



The European Union DCI Programme for Pakistan

Balochistan Rural Development and Community Empowerment (BRACE) Programme

BRACE COMMUNICATIONS & VISIBILITY (C&V) 2021/22 C&V MESSAGES ACTION PLANS (updated April 2021)

The BRACE Programme C&V 2021/22 Action Plans were prepared
by the BRACE Implementing Partners, facilitated by the BRACE TA Project



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PROJECT SYNOPSIS

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	Project Partner	EU Contractor
Name:	Mr Ahmed Raza Khan Secretary, Local Government and Rural Development Dept. Government of Balochistan	Consortium led by Hulla & Co. Human Dynamics GbmH & Co KG <u>Consortium Partners:</u> CARE (AT), Mercy Corps (UK), Concern (AT), SAP-PK (PK), SPO-PK (PK)
Address:	Civil Secretariat, Quetta	Lothringer Strasse 16, 1030 Vienna, Austria
Phone:		+43 1/402 50 20

Contact Persons

	HD BRACE-TA Team Leader	HD BRACE-TA Project Director
	Peter Portier	Holger Hinterhuer
Email	peter.portier@brdcepta.pk	Holger_Hinterhuer@dai.com
Islamabad Office	DAI Office, Beverly Centre (5 th Floor), Islamabad	
Balochistan Offices	TA Project Office: House 48B, Chaman Housing Estate, Quetta Satellite Office: LGRD Department, Civil Secretariat, Quetta, Balochistan	

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Report Author(s) BRACE TA C&V Specialist, Amena Kamaal, with inputs from TA Team Leader,
in collaboration with BRACE Implementing Partners; RSPN. BRSP and NRSP.



BRACE

**Communication
& Visibility (C&V)**

**2021/22 C&V Messages
Action Plans**

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Acronyms

ADP	Annual Development Plan
BCDP	Balochistan Community Development Programme
BCDS	Balochistan Comprehensive Development Strategy
BLGA	Balochistan Local Government Act
BRDA	Balochistan Rural Development Academy
BRACE	Balochistan Rural Development and Community Empowerment Programme
BRDCEP	Balochistan Rural Development and Community Empowerment Programme
BRSP	Balochistan Rural Support Programme
BS	Budget Support
CBO	Community Based Organisation
CD/CE	Community Development/Community Empowerment
CDLD	Community-Driven Local Development (KPK Project)
CLLD	Community-Led Local Development
CMPRU	Chief Minister's Policy Reform Unit
CPEC	China Pakistan Economic Corridor
DCI	Development Cooperation Instrument
DDP	District Development Plan
DDS	District Development Strategy
DGCD	District Governance and Community development
DOA	Description of Activities
ER	Expected Result (area which specifies the Activities and Outputs of the Project)
EUD	Delegation of the European union to the Islamic Republic of Pakistan
EU	European Union
FD	Finance Department
FY	Fiscal Year
GOB/GoB	Government of Balochistan
GOP	Government of Pakistan
HD	Human Dynamics
HDI	Human Development Index
IP	Implementing Partners
IEC	Information, Education and Communication
IT	Information Technology
JDC	Joint Development Committee
JNKE	Junior Non-Key Expert
KE	Key Expert
KP	Khyber Pakhtunkhwa
LF – LFM	Logical Framework (Matrix)
LG	Local Government – Local Governance
LGRDD	Local Government and Rural Development Department
LGA	Local Government Act
LSO	Local Support Organisation
LT	Long Term
M&E	Monitoring and Evaluation
MIP	Multi-Annual Indicative Programme
MIS/GIS	Management Information System/Geographic Information System
MNKE	Medium Non-Key Expert

MPI	Multidimensional Poverty Index
NFC	National Finance Commission
NGO	Non-Governmental Organisation
NKE	Non Key Expert
NRSP	National Rural Support Programme
OO	Overall Objective (of a LF)
OPM	Oxford Policy Management
P&DD/PDD	Planning and Development Department
PEACE	Programme for Economic Advancement and Community Empowerment
PEFA	Public Expenditure Framework Assessment
PFM-SSP	Public Financial Management- Support Programme for Pakistan
PSDP	Public Sector Development Programme
PKR	Pakistani Rupee
RSP	Rural Support Programme
RSPN	Rural Support Programme Network
SDG	Sustainable Development Goal
SP	Specific Objective (of a LF)
SPDC	Strategy and Policy Dialogue Committee
SM	Social Mobilization
SNKE	Senior Non-Key Expert
ST	Short Term
SUCCESS	Sindh Union Council and Community Strengthening Support
SWAP	Sector Wide Approach
SWD	Social Welfare Department
TA	Technical Assistance
TOT	Training of Trainers
TMA	Town Municipal Administration
TOR	Terms of Reference
TP	Technical Proposal
UC	Union Council
UCDP	Union Council Development Plan
UNDP	United Nations Development Programme
UNICEF	United Nations International Children's Emergency Fund
VC	Village Council
VDP	Village Development Plan
VO	Village Organisation
WBS	Work Breakdown Structure
WDD	Women Development Department
WG	Working Group



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Balochistan Rural Development and Community Empowerment Programme (BRACE)

BRACE C&V 2021 Action Plans





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Introduction

THE BRACE C&V STRATEGY The BRACE Programme is to support the Government of Balochistan (GoB) to foster an enabling environment for strengthening the capacities of local government/authorities to manage and involve communities in the statutory local public sector planning, financing, and implementation processes, guided by a Community-Driven Local Government and Rural development Policy and Fiscal Framework. The Salient Feature of the BRACE Programme is the partnership between local government/authorities and the communities, aiming to build a network of people’s own organisations working with the local government authorities to improve basic service delivery.

A coherent BRACE Communications & Visibility Strategy and effective BRACE Messages are needed because the programme is implemented by multiple development partners under the leadership of the Government of Balochistan, facilitated by EU funded Implementing partners, with multiple stakeholders and audiences being targeted. Synergy and consistency of effective BRACE C&V messages are a first necessity. The BRACE C&V Strategy Document provides C&V guidelines to develop these coherent C&V Messages that aim:

- To inform the communities and stakeholders about the BRACE objectives and the progress made,
- To empower, mobilize and engage stakeholders and beneficiaries in local development 2nd process by establishing 2-way communication between district administrations and community-based organisations.
- To hold accountable BRACE IPs and contribute to introduction of Innovative Community-driven approaches

THE BEGINNINGS OF THE BRACE C&V STRATEGY & C&V MESSAGES ACTION PLANS The 2019 BRACE Communications & Visibility Strategy and the 2019 BRACE Messages Action Plans were first developed in December 2018, following an extensive two-day communication workshop held in August 2019 in Islamabad. 2019 was the first year in which the BRACE IPs used the BRACE C&V Strategy to tailor their C&V Messages and implement their communication activities.

Since it was the first time there was a lot of “lessons-learning, which were evaluated in December 2019, when the C&V Strategy was updated, and the BRACE IPs 2020 C&V Messages Action Plans were prepared. However, with the best of intentions, 2020 was a challenging year due to the global COVID -19 Pandemic, which started in earnest in Pakistan in February 2020 and led to a complete and then partial lock-down for the whole of 2020. As a result, the BRACE C&V Messages Action Plans 2020 were not properly developed

THE COVID-19 PANDEMIC From end-February 2020, the COVID-19 Pandemic also struck Pakistan, and a Government lockdown was imposed and most project activities – including the finalization of the BRACE C&V Strategy Update - were put on hold. By September 2020, and through remote and work-from-home work modalities, the concluding consultation rounds were facilitated by the BRACE TA C&V Expert with the RSP C&V Specialists, to finalize the updated BRACE C&V Strategy (Version December 2020) and to develop and tailor the BRACE IPs C&V Messages. While the updated BRACE C&V Strategy (December 2020), the Lessons-learnt, and the main challenges, as identified in December 2019, remained valid, the BRACE IPs C&V Messages Action Plans were reset for 2021, and these are presented in Chapter 2.

THE BRACE 2021 C&V ACTION PLANS WITH C&V MESSAGES The BRACE C&V Strategy 2nd update was concluded in December 2020, including an update of the BRACE 2020 IPs C&V Messages, with messages that needed to be continued, and newly designed C&V Messages by the respective BRACE IPs. An important requirement was that the identification and design of the 2021 C&V Messages is done in a more systematic and consistent manner, by diligently using the BRACE C&V Strategy Guidelines and by developing each C&V Message using the C&V Template. This will facilitate better coordinated C&V Messages between the BRACE IPs and the GoB, with all using the same template. From September 2020, after the COVID-19 full lockdown was lifted, a series of consultation meetings were facilitated by the TA C&V Experts with the BRACE IP C&V Experts, to review the 2020 C&V Action Plans and the continuing challenges. The needs for 2021 were identified in close consultation with the focal persons/communications experts of the RSP/IPs.



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BRACE Programme C&V Messages 2021/22 Action Plan



In light of the needs identified during the Quarter 3, 2020 reviews, the following C&V messages and Actions have been identified, and incorporated in the respective BRACE IP's C&V Messages Action Plans for 2021:

- The BRACE C&V Working Group was established, and is to meet on a Monthly basis, starting from February 2021, to establish a solid routine between the BRACE IPs. Later a 2-monthly or quarterly meeting routine can be observed.
- In addition to the visibility items and quarterly newsletter, the media interventions are to be enhanced. The social media activities will be increased to include an Instagram and Twitter platform as well, which will not only have coverage content, but also thematic messages, human stories and relevant blogs.
- Efforts will be made to take out more visual newsletters in Urdu and other local languages and the same will be shared through the website and social media
- All partners are to continue to contribute to the social media and website content. The BRACE Programme Website (Brace.org.pk) went live in September 2020, and need to be regularly updated by all IPs, and especially the contributions of the GoB/LGRDD need to be developed, as the latter will clearly demonstrate that the BRACE Programme is a joint EU/BRACE-IPs and GoB programme.
- Smaller advocacy and visibility interventions will be held at the community level in collaboration with relevant government authorities to bridge the gap between the community organizations and the government, to ensure that both audiences are aware and knowledgeable of the efforts being made by both for the communities. These interventions will be widely circulated on the social media channels and through media
- Due to the COVID Pandemic and budget issues, international days were not commemorated last year, however, in the coming year 2021, more effort is to be made to commemorate the relevant days at the community and/or provincial level.
- Video documentaries and case studies based on human stories and real impact of the programme, will be continued, starting with the editing of the remaining captured stories. The video stories will be shared on the social media channels. An effort will be made to develop photo stories this year.
- To enhance the capacity of the focal communication persons to conduct programme communications, the consultant will provide guideline documents and training sessions on digital communication as required. Similarly, case studies from other countries for similar interventions will also be shared. A training session on photography and video stories for field staff will also be conducted. These activities can be conducted online.
- Enhanced programme communication activities will include IEC material in local languages, local language radio programme, Robo calls and SMS. It was also suggested that single IEC material be produced for all community interventions so that there is consistency in messaging. Therefore, one partner can design and others can reproduce as per their requirements and budgets.
- Efforts will be made to conduct hashtag campaigns to engage youth online. This will also help in increasing the social media followers.
- RSPN to draft and lead the communication activities to support the exit strategy for the programme. The activities should be aligned and responsive to the overall programme exit strategy.

