





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 – February 20 (Monday)			
08:30-09:00	Registration	MI Team		
09:00-09:10	Welcome and Opening Remarks	Mr. Suriyan Vichitlekarn		
	1 &	Executive Director		
		Mekong Institute (MI)		
09:10-09:15	Group Photo	, ,		
09:15-09:30	Mekong Institute and PROSAFE Video	MI Team		
	Presentations			
	 Presentation on MI Facilities and 			
	Logistical Arrangements			
09:30-10:00	Getting to Know Each Other			
10:00-10:15	Coffee/Tea Break			
10:15-12:00	Exploring Expectations	MI Team		
	Introduction to Program Schedule,			
	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		
	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			
16.45.15.00	raising awareness	M.T. IDOD		
16:45–17:00	BOD Meeting	MI Team and BOD		
18:00–20:00	Welcome Dinner			
08:30-08:45	Recap of Day 1	BOD		
08:45–10:15	Module 2: Understanding food safety as	Dr. Chuenjit Chancharoonpong		
00.75-10.15	the first step	Assistant Professor		
	Food safety and hygiene	Department of Food Technology		
	1 ood safety and hygiene	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
		first sten
00.50-11.00	08:30-11:00 Module 2: Understanding food safety as the first step • Learning visit in Bang Lam Poo	
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	th 1 (Wednesday)	
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	1
13:30–15:00	Module 4: Creating a campaign plan	Ms. Samantha Javier
17.00 17.17	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
	th 2 (Thursday)	WII 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
	Cumpaign plan presentation	(Chaired by: Ms. Samantha
		Javier)
10:15-10:30	Coffee/Tea Break	1
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	•••••••
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	
	Plant presentation	
10:15-10:30	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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