**WORKPLAN Template for 2016**

**Component:** Humanitarian Diplomacy and Communications

**Lead:** Kate Roux, Communications and Advocacy Manager, Bangkok CCST

**Immediate outcome 1110:** Increased capacity of SEA Red Cross National Societies (hereafter referred to as NSs) to promote community DRR issues[3] at national level.

**Activity 1111:** Train select NSs in Humanitarian Diplomacy (HD), communication, & Beneficiary Communications relevant to DRR.

**REGIONAL ACTIVITIES**

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| --- | --- | --- | --- | --- | --- |
| Activity Name | Description | Tentative date | Estimated budget | Focal person | Comments  |
| Humanitarian diplomacy peer learning/exchange | In the larger objective of advocating with community voice at a national/regional level, the objective in this activity is to build on existing expertise in NS leadership, to strengthen peer cooperation and support both with management and technical staff. The area of focus will be done in consultation with leaders and NS partners on relevant themes i.e., DRR, Sustainable Development Goals, auxiliary role. Potential engagement during the CSR Forum/SEA Leadership meeting in 2016 (TBC). | April - December 2016 | 15,000 CHF | Kate Roux | 1111.f / 1212.a |
| HD/communication skills package for NS | With a number of existing materials in communications/HD within the IFRC, the objective is to adapt them to provide a set of “tips and tools” for NS to reference in communications for diplomacy/advocacy.  | April 2016 – March 2017 | 2,500 CHF | Kate Roux |  |
| Advocacy platform linked to online library | This activity will support the development of online advocacy platform and curation of content focusing on the community voice/content from NS in Southeast Asia to provide an avenue to strengthen a collective voice from communities for advocacy. | April 2016 – June 2017 | 5,000 CHF plus staff cost Kate Smith) | Kate Roux |   |
| Community engagement and accountability | In order to enhance how NS communicate with communities and use their input for PMER/advocacy, this activity aims to strengthen peer collaboration with a particular focus on community radio which has taken strong momentum in Laos/CVTL in 2015, with opportunities in VN/Cambodia and expertise with PMI. This objective also links with IFRC global initiatives such as One Billion Coalition/Voices to Action and regional projects with ECHO, so both funding and cross-over with activity outcomes will be explored. | April - June 2016 | 15,000 CHF | Kate Roux |   |
| Partnerships / events | This activity will support engagement with public and private sector partners such as Twitter, Facebook, UN Global Pulse and others, to strengthen the regional and national level activities in community engagement and advocacy.  | April 2016 through end of RRI | Embedded in different areas  | Kate Roux |  |
| Technical support | Technical support for social media, community engagement and publications at country and regional level | April 2016 - June 2017 | Staff cost | Kate Smith, Ly Nguyen |  |
| Publications | This activity builds on the publication support provided in 2015 by using communication for targeted advocacy with a strong evidence-base. NS identify their needs and this activity will support financially and technically to make the publication or communication material and ensure that a strong dissemination plan is integrated in the process. A template is required for submission of publications, in order to evaluate the impact. Targets include Guide Parliamentarians/Auxiliary Role; while country level publications are also highlighted below in activities. Other opportunities will be evaluated on case by case basis throughout the year. | Ongoing through end of RRI | 15,000 CHF | Kate Roux |   |