THE BRACE C&V GUIDELINES Before presenting in Chapter 2 the BRACE 2021/22 C&V Messages Action Plans of the BRACE IPs and selected GoB BRACE Counterparts (LGRDD, SWD, WDD, and PDD), we summarize in Chapter 1 the BRACE C&V Guidelines, which are included in full in the updated BRACE C&V Strategy Document (December 2020), with selected parts included as Annexes in this Report

The BRACE IP; C&V Working Group

Amena Kamaal, C&V Expert, BRACE-TA
Bilal Ahmed, IT/MIS Expert, BRACE TA
Omer Farooq, Communication Manager, RSPN
Zeeshan Khan, Communication Manager, NRSP
Tahira Khan, Communication Manager, BRSP



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BRACE Programme C&V Messages 2021/22 Action Plans



1

Summary of BRACE C&V Strategy and Guidelines



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BRACE Programme C&V Messages 2021/22 Action Plans

This chapter summarizes the BRACE C&V Guidelines, which are included in full in the updated BRACE C&V Strategy (December 2020), with selected parts included as Annexes in this Report for easy reference.

1. The BRACE C&V Strategy

The BRACE Programme is to support the Government of Balochistan to foster an enabling environment for strengthening the capacities of local government/authorities to manage and involve communities in the statutory local public sector planning, financing, and implementation processes, guided by a Community-Driven Local Government and Rural development Policy and Fiscal Framework. The Salient Feature of the BRACE Programme is the partnership between local government/authorities and the communities, aiming to build a network of people’s own organisations working with the local government authorities to improve basic service delivery.

A coherent BRACE Communications & Visibility Strategy and effective BRACE Messages are needed because the programme is implemented by multiple development partners under the leadership of the Government of Balochistan, facilitated by EU funded Implementing partners, with multiple stakeholders and audiences being targeted. Synergy and consistency of effective BRACE C&V messages are a first necessity. The BRACE C&V Strategy provides C&V guidelines to develop the coherent C&V Messages that aim:

- To inform the communities and stakeholders about the BRACE objectives and the progress made,
- To empower, mobilize and engage stakeholders and beneficiaries in local development process by establishing 2-way communication between district administrations and community-based organisations.
- To hold accountable BRACE IPs and contribute to introduction of Innovative Community-driven approaches

1.1. The EU Communication & Visibility Guidelines (2018)



Any C&V Message of an EU Project or Programme is guided by a **set of clear instructions from EU Brussels**. These instructions are captured in the EU Communication and Visibility Guidelines (2018). complete guidelines are available at https://ec.europa.eu/international-partnerships/comm-visibility-requirements_en. **The general purpose** of the EU Communication and Visibility Requirements is to ensure that any communication on EU-funded external actions is consistent with the Union's values and political priorities and with other EU-related communication activities and events. **Specifically, they are designed** to ensure that external actions that are wholly or partially financed by the EU include information and communication measures designed to inform specific or general target audiences about the reasons for the action, the EU's support for the country or region concerned, and the outcomes and impact of that support.

1.2. C&V “Dos and Don’ts”



empowerment.

There are generally accepted “Dos and don’ts” that guide transparent and effective communication. These pointers were developed as part of the C&V Strategy Document and are presented again in Annex 1 and should be taken into account when designing the BRACE C&V Messages and apply especially to projects that aim at improved local level governance and community involvement and community

1.3. BRACE Key-Messages



The BRACE Programme IPs are first and foremost guided by their ToR/DoA that prescribe the expected outputs and outcomes for each of the five BRACE Implementing Partners. The PFM Component (Oxford Policy Management) started in 2014 and closed in 2020. The three Rural Support Programmes (BRSP, NRSP and RSPN) and the BRACE TA (Human Dynamics) started in 2017 and they have a clear set of objectives and deliverables to achieve In an August 2018 Workshop the first outlines of BRACE C&V Key-Messages - that support the BRACE Programme Objectives - were developed and these are repeated in Annex 2 for easy reference.



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BRACE Programme C&V Messages 2021/22 Action Plans

1.4 BRACE C&V Guiding Principles

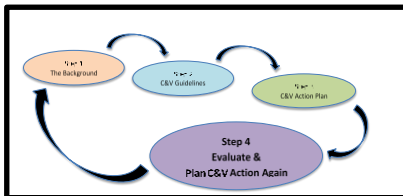


The core purpose of a communication strategy is to increase awareness, and provide information internally, among the team members, or inform external citizens, partners and other stakeholders. However, the communication purpose can also aim at a **two-way dialogue**, and incite a response or reaction, i.e. to Empower, to Mobilize, or to be held Accountable, and thereby ensure successful, just, all-inclusive, participatory and sustainable BRACE Program implementation processes and outputs. BRACE communication can also perform a strategic function that seeks to Innovate by introducing new modalities for BRACE programme implementation and the way Government and Communities interact, i.e. bring the relationship and cooperation between the state, its citizens and DPs to a new level.

Five C&V Guiding Principles have been identified to provide clarity on the WHY, or the PURPOSE and main reasons of a BRACE C&V Message: 1) to Inform, (2) to Empower, (3) to Mobilize, (4) to be held Accountable, and (5) to Innovate. The C&V Guiding Principles provide pointers, firstly the Purpose, WHY you issue the Message, and then for WHO, i.e. a targeted specific AUDIENCE, the C&V Message is meant. Then then we have to become clear on the WHAT and HOW, i.e. design a most effective C&V Message by making use of the most effective C&V TOOLS or CHANNELS. However, it could very well be that a C&V Message combines two or more Purposes, and thus the C&V Message may combine the pointers of two or more C&V Guiding Principles. The 5 Principles were developed in the BRACE Strategy Document and are included n Annex 3 for easy reference

Annex 3 contains the summary list of BRACE C&V Messages clustered by C&V principle.

1.5 The Process of BRACE C&V Messages Identification and use of C&V Template



The Process to identify, design and disseminate a BRACE C&V Message is structured as follows. (Details can be found in Annex 4 and in the BRACE C&V Strategy (December 2020);

The whole process follows **FOUR STEPS with 11 specific reference points**, to guide the IPs to identify and Design a BRACE C&V Messages. In **Step 1 “The Background”**, first, an assessment is made of the Historical, Institutional and other Context factors that determine and shape possible BRACE Programme C&V Messages. In **Step 2 “The C&V Guidelines”**, five specific C&V Guiding Principles, are to be observed when designing and delivering effective & relevant BRACE Programme C&V Messages. In **Step 3 “The C&V Messages Action Plan”**, we consolidate the Step 1 Background with the Step 2 C&V Guidelines and consider the available BRACE C&V Budgets and other Resources of the BRACE Implementing Partner (IPs), which is to design and disseminate the C&V Message. Finally, in **Step 4 we “Evaluate and make Annual Messages Action Plans Again”**. This Step introduces the “loop”, as the Background Context may change and lessons will be learnt. Step 4 therefore stipulates that the Annual portfolio of effective and relevant BRACE C&V Messages is reviewed and updated by quickly taking Steps 1,2 and 3 again, and identify an updated new annual portfolio of effective and relevant BRACE C&V Messages.

The **BRACE C&V MESSAGE TEMPLATE** is to facilitate the design and details of a BRACE C&V Messages and is to facilitate the coordination of BRACE C&V Messages between the BRACE IPs. The template is structured in the diagram on below, and is to be used under Step 3/11, and filled out Templates are presented in Chapter 2.

BRACE C&V Messages Identification Template		
C&V Message	Title and Purpose Description	
1/2/3/4/5	[#/## /LEAD] serial number specific C&V Message Guiding Principle# / ## sub-number, Use box to succinctly enter purpose and reasons for the C&V Message, and in the summary table only brief text, in the template one can be elaborate	
Audience(s)	C&V Lead	Budget
List the audiences	Specify the IP-lead: BRSP, NRSP, RSPN, TA/HD, PFM/OPM or GoB	Specify cost implications and the sources of funding
Channel & Tools / Activities		
Enter details of the activities related to the C&V Message and features of the Tools and Channels to be used and details on the Frequency, in this box and enter in full detail, and in the summary list only a brief description		



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1.6 BRACE C&V Committee, BRACE C&V Working Group and C&V Budgets

The **C&V Messages Action Plans are living documents** and will be monitored and executed during BRACE Programme planning, execution, and completion, all the while adjusting itself to the changing needs of the program, and an annual reviews and update exercises is scheduled. The aim of the C&V Messages Action Plan is to ensure that BRACE Communications contributes to mobilisation of community-based organisations, and better informs citizens about the policy objectives, and develop a coordinated approach for collective action.

The C&V Strategy development process started with the assessments of the communication needs and is concluded with the elaboration of annual rolling BRACE C&V Messages action plans, with a next review of the communication strategy and the annual updates Annual C&V Messages Action Plans, foreseen in each Q4-2021.

Evaluation and consultations between the BRACE IPs and with the GoB and the Communities on the efficacy of the BRACE C&V Messages, is to be coordinated by the BRACE C&V Communication Committee and the BRACE C&V Working Group, which have been be formed from communications experts and focal persons from all partners working on the BRACE Program.

The C&V Messages Action Plans are drawing on available IP BRACE C&V Budgets and other Resources of the BRACE Implementing Partners (IPs). It is imperative to get clarity **on the Budget and other resources that are available for C&V activities and outputs**. Each BRACE IP has its own C&V Budget. A review of the past activities to identify the successes, challenges and needs was conducted to develop the action plan.

