

WEBINAR

COMMUNICATIONS GUIDANCE

July 11, 2024

Feed the Future Innovation Lab for Livestock Systems

Topic today: **LSIL Communications Guidance**



Objective:

- Provide tips, e.g., related to photography
- Facilitate compliance with branding and marking requirements
- Provide guidance on communication products



Target audience:

- Principal Investigator

Also appropriate for:
Co-Principal Investigators
Support Staff
Collaborators



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The U.S. Government's Global Hunger & Food Security Initiative

LET'S START WITH TIPS



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GOOGLE PHOTOS



ETH_F_Stringer_UoL
2 items · Shared



ETH_R_Wu_MSU
9 items · Shared



NEP_F_Hoogenboom_UF
8 items · Shared



NEP_F_Sah_HPI
7 items · Shared



NEP_R_Shrestha_HPI
11 items · Shared



NI_R_Umutoni_ICRISAT
14 items · Shared



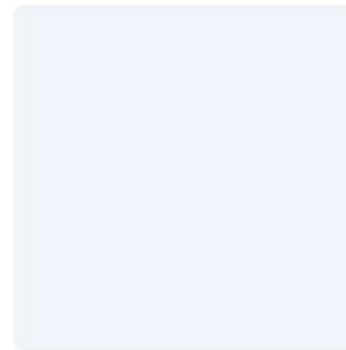
RWA_F_Nyawira_CIAT
3 items · Shared



RWA_F_Srinivasan_TAMU
3 items · Shared



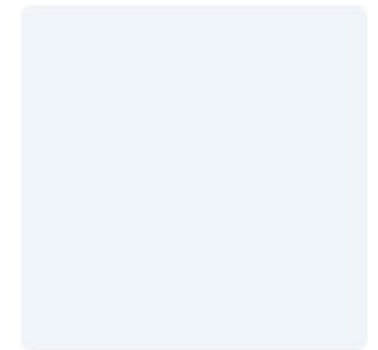
BF_R_Dione_ILRI
21 items · Shared



RWA_LCD_Irimaso_UR-FF
No items · Shared



RWA_R_Ouma_ILRI
6 items · Shared



RWA_LCD_Mugiraneza_UR_FF
No items · Shared

Add information to your photos:

- Tell us the story
- Place
- Date
- Photographer/credit



 Save



Moussa Zongo · 1w



Information and mobilization tour
of Focus znd LCD project
stakeholder in Kaya and Kongoussi

WHAT ABOUT THIS WEIRD DATE RANGE?

Google Photos

ETH_F_Stringer_UoL

May 30, 2017 – Feb 15, 2023



LET'S TALK ABOUT VIDEOS

<https://youtu.be/vatdgAsNy8s>



Discussion:
What makes this video appealing to many audiences?





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LET'S TALK MORE ABOUT PHOTOS



Discussion:
What's appealing?

People +
Livestock +
Interaction +
Positive atmosphere

Is there a hint of “research”?



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WE ALSO DO THIS...

Discussion:
What's not
appealing?



COPYRIGHT OF IMAGES



- Photograph all people with respect and dignity
- Obtain permission to take the photo especially if the subject is a minor (under 18), or if the content is sensitive.



- Plagiarize.
- Copy photos from websites.
- Share photos from unknown sources.



For ethical concerns, see ILRI guidelines:
<https://cgspace.cgiar.org/handle/10568/89055>



**Photograph
children
without
parental
consent**



**Obtain oral (“yes”) and
ideally also written
consent (form)**

GENERAL CONSENT AND RELEASE

I agree that the University of Florida Board of Trustees (the "University") may record my participation, appearance, likeness, and voice on any digital, analogue, or other device or storage medium, including DVD, CD, video tape, audio tape, or photograph (the "Materials"). I hereby unconditionally and irrevocably consent to the University's use of the Materials for any legal purpose. I waive any right to be paid for use of the Materials or to object to the use of the Materials for any purpose, including publishing, printing, displaying, exhibiting, distributing, or otherwise publicly using the Materials. The University may edit, crop, retouch, or otherwise alter the Materials to reveal my name and identity in the Materials or do so by descriptive text or commentary. All intellectual property rights that are associated with the Materials are the sole property of the University.

I have read and I understand this General Consent and Release. I am, am not (circle one)
eighteen years of age or older.

Name: _____
Signature: _____
Phone: _____
Address: _____
Date: _____

If the individual signing this General Consent and Release is under the age of eighteen (18), his/her parent/guardian must sign below.

