

Style

This page looks at the style of case studies – meaning how they are designed. It provides some ideas about how to make them as interesting and attractive as possible.

Use a friendly style for your case study – including quotations and stories – unless it is for a very formal audience.

Include photographs and/or drawings in your case study – to help the reader “picture” the situation being described.

Keep your case study concise and avoid irrelevant information. Cut out text until it is as brief as possible.

Keep the language in your case study simple. Avoid abbreviations (e.g. FPA) and jargon.

Use visuals – such as drawings – to give “human interest” to your case study. For example, the International HIV/AIDS Alliance used a photograph with this case study in the policy report “Care, Involvement and Action: Mobilising and supporting community responses to HIV/AIDS care and support in developing countries”, July 2000.



What is a case study?

INFORMATION CARD

A case study is a documentation and communication product that describes and summarises an example of a person, project or organisation.

A case study:

- ✓ Can be used on its own or as part of other materials – to make them more interesting by adding some real examples.
- ✓ Is useful to link theory and practice. For example, it can show how an NGO's/CBO's policies have been put into action.
- ✓ Is brief and concise, usually no more than two to three pages of text or two to three minutes of video or radio.
- ✓ Combines factual details with other information – such as quotations and stories – to give an insight into the subject.
- ✓ Can use information from a number of sources – including existing ones (such as quarterly reports) and new ones (such as interviews with community members).

Key questions

Key questions to ask *before* developing a case study are:

- ? Whether the people or organisations in your case study are aware of how it might be used, and what the consequences might be? If they request it, can you ensure their confidentiality?
- ? Is the subject matter of your case study a good enough example to illustrate your key messages? Will it convince others?
- ? Can you easily access the right type of information needed for your case study? If not, what practical steps will you need to take to get it?

Structure and content

These pages show an example of a structure and content outline for a written case study about an NGO/CBO involved in HIV prevention. The outline shows what the product will contain and in what order. The boxes around it provide some key “dos and don’ts” about how to make a case study as effective as possible.

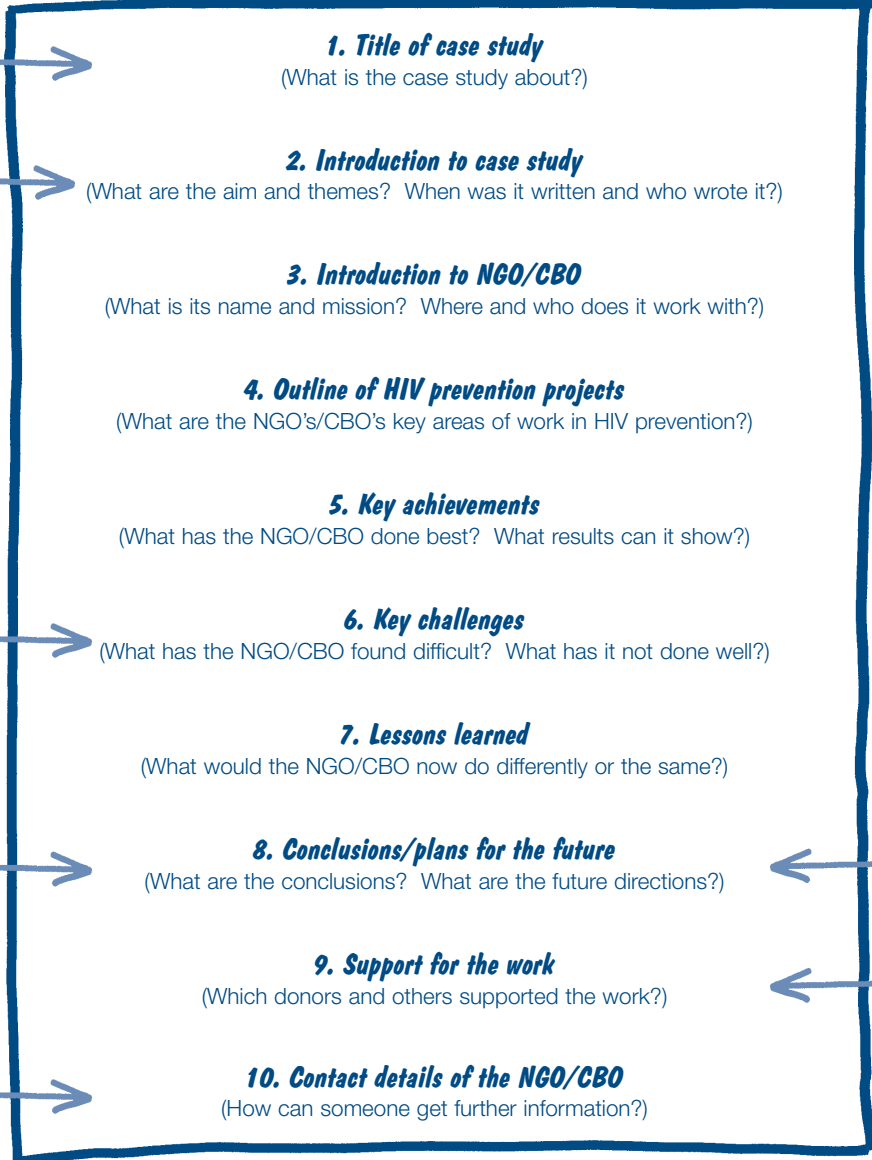
DO use a title that catches people’s attention.