For sustained impact it is important to have a dedicated budget for all communication efforts. As a rule of thumb 10% of a program budget could be set aside communication and PR efforts. Two percent of this budget should be kept aside for pool/common activities and the remainder should be divided amongst the organizations based on their allotted communication activities. Conversely, each organization can allocate 10% of their BRACE program budget to communication activities and put aside 2% of that for joint activities. However, in case the 10% amount is not enough, then efforts should be made to seek further approval from EU or the Government of Balochistan to spend a higher portion on C&V. It should be noted that in the transformative BRACE Programme, there will be a strong overlap between the C&V Activities and Capacity-building activities, especially for the two-way communication C&V Messages, thus we may adopt a flexible approach to the 10% rule and approve C&V Messages and Budgets on its own merits, and focus on C&V Action Plan and the 2021 Portfolio of C&V Messages.

Resourcing and Staffing of the C&V Team

The communication efforts for the BRACE program will only be efficient and effective, if there is a strong and well-resourced team behind the efforts to coordinate all communication efforts and ensure consistent and synergized effort at all levels by all partners. It is proposed that the C&V team and draw on or include at least one manager level Communication officer with the Government of Balochistan, to lead and coordinate the communication activities. Similarly, there should one to two staff to coordinate and lead the communication efforts from their organization respectively.

A BRACE Communication Working Group should meet regularly, consisting of communication focal persons from all partners working on the BRACE Program. Communication activities should be divided amongst the partners as per their strengths and relevant program areas, however, common communication activities will be implemented by all partners under the leadership of the Government of Balochistan. It is imperative to ensure Government participation in the BRACE C&V Committee for enhanced ownership and integration of the actions.



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2

BRACE C&V Messages 2021/22 Action Plans



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This chapter presents the following Sections:

- 2.1 Table with a summary of all of All 2021/22 BRACE C&V Messages.
- 2.2 Summary Table and the Templates of the BRSP 2021/22 C&V Messages
- 2.3 Summary Table and the Templates of the NRSP 2021/22 C&V Messages,
- 2.4 Summary Table and the Templates of the RSPN 2021/22 C&V Messages,
- 2.5 Summary Table and Templates of the TA 2021/22 C&V Messages, with references OPM/PFM Messages relevant for BRACE
- 2.6 Summary Table and the Templates of selected GoB BRACE Counterparts 2021 C&V Messages

2.1. Summary of All 2021/22 BRACE C&V Messages

BRACE 2021/22 C&V MESSAGES – SUMMARY TABLE							
Sr. No	Tools & Channels	Audience	Description	Expected Result	Responsibility	Budgeted	2021
1	BRACE Working Group/Committee Meetings	Internal Audiences with the BRACE Communication Focal persons and C&V Committee members	Monthly/Quarterly meetings with the working group and committee members for planning and monitoring purposes.	Oversight of activities, timely revisions, realignment, approvals and synergies in C&V interventions.	All Partners	No	12/4



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2	Quarterly Newsletter/E-News Bulletin	For Internal External Audiences as identified and defined in Global C&V Plan/Strategy	Quarterly E-Bulletins/ Bi-Annual Newsletters will contain success stories, updates of activities and progress and messages from Government Officials	Audience and stakeholders are aware with BRACE's ongoing activities and its impact over the lives of targeted communities. They recognise efforts of RSPs, GOB and are aware of the role and support of EU under BRACE Programme.	RSPN with input from NRSP, BRSP, TA, & Gov	Yes	4
3	Quarterly Newsletter/E-News Bulletin	For beneficiaries as defined in the C&V plan/Strategy	Bi-Annual Newsletters in Urdu will contain success stories, updates of activities and progress and the highlights of how the programme is helping and what beneficiaries need to do	Audience is aware of BRACE's ongoing activities and its impact over their lives. They recognise efforts of RSPs, GOB and are aware of the role and support of EU under BRACE Programme.	BRSP	Yes	2
4	Case Studies (Video Case Studies)	For Internal External Audiences as identified and defined in Global C&V Plan/Strategy	Under 3 min videos around human stories of successful achievements of BRACE that have positively affected lives shared by a beneficiary.	The case studies and success stories will highlight the impact of BRACE Programme over the lives of communities and showcase the efforts of EU and RSPs in promoting CCD for rural development in Balochistan.	RSPN TA	Yes	4
5	Annual KPIs Report	For Internal & External Audiences as identified and defined in Global C&V Plan/Strategy	Annual KPIs report showcasing the Key Performance Indicators of the Programme will be compiled and printed	The KPIs report will be used as a tool to highlight the annual progress of the Programme under different sections. It will help build understanding and information of the internal and external stakeholders on Programme's key activities and annual development.	RSPN	Yes	1
6	Partner Annual Reports	For Internal & External Audiences as identified and defined in Global C&V Plan/Strategy	BRACE inputs will be included in the annual report of the partners will be showcasing the annual performance of the Programme, KPIs, Case Study and pictures of the	The Annual Report will briefly highlight the annual progress of the BRACE Programme under a defined chapter. It will help build understanding and information of the internal and external stakeholders on	RSPN	No	1



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			Programme will be complied and printed by the partners	Programme's key activities and annual achievements.			
7	Documentary	For Internal & External Audiences as identified and defined in Global C&V Plan/Strategy	A documentary to visually share the concepts, components and highlights of BRACE and its achievements, to be shared through TV, social media, events and Whatsapp.	These documentaries will be communicating about the intervention logic of the Programme, expected outcomes and impact, showcasing field interventions and efforts by EU and partners for uplifting lives of rural poor. Will help enhanced visibility and branding of the EU, as we will be screening them on different platforms as RSPs retreat, LSO Convention, Workshops and other events.	RSPN TA	Yes	1
8	Media Visits	For Internal & External Audiences as identified and defined in Global C&V Plan/Strategy	Take media on field visits to the communities for them to see the activities and progress made through BRACE	Media visits will help promote impact of BRACE interventions in field, advocating for CDD and Importance of Social Mobilisation in harnessing people's potential. Promotion of EU's efforts and RSPs in sharing it with masses, media, partners, donor agencies and communities.	RSPN BRSP	Yes	1
9	Face to Face Meeting/workshop with Media	Media, Influencers,	Annual and/or need based press briefings to update the media on the progress, achievements and highlight the call to actions	Strong linkages building with media to highlight Programme activities, events, filed activities and promotion of EU and RSPs' role under BRACE	RSPN TA	Linked with Media visits	1
10	Press Releases	For Internal & External Audiences as identified and defined in Global C&V Plan/Strategy	Engage the media to publish/broadcast positive news and updates about BRACE to create an endorsement for the programme and share the clippings and links through social media and the website as well	Press releases of different events as Programme Launching Ceremony, Workshops, LSO conventions and other events will help us to share information about BRACE, its objectives, interventions, impact and role of EU and partners with different internal and external stakeholders.	RSPN NRSP BRSP	No	4



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			Each partner will share releases as pertaining to their activities.				
11	PR - Newspaper Online/Blog Articles	For Internal & External Audiences as identified and defined in C&V Plan/Strategy	Engage the media to publish/broadcast positive news and updates about BRACE to create an endorsement for the programme and share the clippings and links through social media and the website as well Each partner will ensure stories and coverage as per their own activities. This will allow for a larger media outflow of BRACE news without burdening the media by a single agency.	Will help to reach a wider audience, to communicate about BRACE and its impact.	RSPN NRSP BRSP TA	Yes	10
12	Blogger Meet Up	For External Audiences as identified and defined in C&V Plan/Strategy	A joint blogger meet up with all partners with relevant bloggers in Islamabad. If budgets allow we may take these bloggers to Quetta for a field visit as well.	Communicate about ongoing BRACE's activities, maintaining regular flow of information with a wider range audience, sharing field activities, real life stories, events, and the impact of Programme's interventions on lives of communities.	TA	No	1
13	Social Media (Facebook/twitter/Instagram)	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Increase followers from 3000 to 25000 through organic outreach to stakeholders, relevant development partners and associations. Text, graphic, photographs and video content around the BRACE activities, events, updates and highlights to be shared at least three times a week if not daily. Increase use of organic videos made from phones.	Help communicate about ongoing BRACE's activities, maintaining regular flow of information with a wider range audience, sharing field activities, real life stories, events, and the impact of Programme's interventions on lives of communities.	RSPN NRSP BRSP TA	No	5 posts/week



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14	Social Media (twitter and Facebook)	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Hashtag campaign to promote a key thematic message or as a means to advocate for policy change.	Build and enhance awareness about important issues and advocate for pro development and community building policies.	RSPN NRSP BRSP TA	No	1
15	Facebook and WhatsApp groups	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Post content and messages about the BRACE programme at least once a week in relevant FB and whatsapp groups. Short videos in the form of beneficiary interviews, stakeholder interviews and sharing visuals	Increase reach and spread of BRACE messages across a larger audience for greater amplification of the message.	BRSP	No	1 post/mess age per week
16	Orientation sessions for District level staff on C&V messages	For internal audiences as identified	Orientation session with district level staff of all partners on communication skills required to capture and disseminate communication messages and conduct programme communications	Capacity building of the district level BRACE staff of RSPs and TA on C&V Skill	TA NRSP BRSP RSPN	No	1
17	Youth Engagement	For External audiences, specifically Youth as defined in the C&V strategy	Hold a online hashtag campaign to engage the youth on BRACE messages	Increase youth involvement in the BRACE programme to target the largest population demographic of Pakistan.	BRSP	No	1
18	Advocacy for policy, security and gender inclusion	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Integrate advocacy messages in meetings, emails and social media at least once a quarter	National level Advocacy, communication, visibility, linkages building and promotion.	TA	No	4
19	Commemoration of International Days	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Events and social media posts around relevant international days	Create opportunities to motivate, empower and advocate for BRACE messages	RSPN TA BRSP NRSP	No	3



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20	Photo Stories	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Using quality images produce visual stories around the impact of BRACE programmes on beneficiaries	Inform and motivate the audience around the impact and efficacy of the BRACE programme encouraging others to contribute towards BRACE as well.	RSPN	Yes	4
21	Blogger/Vlogger/Celebrity Ambassador Engagement	For External Audiences as identified and defined in C&V Plan/Strategy	Video and or blog updates using a known celebrity or blogger/vlogger. The messages are to be disseminated through their own platforms and the BRACE social media platforms and events.	Mobilise and Empower communities and enhance share of voice for the BRACE programme.	TA RSPN	No	1
22	BRACE Website	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Build and regularly update the BRACE website	Disseminate information about and create an information hub for the BRACE programme	TA RSPN NRSP BRSP GOB	Yes	1 and monthly updates
23	Printing and Dissemination of Visibility Items	For Internal and Wider External Audiences as identified in C&V Plan/Strategy	Printing of Visibility Items as Caps, Mugs, Wall Clocks, Pen, etc to share with stakeholders at workshops, Seminars, Events	Improved Visibility and Branding of the BRACE Programme, EU, RSPN and RSPs.	RSPN NRSP	Yes	1
24	IEC Material	For Beneficiary awareness and mobilization	Designing and printing of IEC material in local languages. Material to be designed by one IP and printed and disseminated by all	Enhance Information and awareness for beneficiaries and stakeholders	TA RSPN NRSP BRSP GOB	Yes	As required
25	Local Radio Programmes and SMS campaign	For Beneficiary and stakeholder awareness and mobilization	Produce and air radio programme on local channels and shares SMS message to communities	Enhance awareness, mobilise and empower beneficiaries and stakeholders	BRSP	No	1