I certify that I am the parent or guardian of the individual who signed this General Consent and Release above and I agree to be governed by the terms of this General Consent and Release.

Name: _____
Signature: _____
Date: _____

QUICK TIPS FOR BETTER PHOTOS



Use the best equipment possible. Newer cell phones offer very good quality.



Fill the frame (get close).



Include active people. For example, instead of showing a cow alone, show a person milking a cow. We are looking for images that show more interaction between people and animals.



Use horizontal orientation, especially for videos.



Subjects should face the sun or source of light.



Take many photos and select only the best ones for sharing.



PRESS & MEDIA RELATIONS



Yes! Befriend a journalist or communicator.



Media engagement process

let us know before you invite media
notify us immediately if the project or LSIL is in the press
(whether positive, neutral, or negative)



Press release

coordinate with us
we can support development and distribution



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DO YOU HAVE SOCIAL MEDIA ACCOUNTS?

YES, WE DO!

- Facebook: LivestockLab
- LinkedIn: Feed the Future Innovation Lab for Livestock Systems
- Instagram: livestock_lab
- X (former Twitter): @Livestock_Lab

Follow us!





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KEY COMMUNICATIONS RELATED GUIDANCE

**Please name some examples of
communication products**

COMMUNICATIONS RELATED SECTION IN YOUR RESULTS FRAMEWORKS

Indicators which cut across various objectives and intermediary results:				
Indicator G.2	Number of peer reviewed journal articles published	STIR-12	Number of peer reviewed journal articles	1
Indicator G.3	Number of publications and communications materials developed by international research and capacity building teams for internal and external stakeholders	LSIL Custom	Number of communications materials	4
			Not peer reviewed reports/articles	
			Policy brief	
			Technical brief	
			Video	
			Poster	
			Flyer/brochure/project information sheet	
			Curriculum/training material	
			Other (describe)	

WHAT DO YOU NOTICE ABOUT THIS SLIDE?

*What about logos from other organizations
associated with the project?*

Branding & Marking requirements

- **Logo placement**

- **Colors:** Black, teal, orange, dark greyish brown
- **Fonts:** Gill Sans MT & Garamond



*Can place partner
logos here*



May also use this logo version:



Never place any text or logos to the right of it

Acceptable colors:

PRIMARY COLOR



CMYK 84/41/28/3
RGB 35/124/154
HEX #237C9A

SECONDARY COLORS



CMYK 72/28/100/12
RGB 81/131/37
HEX #518325

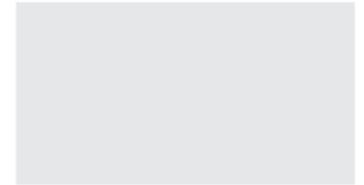


CMYK 18/76/100/7
RGB 194/87/0
HEX #C25700

ACCENT COLORS



CMYK 62/60/68/54
RGB 64/59/51
HEX #403B33



CMYK 0/0/0/10
RGB 230/231/232
HEX #E6E7E8

Acceptable fonts:

Gill Sans MT

or

Garamond

HOW TO CHANGE COLORS?