DO use your introduction to emphasise your two to three key messages.

DO be honest about challenges and weaknesses, but avoid using people’s names if negative issues are mentioned, unless you have their permission.

DON’T draw conclusions if the information in the case study does not support them.

DO encourage feedback from your audiences and ensure that they know how to contact you.



DON'T publish information about people without asking their permission. Respect requests to change or remove details.

DO prepare clear questions for interviews to gather your information. Focus on “open” questions (which allow people to describe things) rather than “closed” questions (which only get “yes” or “no” answers). (See Section 4.2: “Preparing an effective interview” for more information.)

DO express your future plans in a positive way that shows a clear link with your past experiences.

DO give credit to those who contributed – whether the support was financial, technical, political or “in kind”.

Style

This page looks at the style of newsletters – meaning how they are designed. It provides some ideas about how to make them as interesting and attractive as possible.

Make sure that your newsletter is easy to use and has clear structure for its readers to follow. For example, number the pages and include a contents list.

Make sure that the style of your newsletter complements your NGO's/CBO's other materials, such as leaflets and annual reports.

Use visuals to liven up your newsletter. Make sure that each one illustrates a specific point and has a caption explaining what it is.

Choose one person to edit all of the pages of the newsletter – to make sure that the style is consistent throughout.

Think of a name for your newsletter that has a connection to your NGO/CBO. Make sure that it is easy to remember and is not being used by another group. For example, Network of Zambian People living with HIV/AIDS (NZP+) use the title "NZP+ News".



What is a newsletter?

INFORMATION CARD

A newsletter is a documentation and communication product that provides a regular update about an organisation or a project.

A newsletter:

- ✓ Can be used to raise the profile of an NGO/CBO, share its work and promote its position on topical issues.
- ✓ Can include factual information and stories about a wide range of subjects, including projects, people, policies, partnerships, points of view, resources or future events.
- ✓ Can be used to communicate information both within an organisation and externally.
- ✓ Follows the same basic format for each edition.
- ✓ Is issued regularly, for example every month, quarter or year.
- ✓ Can be as short as one page or as long as twelve pages plus. But it should only be as long as is necessary and possible, considering the resources of the NGO/CBO.

