

Minimum Package of MICS3 Dissemination Materials*

- Distribution of a dissemination action plan.
- **Guidelines for the production of a Key Findings Summary (either a 12-, 16, or 20-page summary of the final report highlighting national and, when available, sub-national level data, with graphs, maps, tables and photos as well as with sidebars focusing on MDG indicators).
- **Guidelines for the production of a wallchart.
- Guide on how to make data available on the Web.
- Highlights for the preparation and logistical arrangements of national dissemination seminars (with the giving out of model presentations), including a special focus on the rehearsing of presenters.
- Model of a workshop agenda to train journalists on how to interpret key MICS findings for dissemination and use in local media (including an agenda for facilitators and one for participants).
- MICS Tour (PowerPoint presentation) template that can be adapted to country needs. The Tour can be used to introduce and/or summarize the main components of a MICS survey in terms of features, methodology, questionnaires, survey implementation and data use. For instance, the Tour can be presented at the beginning of the MICS national seminar or can be used to introduce the MICS tool to audiences not familiar with the survey.
- Template of a User Guide on MICS that presents the survey tool itself, a description of all MDG-related indicators available through the MICS, a glossary of other selected demographic, social and health terms, a few examples on how to use findings, and how to access data as well as contact information.

* Priority should be given in having the dissemination materials and tools printed in local languages. If funds and resources are available for additional printing in English, this will increase the exposure of the materials/tools to a wider national (i.e., local employees from international agencies and/or donor institutions) and international audience.

** UNICEF Headquarters staff in New York can assist you in revising the production of both the Key Findings Summary and the Wallchart, granted those are provided in English.