

UNFPA Sudan Country Office

**Country Programme
Communication Strategy**

2014, August

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1. Introduction

The United Nations Population Fund (UNFPA) 6th Country Program (2013-2016) in Sudan is building upon the experience gained and progress made during the implementation of the 5th Country Program and previous Programs of Cooperation between the Government and UNFPA; the priorities identified in the United Nations Development Assistance Framework; the 2012-2016 Five Year National Development Plan and the UNFPA revised Strategic Plan (2012-2013). Its overall objective is achieving universal access to sexual and reproductive health, promoting reproductive rights, reducing maternal mortality and accelerating progress on the ICPD agenda and MDG 5 (A and B) of women and youth.

The 6th Country Program is set within the background of the protracted conflict since Sudan's Independence diverting resources to war efforts and leaving health, education and social services at a minimum or underfunded. These trends culminated in 2011 with the Independence of South Sudan, followed by loss in oil revenue, a severe economic downturn, and a new socio-demographic profile of the country. Consequently, the poor functioning of the health system has resulted in low demand for reproductive health information and services, and also at stake in Sudan is the presence of deeply rooted socio-cultural determinants behind high maternal mortality and morbidity rate such as poverty, low awareness of reproductive health needs, harmful traditional practices such as Female Genital Mutilation/Cutting and child marriage.

Furthermore, the deeply-rooted gender inequalities are leaving women with limited control over decision-making which restricts their access to social support, economic opportunities and health care. Women and youth's low social and civic participation as well as the increasing rates of HIV infections among most-at-risk populations add to the evident need for an effective and sound communication strategy supporting the implementation of UNFPA's 6th Country Program in Sudan.

2. Communication Strategy Rationale:

The 6th UNFPA Country Program (2013-2016) has adopted an integrated multi-tiered approach combining development and humanitarian interventions at national, state and locality as well as community levels. Based on lessons learned from previous program cycles, the focus on the community level is given a significant emphasis in the 6th Country Program in order to facilitate the necessary and desired change in attitudes and behaviors reflected in the social and community norms across the target audience. The centrality of change in attitudes and behaviors further reflects the pressing need for addressing the socio-cultural barriers underlying maternal mortality and morbidity, the traditional cultural practices, gender inequalities etc. In order to accommodate the above-mentioned priority, communication for behavioral change composes one key pillar of the communication strategy. In these efforts, a culture-sensitive approach considering all aspects of religion, traditions, norms, values and attitudes of the target audience at national, state and community levels will further be adopted.

Secondly, the communication strategy will aim to respond to the need for improved integration and coordination across the 6th Country Program by strategically addressing communication in an interconnected manner and with unifying messages on the basis of UNFPA's strategic focus – the so-called “*bull's eye*”. In that respect the communication strategy aims to support the establishment of the UNFPA Sudan's cluster approach composed by the Women's Reproductive Health (WRH) Cluster and the Adolescent and Youth (AY) Cluster.

In line with the UNFPA Global Communication Strategy, this communication strategy will further place a significant focus on internal communication aiming at building a corporate culture within UNFPA Sudan that enables professional, timely and effective internal and external communication and ensures smooth flow of information across the different levels of UNFPA Sudan's operation. To ensure timely and appropriate implementation of the communication strategy an action plan will be developed on an annual basis in parallel with the CPAP planning phase (Annex 1).

3. Communication Strategy Objectives:

3.1. Overall objective:

“To support the successful implementation of the 6th UNFPA Country Program Action Plan 2013-2016”

3.2. Specific strategic objectives:

- To facilitate a change in attitudes and behaviors in the selected target audience for improved sexual and reproductive health and well-being, gender equality, civic and population education.
- To enhance the visibility of UNFPA's interventions, results and impact under the 6th Country Program.
- To improve the internal communication towards improved program integration, coordination, knowledge sharing and unified communication.

