the problems and sort them into three categories:

- Problems the affected community can deal with by itself.
- Problems the participants do not fully understand.
- Problems the affected community cannot solve by itself.

Step 4: Stick the three groups of problems on a wall and ask the participants to decide:

- **For the problems the affected community can deal with**, what actions they will take.
- **For the problems not understood**, how they will get more information, when they will do this, and whose responsibility it will be.
- **For the problems the affected community cannot solve alone**, how they will get outside help to overcome these problems.

Step 5: Discuss possible (or adjustments to existing) communication methods that can help the affected community overcome its problems. Find out whether existing communication channels are reaching the target populations in the affected community.

Step 6: Finish with a discussion on what was learned, liked/disliked about the activity. Investigate

Step 7: Adjust messages, communication channels and behavioural objectives according to the information received.

Sample monitoring chart

GOAL (DRAWING)	NUMBER OR PERCENT	HOW TO MEASURE	HOW OFTEN TO MEASURE	By WHOM

Footnotes

- 1 Source: Adapted from Sawyer, R., et al., 'Part II Step-by-Step Activities' as cited in *PHAST Step-by-Step Guide: A participatory approach for the control of diarrhoeal disease*, WHO, Geneva, 1998, p. 88.