

#	Strategy/ Category	Activities	Audience	0	W16/7	W23/7	W30/7	W6/8	W13/8	W20/8	W27/8	W3/9	W10/9	W17/9	W24/9	W1/10	W8/10	W15/10	W22/10	W29/10	Milestones(2018)	Responsibility				
1	Communication planning, coordination	1.1. National consultation with provincial EPI leadership to discuss and finalize PoA and timelines.	National/Pro EPI leadership and Partners																		Completed	Federal EPI and UNICEF				
		1.2. Set-up/Revival/ Notification of National and Provincial Communication Committees	National/Pro EPI leadership and Partners																			Completed	Federal/Provincial EPI with UNICEF's coordination			
		1.3. Support provincial communication action planning exercise (district will follow later)	Pro EPI officials, Dist. health teams and Polio teams																			Ongoing/ July	Provincial EPI and Partners with TA from UNICEF			
		1.4. Hiring and deployment of CAD at Fed EPI	Federal and Provincial																			CAD by End July	Federal EPI/UNICEF			
		1.5. Development of framework for Federal, Provincial and District with SOPs and functions along with timeline for communication staff	Federal and Provincial																				23-Jul	Federal EPI/UNICEF		
		1.6. Development of SOPs regarding functions of communication sub group such as media, schools etc.	Federal and Provincial																				23-Jul	Federal EPI/UNICEF		
		1.7. Communication funding needs gaps and leveraging	National/Pro																				July	Federal/Provincial EPI		
2	Crisis Communication	2.1. Communication Committees at fed/provincial levels also responsible for crisis communication	Nat/Pro EPI officials, FLWs and general public																			31-Jul	Sub-Committee/EOC Crisis Communication Group/AEFI independent Review Committee/UNICEF/WHO			
		2.2. Development of crisis communication plan, messages, press releases, FAQs/factsheet and other materials along with two page document for combined polio and EPI crisis communication plan	Nat/Pro EPI officials, media, partners and general public																				End July/ Mid-August	Communication Committee and EOC Crisis Communication Group		
		2.3. Designation of spokespersons at fed/pro level + briefing on AEFI messages/FAQs	Media and General Public																				End July/ Mid-August	Communication Committee and EOC Crisis Communication Group		
3	Focused Advocacy	3.1. Briefing and areas of support for Parliamentarians and inter-ministerial briefing for allied ministries and departments	National and provincial parliamentarians																			Between 3 <sup>rd</sup> week of August 3 <sup>rd</sup> week of September	Federal EPI			
		3.2. Briefing and areas of support for Religious Leadership	National and provincial religious leaders																				Aug-Sep	Federal EPI & EOC (through the National Islamic Advisory Group)		
		3.3. Briefing and areas of support from Fed/Pediatrics Association	National Associations (Pediatrics Association and other private associations)																				Aug-Sept	Federal EPI and PPA focal point		
		3.4. Briefing and areas of support for media	National & provincial health journalists																				Sept-Oct	Communication Committee members and EOC Media team		
		3.5. Briefing and areas of support for private sector	Leading private sector reps																				July-Oct	Federal and PPP focal point		
4	Engagement & mobilization of CSOs, community based networks	4.1. Consultation and engagement with national/international CSOs (including social media orientation)	CSOs and Partners																			July-August	Federal EPI/UNICEF/GAV CSOs Coalition leads			
		4.2. Support to provincial and district mobilization of CSOs and community networks especially for hard to reach areas.	CSOs and community networks																				Aug-Oct	Federal EPI, UNICEF and CSO Partners		
		4.3. Dissemination of IEC material	CSOs/CSOs																				End August	Federal EPI and UNICEF		
5	IPC Material and Capacity building of Health Staff	5.1. Development of IPC material for FLWS	FLWs and mid-level managers																					Federal EPI/EOC/Partners		
		5.2. Production of IPC material for FLWS																						Federal EPI and UNICEF		
		5.3. Delivery of IPC material for FLWS																							Federal EPI and UNICEF	
		5.4. Support provincial and district planning to orient FLWs. Merge capacity building with WHO trainings and cascade trainings.	Provincial/District EPI & Health officials																					Aug-Sep (merged with WHO Trn)	Federal/Provincial EPI with WHO/UNICEF	
6	Mass Media planning and roll out	6.1. Develop key messages	Parents, caregivers																				July	Federal EPI and Partners		
		6.2. Production of TV, Radio, Newspaper FAQs/As & pretest	Parents, caregivers																				Partly done/Aug	Advertising agency and Federal EPI/UNICEF		
		6.3. mass media campaign: interview/scrolls/PSAs	Parents, caregivers																				Mid Sep - Oct	Media agency/Federal EPI/NEOC Media team/UNICEF		
		6.4. Media monitoring of campaign	EPI and Partners																				Oct	NEOC Media team/Third Party monitors		
7	Social media listening and campaigning	7.1. Social media tracking around measles/immunization/vaccine safety and regular reports	EPI and Partners																				Sep-Oct	Social Media Officer, federal/provincial CADs/ACSM Committees/ Polio network		
		7.2. Federal and Provincial Digital campaign - Paid and unpaid campaigns	Social media users, parents, giver cares																					Sep-Oct	Social Media Officer, CSOs, media agency and Polio network	
		7.3. Regular SMS to various mobile service users (CSR)	Parents, caregivers																					End Sep - Oct	Federal EPI, UNICEF and local company (Aggregator or directly with Telco)	
		7.4. Use EPI and polio WhatsApp groups to share regular messaging on measles and to monitor and respond to crisis communication.	EPI/Polio Networks																						End Sep - Oct	Social Media Officer, Polio network and Media Agency
		7.5. Update and maintain EPI website/social media pages	EPI Officials, partners, parents, caregivers																						Social media pages completed/Website near completion	Fed EPI, IT Officer and Social Media Officer/UNICEF
8	Production and Delivery of IEC material	8.1. Production & Finalization of IEC material	Health workers, CSO partners, Polio workers and																				July	Federal/Provincial EPI and UNICEF/WHO		
		8.2. Delivery of material to provinces																						End Aug	Federal EPI and UNICEF	
9	Monitoring, assessment & documentation	9.1. Oversight for third party monitoring of communication activities for each phase.	Nat/Pro EPI officials, partners																					Merge with WHO timeline	Third Party monitoring Agency	
		9.2. Documentation 2-3 best practices and overall communication aspect of the campaign.	Nat/Pro EPI officials, partner/donors																						Oct - Nov	Consultant/UNICEF
10	RI/Measles Communication Systems Strengthening beyond the Campaign	10.1. Communication Committees will be in place to provide technical support, coordination, monitoring and knowledge management services for RI/Measles communication.	National/Pro EPI leadership and Partners																					Done/Ongoing	Federal/Provincial EPI	
		10.2. Crisis Communication Plan drafted for the country for adaptation in other RI emergencies.	National/Pro EPI leadership and Partners																						July	Federal EPI, UNICEF and Partners