4. Communication Strategy Pillars

4.1. *Communication for behavioral change*

The outputs across the 6th Country Program imply a level of behavior change, and in that respect a need to enable and facilitate a set of desired behaviors among the stakeholders and the target audiences towards achieving the overall objective of the 6th Country Program. In Sudan there is limited evidence linking sociocultural determinants with reproductive health and it is foreseen that UNFPA Sudan's undertaken in this area can assist in building evidence for further bridging of the two as well as guiding the communication for behavioral change approach.

Across the CPAP Outputs a strategic and evidence-based approach will therefore be applied to develop an integrated package of behavior change communication addressing the socio-cultural barriers and underlying causes in the area of reproductive health, HIV/AIDS, youth, population dynamics and gender inequalities. Furthermore, these efforts aim towards strategic and appropriate demand creation in order to address the gaps in service-seeking behavior across the target audience. Based on lessons learned and vast experiences from previous program cycles' implementation in the area of communication for behavioral change, community involvement and mobilization, UNFPA sub-offices, implementing partners and the targeted localities and communities will be involved in the development of the package. This inclusion aims towards ensuring a participatory process paving the way for their continuous involvement and ownership.

In the six CPAP outputs, communication needs and interventions are strategically interwoven in the programmatic activities. The following overview aims to provide an evidence-based account for the communication for behavior change approach under the three related CPAP's Outputs 2, 3 and 5 with the collection of quality data and evidences under Output 1 and 6 feeding into the behavior change communication package:

Problem Manifestation	Behavioral Gaps
Output 2: Increase demand for information and services related to reproductive, maternal and newborn health, Fistula and HIV.	
<ul style="list-style-type: none"> • MMR: 216/100,000 LBs • Widespread incidence of obstetric fistula. • Risk of HIV transmission from Most at Risk Populations (MARPs) to general populations. 	<ul style="list-style-type: none"> • Low birth planning and use of family planning services and contraception among women at reproductive age. • Low number of women (21% of deliveries) delivers at the health facility. • Socio-cultural determinants guiding behaviors regarding safe motherhood a community level. • Young girls are getting married as children, which consequently leads to teenager pregnancy and risk of maternal mortality and morbidity. • Low service-seeking behaviors among girls and women with obstetric fistula.

Problem Manifestation	Behavioral Gaps
Output 3: Increasing availability of high quality information and services for maternal and newborn health and HIV prevention, especially for underserved populations and people with special needs.	
<ul style="list-style-type: none"> • MMR: 216/100,000 LBs • Obstetric fistula: widespread incidence of obstetric fistula. • Family planning: 95% of adolescents have no access to family planning services. • HIV infection: risk of HIV transmission from Most at Risk Populations (MARPs) to general populations. 	<ul style="list-style-type: none"> • Low awareness and information guide behaviors regarding obstetric fistula. • Low of utility of the Minimum Initial Service Package (MISP) in humanitarian contexts • Low level of informed behaviors in the communities regarding eMTCT. • Target audience lack information regarding prevention of maternal mortality and morbidity. • HIV comprehensive knowledge among MARPs is less than 50%
Output 5: Promote gender equality to prevent inequalities and violence in humanitarian and poverty settings through strengthening national, state and community capacity to promote gender equality and to prevent and respond to early marriage, sexual violence and Female Genital Mutilation/Cutting.	
<ul style="list-style-type: none"> • FGM/C: high incidence of FGM/C (current rate is at 66%). • 9.5% of girls get married before 1 years/48% get married before 18 years. • 52% of adolescents experience gender-based violence. • Existence of stigma and discrimination related to GBV, HIV/AIDS and Obstetric Fistula. 	<ul style="list-style-type: none"> • Half of women at reproductive age (48%) are willing to continue the FGM/C practice. • Some religious and cultural interpretations of various forms of gender-based violence guide behaviors at the community level. • Some local and religious leaders are steering negative behaviors and stigma towards GBV victims • The behaviors of men, boys, women and girls are influenced by the deeply rooted patriarchal system in place related to women's health.

To put in place a feedback mechanism to the communication for behavioral change package, UNFPA Sudan will build on the already existing efforts to assess the impact of the use and relevance of the distributed Information Education & Communication (IEC) materials (Annex 2).

