|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ***Activity*** | **Responsible** | **Indicator** | **Q1** | **Q2** | **Q3** | **Q4** |
| ***Quarter 1*** |  |  |  |  |  |  |
| ***Advocacy*** |  |  |  |  |  |  |
| Identify multi-sectoral influentials to serve as advocates for the H5N1 initiatives | FAO/GOVS | Roster of multi-sectoral influentials |  |  |  |  |
| Conduct an assessment of policy issues and economic data relevant to poultry industry | FAO/Influentials | Policy Report |  |  |  |  |
| Develop messages and advocacy materials based on research, economic and policy information | Consultant/GCWG | Advocacy documents |  |  |  |  |
| Meeting with decision-makers re: forming (or reinstating) H5N1 Virus Multi-sectoral Task Force at the national level | FAO/GOVS/MOH | Task Force’s first meeting scheduled |  |  |  |  |
| With approval invite Task Force members to join and schedule first meeting | FAO/GOVS/MOH | Task Force finalized |  |  |  |  |
| First meeting and design a Plan of Action and based on assessment identify priority policy issues | National Multi-sectoral H5N1 Task Force | Plan of Action and Timeline |  |  |  |  |
| ***Community-based Communication and Social Mobilization***  ***(Research)*** |  |  |  |  |  |  |
| Conduct a secondary research review of qualitative research conducted among targeted audiences | Consultant/GCWG | Assessment Report |  |  |  |  |
| Design, conduct, and analysis of qualitative research among target audiences | Consultant/GCWG | Research findings among target audiences |  |  |  |  |
| Formalize the research findings, assessments, and economic data into documents and report | Consultant/GCWG | Research report and Policy Document |  |  |  |  |
| Present the research findings, policy assessment, and economic data to multi-sectoral stakeholders at a workshop | Consultant/  GCWG | Stakeholders’ Meeting and Plan of Action |  |  |  |  |
| Design Performance Monitoring Plan based on research data | Consultant/GCWG | PMP in place |  |  |  |  |
| Audience segmentation; Develop messages and design materials for target audiences based on research findings | Consultant/GCWG | Materials and messages designed |  |  |  |  |
| Pre-test messages among target audiences and finalize materials | Consultant/GCWG | Final messages and materials |  |  |  |  |
| Establish SMS/mobile platform reporting for farmers and CAHO: design survey and technology | Consultant/GCWP | SMS Reporting |  |  |  |  |
| ***Capacity Building*** |  |  |  |  |  |  |
| Create a GOVS Communication Working Group (GCWG) comprised of representatives from GOVS to work with a BCC consultant to prepare the communication activities | Consultant with GOVS | GCWG formed |  |  |  |  |
| Observational research of CAHO and field epidemiologists working in the field to see what they do and how they do it | Consultant/GCWG | Observational Report |  |  |  |  |
| Review existing training modules on H5N1 and select modules best suited for veterinarian and community health workers needs and responsibilities for the current H5N1 virus conditions and observation report. If needed develop new modules to address needs. | GCWG/  Consultant | Appropriate training modules |  |  |  |  |
| Identify governorates for pilot BCC initiative and communicate with leaders | GOVS/FAO | Governorates |  |  |  |  |
| Translate modules into Arabic (where necessary) | GCWG | Translated modules |  |  |  |  |
| Pre-test modules (interpersonal, technical) among GOVS vets and modify modules based on pre-testing | Consultant/GCWG | Modified modules |  |  |  |  |
| Format and finalize training materials | Consultant/GCWG | Materials finalized |  |  |  |  |
| Training vets on how to use the materials (part of IPC and separate trainings) | Consultant | Materials in the field |  | X | X | X |
| ***Quarter 2*** |  |  |  |  |  |  |
| ***Advocacy*** |  |  |  |  |  |  |
| National Task Force meets and continues policy review | National Task Force | Meetings held |  |  |  |  |
| Update government authorities on status of assessment and range of issues | National Task Force | Draft priorities |  |  |  |  |
| Establish (identify members) for two Governorates and District H5N1 Multi-sectoral Task Force | District Task Force | First meeting and Action Plan |  |  |  |  |