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26	Animated explanatory video and illustrated content shared in print and placed on Facebook and shared in meetings	For Beneficiary awareness and mobilization	Develop messages and step by step image -based guides in Urdu and regional languages on how they can benefit from the BRACE Programme and what actions they need to take	Enhance understanding of the BRACE Programme to mobilize and empower communities for greater participation	RSPN BRSP	No	1
27	Training Sessions on photography mobile videos and programme communications	For Internal Audiences, specifically communication and field staff	Build the capacity and skills of communication focal persons and field staff on photography, mobile videos and programme communications	Capacity building of Communication and Field Staff	TA	No	1 (combined for all partners)
28	Parliamentary Meetings	For External Audiences as identified and defined in C&V Plan/Strategy	Share the benefits of the BRACE Programme and highlight its needs, with a call to action to the GoB and Parliamentarians	Advocacy for and endorsement of BRACE objectives by parliamentarian as a pre-requisite of a policy dialogue	TA	Yes	1
29	Guidelines on programme communications	For Internal Audiences, specifically communication and field staff	Develop guidelines for programme communications to increase understanding and support communication activities to respond to programme needs.	Capacity building of Communication	TA	No	1
30	Youth Meetings	For External Audiences as identified and defined in C&V Plan/Strategy	Hold Student Union interactions at the community level to mobilize students to get involved and advocate for the BRACE Programme	Enhanced involvement and engagement of youth in the BRACE programme	BRSP NRSP RSPN TA	No	1 per district
31	Sensitization workshops and face to face meetings with community.	For External Audiences as identified and defined in C&V Plan/Strategy	Hold face to face meetings with community representatives and beneficiaries to provide updates on the progress of the BRACE Programme	Mobilized and informed community	BRSP NRSP RSPN TA	Yes	1 per district



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32	Conventions/Workshops of LSOs/CBOs & Best Practice	For Internal & External audience, especially GoB & Donors as defined in C&V Plan/strategy	Hold interactions between GoB/IPs/EUD & other Community Organisations to involve them for sharing of activities/plans/best practices	Regular involvement/information sharing of all stakeholders for implementation of BRACE activities & future planning Constantly evolving and improved actions by BRACE partners and communities.	TA	Yes	2
33	Video Interviews	For External Audiences as identified and defined in C&V Plan/Strategy	Video interviews to be recorded and shared with social media and mainstream outlets, along with posting it on the website	Increased awareness and visibility of the leadership of TA and GoB to enhance trust in and recognition of the BRACE programme interventions.	TA	No	2
34	Reports	For Internal & External audience, especially GoB & Donors as defined in C&V Plan/strategy	Reports to be developed on all interventions held for example on District Capacity-building, or Balochistan Strategic Policy & Fiscal Framework, or TA DC Training Course, for sharing of info with trainees/participants and /or with other stakeholders like GoB or EUD; Reports and Findings of Action Research/Case Studies, on different Topics, for example on Community Driven LG Models, or the use of Information technology to promote CD LG, etc.; District PEFA Reports; TA Progress Reports: 6-Monthly, Quarterly, TA Annual and TA Overall (Multi-year) Reports and Workplans; and TA Assignment Reports: like the GMS, the Toc, or the Exit Strategy assignment	Accountability and monitoring of progress and activities	TA	Yes	4



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35	Communications	For Internal & External audience, especially GoB & Donors as defined in C&V Plan/strategy	Draft and finalise communication documents including BRACE Meeting Minutes; of the OSC, the SPDC, the SCC, the 4 Working Groups; Field Visit Reports: with findings, of national exposure visits, or District visits organized by the TA; TA Action Memos, that deal with a specific deliverable of the TA Component. E.g. the JDDC, or LGA reforms; and Official Government Notifications, Policies, Publications, Acts, Laws, etc, prepared with recommendations from TA	Synergising all interventions and keeping all internal audience and GoB informed and updated on process and progress of BRACE	TA	Yes	Ongoing
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2.2. BRSP 2021/22 C&V Messages

SUMMARY

BRSP							
Sr. No	Tools & Channels	Audience	Description	Expected Result	Responsibility	Budgeted	2021
1	BRACE Working Group/Committee Meetings	Internal Audiences with the BRACE Communication Focal persons and C&V Committee members	Monthly/Quarterly meetings with the working group and committee members for planning and monitoring purposes.	Oversight of activities, timely revisions, realignment, approvals and synergies in C&V interventions.	All Partners	No	12/4
2	Quarterly Newsletter/E-News Bulletin	For Internal External Audiences as identified and defined in Global C&V Plan/Strategy	Quarterly E-Bulletins/ Bi-Annual Newsletters will contain success stories, updates of activities and progress and messages from Government Officials	Audience and stakeholders are aware with BRACE's ongoing activities and its impact over the lives of targeted communities. They recognise efforts of RSPs, GOB and are aware of the role and support of EU under BRACE Programme.	RSPN with input from NRSP, BRSP, TA, & Gov	Yes	4
3	Quarterly Newsletter/E-News Bulletin – For Beneficiaries	For beneficiaries as defined in the C&V plan/Strategy	Bi-Annual Newsletters in Urdu will contain success stories, updates of activities and progress and the highlights of how the programme is helping and what beneficiaries need to do	Audience is aware of BRACE's ongoing activities and its impact over their lives. They recognise efforts of RSPs, GOB and are aware of the role and support of EU under BRACE Programme.	BRSP	Yes	2
4	Media Visits	For Internal & External Audiences as identified	Take media on field visits to the communities for them to see the	Media visits will help promote impact of BRACE interventions in field, advocating for	RSPN BRSP	Yes	1



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		and defined in Global C&V Plan/Strategy	activities and progress made through BRACE	CDD and Importance of Social Mobilisation in harnessing people's potential. Promotion of EU's efforts and RSPs in sharing it with masses, media, partners, donor agencies and communities.			
5	Press Releases	For Internal & External Audiences as identified and defined in Global C&V Plan/Strategy	Engage the media to publish/broadcast positive news and updates about BRACE to create an endorsement for the programme and share the clippings and links through social media and the website as well Each partner will share releases as pertaining to their activities.	Press releases of different events as Programme Launching Ceremony, Workshops, LSO conventions and other events will help us to share information about BRACE, its objectives, interventions, impact and role of EU and partners with different internal and external stakeholders.	RSPN NRSP BRSP	No	4
6	PR - Newspaper Online/Blog Articles	For Internal & External Audiences as identified and defined in C&V Plan/Strategy	Engage the media to publish/broadcast positive news and updates about BRACE to create an endorsement for the programme and share the clippings and links through social media and the website as well Each partner will ensure stories and coverage as per their own activities. This will allow for a larger media outflow of BRACE news without burdening the media by a single agency.	Will help to reach a wider audience, to communicate about BRACE and its impact.	RSPN NRSP BRSP TA	Yes	10
7	Social Media (Facebook/twitter/instagram)	For Internal & External Audiences as identified and defined in C&V Plan/Strategy	Increase followers from 3000 to 25000 through organic outreach to stakeholders, relevant development partners and associations. Text, graphic,	Help communicate about ongoing BRACE's activities, maintaining regular flow of information with a wider range audience, sharing field activities, real life stories,	RSPN NRSP BRSP TA	No	5 posts/week



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			photographs and video content around the BRACE activities, events, updates and highlights to be shared at least three times a week if not daily. Increase use of organic videos made from phones.	events, and the impact of Programme's interventions on lives of communities.			
8	Social Media Hashtag Campaign (twitter and Facebook)	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Hashtag campaign to promote a key thematic message or as a means to advocate for policy change.	Build and enhance awareness about important issues and advocate for pro development and community building policies.	RSPN NRSP BRSP TA	No	1
9	Facebook and Whatsapp groups	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Post content and messages about the BRACE programme at least once a week in relevant FB and whatsapp groups. Short videos in the form of beneficiary interviews, stakeholder interviews and sharing visuals	Increase reach and spread of BRACE messages across a larger audience for greater amplification of the message.	BRSP	No	1 post/mess age per week
10	Orientation sessions for District level staff on C&V messages	For internal audiences as identified	Orientation session with district level staff of all partners on communication skills required to capture and disseminate communication messages and conduct programme communications	Capacity building of the district level BRACE staff of RSPs and TA on C&V Skill	TA NRSP BRSP RSPN	No	1
11	Advocacy for policy, security and gender inclusion	For External Audiences as identified and defined in C&V Plan/Strategy	Integrate advocacy messages in meetings, emails and social media at least once a quarter	National level Advocacy, communication, visibility, linkages building and promotion.	RSPN TA BRSP NRSP	No	4
12	Commemoration of International Days	For Internal& External Audiences as identified	Events and social media posts around relevant international days	Create opportunities to motivate, empower and advocate for BRACE messages	RSPN TA BRSP	No	3



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		and defined in C&V Plan/Strategy			NRSP		
13	BRACE Website	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Build and regularly update the BRACE website	Disseminate information about and create an information hub for the BRACE programme	TA RSPN NRSP BRSP GOB	Yes	1 and monthly updates
14	IEC Material	For Beneficiary awareness and mobilization	Designing and printing of IEC material in local languages. Material to be designed by one IP and printed and disseminated by all	Enhance Information and awareness for beneficiaries and stakeholders	TA RSPN NRSP BRSP GOB	Yes	As required
15	Local Radio Programmes and SMS campaign	For Beneficiary and stakeholder awareness and mobilization	Produce and air radio programme on local channels and shares SMS message to communities	Enhance awareness, mobilise and empower beneficiaries and stakeholders	BRSP	No	1
16	Animated explanatory video and illustrated content shared in print and placed on Facebook and shared in meetings	For Beneficiary awareness and mobilization	Develop messages and step by step image -based guides in Urdu and regional languages on how they can benefit from the BRACE Programme and what actions they need to take	Enhance understanding of the BRACE Programme to mobilize and empower communities for greater participation	RSPN BRSP	No	1
17	Youth Meetings	For External Audiences as identified and defined in C&V Plan/Strategy	Hold Student Union interactions at the community level to mobilize students to get involved and advocate for the BRACE Programme	Enhanced involvement and engagement of youth in the BRACE programme	BRSP NRSP RSPN TA	No	1 per district
18	Sensitization workshops and face to	For External Audiences as identified and	Hold face to face meetings with community representatives and beneficiaries to provide updates on	Mobilized and informed community	BRSP NRSP RSPN	Yes	1 per district