**IN-COUNTRY ACTIVITIES**

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| --- | --- | --- | --- | --- | --- | --- |
| Country | Activity Name | Description | Tentative date | Estimated budget | Focal person in NS | Comments  |
| Cambodia | Communications training has been held consistently between IFRC-ICRC-CRC for the past few years, led by management and head of communication in CRC. This training will build on past experience and focus on any of the areas identified in order to strengthen their national-level visibility and engagement with external stakeholders. | Focus on advocacy/social media and/or community engagement (radio)/ spokespersons | April – December 2016 | 4,400 CHF | Communication Unit | 2 trainings conducted in 2015-2016 on communications policy/guidelines funded by ICRC and this one will build on with focus on advocacy/CEA  |
| Indonesia | Advocacy is a cross-cutting theme in programming and successful integration/training in 2015 will continue with this activity. | Training and facilitation on either communications for advocacy, social media, reputational risk, etc.)  | March – October 2016 | 4,000 CHF | Arifin M. Hadi | Builds on training on same thematic area in 2015 |
| Indonesia | Finalization and Printing The Advocacy Manual for ICBRR Programme  | A manual was drafted under separate funding to support chapters and branches to engage into advocacy activities with local governments based on community needs. This manual will be finalized and disseminated throughout PMI networks. If relevant, the project will consider translating it into English to serve as reference for other NSs in the region.  | April – December 2016 | 5,000 CHF | Arifin M. Hadi |  |
| Lao PDR | Radio training | In early 2016 LRC conducted their first radio workshop and this builds on the outcomes, to strengthen community radio skills with 18 branches, 5 different departments. 30 participants with 5 days training | April – June 2016 | 9,500 CHF | Communication unit | Costs might be shared with ICRC |
| Lao PDR | Training / workshop on social media | With IFRC support over the past 4 years, LRC is investing in improving their social media/email skills. This activity proposes to extend it further within the NS, and conduct a workshop skill for 18 branches, 5 different departments. 30 participants with 3 days training.  | July-end of RRI | **TBC:** 7,500 CHF  | Communication unit | Costs might be shared with ICRC |
| Myanmar | Reputation Risk Management Workshop | Such workshop was conducted as a peer to peer with Australian RC in December 2014. This workshop should build on progress made to date – more details and date TBC. | TBC | 3,841CHF (TBC) | Communication unit |  |
| Myanmar | Spokesperson training | Spokesperson Training for newly elected Executive Committee Members / Senior Management and regional leaders (G1) | TBC | 1,536 CHF (TBC) | Communication unit |  |
| Philippines | Training or workshop on social media for the promotion of PRC activities  | PRC uses social media effectively for DRR/DM and advocacy, the NS requests to increase knowledge internally and also strengthen visibility to programme areas and integration of programmes/advocacy  | TBC | 2,000 CHF | Communication Unit |  |
| Philippines | Storytelling with a focus on first-hand testimony from communities | Storytelling is a popular method of communicating and engaging audiences online and offline. This activity aims to capture “stories of change” and enhance NS staff understanding through a workshop. | TBC | 3,000 CHF | Communication Unit | This activity will require specific HR support  |
| Philippines | Participatory video / photo training | With a strong presence in the field and high number of disasters, combined with the rise of citizen journalism, PRC proposes to conduct a participatory video/photo training which will strengthen visibility/advocacy/fundraising efforts.  | TBC | 1,500 CHF | Communication unit |  |
| Timor-Leste | Workshop on advocacy/communication linked to ICBRR programming | The ICBRR is a successful example of community based DRR-health and this activity aims to advocate on the programme and also develop a long-term PoA for comms/advocacy. | April 2016 – March 2017 | 3,000 CHF | Alau Gutierrez, Head of Communication |  |
| Timor-Leste | Peer to peer support on reputational risk | With increased online engagement and visibility, CVTL requests peer (NS) support to strengthen understanding and planning for reputational risk.   | August 2016 | 3,000 CHF | Alau Gutierrez, Head of Communication |  |
| Timor-Leste | DRR training for community radio stations | CVTL has a history of using community radio successfully for HIV/AIDS awareness, and also conducted DRR for media training with IOM in 2015. This activity will enhance DRR training for community radio stations September 2016.  | September 2016 | 1,400 CHF | Alau Gutierrez, Head of Communication |  |
| Timor-Leste | Social media training | This activity will provide additional social media training for CVTL communications and technical staff/volunteers, building on support provided in 2014/5 | April – June 2016 | 1,000 CHF | Alau Gutierrez, Head of Communication |  |

**Activity 1112:** Develop and implement select NSs' DRR Communication and HD plans, based on community concerns, including gender & environment, aimed at national governments & other stakeholders.

