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News release

Afrobarometer enhances strategic communication skills of its national partners

Afrobarometer has successfully concluded a communications training programme designed to enhance the strategic and digital communications skills of its national partners across Africa.

The intensive week-long training was aimed at aligning the efforts of 18 communications personnel in anglophone and lusophone African countries with Afrobarometer's communications strategy while equipping them with skills and tools to amplify the network's visibility. This follows a previous training organised for 13 national partners from francophone African countries.

Afrobarometer's partners conduct national public-attitude surveys and analyse and disseminate findings in their countries with the aim of injecting citizens' experiences and aspirations into evidence-based policy- and decision-making.

In an era when digital communication is paramount, the training focused on arming participants with essential skills to produce newsworthy publications and compelling audiovisual content, and effectively navigate online platforms.

Nafissatou Ndiaye Diouf, Afrobarometer director of communications, expressed her enthusiasm for the quality of ideas exchanged during the training.

"I am thrilled to note that our partners have honed their digital communications skills, positioning us for the flawless execution of our communications strategy," she said. "I am confident that the capacity-building seminar has equipped the national partners with the essential tools to navigate the digital landscape with utmost precision. This will undoubtedly have a profound impact on the upcoming research rounds."

The training also served as a platform for insightful discussions on experiences and challenges in disseminating survey findings. Discussions revolved around the impact of Afrobarometer data in informing policies and best practices to increase visibility and amplify the voices of Africans.

Participants expressed confidence in their ability to use a range of Afrobarometer communication tools to tailor content to the needs of different target audiences.

"The strategic communications training with Afrobarometer has been transformative," said Vincent Nalwendela, senior communications officer at REPOA, Afrobarometer's national partner in Tanzania. "Learning the power of infographics and videos as compelling tools for disseminating survey results has been enlightening. Equally crucial is the emphasis on developing strategic plans for dissemination events to ensure maximum impact. This experience has undoubtedly enriched my approach to effective communication."

Afrobarometer is preparing to launch its 10th round of surveys, marking a quarter-century of research excellence in Africa.

About Afrobarometer

Afrobarometer (AB) is a trusted source of high-quality data and analysis on what Africans are thinking. With an unmatched track record of 370,000+ interviews in 42 countries, representing the views of 75% of the African population, AB is leading the charge to

bridge the continent's data gap. AB data inform many global indices, such as the Ibrahim Index of African Governance, Transparency International's Global Corruption Barometer, and the World Bank's Worldwide Governance Indicators. The data are also used for country risk analyses and by credit rating and forecasting agencies such as the Economist Intelligence Unit. All AB data sets are publicly available on the AB [website](#) and may be analysed free of charge using AB's [online data analysis tool](#).

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