





MI, through ADC, will work closely with the participants in delivering their action plan as an outreach activity under PROSAFE.

Provisional Training Agenda

TIME	ACTIVITIES	IN-CHARGE	
DAY 1 – Febru	DAY 1 – February 20 (Monday)		
08:30-09:00	Registration	MI Team	
09:00-09:10	Welcome and Opening Remarks	Mr. Suriyan Vichitlekarn	
		Executive Director	
		Mekong Institute (MI)	
09:10-09:15	Group Photo		
09:15-09:30	 Mekong Institute and PROSAFE Video Presentations 	MI Team	
	Presentation on MI Facilities and		
	Logistical Arrangements		
09:30-10:00	Getting to Know Each Other	<u> </u>	
10:00–10:15	Coffee/Tea Break		
10:15–12:00	Exploring Expectations	MI Team	
10.13 12.00	 Introduction to Program Schedule, 	TVII I Calli	
	Setting the Norms, BOD, Mood Meter,		
	and Suggestion Box		
	Pre-test		
12:00-13:30	Lunch		
13:30–15:00	Module 1: Introduction to Social and	Mr. Matthew Avery	
10.00	Behavior Change Communication (SBCC)	Strategic Behavior	
	Definition of SBCC	Communications Officer	
	Characteristics of SBCC	FHI 360 Asia Pacific	
	Principles of SBCC	Bangkok, Thailand	
	1	,	
		Online	
15:00-15:15	Coffee/Tea Break		
15:15–16:45	Module 1: Introduction to Social and	Mr. Matthew Avery	
	Behavior Change Communication (SBCC)		
	Socio-ecological Model	Online	
	C-Planning		
	 Importance of SBCC key strategies in 		
	raising awareness		
16:45–17:00	BOD Meeting	MI Team and BOD	
18:00-20:00	Welcome Dinner		
	uary 21 (Tuesday)		
08:30-08:45	Recap of Day 1	BOD	
08:45–10:15	Module 2: Understanding food safety as	Dr. Chuenjit Chancharoonpong	
	the first step	Assistant Professor	
	Food safety and hygiene	Department of Food Technology and Nutrition	
		Faculty of Natural Resources and	
		Agro-Industry, Kasetsart	
		University, Chalermprakiat	
		Sakon Nakhon Province Campus	
10:15-10:30	Coffee/Tea Break		







10:30-12:00	Module 2: Understanding food safety as	Dr. Chuenjit Chancharoonpong
	the first step	
	Food safety hazards and control	
12:00-13:30	Lunch	
13:30–15:00	Module 2: Understanding food safety as	Dr. Cappia Taqueban
	the first step	Executive and Academic
	• Food safety situation analysis: The	Consultant
	problem tree	International Center for
		Development Communication, Extension
		and Training Office
		Kasetsart University
		Bangkok, Thailand
15:00-15:50	Coffee/Tea Break	Bunghen, Inumunu
15:15–16:45	Module 2: Understanding food safety as	Participants
	the first step	•
	Problem tree group work	(Supervised by Dr. Taqueban)
16:45-17:00	BOD Meeting	MI Team and BOD
	uary 22 (Wednesday)	
08:30-08:45	Recap of Day 2	BOD
08:45–10:15	Module 2: Understanding food safety as	Dr. Cappia Taqueban
	the first step	
	Food safety situation analysis: People	
10.15 10.20	and society analysis Coffee/Tea Break	
10:15–10:30	Module 2: Understanding food safety as	Dr. Cappia Taqueban
10.30-12.00	the first step	Dr. Cappia Taqueban
	• Food safety situation analysis: Group	
	exercise	
12:00-13:30	Lunch	I .
13:30–15:00	Module 2: Understanding food safety as	Participants
	the first step	The same of the sa
	Country report: Current food safety	(Chaired by Dr. Taqueban)
	and communication landscape in	
	CLMV	
15:00–15:15	Coffee/Tea Break	
15:15-16.00	Module 2: Understanding food safety as	MI Team
	the first step	
16:00–16:15	Learning visit overview ROD Meeting	MI Team and BOD
	BOD Meeting uary 23 (Thursday)	WII Team and DOD
08:30-11:00	Module 2: Understanding food safety as the	first sten
00.50-11.00	Learning visit in Bang Lam Poo	msi sup
11:30–13:00	Lunch	
13:30-15:00	Learning visit in MAKRO Khon Kaen	
15:30-16:45		
	Learning visit reflections	
16:45–17:00	BOD Meeting	MI Team and BOD
DAY 5 – February 24 (Friday)		
08:30-08:45	Recap of Day 4	BOD