**REGIONAL ACTIVITIES**

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| --- | --- | --- | --- | --- | --- |
| Activity Name | Description | Tentative date | Estimated budget | Focal person in NS | Comments |
| Regional advocacy | The activities of implementation of advocacy/HD activities listed at a national and regional level will be managed and supported technically through staff support, not only in this output but in the other RRI outputs in DL, CSRU, Gender, etc. | Ongoing | staff cost | Kate RouxKate SmithLy Nguyen |   |

**IN-COUNTRY ACTIVITIES**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Country | Activity Name | Description | Tentative date | Estimated budget | Focal person in NS | Comments  |
| Cambodia | Production of case studies |  This activity will strengthen visibility for CRC achievements in programme areas through a set of case studies. The needs are to be identified by CRC. | April 2016 – June 2017 | 5,000 CHF (included in the publication fund) | Communication unit | Will be done with comms/technical dept collectively |
| Cambodia | Technical support on the development of a communication strategy | This activity relates to the ongoing technical support for communication strategy development with IFRC/ICRC, based upon request and collaboration with ICRC  | January – March 2016 | 2,000 CHF | Communication department |  |
| Indonesia | DRR book production | This activity is focused on publishing a book “Hand 2 Hand” the second in a series, which outlines successful DRR community stories that can be used for advocacy and positioning of PMI. Support might include field travel to collect stories, consultancy fee, design and printing | May – July 2016 | 7,000 CHF (Publication fund) | Arifin M. Hadi, PMI DM |  |
| Lao PDR | Development and implementation of a radio spot to raise awareness and advocate to stakeholders/ government on a “Culture of Risk Reduction and Prevention” |  | April – December 2016 | 6,000 CHF | Head of comms/ fundraising | Could link with ECHO project  |
| Myanmar | Production of MRCS book of case studies and photos based on exhibition produced for 2016 Partnership Meeting | Layout design, printing  | April – June 2016 | 2,305 CHF | Communication unit |  |
| Myanmar | Media Trip to develop articles, stories, photos etc. | Details TBC; focus on collecting of content on DRR-health-gender for advocacy for or with media | TBC | 2,458 CHF (as part of the publication fund) | Communication unit |  |
| Philippines | Case study on resilience programming | This activity focuses on profiling the achievements in resilience programming focusing on community engagement with PRC via a case study; (TBC)  | TBC | TBC (as part of the publication fund) | PRC DM Department |  |
| Philippines | Creation of video on school based and urban DRR | This activity focuses on creating and disseminating videos on SBDRR & urban CBDRR with target audience identified; ideally for advocacy at national and regional level (i.e.., online advocacy platform) | TBC | 6,000 CHF | PRC DM Department | This activity will also contribute to the CSR Work Plan and the relationship building under the ASEAN Safe School Initiative (ASSI). There is also potential linkage with the ECHO-funded project the Spanish Red Cross will implement with PRC in Manila starting June 2016.  |
| Thailand | Photography/storytelling on DRR | This activity relates to the need for content to feed advocacy needs; through hiring of local photographer / writer, the objective is to gather photos/stories from the field and apply a storytelling method for advocacy at national and regional level. | April – June 2017 | **TBC:** 2,000 CHF | PR Bureau  |  |
| Timor-Leste | Case study on CVTL ICBRR model and CVTL-IFRC-PNS consortium  | CVTL has developed in recent year an integrated community-based program with national coverage (ICBRR). The approach taken and the key successes will be documented and promoted as part of national and regional advocacy activities.  | April 2016 – March 2017 | 2,000 CHF (publication fund) | Alau Gutierrez, Head of Communication |  |
| Timor-Leste | Radio/TV programming:  | Development of messages and broadcasting community-resilience (DRR, Health, etc.) messages in radio and/or in TV to access a wide part of the population (with two-way communications), also raising CVTL profile in the country | April - May 2016 | 4,000 CHF | Alau Gutierrez, Head of Communication |  |
| Timor-Leste | Collection of community stories | Field visits (approx. 2) to communities to collect first-hand testimonies/quotes and document CVTL activities under ICBRR or other as relevant for advocacy nationally and regionally. It also should include 1-day training for DM/health/communications staff for photography | April 2016 – December 2017 | 3,000 CHF | Alau Gutierrez, Head of Communication |  |
| Vietnam | Photography/storytelling on DRR | This activity relates to the need for content to feed advocacy needs; through hiring of local photographer / writer, the objective is to gather photos/stories from the field and apply a storytelling method for advocacy at national and regional level.  | April – Dec 2016 | 5,000 CHF | Head of Communication  |  |