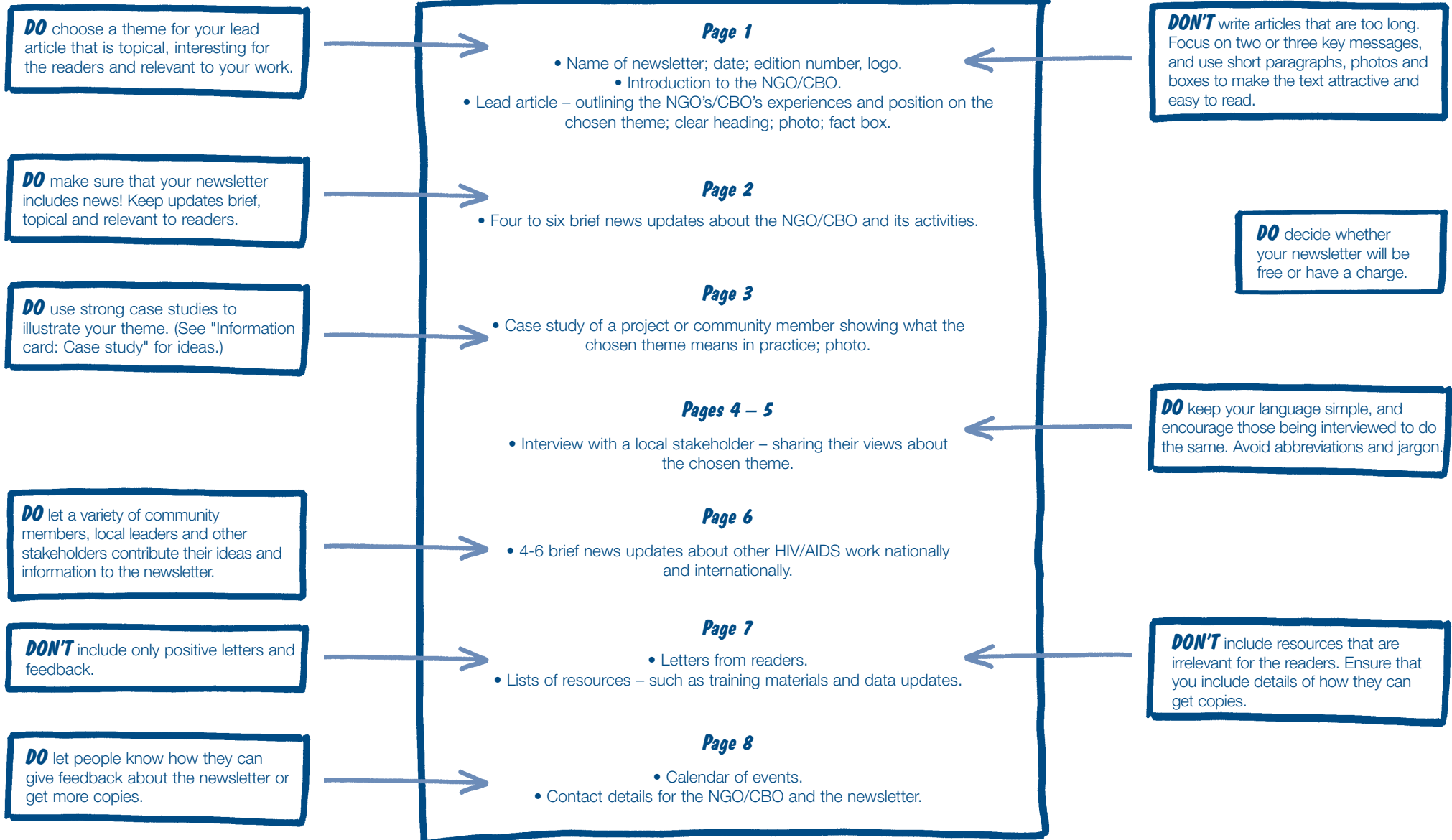
Key questions

Key questions to ask *before* developing a newsletter are:

- ? How long will it be and how often will the newsletter be produced? Will you have enough time and resources to keep producing it regularly?
- ? Who will take decisions about the newsletter – such as what information to include and what views to promote? How will they get input, ideas and agreement from others?
- ? Who are the priority audiences for the newsletter? What difference does that make to its content and style?

Structure and content

These pages show an example of a structure and content outline for a newsletter by an NGO/CBO involved in HIV/AIDS. The outline shows what the product will contain and in what order. The boxes around it provide some key “dos and don’ts” about how to make a newsletter as effective as possible.



Style

This page looks at the style of leaflets – meaning how they are designed. It provides some ideas about how to make them as interesting and attractive as possible.

Use a design that will be attractive to your audiences and make your leaflet stand out from others.

Choose the right shape of leaflet for your dissemination needs – for example to fit a specific size of envelope or leaflet dispenser.

Avoid over-designing your leaflet with a style that looks very expensive or technical – as this may give a false impression of your NGO/CBO.

Keep your text simple and clear, and focus on making your leaflet a quick and exciting read.

Use simple charts and diagrams in your leaflet – to illustrate what your NGO/CBO is doing. For example, HIV/AIDS STD Alliance of Bangladesh (HASAB) used a map in their leaflet to show the location of the projects that they support.



What is a leaflet?



A leaflet is a documentation and communication product that provides an introduction to and an overview of an organisation or a project.

A leaflet:

- ✓ Can be used to promote an NGO/CBO and its work, publicise services or events, and communicate specific messages.
- ✓ Contains brief and clear information to provide a clear and simple overview rather than a detailed description.
- ✓ Can target very broad audiences (such as the general public) or very specific audiences (such as donors).
- ✓ Is short – usually no more than two sides of A4 paper (the size of this page).