PRIMARY COLOR



CMYK 84/41/28/3
RGB 35/124/154
HEX #237C9A

SECONDARY COLORS



CMYK 72/28/100/12
RGB 81/131/37
HEX #518325

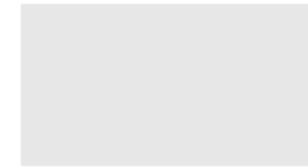


CMYK 18/76/100/7
RGB 194/87/0
HEX #C25700

ACCENT COLORS



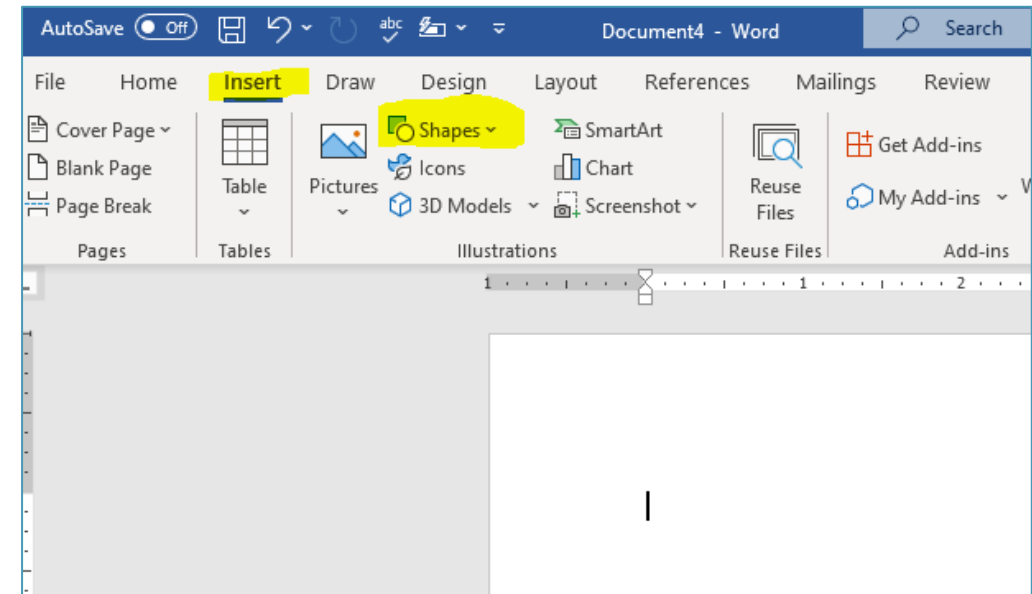
CMYK 62/60/68/54
RGB 64/59/51
HEX #403B33



CMYK 0/0/0/10
RGB 230/231/232
HEX #E6E7E8

Practice: Change a “blue” shape to to “teal”

