**WORKPLAN Template for 2017**

**Component:** Humanitarian Diplomacy and Communications

**Lead:** Mirva Helenius, Communications Delegate, 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 |
| DRR advocacy ToT for key IFRC and NS staff members | This ToT will gather selected IFRC/NS colleagues engaged in DRR advocacy across the 4 RRI work plans, in order to learn to plan for advocacy more strategically at national level, putting the NS positioning and core strategy at the centre of the process. It will aim at framing and facilitating a dialogue amongst NS on advocacy approaches, stakeholders and issues mapping and development of more structured and strategic approaches in terms of advocacy, policy and influence. Following the ToT, national-level advocacy planning workshops will be proposed to selected NSs. | May 2017 | 10,000 CHF | Herve Gazeau |
| National level DRR advocacy planning workshops | Following the ToT above, national level planning workshops will be conducted with 2-4 selected NSs with a view to formulate a multi-year advocacy plan related to DRR. This will include supporting each selected NS in identifying their key advocacy objectives, messages, stakeholders and opportunities for influence. | June – December 2017 | (10,000 CHF - TBC) | Herve Gazeau |
| Resilience library | Ongoing updating and enhancement of the online library platform in support of the four workplans and NS advocacy efforts. | Ongoing until Dec 2017 | (5,000 CHF budgeted under PMER costs | Angeline / Ning |
| Community engagement and accountability (CEA) training and CDAC forum | IFRC and ICRC launched a new global guide on CEA early 2017 and this training will be an opportunity to bring together selected NSs from the region to share good practices on CEA as well as learn about new approached and tools. The training will be held back-to-back with the CDAC global CEA forum, allowing IFRC and NS to be present and showcase some of the most innovative approaches in the forum. After the regional training, day-to-day support will be provided by the team to mainstream CEA in their programming. | Regional workshop in May + ongoing support through end of 2017 | 15,000 CHF | Ly Nguyen |
| CEA training for national and provincial disaster response teams | Integrate CEA training modules into upcoming trainings for NDRT/PDRTs. | N/A | N/A | Ly Nguyen |
| Technical support | Technical support for the NSs on social media, community engagement, capacity building, publications and so on at country and regional level. | Ongoing through end of 2017 | Staff cost | Mirva Helenius, Wanweena Tangsathianraphap, Ly Nguyen |
| Peer to peer support | Supporting and strengthening peer to peer learning and collaboration between NSs in the region through for example joint workshops, trainings, study visits and so on. | Ongoing through end of 2017 | 3,000 CHF | Mirva Helenius |
| Publications | This activity builds on the publication support provided in 2015 and 2016 by using communication for targeted advocacy with a strong evidence-base and attention to highlighting issues from the community. 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. 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 2017 | 15,000 CHF | Wanweena Tangsathianraphap |

**IN-COUNTRY ACTIVITIES**

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| Country | Activity Name | Description | Tentative date | Estimated budget | Focal person in NS |
| Cambodia | Communications training | Communications trainings have been held consistently between IFRC-ICRC-CRC for the past few years\*. Also this training can be conducted together with ICRC. It will build on past experiences and focus on any of the areas identified in order to strengthen the CRC’s national-level visibility and engagement with external stakeholders.  \*2 trainings conducted in 2015-2016 on communications policy/guidelines funded by ICRC | July 2017 (TBC) | (4,400 CHF - TBC) | Mr. Hout Cheng Chhay, Head of Public Relations |
| Indonesia | Review of Communications Curriculum (workshop and pilot training) | Following the communications curriculum review workshop conducted in March or April 2017 (TBC), PMI will conduct a pilot training to disseminate the new communications curriculum. | May 2017 | 8,301 CHF | Ms. Aulia Arriani, Head of Communications |
| Indonesia | CEA training | Following the regional community engagement and accountability training in Bangkok in May 2017, PMI will conduct a national level CEA training. | June – July 2017 | 4,987 CHF (TBC) | Ms. Aulia Arriani, Head of Communications |
| Lao PDR | Support for radio programming | Ongoing technical support from IFRC CEA/COM staff. In addition, following the radio training at HQ level 21-23 March to enhance the capacity of the communication department in running the radio programme and coordination with other departments, the LRC will seek support from a professional radio speaker for a period of 6 months, during which the person will mentor the LRC radio staff on recording, script writing, editing and so on. | April – Dec 2017 | 3,000 CHF | Ly Nguyen / Meena Phimphachanh (LRC) |
| Philippines | Audiovisual storytelling workshop / training | This activity aims to enhance the NS’s understanding of audio-visual storytelling through a workshop. The training will be linked with the regional activity (under 1112) of producing a videos of community voices to be shown at the annual ministerial meeting of the ACDM planned for October 2017 and used for country level advocacy. | April – July 2017 | (5,000 CHF - TBC) | PRC DM and Comms departments |
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| Vietnam | Capacity building trainings | Support for VNRC communication staff to attend workshops/ trainings by external agencies to build their capacity. | Until May 2017 | 1,200 CHF | VNRC Comms department |

