



**Steve Banhegyi & Associates**

+27832326047, +26663058225 (when in Lesotho)

P.O. Box 891700, Lyndhurst, 2106

[www.trans4mation.co.za](http://www.trans4mation.co.za) / [steve@trans4mation.co.za](mailto:steve@trans4mation.co.za)

## **Ministry of Health and Social Welfare Lesotho**

**Media Plan: MOHSW Vision, Mission, Values**

## Overview

In a Cultural Analysis and Logical Framework Analysis conducted at the MOHSW from October to December in 2006, it was noted that not a single organizational participant could correctly articulate the Mission, Vision and Values of the organization. Based on information obtained during the cultural analysis and LFA, we have suggested a draft version of the Mission, Vision and Values for the Ministry.

It is important that Vision, Mission and Values be continually reinforced to all participants through a media plan. The objectives of this is to remind all organisational participants about the desired and expected attitudes and behaviours of organizational participants and the desired 'identity', 'brand' and 'culture' of the Ministry.

## Framework for Organisational Mission, Vision & Values

- **The MOHSW's Vision, Mission and Values are designed to support Vision 2020 of Lesotho that States:**
  - *"By 2020, Lesotho shall be a stable democracy, united, prosperous nation at peace with itself and its neighbours. It shall have a healthy and well-developed human resource base. Its economy will be strong, its environment well managed and its technology well established"*
- **The goal of the Health & Social Welfare sector, which contributes to the vision of the country's development, is**
  - *"to have a healthy population, living a quality and productive life by 2020"*
- **The mission of the health and social welfare sector is to:**
  - *"facilitate the establishment of a system that will deliver quality health care efficiently and equitably, and that will guarantee social welfare to all"*
- **The health and welfare objectives are therefore:**
  - *To reduce morbidity, mortality, misery and human suffering among the Basotho.*
  - *To reduce inequalities in health and social welfare and in access to health and social welfare services.*

- *To improve the health status and social welfare of the population of socioeconomic development*
- **The following key core values are articulated in the constitution of the Kingdom of Lesotho and in the Vision 2020 and will guide the health sector policies:**
  - *Unity and solidarity with one another*
  - *The spirit of sharing benefits and responsibilities*
  - *Respect for self and for others*
  - *Humanity in development strategies*
  - *Family bond and the primacy of the family unit*
  - *Gender sensitivity and responsiveness and special consideration of women due to their special reproduction role*
  - *Transparency in activities, actions and resource use*
  - *Accountability for resources and actions*
  - *Participation and involvement of communities and stakeholders*
  - *Partnership with NGOs, churches, labour organisation and the private sector*

## **Organisational Vision (Designed by SBA)**

**VISION - Using imagination to see an ideal. A word picture of what we want the MOHSW to become:**

*"A department of health-minded professionals working productively in partnership and seeing their efforts reflected in well-managed facilities where patients are treated with efficiency and compassion."*

## **Organisational Mission (Designed by SBA)**

**MISSION - a way of acting from day to day that will gradually bring the vision into being. It says why we exist and answers this question: Why will Basotho believe that we can deliver good health care?**

*Our mission is HEALTH in all its physical, emotional, operational and financial aspects. In whatever we do we ask: How does this impact the long-term health of the MOH&SW? By constantly asking this question:*

- We build healthy relationships with each other, our partners and the Basotho people
- We restore and maintain our hospitals as centres of health, hygiene and caring

- We work according to agreed-upon regimes
- We nurture and guide care givers to become increasingly knowledgeable, caring and efficient
- We take complete responsibility for our own health in every office and facility

## Organisational Values (From Logical Framework Analysis)

Values are standards or qualities considered worthwhile or desirable. Values are abstract ideas about what an organisation believes to be good, right, and desirable. Values represent deeply held beliefs demonstrated through day-to-day behaviours and are the fundamental principles that guide community-driven processes and define how organisational players aspire to interact. Values provide a basis for action and communicate expectations for participation and make a public pronouncement about how the organisation expects everyone to behave. Values should endure over the long-term and provide a constant source of strength for the individual or organisation that holds them.

The following values were articulated by MOHSW participants in the LFA process during December, 2006.