1. Open a document
2. Select Insert / Shapes / Stars and Banners
3. Then what?





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DEMONSTRATION

#237C9A

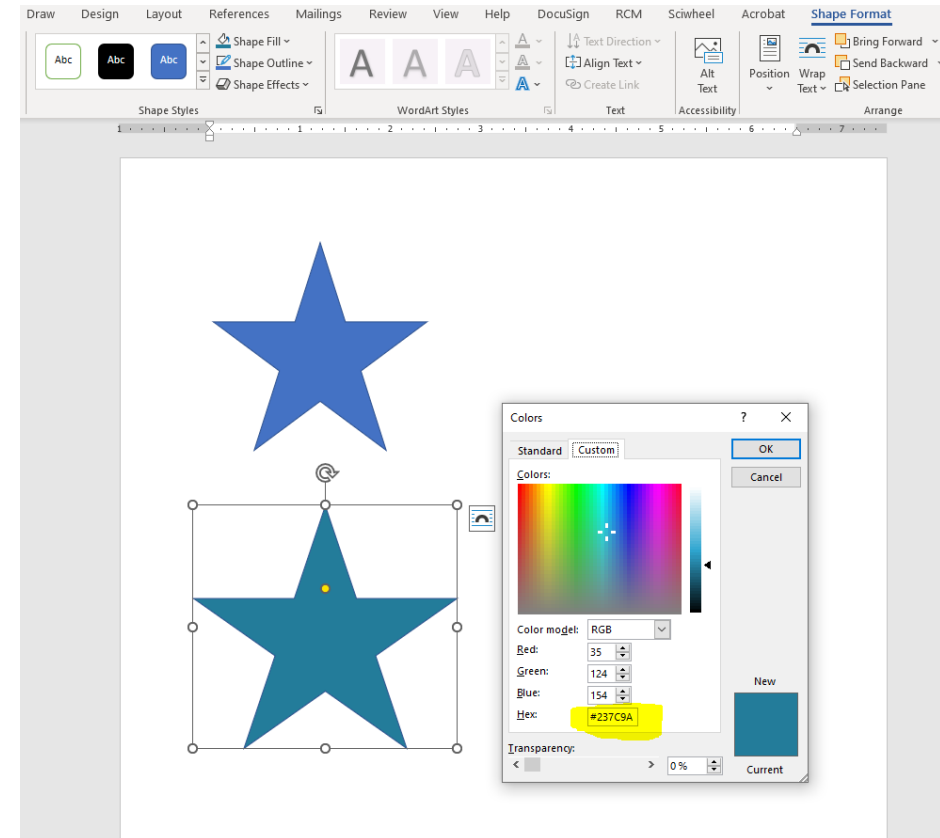
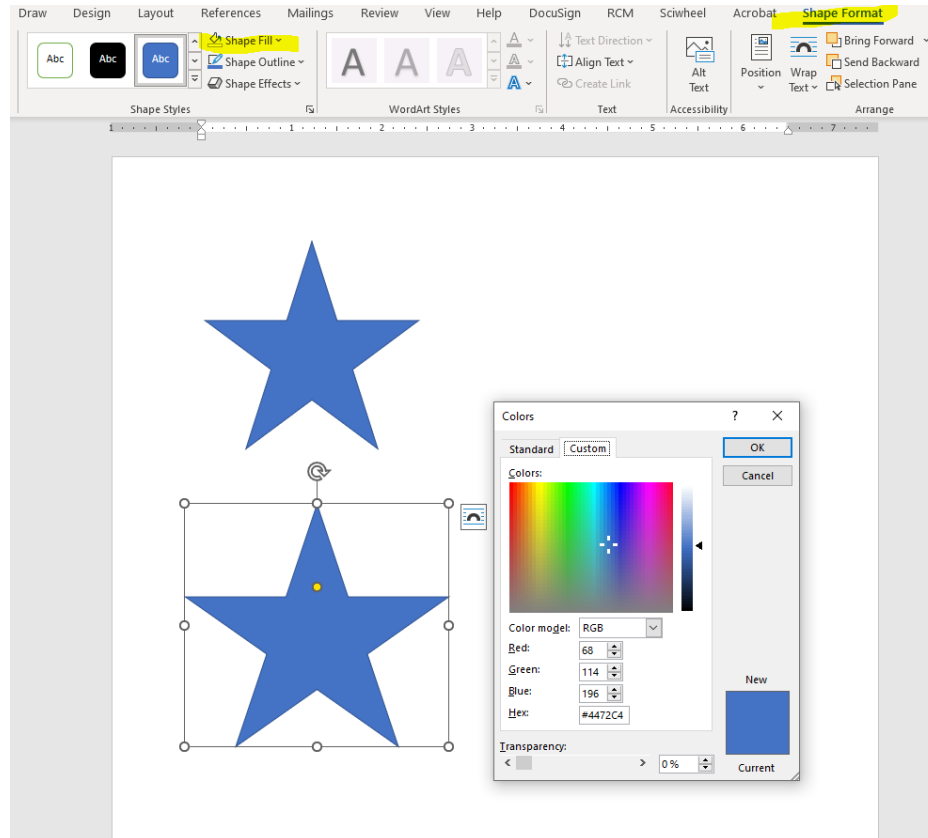
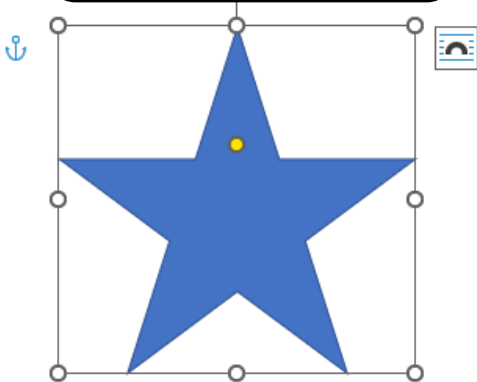
Select
object



Choose Shape
Format → Shape Fill



Enter Hex:
#237C9A



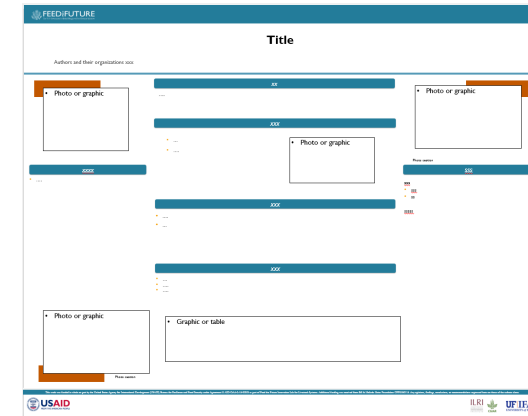
TEMPLATES



PowerPoint Presentation



Certificate



Poster

Word Document





Phase I: 2015 to 2020

Established in 2015 the Feed the Future Innovation Lab for Livestock Systems built a global network of researchers and in-country stakeholders from over 100 institutions, and together these thought-leaders established research priorities based on needs and opportunities within local livestock systems. More than 50 projects were initiated to conduct critical research, create educational opportunities, and share innovations and best practices. In 2020, USAID extended the program for a second phase of five years.