08:45-10:15	Modulo 2. Concentualizing the	Ma Marilan C Mantanavan
08:43-10:13	Module 3: Conceptualizing the communication strategies	Ms. Marilyn S. Montemayor Strategic Communications and
		Learning and Development
	Identifying the food safety audience	Expert
		Expert
		Online
10:15-10:30	Coffee/Tea Break	i o mme
10:30–12:00	Module 3: Conceptualizing the	Ms. Marilyn S. Montemayor
	communication strategies	
	Formulating communication	Online
	objectives	
12.00.12.20	T 1	
12:00–13:30 13:30–15:00	Lunch Madula 3. Canaantualizing the	Ma Marikun C Mantamayan
13.30-13.00	Module 3: Conceptualizing the communication strategies	Ms. Marilyn S. Montemayor
	Crafting effective messages	Online
	Craiting effective messages	Online
15:00–15:15	Coffee/Tea Break	
15:15-16:45	Module 3: Conceptualizing the	Participants
	communication strategies	
	 Group work on crafting messages 	(Supervised by Ms. Marilyn S.
		Montemayor
16:45–17:00	BOD Meeting	MI Team and BOD
	uary 27 (Monday)	non
08:30-08:45	Recap of Day 5	BOD
08:45–10:15	Module 3: Conceptualizing the	Ms. Maria Antonette Leyble Communication and Media
	communication strategiesUtilizing communication platforms	Communication and Media Consultant
	and digital tools	Asian Development Bank
10:15-10:30	Coffee/Tea Break	Asian Development Bank
10:30–12:00	Module 4: Creating a campaign plan	Ms. Maria Antonette Leyble
10.50 12.00	Using social media for digital	1715. Trial in Tritonette Leyble
	campaign	
12:00-13:30	Lunch	
13:30–15:00	Module 4: Creating a campaign plan	Ms. Maria Antonette Leyble
	 Creating a campaign plan for still 	,
	Creating a campaign plan for still images using Canva	•
15:00–15:15	images using Canva Coffee/Tea Break	
15:00–15:15 15:15-16.45	images using Canva Coffee/Tea Break Module 4: Creating a campaign plan	Participants
	images using Canva Coffee/Tea Break Module 4: Creating a campaign plan Exercise on creating visual contents	Participants
	images using Canva Coffee/Tea Break Module 4: Creating a campaign plan	Participants (Supervised by: Ms. Maria
15:15-16.45	images using Canva Coffee/Tea Break Module 4: Creating a campaign plan Exercise on creating visual contents using Canva	Participants (Supervised by: Ms. Maria Antonette Leyble)
15:15-16.45 16:45-17:00	images using Canva Coffee/Tea Break Module 4: Creating a campaign plan Exercise on creating visual contents using Canva BOD Meeting	Participants (Supervised by: Ms. Maria
15:15-16.45 16:45-17:00 DAY 7 - Febru	images using Canva Coffee/Tea Break Module 4: Creating a campaign plan • Exercise on creating visual contents using Canva BOD Meeting Itary 28 (Tuesday)	Participants (Supervised by: Ms. Maria Antonette Leyble) MI Team and BOD
15:15-16.45 16:45-17:00 DAY 7 - Febru 08:30-08:45	images using Canva Coffee/Tea Break Module 4: Creating a campaign plan	Participants (Supervised by: Ms. Maria Antonette Leyble) MI Team and BOD BOD
15:15-16.45 16:45-17:00 DAY 7 - Febru	images using Canva Coffee/Tea Break Module 4: Creating a campaign plan Exercise on creating visual contents using Canva BOD Meeting Tary 28 (Tuesday) Recap of Day 6 Module 4: Creating a campaign plan	Participants (Supervised by: Ms. Maria Antonette Leyble) MI Team and BOD
15:15-16.45 16:45-17:00 DAY 7 - Febru 08:30-08:45	images using Canva Coffee/Tea Break Module 4: Creating a campaign plan Exercise on creating visual contents using Canva BOD Meeting ary 28 (Tuesday) Recap of Day 6 Module 4: Creating a campaign plan Creating a campaign plan for video	Participants (Supervised by: Ms. Maria Antonette Leyble) MI Team and BOD BOD
15:15-16.45 16:45-17:00 DAY 7 - Febru 08:30-08:45 08:45-10:15	images using Canva Coffee/Tea Break Module 4: Creating a campaign plan Exercise on creating visual contents using Canva BOD Meeting Tary 28 (Tuesday) Recap of Day 6 Module 4: Creating a campaign plan Creating a campaign plan for video using Canva	Participants (Supervised by: Ms. Maria Antonette Leyble) MI Team and BOD BOD
15:15-16.45 16:45-17:00 DAY 7 - Febru 08:30-08:45 08:45-10:15	images using Canva Coffee/Tea Break Module 4: Creating a campaign plan Exercise on creating visual contents using Canva BOD Meeting Iary 28 (Tuesday) Recap of Day 6 Module 4: Creating a campaign plan Creating a campaign plan for video using Canva Coffee/Tea Break	Participants (Supervised by: Ms. Maria Antonette Leyble) MI Team and BOD BOD Ms. Maria Antonette Leyble
15:15-16.45 16:45-17:00 DAY 7 - Febru 08:30-08:45 08:45-10:15	images using Canva Coffee/Tea Break Module 4: Creating a campaign plan Exercise on creating visual contents using Canva BOD Meeting ary 28 (Tuesday) Recap of Day 6 Module 4: Creating a campaign plan Creating a campaign plan for video using Canva Coffee/Tea Break Module 4: Creating a campaign plan	Participants (Supervised by: Ms. Maria Antonette Leyble) MI Team and BOD BOD
15:15-16.45 16:45-17:00 DAY 7 - Febru 08:30-08:45 08:45-10:15 10:15-10:30 10:30-12:00	images using Canva Coffee/Tea Break Module 4: Creating a campaign plan Exercise on creating visual contents using Canva BOD Meeting Iary 28 (Tuesday) Recap of Day 6 Module 4: Creating a campaign plan Creating a campaign plan for video using Canva Coffee/Tea Break	Participants (Supervised by: Ms. Maria Antonette Leyble) MI Team and BOD BOD Ms. Maria Antonette Leyble
15:15-16.45 16:45-17:00 DAY 7 - Febro 08:30-08:45 08:45-10:15	images using Canva Coffee/Tea Break Module 4: Creating a campaign plan Exercise on creating visual contents using Canva BOD Meeting ary 28 (Tuesday) Recap of Day 6 Module 4: Creating a campaign plan Creating a campaign plan for video using Canva Coffee/Tea Break Module 4: Creating a campaign plan Scriptwriting	Participants (Supervised by: Ms. Maria Antonette Leyble) MI Team and BOD BOD Ms. Maria Antonette Leyble