4.2. Capacity building

Internal capacity building

In line with the UNFPA Global Communication Strategy, this strategy will further place a significant focus on internal communication aiming at building a corporate culture of transparent and participatory communication. To this end, it will prioritize continuous and comprehensive communication training and capacity building with an emphasis on basic communication skills, presentation and writing skills. Among the initiatives will be; the use of the UNFPA global communication online activities including **One Voice** training to all staff; the virtual tool on *Messaging & Collaboration* provide advanced features to support communication initiatives and internal communication sessions for all staff on UNFPA communication guidelines.

External capacity building

Complementing the internal capacity building efforts, UNFPA Sudan has identified a need for building relevant capacity among implementing partners in the area of basic communication skills, advocacy and behavior change communication design and dissemination.

4.3. Media engagement

The media remains a key stakeholder for UNFPA Sudan, and therefore the communication strategy aims towards building on previous media engagements to strengthen the relationship and improve the visibility of UNFPA in national media reporting. To this end UNFPA Sudan will embark on a combination of capacity building and networking interventions throughout the 6th Country Program such as; media field visits, thematic sensitization sessions; networking meetings; press conferences with journalists and reporters; a network of media professionals interested and committed to the issues of UNFPA's mandate; a media contest on selected thematic issues and support to the functioning of State Radio, TV and Community Radio services.

To broaden the visibility of UNFPA Sudan, priority will be placed on contributing to the global initiative *UNFPA in the News* by Monday every week when appropriate and timely. The procedure is simply to submit a brief English summary of news, op-eds, columns, features from media outlets that mention UNFPA and include the name of the outlet and date of publication. On the UNFPA Sudan Intranet, a folder will be developed to continuously monitor and file the media reporting on UNFPA and the issues of UNFPA mandate.

4.4. Communicating results and impact

To raise the visibility of UNFPA interventions, results and impact across the target audiences at the national, regional and international level UNFPA Sudan will apply traditional as well as more innovative communication channels. These will range from news stories to more in-depth documentation of results and impact through features, human-interest stories, fact sheets, programmatic advocacy packages, social media channels, postcards, documentaries, short movies and exhibitions etc.

Key messages

To implement one of the major elements of UNFPA global communication strategy on messaging and communicating with one voice towards enhanced visibility, UNFPA Sudan has developed some preliminary messages that will assist in facilitating well-coordinated and streamlined communication to the external audiences. The key messages are organized according to the two clusters and the UNFPA Master Narrative:

*..... Delivering a world where every pregnancy is wanted, every childbirth is safe,
and every young person's potential is fulfilled*

Cross-cutting	Women's Reproductive Health Cluster	Adolescent and Youth Cluster
<ul style="list-style-type: none"> • Use of quality data is central to development planning. • Political will and commitment will further enhance efforts to reduce maternal mortality and improve maternal health 	<ul style="list-style-type: none"> • Addressing the socio-economic and cultural determinants (religion, traditions, community norms, values, attitudes etc.) in sensitive and participatory ways is crucial to improving maternal health and reducing maternal mortality and morbidity 	<ul style="list-style-type: none"> • Youth has the right to adequate and friendly SRH service and information. • Education is key in giving young people the opportunity to make informed choices regarding their SRH
<ul style="list-style-type: none"> • To eliminate the stigma and discrimination of women and girls affected by HIV/AIDS, obstetric fistula and GBV requires cultural sensitive awareness-raising and community involvement • Obstetric fistula is preventable and treatable. Community and family support makes the difference 	<ul style="list-style-type: none"> • Every woman and man, boy and girl has the right to access family planning services and contraception – and to make free informed choices regarding the preferred method • Every woman and girl has the right to access and utilize quality reproductive health information and services • Child spacing means healthy mother, healthy child, happy family & community at large 	<ul style="list-style-type: none"> • Healthy and aspiring young people are development assets for the country • Youth networks build skills and promote participation and voluntarism spirit. Youth are empowered through civic participation
<ul style="list-style-type: none"> • Gender inequality is fueling the existence of child marriage, sexual violence and FGM/C and contributes to maternal mortality and morbidity • Gender inequality leads to child marriage, FGM/C and contribute to maternal health complications. 	<ul style="list-style-type: none"> • Sustained availability of reproductive health supplies ensures uninterrupted quality services. • Integration of RH services HIV and GBV prevention contribute to the health and wellbeing of the community 	<ul style="list-style-type: none"> • Youth friendly centers at community level help young boys and girls maximize the use of their free time; especially for out of school youth

On this basis a comprehensive and strategic package of messages in line with the clusters will be developed to guide UNFPA Sudan's external communication efforts.