Achievements snapshot: The nutrition of feeder families and local farming practices have improved in targeted areas. This progress was achieved by awarding grants to global partners that involved more than 14,500 participants; over 50 research-based innovations that are used by over 4,000 people; over 120 scientific journal articles including special issues of 2 journals; by supporting over 172 university students worldwide; by fostering knowledge-sharing and direct idea exchanges in developing countries.

Phase II: 2020 to 2025

While results from Phase I research continue to be shared, we have selected 12 new research and local capacity development projects and plan to award 10 more projects, which will include support to scaling initiatives. We also continue to document science-based impacts in real-world applications that empower people to improve their lives. The target countries are Burkina Faso, Ghana, Niger, Nigeria, and Rwanda. We continue to meet regularly, both in person & virtually, to share research results and facilitate dialogue with livestock & nutrition stakeholders representing the research, academic, civil society, public, and private sectors. In 2022, we embarked on a new UFLS research study in Rwanda where, together with multiple partners we will test whether maternal age consumption during pregnancy and 4 months after birth is more effective in reducing child stunting than a nutrient dense cereal-based food.

PARTNERSHIPS

More than 200 partners from governments, universities, organizations, and businesses in the US and our target countries make our work possible. All projects are multidisciplinary and collaborative with Western and target country partners. Research findings and resource materials are shared globally.

EXPANDING OUR REACH

Through research projects, capacity building, and education, we seek to reduce poverty, improve food security, enhance nutrition and build resilience. Projects increase One Health, food systems, and climate-smart approaches to ensure sustainability. We continually seek greater impact and wider engagement in research & capacity building activities that contribute to achieving our vision.



OVERVIEW

As part of the US government's Feed the Future Initiative to end global hunger and poverty, our Innovation Lab conducts research to improve livestock farming in select developing countries. In this second five-year phase, our vision continues to be to sustainably improve livestock production to improve the nutrition, health, incomes and livelihoods of the poor.

Cattle, goats, sheep, pigs and poultry can provide essential nutrients through animal-source foods such as milk, meat and eggs and significant opportunities to earn income. Our systems approach considers how people and livestock, governments, businesses and researchers, and other dimensions interact and interact. We pursue innovative climate-smart research strategies to sustainably: 1) improve livestock feeds and feeding; 2) increase animal-source food consumption; 3) improve livestock disease surveillance and mitigation; 4) strengthen markets; 5) improve food safety; and 6) foster a conducive livestock policy environment.

STRUCTURE



FEED THE FUTURE INNOVATION LAB FOR LIVESTOCK SYSTEMS

Sustainably intensifying smallholder livestock systems to improve human nutrition, health, and incomes

REGIONS

West Africa, East Africa, and Asia

MANDATE

Research for development and capacity building in developing nations

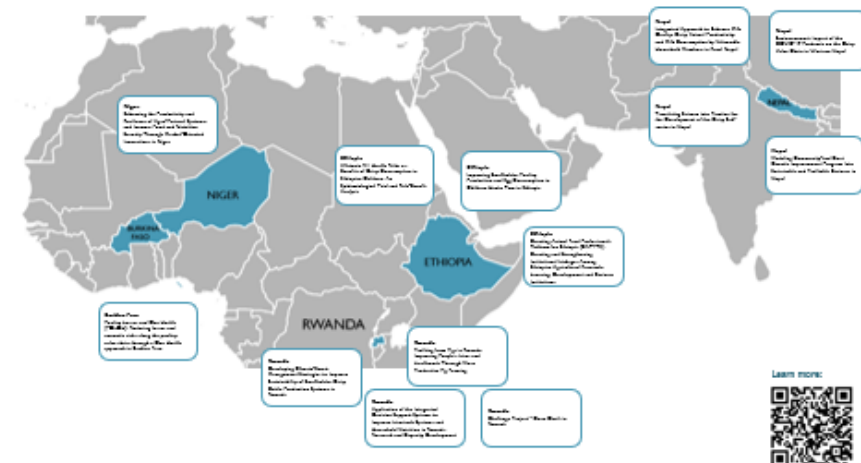
MANAGEMENT ENTITY

University of Florida and the International Livestock Research Institute

DONORS

United States Agency for International Development and the Bill & Melinda Gates Foundation

PROJECTS



COMPLIMENTARY RESEARCH ACTIVITIES

EQUIP Strengthening Smallholder Livestock Systems for the Future

Funded by the Bill & Melinda Gates Foundation, this effort (2017-2022) in Burkina Faso, Ghana and Nigeria addresses two main research domains of a. Improving feeding and care of smallholder livestock, and b. reducing childhood malnutrition due to environmental enteric dysfunction and gut inflammation.