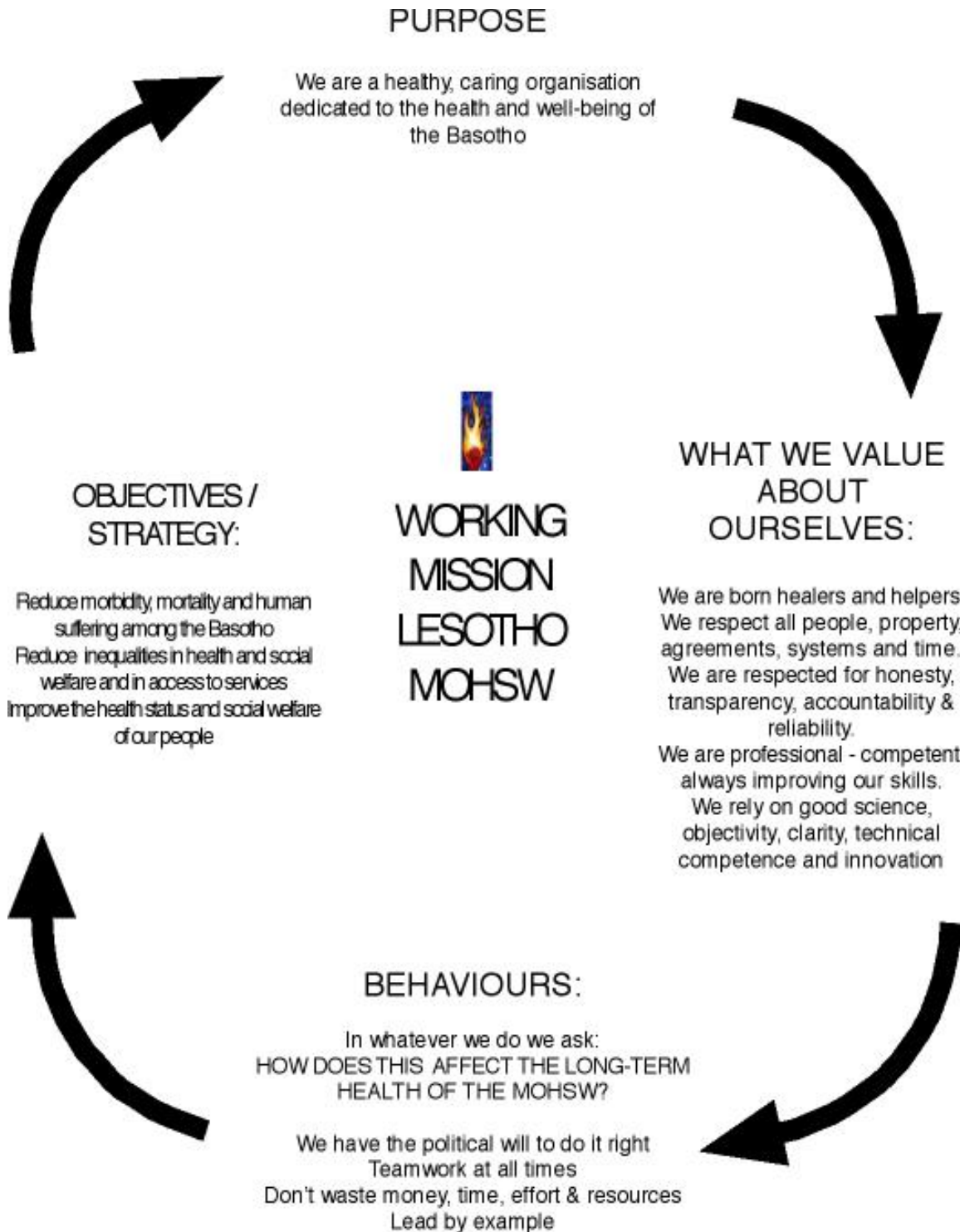
- Professionalism
- Teamwork
- Trust
- Punctuality
- Stewardship
- Accountability
- Responsibility
- Reliability
- Flexibility
- Good science
- Objectivity
- Technical competence
- Innovation
- Constant upgrading of skills
- Truthfulness & Honesty
- Transparency
- Public service regulations (on sale at the government printer)
- Patient Charter
- Confidentiality
- Performance is appreciated and rewarded
- Value for money
- Political will to support change processes

## Media Plan

Once the Mission, Vision and Values statement has been presented to key people within the MOHSW for feedback and the PS has authorized it, a media plan should be created to remind MOHSW participants of their mission, vision and values. The goal of the media plan is to disseminate the Vision, Mission and Values to all organizational players so as to reinforce these on an on-going basis.

Week	Memory Device	Location	Objectives	Amount
1	Poster: Working Mission (Purpose, What we value about ourselves, behaviours, objectives / strategy)	Board Rooms, Meeting Rooms, MOHSW Building Entrances	Appreciation of Mission, Vision, Values	50 posters A0 100 Posters A2 200 posters A4
1	Email Campaign: Vision, Mission & Values – invite feedback and comment from all organizational participants	All MOHSW participants via email	Appreciation of Mission, Vision, Values	All MOHSW participants via email
3	Sticker: How does my time-keeping affect the health of the MOHSW	Toilet mirrors	Reminder of good time keeping	300 stickers
4	Poster: MOHSW Mission, Vision, Values	Board Rooms, Meeting Rooms, MOHSW Building Entrances	Reminder of Mission, Vision, Values	50 posters A0 100 Posters A2 200 posters A4
7	Poster: How does this meeting affect the health of the MOHSW	Board Rooms, Meeting Rooms	Reminder of MOHSW as a system – everything impacts everything else	50 posters A2
9	Poster: What we value in the MOHSW	Board Rooms, Meeting Rooms, MOHSW Building Entrances	Reminder of MOHSW identity	50 posters A2

# Sample Poster



## Sample Memory Devices

The memory devices here are designed to reinforce attitudes by reminding MOHSW people about appropriate attitudes towards certain issues. They include posters, mousepads, stickers, car key rings, emails and signatures on emails. Whilst these materials are quick and cheap to produce, they can go a long way to shaping values, attitudes, perceptions, expectations and beliefs.

In boardroom:



**HOW DOES THIS MEETING AFFECT THE  
LONG-TERM HEALTH OF THE MOHSW?**

On carkeys:



**How does my driving affect  
the health of the MOHSW?**

Offices, boardrooms

**HOW DOES  
THIS DECISION  
AFFECT  
THE HEALTH  
OF THE MOHSW?**

Corridors, stairs:

**HOW DOES MY TIME-KEEPING AFFECT THE HEALTH OF THE MOHSW?**



Toilet mirrors:



**HOW DOES MY ATTITUDE  
AFFECT THE HEALTH OF  
THE MOHSW?  
How does that affect me?**

**How does the story  
you're telling influencing  
those around you?**



Mousepad:

**How does my story affect  
my health?**