33 participants from Mali’s National Centre for School Canteens (CNCS), Ministers of Education, Agriculture, Environment and Sanitation and technical and financial partners recently gathered at a workshop centred on developing an effective communication’s plan as part of Mali’s school feeding programme.

Supported by Partnership for Child Development (PCD), the CNCS led workshop aimed at promoting programme sustainability through identifying and proposing actions to counter communications weaknesses identified in the existing programme.

Opening the workshop remarks were delivered by Director of the CNCS, Mrs. De Zalia Maiga Toure, Mamadou Cissouma, Representative of the Ministry of Education and Literacy and Sekou Amadou Diallo, PCD’s Mali Programme Manager.

Throughout the three day workshop, which ran from August 26 – 28 the Communications Plan was presented to participants and all were invited to input involvement into its development. Ideas were discussed among break-out groups and through final plenary presentation and were included in a complete Communications Plan which will be accompanied by a three-year action plan from 2014 – 2016.

Recommendations made and input into the Communications Plan and throughout the workshop focused on, the effective mobilization of funds to see better action plan implementation, support to partners, adhering to the workshop’s timeframe; field visits to share concerns among target groups, future workshops and adequate time given for their planning; and training for those involved in school feeding delivery.