Communication and advocacy plan for the Outcome 3 of the FAO Global Action for Fall Armyworm Control

Risk of FAW introduction and spread to new areas reduced

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|  | **Communications and Advocacy Plan****Second semester 2020 – First semester 2021** |
| **ACTIVITIES** | **2020** | **2021** | **2022** |
|  | **1Q** | **2Q** | **3Q** | **4Q** | **1Q** | **2Q** | **3Q** | **4Q** | **1Q** | **2Q** | **3Q** | **4Q** |
| 1. **Produce, distribute and promote guidelines on FAW prevention**
 |  |  |  |  |  |  |  |  |  |  |  |  |
| * 1.1 IPPC guidelines on FAW prevention are developed and published online
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| * 1.2 Produce a short video for IPPC social media to launch and promote the publication
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| * 1.3 Prepare social media visuals with key messages and highlights from the publication
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| * 1.4 Organize and promote the launch event
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| 1. **Finalize the FAW webpage on the IPPC website**
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| * 2.1 A mock-up is ready to be presented to the Technical Working Group for comments and suggestions
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| * 2.2 The FAW page on the IPP is revamped and accessible from the IPP homepage
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| 1. **Develop digital campaigns**
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| * 3.1 Produce and distribute short videos on FAW and the role of the IPPC community within the FAO Global Action to be shared on IPPC social media and the IPPC website
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| * 3.2 Collect inspiring stories from the field to be featured on the IPPC FAW webpage and shared with NSP for inclusion in the FAW newsletter
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| * 3.3 Prepare a simple toolkit on FAW identification and preparedness, including factsheets, social media visuals, and videos
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| * 3.4 Produce infographics on FAW prevention and preparedness to be posted on the IPPC website and social media
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| 1. **Organize and promote IPPC/FAW events**
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| * 4.1 Prepare a draft programme of events to be circulated internally for planning purposes
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| * 4.2 Include relevant events, meeting documents, and materials on the FAW calendars
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| * 4.3 Prepare and post relevant headline news on the IPPC website
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| 1. **Develop an IPPC 2021 publications plan on FAW**
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| * 1. Publications plan to be discussed, drafted and presented to the IST for inclusion in the 2021 IPPC publications plan
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| * 1. Preparing training materials to be distributed to relevant stakeholders (possible including a brochure)
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