

**THE PRESIDENCY**

**Executive Office of the President**

**Directorate of National Cohesion and Values**

**GUIDELINES FOR DEVELOPING IINFORMATION, EDUCATION AND COMMUNICATION (IEC) MATERIALS FOR MINISTRIES DEPARTMENTS AND AGENCIES (MDAS)**

In the Performance Contracting Year 2016/2017, Ministries Departments and Agencies (MDAs) are required to enhance staff and stakeholder awareness of national values and principles of governance through development of two relevant IEC materials. The following are guidelines to inform the process:

1. The message(s) should focus on values contained in Article 10 of the Constitution and be in line with existing legislation as well as the institution’s core mandate;
2. IEC materials should be attractive, clear, simple, user-friendly and relevant to the target audience;
3. The IEC material selected should fit the stakeholders’ needs (oral, written, audio, visual, or audio-visual);
4. The message(s) and illustrating visuals must not be offensive to any sector of society, but should be culturally appropriate and relevant; and
5. The process of developing the IEC materials should adhere to the Constitutional provisions in Article 10 on National Values and Principles of Governance.