Newsletters

UNFPA Sudan will, apart from its contribution to various other national and regional newsletters and bulletins, be introducing its own UNFPA Sudan Cluster Newsletter to be disseminated on a quarterly basis. The Cluster Newsletter aims to showcase compelling and relevant stories from the work of UNFPA Sudan to inform an external audience as well as an internal audience about important developments, results and successes (Annex 3). The different newsletters and bulletins are the following:

UN Newsletter: UNFPA Sudan continues to contribute to the joint UN Sudan newsletter with news briefs and features etc. on a monthly basis.

Health Cluster Bulletin: as one of the UN organizations taking part in the Health Cluster, UNFPA Sudan submits on a quarterly basic updates to this bulletin.

Humanitarian Bulletin: UNFPA Sudan furthers submits updates on the humanitarian work to the humanitarian bulletin on a weekly basis.

UNFPA Arab States Newsletter: the regional UNFPA newsletter for the Arab States aims to showcase compelling and relevant stories from the work of UNFPA Country Offices across the region. It aims to inform an external audience as well as an internal audience about important developments, events and successes in the region on a quarterly basis, and underlining the central role of the COs and RO in the highlighted achievements.

Website

The UNFPA Sudan website aims towards information sharing and communication on news, background stories and successful human-interest stories from the field to an external audience at the national, regional and international level as well as an internal audience. Furthermore, UNFPA Sudan will submit features and news to UNFPA Regional Office as well as the Media Branch at Headquarter to multiple the audiences targeted.

Social media

On strategic selected occasions related to the implementation of the 6th Country Program, UNFPA Sudan will make use of social media channels such as Facebook and Twitter to disseminate messages related to UNFPAs interventions, results and impact through the involvement of the Y-PEERs.

4.5. Internal communication

Effective internal communication enables program and operations teams and management to achieve better integration and enhance collaboration. UNFPA Sudan will therefore develop and expand its internal communication systems.

Intranet

One initiative in that regard is to introduce the Intranet as an institutionalized internal communication platform for knowledge and information sharing across program teams, operations teams and management. A set of roles and responsibilities will be delegated across UNFPA Sudan in order to ensure an efficient and smooth functioning (Annex 4). The ***Monthly calendar*** will be included on the Intranet, where program and operations teams can actively be contributing with updates on planned activities, field trips and trip reports, meetings etc.

Shared drive

The existing shared drive will be revamped by relevant colleagues to better serve the Country Office. One new item on the shared drive is the ***UNFPA Sudan Image Library*** to improve the access and organization of photos and short videos documented under the different programmatic areas.

UNFPA Internal Meetings

In order to enhance coordination, information and knowledge sharing UNFPA Sudan will continue to institutionalizing a series of internal meeting; the ***Weekly Briefing Meeting*** is a weekly round table for program and operations teams providing an opportunity for a face-to-face interaction between management and various teams for knowledge sharing and coordination. The ***Monthly Program Meeting*** is a platform for sharing across program and operations teams related to progress on program implementation, joint initiatives etc. The newly introduced ***WRH and AY Cluster Meetings*** will be introduced during the course of 2014 to operationalize the cluster approach. Finally, the ***learning afternoon*** will be institutionalized on a quarterly basis on the base of an agreed timeframe and content across UNFPA Sudan to work towards improved coordination and collaborative efforts across the programs in the implementation of the 6th Country Program.

In-Office Bulletin Board

In order to improve information sharing and coordination of the operations of UNFPA Sudan, an in-office Bulletin Board is in place in the reception area for updates regarding arriving and departing missions, field visits and annual leave.