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	face meetings with community.	defined in C&V Plan/Strategy	the progress of the BRACE Programme		TA		
19	Printing and Dissemination of Visibility Items	For Internal and Wider External Audiences as identified in C&V Plan/Strategy	Printing of Visibility Items as Caps, Mugs, Wall Clocks, Pen, etc to share with stakeholders at workshops, Seminars, Events	Improved Visibility and Branding of the BRACE Programme, EU, RSPN and RSPs.	RSPN NRSP BRSP	Yes	1
20	Annual KPIs Report	For Internal & External Audiences as identified and defined in Global C&V Plan/Strategy	Annual KPIs report showcasing the Key Performance Indicators of the Programme will be compiled and printed	The KPIs report will be used as a tool to highlight the annual progress of the Programme under different sections. It will help build understanding and information of the internal and external stakeholders on Programme's key activities and annual development.	RSPN NRSP BRSP	Yes	1





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BRSP TEMPLATES

C&V Message  ACCOUNTABILITY			[1 / 01A / BRSP] C&V Working Group Meetings Actively participate in the working group and committee meetings for planning, coordinating and monitoring the C&V output in line with the C&V Action Plans.		
Audience(s) <ul style="list-style-type: none"> • C&V working group members (communication focal persons) • 		C&V Lead Meetings to be held on a rotational basis once a month online or in person		Budget Budget to be allocated	
Channel & Tools /Activities Zoom or face to face meetings to be held on a regular basis for planning, updates and monitoring of activities and aligning with the annual workplans. Work Plan: Meetings to be held once a month with communication focal persons of all partners and as required GoB.					

C&V Message  ACCOUNTABILITY			[1 / 01B / BRSP] C&V Committee Meetings Actively participate in the working group and committee meetings for planning, coordinating and monitoring the C&V output in line with the C&V Action Plans.		
Audience(s) <ul style="list-style-type: none"> • C&V Committee Members 		C&V Lead Meetings to be held on a rotational basis		Budget TA	
Channel & Tools /Activities Zoom or face to face meetings to be held on a regular basis for planning, updates, approvals and monitoring of activities Work Plan: Meetings to be held once a quarter with the committee, preferably in Quetta					

C&V Message  INFORM			[1 / 02 / BRSP] BRACE Programme Quarterly Newsletter Quarterly Newsletters will contain success stories, updates of BRACE activities, progress on objectives and messages from partners and Government Officials on BRACE.		
Audience(s) <ul style="list-style-type: none"> • Wider Internal and External Audience • RSPs • GoB • Federal Government • Media • Influencers • NGOs/INGOs • UN • Social Media • Other Stakeholders 		C&V Lead RSPN with input from all partners		Budget BRACE-RSPN Component	
Channel & Tools /Activities BRACE Quarterly newsletter will be published and disseminated by RSPN with the above target audience through email and courier, both in hard and soft forms. Its dissemination will help inform the relevant stakeholders of the					



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BRACE Programme about ongoing activities and its impact over the lives of targeted communities. The publication will help to not only highlight the Programme but also role and efforts of EU and BRACE partners (GOB, RSPN, RSPs, HD) under BRACE Programme.

Work Plan: BRACE Bi-annual newsletter will be compiled and published in Q1 and Q3 of the year.

C&V Message	[1 / 03 / BRSP] BRACE Programme Quarterly Newsletter – For Beneficiaries	
INFORM	Bi-Annual Newsletter in Urdu/regional language will contain success stories, updates of BRACE activities, progress on objectives and highlight how the programme is helping beneficiaries so that the audience is aware of BRACE's ongoing activities and its impact on their lives. They will be able to recognize the efforts of BRSP and GoB.	
Audience(s)	C&V Lead	Budget
<ul style="list-style-type: none"> Beneficiaries 	BRSP	BRACE-BRSP Component
Channel & Tools /Activities		
BRACE Bi-Annual newsletter will be published and disseminated by BRACE to the beneficiaries during meetings in hard copies.		
Work Plan: BRACE Bi-annual newsletter will developed and shared twice a year Q2 and Q4		

C&V Message	[1 / 04 / BRSP] Media Visits	
MOBILIZE	Media visits will help promote impact of BRACE interventions in field, advocating for CDD and Importance of Social Mobilisation in harnessing people's potential. Promotion of EU's efforts and RSPs in sharing it with masses, media, partners, donor agencies and communities.	
Audience(s)	C&V Lead	Budget
<ul style="list-style-type: none"> Wider Audience RSPs GoB Media Social Media Influencers NGOs/INGOs Other Stakeholders 	BRSP	BRACE-BRSP Component
Channel & Tools /Activities		
RSPN will take provincial media on field visit of BRACE communities to see them activities and progress made through BRACE.		
Work Plan: One visit of Media in Q1.		

C&V Message	[1 / 05 / BRSP] Press Release	
INFORM	RSPN will engage the media to publish/broadcast positive news and updates about BRACE to create an endorsement for the programme and share the clippings and links through social media and the website.	
Audience(s)	C&V Lead	Budget
<ul style="list-style-type: none"> Wider External Audience RSPs GoB Federal Government Media Influencers NGOs/INGOs 	BRSP	BRACE-BRSP Component



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<ul style="list-style-type: none"> • UN/Donor Agencies • Other Stakeholders 		
<p>Channel & Tools /Activities</p> <p>RSPN will prepare and disseminate URDU and English Press releases of different BRACE events as Workshops, LSO conventions, Community Dialogue and of others in national print media. It will help share information about BRACE, its objectives, interventions, impact and role of EU and partners with a wider national, international external stakeholder.</p> <p>Work Plan: Need based activity. However, RSPN will disseminate 2 to 3 Press Releases in this year.</p>		

<p>C&V Message</p> <p>[1 / 06 / BRSP] PR - Newspaper Online/Blog Articles</p> <p>To reach out a general, wider audience and create awareness about BRACE Programme. It will help to reach a wider audience though updates, facts and achievements of BRACE and its overall impact in lives of rural communities.</p>		
<p>INFORM</p>		
<p>Audience(s)</p> <ul style="list-style-type: none"> • Wider Audience • Development Practitioners • Policy Makers • Government • Media • Influencers • NGOs/INGOs • UN • Other Stakeholders 	<p>C&V Lead</p> <p>BRSP</p>	<p>Budget</p> <p>BRACE-BRSP Component</p>
<p>Channel & Tools /Activities</p> <p>Engage the media to publish/broadcast positive news and updates about BRACE to create an endorsement for the programme and share the clippings and links through social media and the website as well</p> <p>Work Plan: RSPN will get publish 5 articles in newspapers and online blogs throughout the year.</p>		


<p>C&V Message</p> <p>[1 / 07 / BRSP] Social Media (Facebook/twitter/instagram)</p> <p>Social media pages created for BRACE on Facebook and twitter. Instagram to be made for BRACE as well and content shared accordingly. Text, graphic, photographs and video content around the BRACE activities, events, updates and highlights to be shared at least three times a week by all BRACE Partners if not daily.</p>		
<p>INFORM</p>		
<p>Audience(s)</p> <ul style="list-style-type: none"> • General Public • RSPs • Government • Influencers • NGOs/INGOs • UN • Other Stakeholders 	<p>C&V Lead</p> <p>RSPN with support from all partners</p>	<p>Budget</p> <p>Budgeted under BRACE-RSPN Component</p>
<p>Channel & Tools /Activities</p> <p>Work Plan: It a regular ongoing activity. RSPN with support of BRSP and NRSP, will ensure the target of a minimum 3 posts of BRACE on Facebook and Twitter.</p>		




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C&V Message 			[1 / 08 / BRSP] Social Media Hashtag Campaign (Facebook and Twitter) Social media pages created for BRACE on Facebook and twitter. Instagram to be made for BRACE as well and content shared accordingly. Text, graphic, photographs and video content around the BRACE activities, events, updates and highlights to be shared at least three times a week by all BRACE Partners if not daily. Build and enhance awareness about important issues and advocate for pro development and community building policies.		
Audience(s) <ul style="list-style-type: none"> • General Public • RSPs • Government • Influencers • NGOs/INGOs • UN • Other Stakeholders 		C&V Lead RSPN with support from all partners		Budget Budgeted under BRACE-RSPN Component	
Channel & Tools /Activities Hashtag campaign to promote a key thematic message or as a means to advocate for policy change. Work Plan: It a regular ongoing activity. RSPN with support of BRSP and NRSP, will ensure the target of a minimum 3 posts of BRACE on Facebook and Twitter.					

C&V Message 			[1 / 09 / BRSP] Facebook and Whatsapp Group Messaging Text/image/video messages shared in relevant to inform and mobilise stakeholders and public to increase reach and spread of BRACE messages across a larger audience for greater amplification of the message		
Audience(s) <ul style="list-style-type: none"> • All internal and external audiences 		C&V Lead BRSP		Budget No Budget currently available	
Channel & Tools /Activities Text/image/video messages posted least once a week in relevant facebook and whatsapp groups. Work Plan: Once a week on an ongoing basis					

C&V Message 			[1 / 10 / BRSP] Orientation Session of District Staff on C&V Messages This session will not only introduce the district staff on the C&V messages, but will also build capacity to support the planned activities		
Audience(s) <ul style="list-style-type: none"> • RSPs 		C&V Lead BRSP		Budget BRACE – BRSP Component	
Channel & Tools /Activities A workshop style meeting will be held to share communication expertise and knowledge among partners and experts for an effective and quality implementation of the C&V activities and capacity building of RSPs Communications Officers. Work Plan: The session will be held in Q1.					

