Roadmap for Implementation of national communication systems

Output from the breakout session
Asia Pacific Group
Key steps in implementation of a national communication plan

• Situational analysis (inc stakeholder identification, target identification, budget and resources available)
• Develop plan based on the situational analysis
• Consultation with/approval from appropriate authority(ies).
• Engage stakeholders and target population: multisectoral/multidisciplinary approach. This includes engaging the media.
Key steps...

• Deployment/management of resources and capacity building

• Continuous monitoring, evaluation and reporting
Indicators to Measure Implementation success

• Awareness: number of people, as well as levels of awareness.
• Stakeholder participation levels
• Amount of media reportage/coverage
• Vaccination coverage/uptake