UNFPA In-Office Library

To revive the resource center within UNFPA Sudan for an internal and external audience, priority will be placed on updating the current content. Output leads and relevant colleagues will ensure the submission of materials by implementing partners as well as enquiry of the latest UNFPA publications from UNFPA Arab States Regional Office and Headquarter.

Voices

UNFPA Sudan aims to contribute to UNFPA Voices on a frequent basis. The idea of the initiative is to share experiences, build relationships and bridge distances among staff across UNFPA. The submissions to Voices are meant for UNFPA staff only and should focus on UNFPA staff and their perspectives, a personal story, or a behind-the-scenes look at an event or conference addressing the following questions: what did the office do differently; what approaches worked well; what can other offices learn from your story and why is it relevant to share.

4.6. Coordination mechanisms

The communication strategy recognizes that its successful implementation depends on timely and efficient coordination and collaborative efforts within the UN System as well as among UNFPA Sudan and its implementing partners. In that respect UNFPA Sudan is taking part in working groups on communication within the UN System, and is also initiating a mechanism for generating communication material across the implementing partners.

UN Coordination for communication

UNFPA Sudan is taking part in the UN Communications Group, in which meetings are taking place on a monthly basis. The purpose of this group which is including communication persons of the different UN agencies is to keep all oriented on the different events of each agency, their plans, products, joint programming and contributing to the UN newsletter. The group is chaired by UNIC. Furthermore, UNFPA Sudan is a member of the *UN Information and Advocacy Working Group (UN IAWG)*, in which meetings also are taking place on a monthly basis. The group is focusing on the humanitarian rather than the development aspect which assigned for the UN communication group. The group is chaired by OCHA and includes UN agencies and international NGOs.

Mechanism for generation of communication material

With the aim of ensuring that the results and impact from the field are being captured and documented, a mechanism for systematic generation of potential communication materials will be initiated across implementing partners and UNFPA Sudan colleagues. This mechanism will build on the capacity building on basic communication skills for implementing partners as well as UNFPA Sudan colleagues. A template (Annex 5) will be developed and tailored to the context of work with an agreeable timeframe and division of labor, and a communication section will further be introduced in the monitoring and evaluation visits. It is anticipated that this initiative will assist in strengthening the communication working relationships and partnerships with implementing partners in the states and localities where UNFPA Sudan provides assistance for increased communication and dissemination on the results and impact achieved.

5. Partners

Nationally, UNFPA is partnering with Ministry of Health, Ministry of Welfare and Social Security, Ministry of Youth, National Population Council, Central Bureau of Statistics and CSOs. Further, the selected states for the implementation of the 6th Country Program are Kassala, Gedarif, White Nile, Blue Nile, South Kordofan and five Darfur states , and at this level partners will continue to be the line government ministries/institutions and CSOs.

At each level, under the six outputs of the CP, context-specific support will be provided ranging from policy development at the national level to building knowledge and systems at the state level to capacity development/awareness promotion, service delivery and demand creation at the community level. The communication for visibility will be applied across the implementation of the 6th Country Program and therefore involve most partners listed, whereas communication for behavioral change will specifically be applied in the areas of awareness promotion and demand creation.

6. Target Audience

External audience

- The target communities in development and emergency contexts for the communication for behavioral change will be women, youth, IDPs, Most-at-risk from HIV populations (MARPs), People Living with AIDS (PLA), service providers, nomads, and refugees, ex combatants, vulnerable populations and the general population.
- Policy- and decision-makers, parliamentarians, academics, law enforcers and the media.
- Civil society organizations, religious leaders, community and women leaders, young men and boys.
- Traditional and emerging donors.

Internal audience

- Sudan UN –wide system.
- UNFPA Sudan, regional and HQ.

7. Budget

Budget is to be prepared and reflected on annual basis under the umbrella project and in program outputs covering communication interventions for the specific year.

8. Monitoring and Evaluation

Implementation of the strategy will be monitored and evaluated through the UNFPA Sudan monitoring and evaluation system.