| Date set and invitations sent to Governorate and District H5N1 Task Force members | GOVS | First Meeting |  |  |  |  |
| Conduct Participatory Research Action with organizations and key officials at district-level (1 district in each governorate) | Consultant | Results of PAR identifies policy issues to address (low hanging fruit) |  |  |  |  |
| Prioritize policy issues to address in Year 1 | District Task Force | Priority List |  |  |  |  |
| PAR findings shared with local stakeholders in workshop | District Multi-sectoral Task Force | Workshop Meeting Notes, Action Plan and Assignments |  |  |  |  |
| Begin implementation Plan of Action | Task Force/GOVS | Timeline and Monitoring Tool |  |  |  |  |
| Plan of Action and Responsibilities defined for Task Force Members and deadline to report to officials | District Task Force | Plan of Action and Timeline |  |  |  |  |
| ***Capacity Building*** |  |  |  |  |  |  |
| Conduct training among CAHO, Field Ep, Ag Ex , CHW, private vets in two governorates | Consultant (medical and veterinarian) | Trained field experts |  |  |  |  |
| Establish network of full-time CAHO in two governorates – vetted by combination interpersonal and technical skills | GOVS | Network of full-time veterinarians |  |  |  |  |
| Modify training modules for educators, water/sanitation and hygiene, service providers, market vendors, detailers | Consultant/GCWG | Targeted training modules |  |  |  |  |
| Translate, pre-test among each audience and finalize and format | GCWG/Consultant | Training modules for each audience |  |  |  |  |
| Conduct training and develop activities for each audience | GCWG/Consultant | Trained network across sectors |  |  |  |  |
| Set up SMS reporting system among full-time CAHO | CAHO | Weekly reports |  |  |  |  |
| Train CAHO and farmers on SMS technology and reporting | Consultant/GCWG | SMS system in place |  |  |  |  |
| Establish procedures for creating a Household Farmers’ Co-operative | GCWG/Consultants | Plan of Action |  |  |  |  |
| ***Community-based Communication and Social Mobilization*** |  |  |  |  |  |  |
| Prepare messages and materials for household farmers on the Co-operatives | GCWG/Consultants | Messages and Materials |  |  |  |  |
| Invite household farmers to an introductory meeting about organize Household Farmers’ Co-operatives (HFC) | District Task Force/Consultant | Roster of interested members and their areas of interest |  |  |  |  |
| Conduct first planning meeting and demonstrations | HFC and District CAHO | Meeting minutes |  |  |  |  |
| Regular meetings (bi-weekly) – subjects to include “doing” bio-security such as building coops, sanitation, business planning, seed and food selection, marketing, certification, vax | HFC and District CAHO | Meeting Minutes and reporting |  |  |  |  |
| Plan of Action for setting up a (Sector 3) Poultry Farmers’ Association (PFA) | District CAHO/ Consultants | Plan of Action |  |  |  |  |
| Prepare messages and materials for farmers on the benefits and responsibilities of the PFA | GCWG/Consultants | Messages and Materials |  |  |  |  |
| Invite farmers to an introductory meeting about organizing Poultry Farmers’ Association (PFA) | District Task Force/Consultant | Roster of interested members |  |  |  |  |
| Internal public affairs candidates to participate in training | Consultant/GOVS | Participants named |  |  |  |  |
| Conduct first planning meeting and demonstration (PFA) | District CAHO/PFA leadership | Meeting minutes |  |  |  |  |
| Internal public affairs candidates to participate in training | Consultant/GOVS | Participants named |  |  |  |  |
| ***External and Internal Communication*** |  |  |  |  |  |  |
| Adapt communication training modules (media/press relations, social media, crisis management, strategic planning) and checklist to Egypt setting and translate into Arabic | Consultant/GCWG | Training modules |  |  |  |  |
| Develop communication strategy (internal and external), digital strategy, crisis management and checklist | Public Information Officers (PIO)/ Consultants | Strategies and Checklist In Place |  |  |  |  |
| Internal communication system in place to share information across sectors, intra-agencies, to the field | PIO/Consultants | System in place |  |  |  |  |