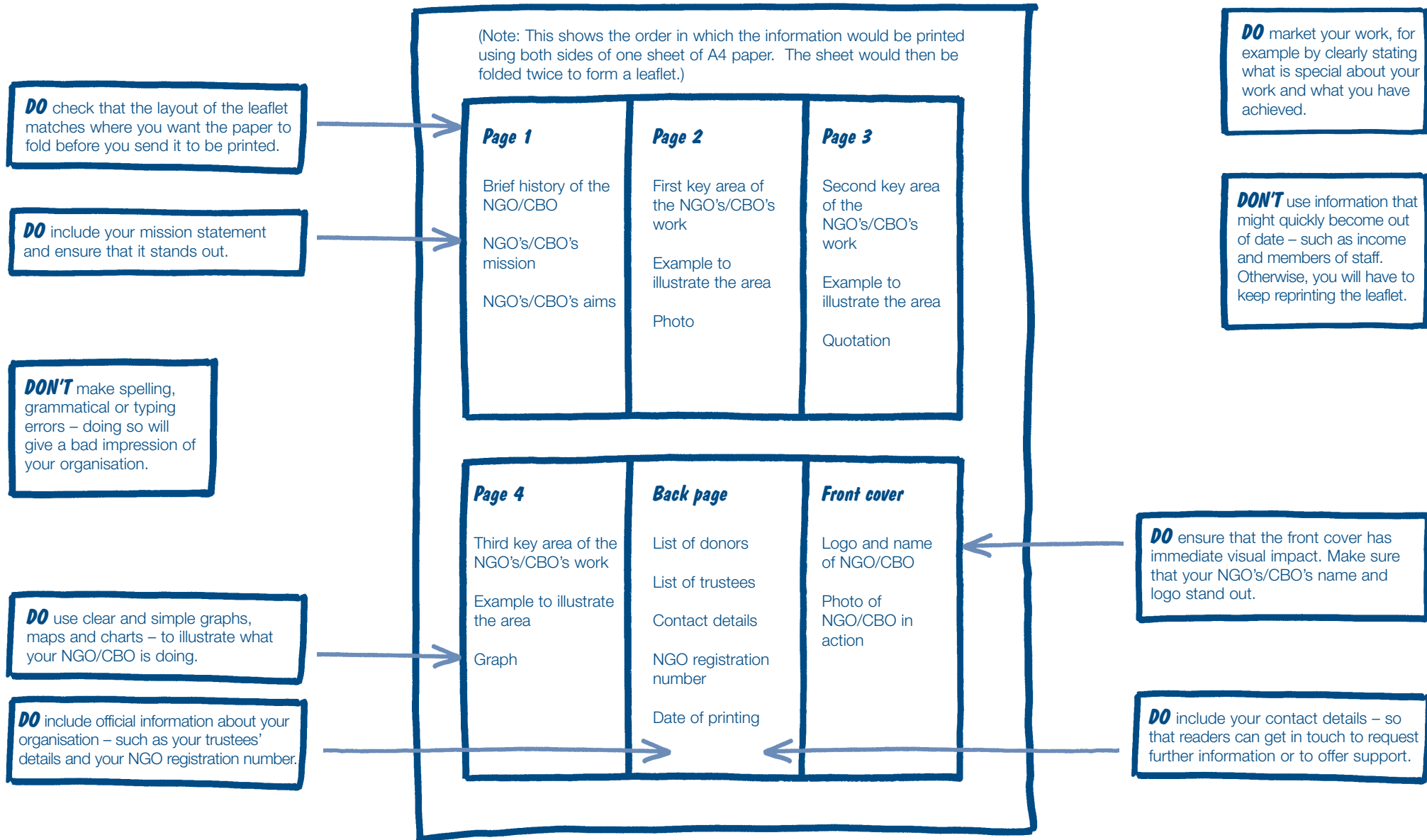
Key questions

Key questions to ask *before* developing a leaflet are:

- ? Is the audience for the leaflet general or specific? How does this affect the type of information you need to include?
- ? What image or “look” do you want the leaflet to present of your NGO/CBO? Will it match the image in your other communications materials?
- ? How many copies of the leaflet will you need to print? How does this affect the style you choose – such as the number of colours and the type of paper?

Structure and content

These pages show an example of a structure and content outline for a leaflet about an NGO/CBO working on HIV/AIDS. The outline shows what the product will contain and in what order. The boxes around it provide some key "dos and don'ts" about how to make a leaflet as effective as possible.



Style

This page looks at the style of workshop report – meaning how they are designed. It provides some ideas about how to make them as interesting and attractive as possible.

What is a workshop report?

INFORMATION CARD

A workshop report is a documentation and communication product that records the key activities and results of a workshop or meeting.