Market Analysis for Pastoralists (MAP)

Funded by the Bill & Melinda Gates Foundation, this effort (2021-2023) supports Burkina Faso, Nigeria & Ghana to identify the right inclusive and innovative market interventions for pastoralist communities in Africa. This will contribute to improving the economy of pastoralists in Africa, reduce their poverty, and increase their resilience.



Système d'Innovation en Production Animale (SIPA)

Funded by USAID/HHS, this project (2022-2025) aims to increase the productivity and resilience of the livestock sector in Haiti through targeted, scaled and integrated research and capacity development in animal nutrition and genetic improvement.



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INNOVATION LAB FOR LIVESTOCK SYSTEMS
University of Florida and the International Livestock Research Institute
University of Florida
Gainesville, FL

This work is funded by the United States Agency for International Development (USAID) Bureau for Resilience and Food Security under Agreement 6420-002-1-13-0002 as part of Feed the Future Innovation Lab for Livestock Systems, and by the Bill & Melinda Gates Foundation (GFFN) 172487. Any opinions, findings, conclusions, or recommendations expressed here are those of the authors alone.

Poultry Losses and One Health (POLOH): Reducing losses and zoonotic risks along the poultry value chain through a One Health approach – Burkina Faso

Principal Investigator: Michel Dione (m.dione@cgiar.org), International Livestock Research Center (ILRI) / Co-PIs: Kagambèga Assèta, Claudia Ganser, Ziyne Boz, Robyn Alders, and Theodore Knight-Jones.



Why this research project matters

- Poultry keeping among rural households represents a source of income, nutrition, and are used as gifts to strengthen social ties, especially for women.
- Traditional smallholder sector contributes 96% and 86% of poultry meat and eggs produced for home consumption and sale, respectively.
- There is low access to Animal Source Food (ASF) with high quality protein and bioavailable micronutrients to children in the target region (43%).
- High prevalence of *Campylobacter* spp. (68%) and *Salmonella* spp. (53%) observed in chicken carcasses sold in urban markets, represent a risk to consumers.
- Hence, improvements to poultry management, husbandry, and hygiene practices have the potential to secure and improve smallholder livelihoods through increased production for sale and home-consumption as well as reducing exposure to foodborne pathogens through the farm environment and diet.



Van transporting people and poultry from rural villages to Ouagadougou

Overarching goal

Enhance household food security and safety and improve the livelihoods of poultry smallholder producers by reducing economic losses and zoonotic risks along the value chain, by developing culturally and economically appropriate, gender-sensitive One Health (OH) interventions at the producer level, resulting in reduced flock mortality, pathogen occurrence, and human health risks.

Our work is based in

- Boussouma commune of Centre-Nord. It has highest population of poultry and the biggest urban market in the region.
- It is a region with resilience projects supporting poultry and small ruminants, and
- There is existence of many displaced people engaging in agriculture and livestock production.



What we have done so far

- 211 stakeholders (including 64 women) at central and local levels were engaged through workshops, site scoping trips, key informant interviews to co-design intervention packages and scaling strategy
- 30 focus group discussions (FGD) with 240 poultry producers and women caregivers (160 women and 80 men) and 350 chicken-producing households were surveyed to improve understanding of the poultry value chain in relation to poultry health husbandry and food safety issues
- 10 One Health Poultry Champions (OHPCs) are engaged with the project team and partners to co-create innovative Integrated Educational and Training (IET)

Early insights from qualitative surveys

- Newcastle disease, fowl pox and tick infestation were pointed out by communities as major health issues to chicken flocks, coupled with poor feeding and biosecurity practices, and limited access to veterinary services especially for vaccination.
- Some typical on-farm tasks are carried out by men (chicken house construction or repair, liaison with vets for vaccination, decisions on participation of household members in training on livestock production and chicken home slaughter); and by women (farm and compound hygiene and disposal of manure from chicken).
- Consumption of ASF including chicken and eggs by household members is only occasional (esp. festive seasons) and is influenced by socio-cultural constructs, negatively affecting young children and diets of pregnant women.