C&V Message 			[1 / 11 / BRSP] Advocacy for policy, security and gender inclusion Advocating for relevant policies, security and gender mainstreaming.		
Audience(s)		C&V Lead		Budget	



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<ul style="list-style-type: none"> External Audiences Stakeholders Policy Makers Government Political Representatives 	<ul style="list-style-type: none"> All Partners 	No budget currently allocated
<p>Channel & Tools /Activities Integrate advocacy messages in meetings, send advocacy emails and share messages through social media tagging stakeholders Work Plan: Include the advocacy message in all relevant meetings/send emails to all stakeholders Q3/social media messages once a month Q2&3</p>		

<p>C&V Message [1 / 12 / BRSP] Commemoration of Important Days</p>		
<p>MOBILIZE Create opportunities to motivate, empower and advocate for BRACE messages</p>		
<p>Audience(s)</p> <ul style="list-style-type: none"> Wider External Audience RSPs GoB Federal Government Development Practitioners Policy Makers Influencers NGOs/INGOs UN Social Media Other Stakeholders 	<p>C&V Lead</p> <p>BRSP</p>	<p>Budget</p> <p>No Budget Currently available</p>
<p>Channel & Tools /Activities Events and social media posts to be disseminated/conducted through the year as required. These days will be decided in the working group so that all partners commemorate together. Work Plan: Social media posts and events to be planned and executed on an ongoing basis throughout the year.</p>		

<p>C&V Message Description</p>		
<p>INFORM [1 / 13 / BRSP] BRACE website To create awareness about the programme and the activities amongst all audiences, by developing and sharing messages and information about the BRACE Programme and its goals and objectives</p>		
<p>Audience(s)</p> <ul style="list-style-type: none"> Influencers Wider Audience Media 	<p>C&V Lead</p> <ul style="list-style-type: none"> BRACE TA In close collaboration with BRSP / NRSP / RSPN 	<p>Budget</p> <ul style="list-style-type: none"> TA Resources in particular C&V Expert BRACE TA IE Budget
<p>Channel & Tools /Activities RSPN to regularly populate the BRACE website by sharing regular content and updates with TA. Work Plan: Monthly updates to the website.</p>		

<p>C&V Message [1 / 14 / BRSP] IEC Material</p>	
<p>INFORM Development of IEC material for communities in Urdu and local languages. These to include banners, fact sheets, infographics, posters etc.</p>	





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Audience(s) <ul style="list-style-type: none"> • Beneficiaries • Media • Stakeholders • Influencers 	C&V Lead BRSP	Budget BRACE-BRSP Component
Channel & Tools /Activities The brief two pager document giving out information about the BRACE Programme, and its progress over Q1 and Q3 of year. It will give brief overview of the progress with facts and infographics. Work Plan: Two Facts Sheets/Sit Reps in Q1 and Q3 and One Infographic in Q4 will be produced. Branding material will be produced as needed for events and other occasions.		

C&V Message 	[1 / 15/ BRSP] Local Radio Programmes and SMS Campaign Enhance awareness, mobilise and empower beneficiaries and stakeholders to take action for the BRACE programme	
Audience(s) <ul style="list-style-type: none"> • General Public • Wider External Audience • Beneficiaries • NGOs/INGOs • UN/Donor Agencies • Other Stakeholders 	C&V Lead BRSP	Budget No Budget currently available
Channel & Tools /Activities Produce and broadcast radio programmes on local channels and draft and share SMS messages to communities. Work Plan: Two Radio programmes Q1 and Q3. One SMS Campaign in Q2		

C&V Message 	[1 / 16 / BRSP] Animated Explainer Video and Illustrated Content (video) It is important for the Beneficiaries and stakeholders to be informed and fully understand the concept, scope and success of BRACE. For this reason, an explainer video and illustrated content in Urdu and local languages will be developed. The products will provide a step-by-step guide to the programme and how communities can take advantage of it and the steps to take for sustainability of community efforts.	
Audience(s) <ul style="list-style-type: none"> • Partners • GoB, Federal Government • Influencers • Community Leaders • NGOs/INGOs • UN • Other Stakeholders 	C&V Lead RSPN with input from BRSP	Budget No Budget currently available
Channel & Tools /Activities A whiteboard animation will be developed to share the details of BRACE and how to benefit and sustain the interventions. Similarly illustrated content with a focus on visuals and easy understanding text in urdu and local languages. The script will be written in a story form for easier understanding. Work Plan: One explainer video in Q2 and 2 illustrated content pieces in Q2 and Q4		

C&V Message 	[1 / 17 / BRSP] Youth Meeting Engaging with youth to enhance their involvement in the BRACE programme and involve them in community building interventions.	
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Audience(s) • Youth	C&V Lead RSPN along with other partners	Budget No budget currently allocated
Channel & Tools /Activities Interactive and mobilization meetings/workshops held to look at innovative ways for the youth to get involved and contribute towards the BRACE programme and community development. Work Plan: 1 meeting/workshop held in Q2		

C&V Message 	[1 / 18 A / BRSP] Sensitization workshop with community. Sensitize the community and community leaders about the BRACE programme and update them on progress to date.	
Audience(s) • Beneficiaries	C&V Lead BRSP	Budget BRACE-BRSP Component
Channel & Tools /Activities Hold a workshop with community managers, leaders stakeholders' meetings, village development planning to create awareness about the BRACE programme, ways of engagement and updates. The meetings will mobilise the community to actively participate in the BRACE programme. Work Plan: A workshop to be held in Q3		

C&V Message 	[1 / 18 B/ BRSP] Face to face meetings with community. Regular meetings with each tier of CIs i.e. Community, village and local support organisation.	
Audience(s) • Beneficiaries	C&V Lead • BRSP	Budget BRACE-BRSP Component
Channel & Tools /Activities Hold regular engagement and follow up Community meetings Work Plan: Meetings to be held once a month, in every quarter.		

C&V Message 	[1 / 19 / BRSP] Visibility Items In collaboration and coordination with NRSP, develop visibility items to be distributed to external audiences.	
Audience(s) • Partners • Stakeholders • GoB • Influencers	C&V Lead • RSPN/NRSP	Budget BRACE-RSPN/NRSP/BRSP Component
Channel & Tools /Activities Various visibility items including calendars, P-caps, key chains, with the BRACE messages, to be designed and produced by NRSP on behalf of the partners. Work Plan: Five visibility items to be produced and developed in Q2		

C&V Message 	[1 /20/ BRSP] Annual Key Performance Indicators (KPIs) Report The KPIs report will highlight the annual progress of the Programme under different sections. It will help build understanding and information of the internal and external stakeholders on Programme's key activities and annual performance. It will also help	
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contribute into accountability and evaluation part of the Programme and partners' performance.		
Audience(s) <ul style="list-style-type: none"> RSPs GoB, Federal Government Influencers NGOs/INGOs UN Other Stakeholders 	C&V Lead BRSP	Budget BRACE-BRSP Component
Channel & Tools /Activities Annual KPIs report will be showcasing the Key Performance Indicators of the Programme. It will be complied by M&E Officer for BRACE-FRSPN component. The report will be later designed and printed to be shared with all above mentioned stakeholders. Work Plan: 1 KPI Report will be published in Q3 of the year		



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2.4. NRSP 2021/22 C&V Messages

SUMMARY

NRSP							
Sr. No	Tools & Channels	Audience	Description	Expected Result	Responsibility	Budgeted	2021
1	BRACE Working Group/Committee Meetings	Internal Audiences with the BRACE Communication Focal persons and C&V Committee members	Monthly/Quarterly meetings with the working group and committee members for planning and monitoring purposes.	Oversight of activities, timely revisions, realignment, approvals and synergies in C&V interventions.	All Partners	No	12/4
2	Quarterly Newsletter/E-News Bulletin	For Internal External Audiences as identified and defined in Global C&V Plan/Strategy	Quarterly E-Bulletins/ Bi-Annual Newsletters will contain success stories, updates of activities and progress and messages from Government Officials	Audience and stakeholders are aware with BRACE's ongoing activities and its impact over the lives of targeted communities. They recognise efforts of RSPs, GOB and are aware of the role and support of EU under BRACE Programme.	RSPN with input from NRSP, BRSP, TA, & Gov	Yes	4
3	Press Releases	For Internal & External Audiences as identified and defined in Global C&V Plan/Strategy	Engage the media to publish/broadcast positive news and updates about BRACE to create an endorsement for the programme and share the clippings and links through social media and the website as well	Press releases of different events as Programme Launching Ceremony, Workshops, LSO conventions and other events will help us to share information about BRACE, its objectives, interventions, impact and role of EU and partners with	RSPN NRSP BRSP	No	4



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			Each partner will share releases as pertaining to their activities.	different internal and external stakeholders.			
4	PR - Newspaper Online/Blog Articles	For Internal & External Audiences as identified and defined in C&V Plan/Strategy	Engage the media to publish/broadcast positive news and updates about BRACE to create an endorsement for the programme and share the clippings and links through social media and the website as well Each partner will ensure stories and coverage as per their own activities. This will allow for a larger media outflow of BRACE news without burdening the media by a single agency.	Will help to reach a wider audience, to communicate about BRACE and its impact.	RSPN NRSP BRSP TA	Yes	10
5	Social Media (Facebook/twitter/instagram)	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Increase followers from 3000 to 25000 through organic outreach to stakeholders, relevant development partners and associations. Text, graphic, photographs and video content around the BRACE activities, events, updates and highlights to be shared at least three times a week if not daily. Increase use of organic videos made from phones.	Help communicate about ongoing BRACE's activities, maintaining regular flow of information with a wider range audience, sharing field activities, real life stories, events, and the impact of Programme's interventions on lives of communities.	RSPN NRSP BRSP TA	No	5 posts/week
6	Social Media Hashtag Campaign (twitter and Facebook)	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Hashtag campaign to promote a key thematic message or as a means to advocate for policy change.	Build and enhance awareness about important issues and advocate for pro development and community building policies.	RSPN NRSP BRSP TA	No	1



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7	Orientation sessions for District level staff on C&V messages	For internal audiences as identified	Orientation session with district level staff of all partners on communication skills required to capture and disseminate communication messages and conduct programme communications	Capacity building of the district level BRACE staff of RSPs and TA on C&V Skill	TA NRSP BRSP RSPN	No	1
8	Advocacy for policy, security and gender inclusion	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Integrate advocacy messages in meetings, emails and social media at least once a quarter	National level Advocacy, communication, visibility, linkages building and promotion.	RSPN TA BRSP NRSP	No	4
9	Commemoration of International Days	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Events and social media posts around relevant international days	Create opportunities to motivate, empower and advocate for BRACE messages	RSPN TA BRSP NRSP	No	3
10	BRACE Website	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Build and regularly update the BRACE website	Disseminate information about and create an information hub for the BRACE programme	TA RSPN NRSP BRSP GOB	Yes	1 and monthly updates
11	IEC Material	For Beneficiary awareness and mobilization	Designing and printing of IEC material in local languages. Material to be designed by one IP and printed and disseminated by all	Enhance Information and awareness for beneficiaries and stakeholders	TA RSPN NRSP BRSP GOB	Yes	As required