9. Annexes

Annex 1 - Distribution and Use of IEC Materials Form

To be filled in by field staff and implementing partners

Name of organization		
Title of Material		
No of copies distributed		
Date		
Location of distribution		
Details of the use of materials (when, where, why, what, how?)		
Feedback and recommendations for improvements		

Annex 2 - TORs for UNFPA Sudan Newsletter

Content guidance:

- 1) Front page
 - In This Issue: list of the titles of the articles and briefs – and page number
 - The most striking news brief to feature on the front page (+photo)
 - Short, striking and meaningful reflections, voices, anecdotes from a colleague or a beneficiary
- 2) Women Reproductive Cluster
 - Two articles (+photos)
 - One human-interest story (+photos)
- 3) Adolescent and Youth Cluster
 - Two articles (+photos)
 - One human-interest story (+photos)
- 4) News Briefs
 - X amount of news briefs on UNFPA Sudan in action during the last quarter of 2013 (2-3 pages)
 - Feature one striking photos at the top of each page for the news briefs

Editorial guidance:

Editorial Focus: All human interest stories/articles/news briefs intend to provide readers with information on the result and impact of UNFPA's work in Sudan

Audience: The circulation of the online quarterly newsletter includes implementing partners, donors, UNFPA Headquarters, UN sister agencies, media and the general public through UNFPA Sudan's website public website.

Language: English and Arabic (?).

Editorial Format: Online newsletter featuring **fresh contents**, including news briefs (100 -150 words), short articles of 400 words and human interest stories not exceeding 600 words. Previously published stories/articles are not recommended.

UNFPA Sudan editorial team has the primary responsibility to review and supervise the editing of contents and ensure that the publication meets high standards of editorial quality in line with UN editorial policies and guidelines.

Review Process of UN Contribution

- Contributions from Program Teams are cleared by Team Leader prior to submission.
- Contributions are submitted in the English language within the timeline set in the call for contributions.
- Contributions are subject to copyediting. Editors follow UNFPA editorial style.
- Authors/contributors are given the opportunity to review an edited draft before publication.
- Contributions are submitted along with illustrative photos, full caption/credit.

Sole Sources of Content: UNFPA Sudan.

“Issue–Action–Impact” template: UNFPA Sudan Newsletter recommends the “issue-Action-Impact” format for contributed articles as the UNFPA is increasingly adopting a results-driven approach to programming. Writing within this template brings some consistency and highlights the UN focus on achieving measurable results. The “Issue–Action–Impact” approach helps readers to identify problems, the action undertaken by the UN to address the problem, and the impact/ concrete results of the UN and partners' action.

Stories “that explore a problem and the impact of UNFPA Sudan 6th Country Program (or actions by government and implementing partners) on individual women, men, youth and their families are extremely important because they help to “put a face” on war, migration, sexual reproductive health, gender inequality, population dynamics and other large stories. They also help illustrate broader challenges, trends and implications for a country’s development, and are of enduring interest—so they can run almost any time.

Annex 3 - Intranet Portal for UNFPA Sudan Country Office

As part of the Country Office Communication Strategy, the Intranet Portal is a major internal communication tool. Through password-protected access, all UNFPA Sudan staff in Khartoum office and the field offices will be able to share and access program and operation information that will considerably contribute to the efficiency of the whole operation.

The CO has about 70 users in the Khartoum office and about 50 users in different locations across the country including the Darfur region. The Intranet concept design is meant to ensure the maximum information sharing possible among management, programs and operations teams and amongst the members of each individual team. Different teams will share and access information such as:

- Trip Reports
- Admin and HR forms
- Budget monitoring
- Calendar of events
- Calendar of management and team members
- Link to mandatory training courses
- Team discussion board where implementation issues and social events can be shared.

The guaranteed access control to the Intranet portal comes with different rights levels i.e. users, administrator and special access rights to information deemed suitable for specific users. That way, the data security measures are enforced and tailored to the needs of various users.

Technical Specifications

As per HQ advice, the portal will be hosted in UNFPA server and the system administration will be managed with assistance from HQ staff to eliminate the need for local Systems Administrator.

Annex 4 - Template for generation of communication material

“UNFPA Sudan – Stories from the field”

What?