| Identify Technical and Public Information Spokespeople | PIO/ Consultant | Spokespeople |  |  |  |  |
| ***Quarter 3*** |  |  |  |  |  |  |
| ***Capacity Building*** |  |  |  |  |  |  |
| Translate, pre-test among each audience and finalize and format | GCWG/Consultant | Training modules for each audience |  |  |  |  |
| Conduct training and develop activities for each audience | GCWG/Consultant | Trained network across sectors |  |  |  |  |
| Train district vets on storytelling, reporting anecdotal and activities in the field to be used for social media monthly status reports | PIO/Consultant | Stories |  |  |  |  |
| Regular meetings of Household Farmers’ Cooperative(bi-weekly) – subjects to include “doing” bio-security such as building coops, sanitation, business planning, seed and food selection, marketing, certification, vaccination | HFC and District CAHO | Meeting Minutes and reporting |  |  |  |  |
| Begin regular meetings of the Poultry Farmers Association (bi-weekly) to build capacity on bio-security, sanitation, business planning, marketing, certification | District CAHO/PFA leadership and specialized technical experts as needed | Meeting minutes |  |  |  |  |
| ***Advocacy*** |  |  |  |  |  |  |
| Meetings with private sector and industry, civil society, and professional associations; site visits | Members of Task Force | Assessment contributes to selection |  |  |  |  |
| National H5N1 Task Force meets to finalize priority policy issues | National Task Force | Policy Issues |  |  |  |  |
| Next steps is to develop findings report with recommendations for presentation to stakeholders | National Task Force | Report |  |  |  |  |
| District/Governorate H5N1 Task Force begins changes in community based on PAR findings and priorities | Task Force | New Guidelines implemented |  |  |  |  |
| ***Community-based Communication and Social Mobilization*** |  |  |  |  |  |  |
| Develop implementation plan for community-based communication and social mobilization | District CAHO/GCWG/  Consultant | Plan and Implementers in Place |  |  |  |  |
| Implementation of community-based communication: demonstrations, classroom activities (building coops, raising poultry correctly), bio-security at markets targeting vendors, transporters, slaughterers, co-operatives, home and farm visits, detailers, peers, brokers and tradespeople | District CAHO/GCWG/  Consultant | Weekly updates |  |  |  |  |
| Regular HFC meetings (bi-weekly) – subjects to include “doing” bio-security such as building coops, sanitation, business planning, seed and food selection, marketing, certification, vaccination | HFC and District CAHO | Meeting Minutes and reporting |  |  |  |  |
| Regular meetings of PFA and activities include doable actions | PSA and District CAHO | Meeting Reports |  |  |  |  |
| SMS self-reporting by farmers | Co-operative | Weekly |  |  |  |  |
| Monthly Monitoring Report prepared and submitted to FAO and GOVS and other relevant actors | GCWG/Consultant | Monthly Reports |  |  |  |  |
| ***Capacity Building*** |  |  |  |  |  |  |
| Conduct training among educators of guidelines for schools | Consultant | Guidelines in schools |  |  |  |  |
| Press orientation on H5N1 status | Public Information Office | Orientation meeting |  |  |  |  |
| Conduct media training for spokespeople | Consultant | Spokespeople trained |  |  |  |  |
| ***Internal and External Communication*** |  |  |  |  |  |  |
| Develop press kit on issues including Backgrounders, Fact Sheets, Infographics | Public Information Office | Press kit |  |  |  |  |
| Web-site and social media implemented (blogs, twitter, Instagram, YouTube, Webinars, apps) | Public Information Office | Regular schedule (analytics) |  |  |  |  |
| Public Relations – strategically placed interviews and discussions about H5N1 | Public Information  Office | News coverage |  |  |  |  |
| Refresher training of spokespeople, materials, and website (on-going) | Public Information Office | New items |  |  |  |  |
| Weekly status reports and bulletins (on-line) to National and District Multi-sectoral Task Force, GOVS, FAO, MOH and relative actors | Public Information Office | Status Reports |  |  |  |  |