15:00–15:15	Coffee/Tea Break	
15:15-16.45	Module 4: Creating a campaign plan	Participants
13.13 10.13	• Exercise on scriptwriting and	i ai ticipants
	storyboarding	(Supervised by: Ms. Maria
		Antonette Leyble)
16:45-17:00	BOD Meeting	MI Team and BOD
DAY 8 – Marc	ch 1 (Wednesday)	1
08:30-08:45	Recap of Day 7	BOD
08:45-10:15	Module 4: Creating a campaign plan	Ms. Samantha Javier
	 Planning an event 	Lecturer
		Department of Communication
		Ateneo De Manila University
10:15–10:30	Coffee/Tea Break	1
10:30–12:00	Module 4: Creating a campaign plan	Ms. Samantha Javier
	Pre-testing and implementation	
12:00-13:30	Lunch	T
13:30–15:00	Module 4: Creating a campaign plan	Ms. Samantha Javier
4.7.00 4.7.4.7	Monitoring and evaluation	
15:00–15:15	Coffee/Tea Break	
15:15-16.45	Module 4: Creating a campaign plan	Participants
	Per country campaign plan workshop	(Supervised by Ma Semenths
		(Supervised by: Ms. Samantha Javier)
16:45–17:00	BOD Meeting	MI Team and BOD
	ch 2 (Thursday)	MIT Team and BOD
08:30–08:45	Recap of Day 8	BOD
08:45–10:15	Module 4: Creating a campaign plan	Participants Participants
00.43 10.13	Campaign plan presentation	1 at ticipants
	- Campaign plan presentation	(Chaired by: Ms. Samantha
		Javier)
10:15-10:30	Coffee/Tea Break	
10:30-12:00	Module 4: Creating a campaign plan	Participants
	Campaign plan revisions and	
	submission of final plan	(Supervised by: Ms. Samantha
	-	Javier)
12:00-13:30	Lunch	
13:30–15:00	Module 5: Action planning	Participants
	Developing individual action plan	
		(Supervised by: Ms. Samantha
15.00 15.15	C. fC. /T. D. 1	Javier)
15:00–15:15 15:15-16:15	Coffee/Tea Break	Dauticinant:
13:13-10:13	Module 5: Action planning • Developing individual action plan	Participants
	(cont.)	(Supervised by: Ms. Samantha
	(cont.)	Javier)
16:15-16:45	Post test	variety
10.15 10.15	Course evaluation	
16:45–17:00	BOD Meeting	MI Team and BOD
DAY 10 – Mai		
08:30-08:45	Recap of Day 9	BOD
08:45–10:15	Module 5 Action Planning	Participants Participants
	Action plan presentation	
	Plan presentation	
	Coffee/Tea Break	







10:30-12:00	Module 5 - Action Planning	Participants
	Action plan presentation (cont.)	
12:00-13:30	Lunch	,
13:30–15:00	Module 5 - Action Planning	Participants
	Action plan presentation (cont.)	
15:00-15:30	Coffee/Tea Break	,
15:30–16:15	Closing Ceremony	
	Course Report	
	Awarding of Certificates	
	Reflections of Participants	
	 Message from the resource person 	
16:15-16:25	Closing Remarks	Ms. Maria Theresa S.
		Medialdia
		Director
		Agricultural Development
		and Commercialization
		Department
		MI
16:25-16:30	Group Photo	
17:30-20:00	Farewell Dinner	

Contact Persons

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