Capture and document impressions of good practices, stories, anecdotes, quotes (communication material) related to UNFPA’s implementation, results and human impact – the transformation of lives and conditions.

Who?

The communication materials could come from colleagues, Y-PEERs, a doctor, a nurse, a religious or local leader, women activists, a midwife, a community midwife, young married girls, a GBV survivor, fistula patients successfully cured etc.

Where?

In the field location of implementation across the priority states of UNFPA Sudan’s 6th Country Program.

Why?

The results and impact of UNFPA’s work are best showcased and communicated through the lives, voices and stories of our beneficiaries or the people at the forefront.

How?

Observe, be curious to know peoples’ stories, ask questions, take contact to people, and be sensitive to the local culture and norm when embarking on capturing and documenting UNFPA’s work, results and impact.

NOTE: it is crucial to ensure written permission from the people involved; otherwise it cannot be used by UNFPA.

	Impression 1	Impression 2	Impression 3
What			
Where			
When			
Who			
Practice/quote/story/anecdote			
Photos (yes/no)			
Permission (yes/no)			

Annex 5 - The Action Plan (to be revisited and updated regularly)

Area of Intervention	Activity	Cost in \$	Remarks
UN Days	World Population day	3,000	Planned for to be implemented in partnership with the national population council (Date will be suggested by ASRO after Ramadan)
	International day of the girl child	TBD	The day will be in October. Cost and implementation plan will be discussed with the gender unit.
	16 days of activism	TBD	Includes the international day to end violence against women-World AIDS Day and the Human Rights Day. Budgets and plans will be discussed with the HRU and AIDS unit.
Advocacy/ Communications Materials	Printing of the translated fact sheets and calendars	1,000	Budget available under umbrella. Printing of the fact sheets is under progress. Printing of the calendars will start form next November.
	Printing of GBV/RH (humanitarian)	22,300	RH fistula brochures and MISP fact sheets have been printed. GBV materials under progress to be finalized and printed.
	Production of a documentary film on child marriage	TBD	The idea was discussed and agreed on, however more consultations are needed with heads of units/budget owners to determine the way forward.
UNFPA visibility	Sensitization for mid-level reporters around UNFPA mandate with focus on ICPD B 2014	3,000	A two day workshop was conducted for this group by the National population Council as part of the series of activities to launch the ICPD beyond 2014 report.
	Field tours for journalists	6,000	Two visits were made to BN and WN states. Discussions needed with heads of units including HRU to see how to allocate funds for this activity to cover all the focus states and Darfur states.
	Capacity building of partners	1,500	This activity is planned in coordination with M&E

	on communications skills		unit to have a one day training of the basics of communications skills within their capacity building plans.
	Launch of the SWOP	2,000	This activity will take place in November in coordination with PD unit and other concerned units according to the year theme.
	Development of a comprehensive package of messages by a national expert institution to be disseminated through media	TBD	It has been agreed to have this activity after finalizing the BCC strategy by a national institution. The messages have to be guided and in line with the strategy.
	Covering and documenting UNFPA work through local media and UN newsletters and bulletins	NA	Many news stories and features are published in the daily newspapers in Arabic and English including the statements of the ED. UNFPA interventions and support in different parts of Sudan are also covered through UN in Sudan newsletter, ASRO newsletter, Health cluster bulletin and other OCHA publications.
	Introducing and using social media	TBD	A group of youth was trained in Darfur on how to use social media to advocate for ending violence against women. As a result of that a Facebook page was developed by the youth and now functioning. Further consultations are needed with heads of units to see how to go further and have the social media as a regular part of our media work. The involvement of UNFPA Y-peer network is required.
Internal Communications	Intranet	NA	Introducing the intranet as an institutionalized internal communication platform for knowledge and information sharing.
	Shared Drive	NA	The existing one is to be reviewed by relevant colleagues to better serve the CO. So far a task force is set up and the IT person with the communication officer started to work on this project.
	In office board	NA	The purpose is to improve coordination and information sharing of the operations of the CO. It may include information on arriving, departing missions, field visits, annual leaves