A chicken grill at street restaurant in Ouagadougou, Burkina Faso

Our work on the cross-cutting themes

Local Capacity Development

- The project hosts 3 MSc (2 male and 1 female) and 1 PhD (1 male) candidates from national universities
- 4 seminars on poultry and OH were attended by 13 students and researchers (9 male, 4 female)
- 9 partner laboratory technicians (4 male, 5 female) were trained in Environmental Occupational Health and Safety

Gender and Youth

- Gender-sensitive tools for chicken value chain assessment in relation to health and ASF consumption were developed
- Gender expert from the National Agricultural Research Systems (NARS) is mentored by the project scientists in data collection and analysis supporting robust methodologies and peer review publication.
- A strategy including considerations of gender in the project interventions has been developed.

Future Livestock systems and resilience

- A module on farm and household environmental pollution from animal waste has been created in the IET training manual

Enabling environment

- The project leveraged outputs from ongoing projects SELEVER and PULL-PUSH to improve survey tools and the IET package, respectively.
- Further partnership is built with regional research and academic institutions, including the Medical Research Council unit (MRC) in the Gambia and the West Africa Regional Veterinary School in Senegal, respectively. Gender-sensitive

This work was funded in whole or in part by the United States Agency for International Development (USAID) through the Feed the Future Innovation Lab for Food Systems Resilience. Any opinions, findings, conclusions, or recommendations expressed here are those of the authors alone.

USE OF ACRONYMS

Only internal communications allows use of the acronym “LSIL” to mean “Livestock Systems Innovation Lab.”



Do not use “LSIL” in *external communications*

Never use “FTF”

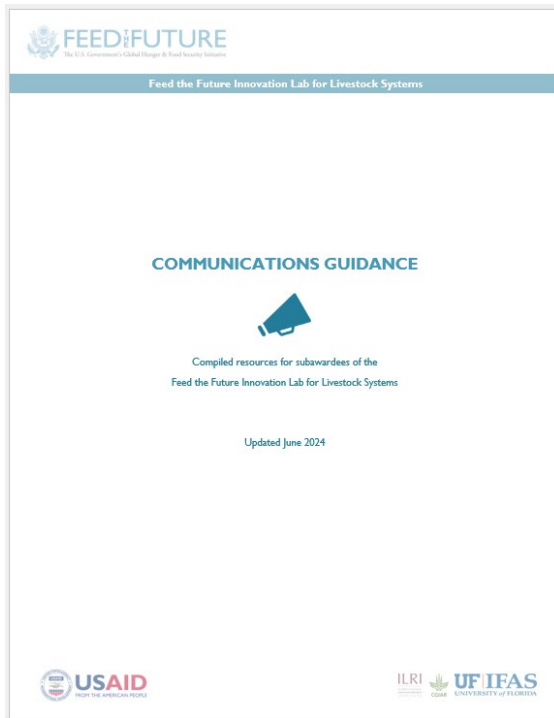


Always spell out “**Feed the Future**”

Always use the full name “**Feed the Future Innovation Lab for Livestock Systems**” upon first mention in external communications. Thereafter “Livestock Systems Innovation Lab” is acceptable.

WHERE TO FIND GUIDANCE & TIPS

Guidance Document:



Will be sent out after this webinar.

Piestar Dashboard:

Communications & Branding

- [DISCLAIMER text, updated 2024_04_08.docx](#)
- [TEMPLATE_LSIL_PPT presentation_2024_04_09.pptx](#)
- [TEMPLATE_LSIL_Word_Basic_2024_04_08.docx](#)
- [TEMPLATE_LSIL_Certificate examples 2024_04_09.pptx](#)
- [TEMPLATE_LSIL_Poster example 2024_06_28.pptx](#)

Online resources from Feed the Future

- [Feed the Future Branding: YouTube video](#)
- [Feed the Future Branding: Module with quizzes](#)
- [Feed the Future website for branding](#)

Onboarding for Fixed Amount Subawards

Session 1: [LSIL Onboarding_1_Fixed Amount Subrecipients.pdf](#) [recording]

Session 2: [LSIL Onboarding_2_Email communications, Results framework, Piestar.pdf](#) [recording]

Session 3: [LSIL Onboarding_3_Workplan, reporting, comms basics.pdf](#) [recording]

Recording and slide deck of today's webinar will be added to this dashboard.

