



**MEKONG
INSTITUTE**



**NEW ZEALAND
FOREIGN AFFAIRS & TRADE
Aid Programme**

Regional Training Program on
**SOCIAL AND
BEHAVIOR CHANGE
COMMUNICATION
FOR SAFER FOOD**

February 20-March 3, 2023

Mekong Institute

Khon Kaen, Thailand



PROSAFE

Rationale

Food safety has gradually become a major socioeconomic and political concern in many developing countries. In a region where agriculture is a pillar of the economy such as in the Greater Mekong Subregion (GMS), ensuring that high-quality and safe food is available for consumption is valuable not only in trade efficiency and wider market opportunities but also in securing health and well-being. This issue is significantly important in Mekong countries where, in 2018 alone, have reported 852 food safety incidents in Cambodia, 2,317 in Lao PDR, 1,472 in Myanmar and 2,710 in Vietnam (Mekong Institute, 2018).

While there has been increasing demand for safe food for the past years, especially in the onset of the COVID-19 pandemic, building a food safety culture is still a challenge. Public awareness on the importance of safe food consumption is still low, rendering producers—often small-scale enterprises—as well as consumers complacent in adopting safe food practices. Basic scientific and technical information are still inaccessible to the public, resulting in a lack of awareness and understanding of potential risks and hazards associated with food preparation and hygiene. Providing the public with a deeper understanding of actual and potential hazards, including the likelihood of occurrence and severity of effects, will contribute to promoting food safety culture in the GMS.

Communication to raise awareness and promote safer food handling and consumption, however, must occur regularly, be tailored to the target audience and easily accessible for it to be effective. It should also consider the evolving landscape of technology in determining the right platforms to utilize and ensure that information flows continuously and is consumable to the receiver.

Within these contexts, Mekong Institute (MI) will organize the Regional Training Program on Social and Behavior Change Communication for Safer Food on February 20 to March 3, 2023 in Khon Kaen, Thailand. The modules are designed adapting the [FHI 360 C-Modules: A Learning Package for Social and Behavior Change Communication](#).

Course Objectives

The training program designed to enhance the professional capacity of key agri-food stakeholders on promoting safe food consumption through social and behavior change communication (SBCC).

Specifically, the course aimed to:

1. Introduce communication and engagement strategies that can be employed to further promote food safety awareness; and
2. Strengthen the capacity of participants to design, deliver and evaluate effective safe food consumption campaign plan for the public.

Target Participants

Information and communication officers from government agencies and non-government organizations working on food safety-related issues in the region will be invited in this training program. Representatives from the academic sectors who are into food safety related topics or those in the communication department will also be encouraged to join the course. Priority will be given to agencies and organizations engaged in works related to science and technology, agriculture, public health, or industry and trade.

Course Contents

Module 1: Introduction to Social and Behavior Change Communication (SBCC)

This module will discuss the basic concepts of Social and Behavior Change Communication (SBCC), including its characteristics and principles and key factors about behavior. It will also provide the importance of SBCC in promoting safe food handling and consumption. The C-Planning Model, which is the framework for SBCC, will be introduced as the pillar for the next modules.

Contents:

- Definition of SBCC
- Characteristics of SBCC
- Principles of SBCC
- Socio-ecological Model
- C-Planning
- Importance of SBCC key strategies in raising awareness

Module 2: Understanding food safety as the first step

This module is designed to tackle the first step in C-Planning, which is “Understanding the Situation.” Since this is a food safety course, it will focus on basic food safety concepts and terminologies and the current food safety and communication landscape in CLMV. Participants will have a chance to analyze the food safety situation in the region to gain an insight into the issue from different perspectives. The results of the analysis will be combined with the identification of the current food safety awareness initiatives and their key stakeholders as a segue to the next learning module.

Broadly, the country reports shall cover: 1) people and context analyses; 2) problem statements; 3) government agencies and private sector actors involved in promoting food safety; 4) food safety awareness initiatives; and 5) challenges faced and opportunities in engaging the public into food safety campaigns. These country reports will be a take away on how they can take advantage of the current national food safety campaign efforts and develop a more effective communication plan.

A learning visit to food businesses in Khon Kaen will also be scheduled to provide participants with best practices in promoting food safety in the local context.

Contents:

- Food safety and hygiene
- Food safety hazards and control
- Food safety situation analysis using a problem tree and people and society analysis
- Country report: Current food safety and communication landscape in CLMV
- Learning visits

Module 3: Conceptualizing the communication strategies

The module will guide the participants on developing their communication strategy to promote food safety handling and consumption. It will help them in determining their target audience, developing SMART communication objectives, and selecting the right communication channels based on functionality, advantages and disadvantages.

At the end of the module, the participants will be able to identify some parts of the communication campaign and produce a message brief for effective messaging.

Module contents:

- Identifying the food safety audience
- Formulating communication objectives
- Crafting effective messages (Message Brief)
- Utilizing communication platforms and digital tools

Module 4: Creating a campaign plan

The module will apply participants' key learning through the development of a food safety campaign plan. Before planning, participants will be given tips and techniques on content development, creative techniques, and things to consider on pre-testing, implementation, monitoring and evaluation.

For the campaign plan, the participants will work as a country but each member will focus on one communication activity each. At the end of the module, the campaign plan will be presented, in which the resource person and other participants will be asked to provide comments and other suggestions. They will be given enough time to revise the campaign plan after the presentation.

Module contents:

- Using social media for digital campaign
- Creating visual and audio-visual products using Canva
- Planning an event
- Pre-testing and implementation
- Monitoring and evaluation

Module 5: Action Planning

Since the campaign plan is expected to be launched in time for the World Consumers Rights Day in March, an action plan of the assigned communication activity will be developed and presented by each participant. The action plan will detail the activities they will do in order to hold the proposed activity. They will also work on the concept note of the identified activities.

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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