

**STATEMENT OF PURPOSE DELIVERED BY HEAD OF PUBLIC
RELATIONS COORDINATING DIVISION (PRCD), MRS. ETHEL
CODJOE AMISSAH, AT THE 2024 MID-YEAR REVIEW SUMMIT FOR
ISD PROs ON FRIDAY, 19TH JULY, 2024 AT THE
MINISTRY OF HEALTH CONFERENCE HALL**

Acting Chief Director, MoI

Acting Director, ISD

ISD Management members present

Public Relations Officers

Members of the Media

Distinguished Ladies and Gentlemen

Good Morning

On behalf of the Acting Director and Management of ISD, I would like to extend a warm welcome to each of you to this review summit.

First and foremost, I want to express my gratitude to each of you for your hard work and dedication to our team at the PRCD. Your tireless efforts have not gone unnoticed, and we appreciate your contributions to our shared goals and targets for the first half of the year.

The purpose of this meeting is to review our progress, discuss challenges, and align our efforts towards achieving our objectives. We will be sharing updates, insights, and lessons learned, and we encourage your active participation and feedback.

Today, we will be reviewing our accomplishments, discussing areas for improvement, and setting our sights on the future. Your input and expertise are crucial in shaping our strategy and driving success.

Before we begin, I would like to take a moment to acknowledge all PROs who made it to the 2024 Training Programme that focused on curbing information disorders.

In the first half of the year, the following are the activities PRCD has been able to undertake:

- PRCD Organised Training for PROs at the Coconut Grove Beach Resort, Elmina, from 13th to 18th May 2024. The training focused on the following topics:
 - Curbing Misinformation and Disinformation,
 - Navigating Through Information Disorders Using the RTI Law
 - Digital Communication – Tools and Techniques for Effective Government Engagement
 - Artificial Intelligence in PR and Communications

The training which was done in collaboration with Nu Image Communications, saw seasoned resource persons including the Acting Director of ISD Dr. Winnifred Nafisa Mahama, sharing their knowledge and expertise with the PROs. It was indeed a very exciting and invigorating experience for the PROs which we hope to repeat soon.

- PRCD ensured the submission of PR Work and Stakeholder Engagement Plans by 57 Heads of PR from the various Ministries, Departments, Agencies, Regional Coordinating Council and Ghana’ Foreign Missions. These plans were duly compiled and analysed by the various Sector Supervisors for compliance.

- PRCD monitored and continues to monitor Upcoming Events, Reports, Media Engagements and PR Alerts uploaded by PROs on the Government Online Reporting and Information Sharing Platform, Bonsu totaling one thousand, six hundred and one (1,601) so far and still counting.

- Orientation and Posting of New PROs: During the period under review orientation for new PROs was organized by PRCD with resource persons from the Ministries of Food and Agriculture, Roads and Highways and Lands and Natural Resources in the persons of Messrs. Bagbara Tanko, Nasir Ahmad Yartey and Abraham Otabil respectively. The new PROs were posted to the following MDAs:
 - Ghana College of Nurses and Midwives
 - Department of Children
 - Ghana Geological Survey Authority

We also now have a PRO at the Births and Deaths Registry.

These are the Upcoming activities for the rest of the year and I will entreat PROs to hold themselves in readiness:

- PROs Virtual Need-To-Know Series to keep fellow PROs and ISD staff informed about government activities and achievements which begins from next week, 23rd July, 2024.

- This year there will be no in-person evaluation at the Head Office. Only Field Monitoring of PROs in Accra per the schedule already communicated to you since the Secretariat is time pressed.

I would like to acknowledge the collective efforts that have brought us to this point. Your collaboration, creativity, and commitment to excellence have made a significant impact on our work at the PRCD Secretariat, and we are grateful for your dedication.

Let us work together to make this meeting productive, informative, and fruitful. Let us share our experiences, ideas, and perspectives to propel us forward to achieve our shared target by the end of the year.

Your hard work and dedication have made a real difference, and we appreciate your contributions.

NB: Regional Town Hall Meetings to begin from next month spearheaded by the Minister for Information. Regional PROs to hold themselves in readiness to assist.

Thank you again for your presence, and let us begin our review summit.