**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 |
| 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, CSR, Regional Cooperation (including with ASEAN), Gender and diversity, etc. | Ongoing | staff cost | Herve Gazeau |
| Community voices / video on resilience | Through hiring of videographer and working together with teams from IFRC and selected NSs\*, the objective is to apply a storytelling method to DRR and resilience and to gather community voices through videos/photos/stories from the field. Particularly, video(s) will be produced to be shown at the annual ministerial meeting of the ACDM planned for October 2017. The content produced can also be used for advocacy at national, regional and even global levels. This activity will also link with the video production profiled in the Gender and Diversity workplan.  \*Selected NSs TBC, but possible identified countries so far include Laos, Philippines, Myanmar and Thailand. The country level productions are also highlighted below in in-country activities. | April – October 2017 | 36,000 CHF | Mirva Helenius |
| Exhibition on community voices at ACDM meeting | As part of the IFRC support to ACDM chairmanship 2017, this activity will support one or several booths at the side of the ACDM – related meeting, planned in Luangprabang in October 2017. The booth will aim at showcasing voices from communities at risk throughout ASEAN as well as good DRR practices. It will be done in partnership with key stakeholders such as the AHA Centre, ASSI consortium partners, LRC, etc. | October 2017 | 5,000 CHF | Mirva Helenius |