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12	Youth Meetings	For External Audiences as identified and defined in C&V Plan/Strategy	Hold Student Union interactions at the community level to mobilize students to get involved and advocate for the BRACE Programme	Enhanced involvement and engagement of youth in the BRACE programme	BRSP NRSP RSPN TA	No	1 per district
13	Sensitization workshops and face to face meetings with community.	For External Audiences as identified and defined in C&V Plan/Strategy	Hold face to face meetings with community representatives and beneficiaries to provide updates on the progress of the BRACE Programme	Mobilized and informed community	BRSP NRSP RSPN TA	Yes	1 per district
14	Printing and Dissemination of Visibility Items	For Internal and Wider External Audiences as identified in C&V Plan/Strategy	Printing of Visibility Items as Caps, Mugs, Wall Clocks, Pen, etc to share with stakeholders at workshops, Seminars, Events	Improved Visibility and Branding of the BRACE Programme, EU, RSPN and RSPs.	RSPN NRSP	Yes	1
15	Annual KPIs Report	For Internal & External Audiences as identified and defined in Global C&V Plan/Strategy	Annual KPIs report showcasing the Key Performance Indicators of the Programme will be compiled and printed	The KPIs report will be used as a tool to highlight the annual progress of the Programme under different sections. It will help build understanding and information of the internal and external stakeholders on Programme's key activities and annual development.	RSPN NRSP BRSP	Yes	1





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NRSP TEMPLATES

C&V Message  ACCOUNTABILITY			[1 / 01A / NRSP] C&V Working Group Meetings Actively participate in the working group and committee meetings for planning, coordinating and monitoring the C&V output in line with the C&V Action Plans.		
Audience(s) <ul style="list-style-type: none"> C&V working group members (communication focal persons) 		C&V Lead Meetings to be held on a rotational basis once a month online or in person		Budget Budget to be allocated	
Channel & Tools /Activities Zoom or face to face meetings to be held on a regular basis for planning, updates and monitoring of activities and aligning with the annual workplans.					
Work Plan: Meetings to be held once a month with communication focal persons of all partners and as required GoB.					

C&V Message  ACCOUNTABILITY			[1 / 01B / NRSP] C&V Committee Meetings Actively participate in the working group and committee meetings for planning, coordinating and monitoring the C&V output in line with the C&V Action Plans.		
Audience(s) <ul style="list-style-type: none"> C&V Committee Members 		C&V Lead Meetings to be held on a rotational basis		Budget TA	
Channel & Tools /Activities Zoom or face to face meetings to be held on a regular basis for planning, updates, approvals and monitoring of activities					
Work Plan: Meetings to be held once a quarter with the committee, preferably in Quetta					

C&V Message  INFORM			[1 / 02 / NRSP] BRACE Programme Quarterly Newsletter Quarterly Newsletters will contain success stories, updates of BRACE activities, progress on objectives and messages from partners and Government Officials on BRACE.		
Audience(s) <ul style="list-style-type: none"> Wider Internal and External Audience RSPs GoB Federal Government Media Influencers NGOs/INGOs UN Social Media Other Stakeholders 		C&V Lead RSPN With contribution from all partners		Budget BRACE-RSPN Component	
Channel & Tools /Activities					





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BRACE Quarterly newsletter will be published and disseminated by RSPN with the above target audience through email and courier, both in hard and soft forms. Its dissemination will help inform the relevant stakeholders of the BRACE Programme about ongoing activities and its impact over the lives of targeted communities. The publication will help to not only highlight the Programme but also role and efforts of EU and BRACE partners (GOB, RSPN, RSPs, HD) under BRACE Programme.

Work Plan: BRACE Bi-annual newsletter will be compiled and published in Q1 and Q3 of the year.

C&V Message 			[1 / 03 / NRSP] Press Release RSPN will engage the media to publish/broadcast positive news and updates about BRACE to create an endorsement for the programme and share the clippings and links through social media and the website.		
Audience(s) <ul style="list-style-type: none"> • Wider External Audience • RSPs • GoB • Federal Government • Media • Influencers • NGOs/INGOs • UN/Donor Agencies • Other Stakeholders 		C&V Lead NRSP		Budget BRACE-RSPN Component	
Channel & Tools /Activities RSPN will prepare and disseminate URDU and English Press releases of different BRACE events as Workshops, LSO conventions, Community Dialogue and of others in national print media. It will help share information about BRACE, its objectives, interventions, impact and role of EU and partners with a wider national, international external stakeholder.					
Work Plan: Need based activity. However, RSPN will disseminate 2 to 3 Press Releases in this year.					

C&V Message 			[1 / 04 / NRSP] PR - Newspaper Online/Blog Articles To reach out a general, wider audience and create awareness about BRACE Programme. It will help to reach a wider audience though updates, facts and achievements of BRACE and its overall impact in lives of rural communities.		
Audience(s) <ul style="list-style-type: none"> • Wider Audience • Development Practitioners • Policy Makers • Government • Media • Influencers • NGOs/INGOs • UN • Other Stakeholders 		C&V Lead NRSP		Budget BRACE-RSPN Component	
Channel & Tools /Activities Engage the media to publish/broadcast positive news and updates about BRACE to create an endorsement for the programme and share the clippings and links through social media and the website as well					
Work Plan: RSPN will get publish 5 articles in newspapers and online blogs throughout the year.					



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BRACE Programme C&V Messages 2021/22 Action Plans



C&V Message	[1 / 05 / NRSP] Social Media (Facebook/twitter/instagram)	
INFORM	Social media pages created for BRACE on Facebook and twitter. Instagram to be made for BRACE as well and content shared accordingly. Text, graphic, photographs and video content around the BRACE activities, events, updates and highlights to be shared at least three times a week by all BRACE Partners if not daily.	
Audience(s) <ul style="list-style-type: none"> General Public RSPs Government Influencers NGOs/INGOs UN Other Stakeholders 	C&V Lead All partners	Budget Budgeted under BRACE-RSPN Component
Channel & Tools /Activities Increase followers from 3000 to 25000 through organic outreach to stakeholders, relevant development partners and associations. Text, graphic, photographs and video content around the BRACE activities, events, updates and highlights to be shared at least three times a week if not daily. Increase use of organic videos made from phones. Work Plan: It a regular ongoing activity. RSPN with support of BRSP and NRSP, will ensure the target of a minimum 3 posts of BRACE on Facebook and Twitter.		

C&V Message	[1 / 06 / NRSP] Social Media Hashtag Campaign (Facebook and Twitter)	
MOBILIZE	Social media pages created for BRACE on Facebook and twitter. Instagram to be made for BRACE as well and content shared accordingly. Text, graphic, photographs and video content around the BRACE activities, events, updates and highlights to be shared at least three times a week by all BRACE Partners if not daily. Build and enhance awareness about important issues and advocate for pro development and community building policies.	
Audience(s) <ul style="list-style-type: none"> General Public RSPs Government Influencers NGOs/INGOs UN Other Stakeholders 	C&V Lead RSPN with support from all partners	Budget Budgeted under BRACE-RSPN Component
Channel & Tools /Activities Hashtag campaign to promote a key thematic message or as a means to advocate for policy change. Work Plan: It a regular ongoing activity. RSPN with support of BRSP and NRSP, will ensure the target of a minimum 3 posts of BRACE on Facebook and Twitter.		

C&V Message	[1 / 07 / NRSP] Orientation Session of District Staff on C&V Messages	
EMPOWER	This session will not only introduce the district staff on the C&V messages, but will also build capacity to support the planned activities	
Audience(s) <ul style="list-style-type: none"> RSPs 	C&V Lead RSPN	Budget SUCCESS-RSPN Component
Channel & Tools /Activities		





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A workshop style meeting will be held to share communication expertise and knowledge among partners and experts for an effective and quality implementation of the C&V activities and capacity building of RSPs Communications Officers.

Work Plan: The session will be held in Q1.

C&V Message [1 / 08/ NRSP] Advocacy for policy, security and gender inclusion		
 Advocating for relevant policies, security and gender mainstreaming.		
Audience(s) <ul style="list-style-type: none"> • External Audiences • Stakeholders • Policy Makers • Government • Political Representatives 	C&V Lead All Partners	Budget No budget currently allocated
Channel & Tools /Activities Integrate advocacy messages in meetings, send advocacy emails and share messages through social media tagging stakeholders Work Plan: Include the advocacy message in all relevant meetings/send emails to all stakeholders Q3/social media messages once a month Q2&3		

C&V Message [1 / 09 / NRSP] Commemoration of Important Days		
 Create opportunities to motivate, empower and advocate for BRACE messages		
Audience(s) <ul style="list-style-type: none"> • Wider External Audience • RSPs • GoB • Federal Government • Development Practitioners • Policy Makers • Influencers • NGOs/INGOs • UN • Social Media • Other Stakeholders 	C&V Lead RSPN with support from partners	Budget BRACE-RSPN Component
Channel & Tools /Activities Events and social media posts to be disseminated/conducted through the year as required. These days will be decided in the working group so that all partners commemorate together. Work Plan: Social media posts and events to be planned and executed on an ongoing basis throughout the year.		



