

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 Executive Director Mekong Institute (MI)
09:10–09:15	Group Photo	
09:15–09:30	<ul style="list-style-type: none"> • Mekong Institute and PROSAFE Video Presentations • Presentation on MI Facilities and Logistical Arrangements 	MI Team
09:30–10:00	Getting to Know Each Other	
10:00–10:15	Coffee/Tea Break	
10:15–12:00	<ul style="list-style-type: none"> • Exploring Expectations • Introduction to Program Schedule, Setting the Norms, BOD, Mood Meter, and Suggestion Box • Pre-test 	MI Team
12:00–13:30	Lunch	
13:30–15:00	Module 1: Introduction to Social and Behavior Change Communication (SBCC) <ul style="list-style-type: none"> • Definition of SBCC • Characteristics of SBCC • Principles of SBCC 	Mr. Matthew Avery Strategic Behavior Communications Officer FHI 360 Asia Pacific Bangkok, Thailand <i>Online</i>
15:00–15:15	Coffee/Tea Break	
15:15–16:45	Module 1: Introduction to Social and Behavior Change Communication (SBCC) <ul style="list-style-type: none"> • Socio-ecological Model • C-Planning • Importance of SBCC key strategies in raising awareness 	Mr. Matthew Avery <i>Online</i>
16:45–17:00	BOD Meeting	MI Team and BOD
18:00–20:00	Welcome Dinner	
DAY 2 – February 21 (Tuesday)		
08:30–08:45	Recap of Day 1	BOD
08:45–10:15	Module 2: Understanding food safety as the first step <ul style="list-style-type: none"> • Food safety and hygiene 	Dr. Chuenjit Chancharoonpong Assistant Professor 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 the first step <ul style="list-style-type: none"> Food safety hazards and control 	Dr. Chuenjit Chancharoonpong
12:00–13:30	Lunch	
13:30–15:00	Module 2: Understanding food safety as the first step <ul style="list-style-type: none"> Food safety situation analysis: The problem tree 	Dr. Cappia Taqueban Executive and Academic Consultant International Center for Development Communication, Extension and Training Office Kasetsart University Bangkok, Thailand
15:00–15:50	Coffee/Tea Break	
15:15–16:45	Module 2: Understanding food safety as the first step <ul style="list-style-type: none"> Problem tree group work 	Participants (Supervised by Dr. Taqueban)
16:45–17:00	BOD Meeting	MI Team and BOD
DAY 3 – February 22 (Wednesday)		
08:30–08:45	Recap of Day 2	
08:45–10:15	Module 2: Understanding food safety as the first step <ul style="list-style-type: none"> Food safety situation analysis: People and society analysis 	Dr. Cappia Taqueban
10:15–10:30	Coffee/Tea Break	
10:30–12:00	Module 2: Understanding food safety as the first step <ul style="list-style-type: none"> Food safety situation analysis: Group exercise 	Dr. Cappia Taqueban
12:00–13:30	Lunch	
13:30–15:00	Module 2: Understanding food safety as the first step <ul style="list-style-type: none"> Country report: Current food safety and communication landscape in CLMV 	Participants (Chaired by Dr. Taqueban)
15:00–15:15	Coffee/Tea Break	
15:15–16:00	Module 2: Understanding food safety as the first step <ul style="list-style-type: none"> Learning visit overview 	MI Team
16:00–16:15	BOD Meeting	MI Team and BOD
DAY 4 – February 23 (Thursday)		
08:30–11:00	Module 2: Understanding food safety as the first step <ul style="list-style-type: none"> Learning visit in Bang Lam Poo 	
11:30–13:00	Lunch	
13:30–15:00	<ul style="list-style-type: none"> Learning visit in MAKRO Khon Kaen 	
15:30–16:45	<ul style="list-style-type: none"> 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	