**IN-COUNTRY ACTIVITIES**

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| --- | --- | --- | --- | --- | --- |
| Country | Activity Name | Description | Tentative date | Estimated budget | Focal persons |
| Cambodia | Production of case studies | This activity is carried over from AWP3. A production of two case studies is underway and once finalized, will strengthen visibility for CRC achievements in selected programme areas. | Until June 2016 | 5,000 CHF (included in the publication fund) | Mr. Hout Cheng Chhay, Head of Public Relations |
| Indonesia | DRR book production | This activity is carried over from AWP3, focusing on publishing a book “Hand in Hand” the second in a series, which outlines successful DRR community stories that can be used for advocacy and positioning of PMI. PMI has completed the data collection for the book, and additional funding is requested for designing and printing. | July 2016 – | 7,500 CHF (included in the publication fund) | Arifin M. Hadi, PMI DM department |
| Indonesia | TV talk show | In collaboration with a national TV channel, PMI will organize a talk show with the participation of Community-Based Action Team (CBAT) members from villages participating in its flagship ICBRR programme throughout the archipelago. This will be held on the occasion of a national DRR advocacy event (to be partly supported by RRI under the CSR work plan) in which CBAT members will be meeting national policy-makers to share about their experience reducing risks at community level. | Sept 2017 | 5,000 CHF | Arifin M. Hadi, PMI DM department |
| Lao PDR | Support on the development of communication and advocacy strategy | This activity relates to the ongoing support for communication and advocacy. | April 2017 – end of RRI | TBC | Ms. Meena Phimphachanh, Head of Communication unit and Fundraising Division |
| Lao PDR | National Strategic Partnership Meeting | This two-day national event will be organized by LRC with technical support from IFRC to bring together all key partners of the NS (government, donors, UN, private sector, etc.). It will be a unique opportunity for LRC to highlight its mandate, strategy and key areas of focus including its recent achievements supported by RRI such as the work on women advancement, the enhanced radio programming as well as the partnership with MoNRE and UNDP in the current development of Disaster and Climate law. | May 2017 | 5,000 CHF | LRC President |
| Lao PDR | Community voices / storytelling on resilience | This activity aims to use storytelling methods in collecting community voices through videography/photos/stories. Through sending IFRC videographer and communications delegate to a content gathering trip with MRCS communications unit, this activity will link with the regional activity of collecting community voices and producing video(s) to be shown at the annual ministerial meeting of the ACDM planned for October 2017 and used for country level advocacy. | May – July 2017 | 1,000 CHF (+ IFRC videographer & video production costs from regional activity fund) | Ms. Meena Phimphachanh, Head of Communication unit and Fundraising Division |
| Myanmar | Communication field trips | This activity aims to use storytelling methods in collecting community voices through videography/photos/stories. Through sending IFRC videographer and communications delegate to a content gathering trip with MRCS communications unit, this activity will link with the regional activity of collecting community voices and producing video(s) to be shown at the annual ministerial meeting of the ACDM planned for October 2017 and used for country level advocacy. | April – October 2017 | 1,843 CHF (+ IFRC videographer & video production costs from regional activity fund) | MRCS Communication unit |
| Myanmar | Media trips | Details TBC; focus on highlighting MRCS’s work on DRR-health-gender for advocacy for or with media. | May – November 2017 (TBC) | 6,222 CHF | MRCS Communication unit |
| Philippines | Community voices / storytelling on DRR and resilience | Following the supporting the audiovisual capacity building of selected PRC staff through a video training (above), this activity aims to the creation and dissemination videos on DRR with target audience identified; ideally for advocacy at national and regional level. Support from IFRC by sending a videographer and communications delegate to do a content gathering field visit with PRC staff. This activity will link with the regional activity of collecting community voices and producing videos to be shown at the annual ministerial meeting of the ACDM planned for October 2017 and used for country level advocacy. | April – July 2017 | 2,000 CHF (+ IFRC videographer & video production costs from regional activity fund) | PRC DM and Comms departments |
| Philippines | Case study on resilience programming | This activity is carried over from APW3 and is ongoing. It focuses on profiling the achievements in resilience programming focusing on community engagement with PRC via a case study about the ‘143 volunteer programme’ | End of June 2017 (TBC) | (TBC - as part of the publication fund) | PRC Comms department |
| Thailand | Community voices / storytelling on DRR | Through sending a videographer and working together with TRCS team, the objective is to gather community voices through videos/photos/stories from the field and apply a storytelling method for advocacy at national and regional level. This activity will link with the regional activity of collecting community voices and producing video(s) to be shown at the annual ministerial meeting of the ACDM planned for October 2017 and used for country level advocacy. | April – July 2017 | Part of the regional activity | TRC Relief Bureau PR staff |
| Timor-Leste | Production and dissemination of DRR messages through national TV | CVTL will develop and disseminate DRR and CVTL messages through national broadcasting media to raise awareness tackling the 3 most common risks in Timor-Leste (e.g. on floods, high winds communicable diseases, house fires). Through the design, preparation and broadcasting of TV spots and supporting communication material, the activity will enhance the profiling of the NS at national level, as well as the partnership with the national TV as well as NDMO for message validation and dissemination. | September – October 2017 – before the rainy season | 3000 CHF (TBC) | CVTL DM and Comms departments |
| Vietnam | Video on community voices | This activity is carried over from AWP3 and ongoing, relating to the need for content to feed advocacy needs; through hiring of local videographer, the objective is to gather stories from the field and produce a video to be used for advocacy at national and regional level. | Until June 2017 | 5,000 CHF | VNRC Comms department |
| Vietnam | Capacity building in resource mobilization and advocacy | Continued support for VNRC in resource mobilization and advocacy, including production of visibility and fundraising materials and communication and advocacy strategy with greater focus on community voices. | April 2017 – end of RRI | 8,000 CHF | Tran Thu Hang, acting head of VNRC Comms department |