A workshop report:

- ✓ Can be used to share the methodologies, lessons learned and results of a workshop or meeting.
- ✓ Provides a summary of highlights of the workshop, rather than a word-for-word account.
- ✓ Can target the people who participated in the event and/or external audiences.
- ✓ Should be thorough, but concise – usually not more than 25 pages long.

Key questions

Key questions to ask *before* developing a workshop report are:

- ? Is the main audience for the workshop report the participants or others? What difference does this make to the content?
- ? Is the workshop report written to be of practical use, such as to show how methodologies have been used, or is it written to share the experiences and discussion points? How will this affect the information gathered and structure?
- ? How will the information for the report be collected during the workshop? Who will do what? Are there enough people to document all of the sessions?

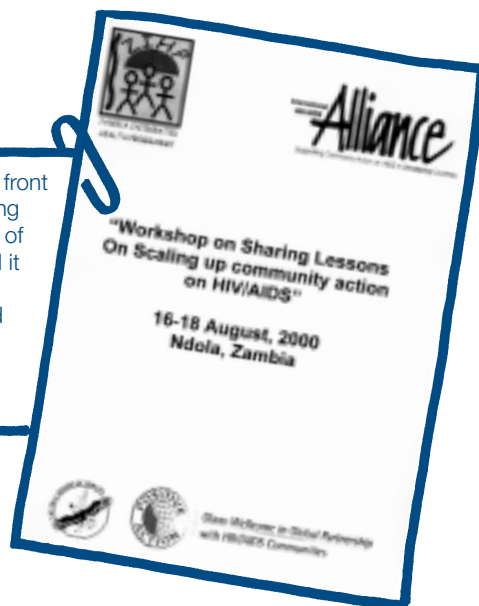
Reflect the style of the workshop in the style of your workshop report. For example, was the workshop formal or informal, participatory or presentation-based?

Include case studies, stories and drawings in your workshop report – to bring it to life and explain difficult ideas.

Use a clear structure in your workshop report – so that it is easy to use. For example, organise the information into sections, number the pages and include a contents list.

Use photos to illustrate the nature of the workshop, but ensure that permission has been given by the people in the photos so that their confidentiality is respected.

Use a strong and simple design for the front cover of your workshop report – showing the key information, such as the theme of the workshop, the date, who organised it and who funded it. For example, the International HIV/AIDS Alliance included the logos of the partner organisation at the top of the page and those of the donors at the bottom.



Structure and content

These pages show an example of a structure and content outline for a workshop report on sharing lessons learned about HIV/AIDS community care and support. The outline shows what the product will contain and in what order. The boxes around it provide some key “dos and don’ts” about how to make a workshop report as effective as possible.

DON'T cover the general introductory information in much detail. Save the space for the main contents of the workshop.

DO acknowledge the donors for the workshop on the cover and/or in the introduction to the report.

DO be systematic about collecting information for the report. For example:

- Ask if copies of presentations will be available before taking notes.
- Copy out flipcharts while the context is fresh in your mind.
- Date and label the information that you gather.
- Write your notes in clear handwriting or straight into a computer.
- Use breaks and evenings to review your notes and to clarify anything that is not clear.

DO check your understanding of key conclusions after each day with the workshop facilitators.

DO include feedback about how the participants felt about the workshop.

List of abbreviations

- 1. Executive summary**
- 2. Introduction**
 - 2.1 Background to the workshop
 - 2.2 Timing and participation
 - 2.3 Expectations, objectives and process
 - 2.4 Facilitation and methodologies
- 3. Overview of care and support activities**
 - 3.1 Overview of care and support activities
- 4. Themes**
 - 4.1 Community home-based care (methodologies, experiences, lessons)
 - 4.2 Continuum of care/referral systems (methodologies, experiences, lessons)
 - 4.3 Involvement of people living with HIV/AIDS (methodologies, experiences, lessons)
 - 4.4 Orphans and vulnerable children (methodologies, experiences, lessons)
- 5. Putting lessons into practice**
 - 5.1 Developing participants' action plans
- 6. Conclusions**
 - 6.1 Summary of conclusions
- 7. Evaluation**
 - 7.1 Summary of workshop evaluation

Annex 1: Participant list
Annex 2: Workshop schedule

DO explain complex terms in full. If appropriate, translate them from or to the local language.

DO keep the Executive Summary focused on the key details and limited to one to two pages.

DO draft an outline of the report and check it with the workshop organisers before you start writing it.

DO use a similar format for each of the key themes – so that the readers know what to expect.

DON'T include all of the materials produced by all of the participants if you do not have space. Instead, include a few good examples.

DON'T use annexes to add extra information. Instead, use them to include essential information which would otherwise disrupt the flow of the report.