



Proposed Communication Work Plan for June 2007-April 2008

Key Activity	Target Date	Objective	Requisites
1. Convening the CBFM Steering Committee	June 20, 07	To unite on the CBFM strategic plan and further detail plans to disseminate the strategic paper.	<ul style="list-style-type: none"> • Strategic Plan (final formatted form) • Policy Brief
2. Initial production of Primers and Policy Briefs for communicating the plan to the field offices	June 2007	To have readily available materials that can be used when communicating the plan to the field offices and to priority NGAs and LGUs.	Concept and design for the primer and policy briefs. For the policy briefs, identify the key issues and advocacy themes depending on the NGA/LGU officials and decision-makers to be immediately approached for support.
3. Communicating the plan to the field offices	June 28-29	Unite the field offices on the plan and build the national machinery for communicating and implementing the plan	<ul style="list-style-type: none"> * Strategic Plan * Primer (to guide the field offices in them in their own information campaign) * Monograph of CBFM experiences (c/o IIRR)
4. Translating into regional action plans (should include their own communication work plan)	July-Aug	Formulate the Regional and Local CBFM Working Group Communicators/Task force for Communication to: - finalize their communication plans vis-à-vis the CBFM workplan-oversee production of the communication tools- help the regions in the use/ dissemination of the communication tools - plan/be the focal group for training/capacity building/ support to regions in undertaking their own com plan in accordance with the regional action plans.	<ul style="list-style-type: none"> * Strategic Plan * Primer * Guide for making the CBFM regional/local action plans * Guide for making the participatory communications plan
5. National CBFM Slogan, jingle, poster-making contest	October 2007- April 2008	<ul style="list-style-type: none"> * Have an initial build up activity for the nationwide launching of the CBFM Strategic Plan * Engage as many stakeholders in the formulation of a CBFM slogan, jingle that is appropriate and acceptable to all stakeholders 	<ul style="list-style-type: none"> * Contest Mechanics * Prizes for contest winners * Coordinators for this will be the CBFM WG Communicators

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6. Capacity building of CBFM WG Communicators	Begins 3 rd quarter of 2007	Enable the local CBFM communicators to start their own CBFM information and communication campaign	<ul style="list-style-type: none"> * TNA of local CBFM communicators * trainers/resource persons on participatory communications * trainers/resource persons on media communication
7. Production of locally appropriate and accessible IEC materials on the CBFM Strategic Plan	Begins 3 rd quarter of 2007	Provide local CBFM communicators appropriate local materials for their CBFM information and communication campaign.	Coordinated CBFM fairs/ concerts (October, national peasant month)
8. Launching of the new CBFM Plan with announcement of winners in the new slogan, jingle and CBFM champion/advocate	April 2008 (Earth day activity)	Coordinated nationwide info campaign to launch the national champion, slogan, jingle of CBFM	