When in doubt, reach out: livestock-lab@ufl.edu


ALWAYS acknowledge funding source → **Use this disclaimer:**

DISCLAIMER

This work was funded in whole or part by the United States Agency for International Development (USAID) Bureau for Resilience, Environment and Food Security under Agreement # AID-OAA-L-15-00003 as part of Feed the Future Innovation Lab for Livestock Systems. Additional funding was received from Bill & Melinda Gates Foundation OPP#060115. Any opinions, findings, conclusions, or recommendations expressed here are those of the authors alone.

French version:

Ce travail a été financé en tout ou partie par le Bureau de résilience, environnement et sécurité de l'Agence des États-Unis pour le développement international (USAID) en vertu de l'accord n° AID-OAA-L-15-00003 dans le cadre du laboratoire Feed the Future d'innovation pour les systèmes d'élevage. Des fonds additionnels ont été reçus de la Fondation Bill & Melinda Gates OPP#060115. Toutes opinions, découvertes, conclusions ou recommandations exprimées ici n'engagent que leurs auteurs.



French version used
for communication
products in French
language only

**What might be different about
journal articles?**

JOURNAL ARTICLES

No logos, no control over fonts and colors, but

MUST acknowledge funding source → **Use the disclaimer**

Note: The Award number makes it easy to find articles associated with LSIL

YOU MUST OBTAIN PRIOR APPROVAL BEFORE PUBLISHING COMMUNICATION PRODUCTS

ATTACHMENT 2
Fixed Amount Research Subaward
Prior Approvals, Invoicing and Reporting Requirements

Communication Products: Prior to publication, Subrecipient must submit any communications, and program materials (Communication Products) for approval. ~~Approval shall be requested through Piestar.~~ A copy of each Communication Product shall be sent to PTE PI immediately after finalization. In all communications, Subrecipient must adhere to the Branding Strategy and Marking Plan included as Attachment 4d.

Modified approach:

1. Submit DRAFT via email (livestock-lab@ufl.edu)
2. Upload FINAL approved version to Piestar

SHARE DRAFTS BY EMAIL

- Email the draft



livestock-lab@ufl.edu

- LSIL provides feedback

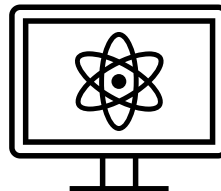


- Address feedback

- Receive approval



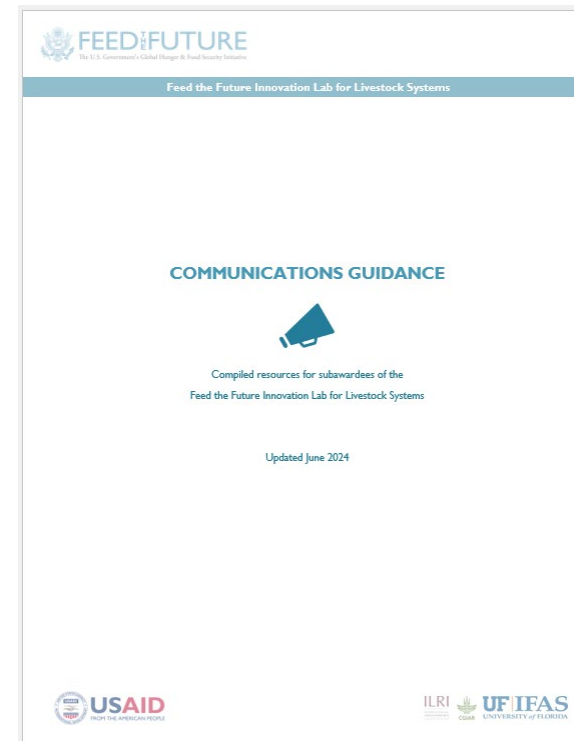
- Upload final version to Piestar



- Share widely with appropriate audiences



WHERE TO FIND GUIDANCE & TIPS



Will be sent out after this webinar.

When in doubt, reach out: livestock-lab@ufl.edu

QUIZ

What are your key takeaways regarding communications?

What are the key steps to follow?

FROM DRAFT TO FINAL PRODUCT

Three basic steps:

1. Adhere to Feed the Future/LSIL's branding requirements.
2. Submit drafts via email (livestock-lab@ufl.edu)
for feedback and clearance
3. Upload a final version of each product as a PDF file in Piestar

Questions?

- Branding
- Drafts
- Videos
- Photos
- Media Relations
- Social Media
- ...

Disclaimer

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livestock-lab@ufl.edu | <http://livestocklab.ifas.ufl.edu/>



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www.feedthefuture.gov



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GATES *foundation*

