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 | |  |  |  |  |  | |  |  |  |  | |  |  |  |
| * 1.2 Produce a short video for IPPC social media to launch and promote the publication | |  |  |  |  |  | |  |  |  |  | |  |  |  |
| * 1.3 Prepare social media visuals with key messages and highlights from the publication | |  |  |  |  |  | |  |  |  |  | |  |  |  |
| * 1.4 Organize and promote the launch event | |  |  |  |  |  | |  |  |  |  | |  |  |  |
| 1. **Finalize the FAW webpage on the IPPC website** | |  |  |  |  |  | |  |  |  |  | |  |  |  |
| * 2.1 A mock-up is ready to be presented to the Technical Working Group for comments and suggestions | |  |  |  |  |  | |  |  |  |  | |  |  |  |
| * 2.2 The FAW page on the IPP is revamped and accessible from the IPP homepage | |  |  |  |  |  | |  |  |  |  | |  |  |  |
| 1. **Develop digital campaigns** | |  |  |  |  |  | |  |  |  |  | |  |  |  |
| * 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 | |  |  |  |  |  | |  |  |  |  | |  |  |  |
| * 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 | |  |  |  |  |  | |  |  |  |  | |  |  |  |
| * 3.3 Prepare a simple toolkit on FAW identification and preparedness, including factsheets, social media visuals, and videos | |  |  |  |  |  | |  |  |  |  | |  |  |  |
| * 3.4 Produce infographics on FAW prevention and preparedness to be posted on the IPPC website and social media | |  |  |  |  |  | |  |  |  |  | |  |  |  |
| 1. **Organize and promote IPPC/FAW events** | |  |  |  |  |  | |  |  |  |  | |  |  |  |
| * 4.1 Prepare a draft programme of events to be circulated internally for planning purposes | |  |  |  |  |  | |  |  |  |  | |  |  |  |
| * 4.2 Include relevant events, meeting documents, and materials on the FAW calendars | |  |  |  |  |  | |  |  |  |  | |  |  |  |
| * 4.3 Prepare and post relevant headline news on the IPPC website | |  |  |  |  |  | |  |  |  |  | |  |  |  |
| 1. **Develop an IPPC 2021 publications plan on FAW** | |  |  |  |  |  | |  |  |  |  | |  |  |  |
| * 1. Publications plan to be discussed, drafted and presented to the IST for inclusion in the 2021 IPPC publications plan | |  |  |  |  |  | |  |  |  |  | |  |  |  |
| * 1. Preparing training materials to be distributed to relevant stakeholders (possible including a brochure) | |  |  |  |  |  | |  |  |  |  | |  |  |  |