08:45–10:15	Module 3: Conceptualizing the communication strategies <ul style="list-style-type: none"> Identifying the food safety audience 	Ms. Marilyn S. Montemayor Strategic Communications and Learning and Development Expert <i>Online</i>
10:15–10:30	Coffee/Tea Break	
10:30–12:00	Module 3: Conceptualizing the communication strategies <ul style="list-style-type: none"> Formulating communication objectives 	Ms. Marilyn S. Montemayor <i>Online</i>
12:00–13:30	Lunch	
13:30–15:00	Module 3: Conceptualizing the communication strategies <ul style="list-style-type: none"> Crafting effective messages 	Ms. Marilyn S. Montemayor <i>Online</i>
15:00–15:15	Coffee/Tea Break	
15:15–16:45	Module 3: Conceptualizing the communication strategies <ul style="list-style-type: none"> Group work on crafting messages 	Participants (Supervised by Ms. Marilyn S. Montemayor)
16:45–17:00	BOD Meeting	MI Team and BOD
DAY 6 – February 27 (Monday)		
08:30–08:45	Recap of Day 5	BOD
08:45–10:15	Module 3: Conceptualizing the communication strategies <ul style="list-style-type: none"> Utilizing communication platforms and digital tools 	Ms. Maria Antonette Leyble Communication and Media Consultant Asian Development Bank
10:15–10:30	Coffee/Tea Break	
10:30–12:00	Module 4: Creating a campaign plan <ul style="list-style-type: none"> Using social media for digital campaign 	Ms. Maria Antonette Leyble
12:00–13:30	Lunch	
13:30–15:00	Module 4: Creating a campaign plan <ul style="list-style-type: none"> Creating a campaign plan for still images using Canva 	Ms. Maria Antonette Leyble
15:00–15:15	Coffee/Tea Break	
15:15–16:45	Module 4: Creating a campaign plan <ul style="list-style-type: none"> Exercise on creating visual contents using Canva 	Participants (Supervised by: Ms. Maria Antonette Leyble)
16:45–17:00	BOD Meeting	MI Team and BOD
DAY 7 – February 28 (Tuesday)		
08:30–08:45	Recap of Day 6	BOD
08:45–10:15	Module 4: Creating a campaign plan <ul style="list-style-type: none"> Creating a campaign plan for video using Canva 	Ms. Maria Antonette Leyble
10:15–10:30	Coffee/Tea Break	
10:30–12:00	Module 4: Creating a campaign plan <ul style="list-style-type: none"> Scriptwriting 	Ms. Maria Antonette Leyble
12:00–13:30	Lunch	
13:30–15:00	Module 4: Creating a campaign plan <ul style="list-style-type: none"> Storyboarding 	Ms. Maria Antonette Leyble

15:00–15:15	Coffee/Tea Break	
15:15-16.45	Module 4: Creating a campaign plan <ul style="list-style-type: none"> Exercise on scriptwriting and storyboarding 	Participants (Supervised by: Ms. Maria Antonette Leyble)
16:45–17:00	BOD Meeting	MI Team and BOD
DAY 8 – March 1 (Wednesday)		
08:30–08:45	Recap of Day 7	BOD
08:45–10:15	Module 4: Creating a campaign plan <ul style="list-style-type: none"> Planning an event 	Ms. Samantha Javier Lecturer Department of Communication Ateneo De Manila University
10:15–10:30	Coffee/Tea Break	
10:30–12:00	Module 4: Creating a campaign plan <ul style="list-style-type: none"> Pre-testing and implementation 	Ms. Samantha Javier
12:00–13:30	Lunch	
13:30–15:00	Module 4: Creating a campaign plan <ul style="list-style-type: none"> Monitoring and evaluation 	Ms. Samantha Javier
15:00–15:15	Coffee/Tea Break	
15:15-16.45	Module 4: Creating a campaign plan <ul style="list-style-type: none"> Per country campaign plan workshop 	Participants (Supervised by: Ms. Samantha Javier)
16:45–17:00	BOD Meeting	MI Team and BOD
DAY 9 – March 2 (Thursday)		
08:30–08:45	Recap of Day 8	BOD
08:45–10:15	Module 4: Creating a campaign plan <ul style="list-style-type: none"> Campaign plan presentation 	Participants (Chaired by: Ms. Samantha Javier)
10:15–10:30	Coffee/Tea Break	
10:30–12:00	Module 4: Creating a campaign plan <ul style="list-style-type: none"> Campaign plan revisions and submission of final plan 	Participants (Supervised by: Ms. Samantha Javier)
12:00–13:30	Lunch	
13:30–15:00	Module 5: Action planning <ul style="list-style-type: none"> Developing individual action plan 	Participants (Supervised by: Ms. Samantha Javier)
15:00–15:15	Coffee/Tea Break	
15:15-16:15	Module 5: Action planning <ul style="list-style-type: none"> Developing individual action plan (cont.) 	Participants (Supervised by: Ms. Samantha Javier)
16:15-16:45	Post test Course evaluation	
16:45–17:00	BOD Meeting	MI Team and BOD
DAY 10 – March 3 (Friday)		
08:30–08:45	Recap of Day 9	BOD
08:45–10:15	Module 5 Action Planning <ul style="list-style-type: none"> Action plan presentation 	Participants
10:15–10:30	Coffee/Tea Break	

10:30–12:00	Module 5 - Action Planning <ul style="list-style-type: none"> Action plan presentation (cont.) 	Participants
12:00–13:30	Lunch	
13:30–15:00	Module 5 - Action Planning <ul style="list-style-type: none"> Action plan presentation (cont.) 	Participants
15:00–15:30	Coffee/Tea Break	
15:30–16:15	Closing Ceremony <ul style="list-style-type: none"> 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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