| **Quarter 4** |  |  |  |  |  |  |
| ***Advocacy*** |  |  |  |  |  |  |
| National H5N1 Task Force recommends top three priority issues with Plan of Action and Recommendations | Task Force | Task Force Report |  |  |  |  |
| Presentation to key stakeholders of Recommendations for discussion and comment | National Task Force | Finalize Report |  |  |  |  |
| Governorate Task Force implements bio-security recommendations | Governorate Task Force | Action Report |  |  |  |  |
| District Task Force implement its priority issues in a community | District Task Force/District CAHO | Implemented program |  |  |  |  |
| Begin discussions with school authorities to establish animal husbandry clubs in schools | District Task Force  Educators/ CAHO | Approval to move ahead |  |  |  |  |
| ***Community-based Communication and Social Mobilization*** |  |  |  |  |  |  |
| Regular meetings (bi-weekly) – subjects to include “doing” bio-security such as building coops, sanitation, business planning, seed and food selection, marketing, certification, vaccination | HFC and District CAHO | Meeting Minutes and reporting |  |  |  |  |
| Regular meetings of PFA and activities include doable actions | PSA and District CAHO | Meeting Reports |  |  |  |  |
| Re-institute Certificate of Excellence to famers (individual, co-operatives, associations) that follow bio-security and good animal husbandry – Quality Product; set up guidelines, requirements, application process, review team | GOVS/GOE/FAO | Procedures for launch of Certificate of Excellence |  |  |  |  |
| Implementation continues | All players | Reporting |  |  |  |  |
| Design concept for social impact gaming for families on raising poultry correctly, contains a gender component | Consultant/GCWG/ | Design concept |  |  |  |  |
| Monthly monitoring report on CBC and SM prepared and submitted to FAO/GOVS and relevant actors | GCWG | Report |  |  |  |  |
| SMS self-reporting by farmers | Co-operative | Weekly |  |  |  |  |
| ***External and Internal Communication*** |  |  |  |  |  |  |
| Design launch strategy for Certificate of Excellence | Public Information | Strategy |  |  |  |  |
| Weekly status reports and bulletins (on-line) to National and District Multi-sectoral Task Force, GOVS, FAO, MOH and relevant actors | Public Information | Status Reports |  |  |  |  |
| On-going press and media relations | Public Information | News coverage and content analysis |  |  |  |  |
| Web-site and social media implemented (blogs, twitter, Instagram, YouTube, Webinars) | Public Information Office | Regular schedule (analytics) |  |  |  |  |
| Public Relations – strategically placed interviews and discussions about H5N1 | Public Information  Office | News coverage and content analysis |  |  |  |  |
| Refresher training of spokespeople, materials, and website (on-going) | Public Information Office | New items |  |  |  |  |
| Weekly status reports and bulletins (on-line) to National and District Multi-sectoral Task Force, GOVS, FAO, MOH and relative actors | Public Information Office | Status Reports includes content analysis, analytics of social media and web-based communication |  |  |  |  |
| Press plan for National H5N1 Task Force’s priority issues report | Public Information | Strategic Public Information Plan |  |  |  |  |
| Regularly conduct content analysis and media scan of news stories and press coverage (traditional and social media) | Public Information | Performance report on press activities |  |  |  |  |
| ***Capacity Building*** |  |  |  |  |  |  |
| Translate, pre-test among each audience and finalize and format | GCWG/Consultant | Training modules for each audience |  |  |  |  |
| Conduct training and develop activities for each audience | GCWG/Consultant | Trained network across sectors |  |  |  |  |
| Refresher training for veterinarians | GCWG/Consultant | Refresher training completed |  |  |  |  |
| Monitoring: discussion with vets in pilot communities for lessons learned, successes, needs, barriers | GCWG/FAO/  Consultant | Monitoring Report |  |  |  |  |
| Begin planning stage to establish animal husbandry clubs in schools | District Task Force, District CAHO | Club outline and concept |  |  |  |  |