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BRACE Programme C&V Messages 2021/22 Action Plans



C&V Message	Description	
	<p>[1 / 10 / NRSP] DEDICATED BRACE WEBSITE To create awareness about the programme and the activities amongst all audiences, by developing and sharing messages and information about the BRACE Programme and its goals and objectives</p>	
<p>Audience(s)</p> <ul style="list-style-type: none"> • Influencers • Wider Audience • Media 	<p>C&V Lead</p> <ul style="list-style-type: none"> • BRACE TA • In close collaboration with BRSP / NRSP / RSPN 	<p>Budget</p> <ul style="list-style-type: none"> • TA Resources in particular C&V Expert • BRACE TA IE Budget
<p>Channel & Tools /Activities RSPN to regularly populate the BRACE website by sharing regular content and updates with TA. Work Plan: Monthly updates to the website.</p>		

C&V Message	Description	
	<p>[1 / 11 / NRSP] IEC Material Development of IEC material for communities</p>	
<p>Audience(s)</p> <ul style="list-style-type: none"> • Beneficiaries • Media • Stakeholders • Influencers 	<p>C&V Lead</p> <p>NRSP</p>	<p>Budget</p> <p>BRACE-RSPN Component</p>
<p>Channel & Tools /Activities The brief two pager document giving out information about the BRACE Programme, and its progress over Q1 and Q3 of year. It will give brief overview of the progress with facts and infographics. Work Plan: Two Facts Sheets/Sit Reps in Q1 and Q3 and One Infographic in Q4 will be produced. Branding material will be produced as needed for events and other occasions.</p>		

C&V Message	Description	
	<p>[1 / 12 / NRSP] Youth Meetings Engaging with youth to enhance their involvement in the BRACE programme and involve them in community building interventions.</p>	
<p>Audience(s)</p> <ul style="list-style-type: none"> • Youth 	<p>C&V Lead</p> <p>RSPN along with other partners</p>	<p>Budget</p> <p>No budget currently allocated</p>
<p>Channel & Tools /Activities Interactive and mobilization meetings/workshops held to look at innovative ways for the youth to get involved and contribute towards the BRACE programme and community development. Work Plan: 1 meeting/workshop held in Q2</p>		


C&V Message	Description	
	<p>[1 / 13A / NRSP] Sensitization workshop with community. Sensitize the community and community leaders about the BRACE programme and update them on progress to date.</p>	
<p>Audience(s)</p> <ul style="list-style-type: none"> • Beneficiaries 	<p>C&V Lead</p> <p>NRSP</p>	<p>Budget</p> <p>BRACE-BRSP Component</p>





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Channel & Tools /Activities
 Hold a workshop with community managers, leaders stakeholders' meetings, village development planning to create awareness about the BRACE programme, ways of engagement and updates. The meetings will mobilise the community to actively participate in the BRACE programme.
Work Plan: A workshop to be held in Q3

C&V Message			[1 / 13 B/ NRSP] Face to face meetings with community.		
			Regular meetings with each tier of CIs i.e. Community, village and local support organisation.		
Audience(s)		C&V Lead		Budget	
<ul style="list-style-type: none"> Beneficiaries 		NRSP		BRACE-NRSP Component	
Channel & Tools /Activities					
Hold regular engagement and follow up Community meetings					
Work Plan: Meetings to be held once a month, in every quarter.					

C&V Message			[1 / 14 / NRSP] Visibility Items		
			In collaboration and coordination with NRSP, develop visibility items to be distributed to external audiences.		
Audience(s)		C&V Lead		Budget	
<ul style="list-style-type: none"> Partners Stakeholders GoB Influencers 		NRSP		BRACE-RSPN Component	
Channel & Tools /Activities					
Various visibility items including calendars, P-caps, key chains, with the BRACE messages, to be designed and produced by NRSP on behalf of the partners.					
Work Plan: Five visibility items to be produced and developed in Q2					

C&V Message			[1 /15/ NRSP] Annual Key Performance Indicators (KPIs) Report		
			The KPIs report will highlight the annual progress of the Programme under different sections. It will help build understanding and information of the internal and external stakeholders on Programme's key activities and annual performance. It will also help contribute into accountability and evaluation part of the Programme and partners' performance.		
Audience(s)		C&V Lead		Budget	
<ul style="list-style-type: none"> RSPs GoB, Federal Government Influencers NGOs/INGOs UN Other Stakeholders 		NRSP		BRACE-RSPN Component	
Channel & Tools /Activities					
Annual KPIs report will be showcasing the Key Performance Indicators of the Programme. It will be compiled by M&E Officer for BRACE-FRSPN component. The report will be later designed and printed to be shared with all above mentioned stakeholders.					
Work Plan: 1 KPI Report will be published in Q3 of the year					



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2.5. RSPN 2021/22 C&V Messages

SUMMARY

RSPN							
Sr. No	Tools & Channels	Audience	Description	Expected Result	Responsibility	Budgeted	2021
1	BRACE Working Group/Committee Meetings	Internal Audiences with the BRACE Communication Focal persons and C&V Committee members	Monthly/Quarterly meetings with the working group and committee members for planning and monitoring purposes.	Oversight of activities, timely revisions, realignment, approvals and synergies in C&V interventions.	All Partners	No	12/4
2	Quarterly Newsletter/E-News Bulletin	For Internal External Audiences as identified and defined in Global C&V Plan/Strategy	Quarterly E-Bulletins/ Bi-Annual Newsletters will contain success stories, updates of activities and progress and messages from Government Officials	Audience and stakeholders are aware with BRACE's ongoing activities and its impact over the lives of targeted communities. They recognise efforts of RSPs, GOB and are aware of the role and support of EU under BRACE Programme.	RSPN with input from NRSP, BRSP, TA, & Gov	Yes	4
3	Case Studies (Video Case Studies)	For Internal External Audiences as identified and defined in Global C&V Plan/Strategy	Under 3 min videos around human stories of successful achievements of BRACE that have positively affected lives shared by a beneficiary.	The case studies and success stories will highlight the impact of BRACE Programme over the lives of communities and showcase the efforts of EU and RSPs in promoting CCD for rural development in Balochistan.	RSPN TA	Yes	4



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4	Annual KPIs Report	For Internal & External Audiences as identified and defined in Global C&V Plan/Strategy	Annual KPIs report showcasing the Key Performance Indicators of the Programme will be complied and printed	The KPIs report will be used as a tool to highlight the annual progress of the Programme under different sections. It will help build understanding and information of the internal and external stakeholders on Programme's key activities and annual development.	RSPN	Yes	1
5	Partner Annual Reports	For Internal & External Audiences as identified and defined in Global C&V Plan/Strategy	BRACE inputs will be included in the annual report of the partners will be showcasing the annual performance of the Programme, KPIs, Case Study and pictures of the Programme will be complied and printed by the partners	The Annual Report will briefly highlight the annual progress of the BRACE Programme under a defined chapter. It will help build understanding and information of the internal and external stakeholders on Programme's key activities and annual achievements.	RSPN	No	1
6	Documentary	For Internal & External Audiences as identified and defined in Global C&V Plan/Strategy	A documentary to visually share the concepts, components and highlights of BRACE and its achievements, to be shared through TV, social media, events and Whatsapp.	These documentaries will be communicating about the intervention logic of the Programme, expected outcomes and impact, showcasing field interventions and efforts by EU and partners for uplifting lives of rural poor. Will help enhanced visibility and branding of the EU, as we will be screening them on different platforms as RSPs retreat, LSO Convention, Workshops and other events.	RSPN TA	Yes	1
7	Media Visits	For Internal & External Audiences as identified and defined in Global C&V Plan/Strategy	Take media on field visits to the communities for them to see the activities and progress made through BRACE	Media visits will help promote impact of BRACE interventions in field, advocating for CDD and Importance of Social Mobilisation in harnessing people's potential. Promotion of EU's efforts and RSPs in	RSPN BRSP	Yes	1



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				sharing it with masses, media, partners, donor agencies and communities.			
8	Face to Face Meeting/workshop with Media	Media, Influencers,	Annual and/or need based press briefings to update the media on the progress, achievements and highlight the call to actions	Strong linkages building with media to highlight Programme activities, events, filed activities and promotion of EU and RSPs' role under BRACE	RSPN TA	Linked with Media visits	1
9	Press Releases	For Internal & External Audiences as identified and defined in Global C&V Plan/Strategy	Engage the media to publish/broadcast positive news and updates about BRACE to create an endorsement for the programme and share the clippings and links through social media and the website as well Each partner will share releases as pertaining to their activities.	Press releases of different events as Programme Launching Ceremony, Workshops, LSO conventions and other events will help us to share information about BRACE, its objectives, interventions, impact and role of EU and partners with different internal and external stakeholders.	RSPN NRSP BRSP	No	4
10	PR - Newspaper Online/Blog Articles	For Internal & External Audiences as identified and defined in C&V Plan/Strategy	Engage the media to publish/broadcast positive news and updates about BRACE to create an endorsement for the programme and share the clippings and links through social media and the website as well Each partner will ensure stories and coverage as per their own activities. This will allow for a larger media outflow of BRACE news without burdening the media by a single agency.	Will help to reach a wider audience, to communicate about BRACE and its impact.	RSPN NRSP BRSP TA	Yes	10



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11	Social Media (Facebook/twitter/instagram)	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Increase followers from 3000 to 25000 through organic outreach to stakeholders, relevant development partners and associations. Text, graphic, photographs and video content around the BRACE activities, events, updates and highlights to be shared at least three times a week if not daily. Increase use of organic videos made from phones.	Help communicate about ongoing BRACE's activities, maintaining regular flow of information with a wider range audience, sharing field activities, real life stories, events, and the impact of Programme's interventions on lives of communities.	RSPN NRSP BRSP TA	No	5 posts/week
12	Social Media Hashtag Campaign (twitter and Facebook)	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Hashtag campaign to promote a key thematic message or as a means to advocate for policy change.	Build and enhance awareness about important issues and advocate for pro development and community building policies.	RSPN NRSP BRSP TA	No	1
13	Advocacy for policy, security and gender inclusion	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Integrate advocacy messages in meetings, emails and social media at least once a quarter	National level Advocacy, communication, visibility, linkages building and promotion.	RSPN TA BRSP NRSP	No	4
14	Orientation sessions for District level staff on C&V messages	For internal audiences as identified	Orientation session with district level staff of all partners on communication skills required to capture and disseminate communication messages and conduct programme communications	Capacity building of the district level BRACE staff of RSPs and TA on C&V Skill	TA NRSP BRSP RSPN	No	1
15	Commemoration of International Days	For Internal& External Audiences as identified	Events and social media posts around relevant international days	Create opportunities to motivate, empower and advocate for BRACE messages	RSPN TA BRSP	No	3



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		and defined in C&V Plan/Strategy			NRSP		
16	Photo Stories	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Using quality images produce visual stories around the impact of BRACE programmes on beneficiaries	Inform and motivate the audience around the impact and efficacy of the BRACE programme encouraging others to contribute towards BRACE as well.	RSPN	Yes	4
17	Blogger/Vlogger/Celebrity Ambassador Engagement	For External Audiences as identified and defined in C&V Plan/Strategy	Video and or blog updates using a known celebrity or blogger/vlogger. The messages are to be disseminated through their own platforms and the BRACE social media platforms and events.	Mobilise and Empower communities and enhance share of voice for the BRACE programme.	TA RSPN	No	1
18	BRACE Website	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Build and regularly update the BRACE website	Disseminate information about and create an information hub for the BRACE programme	TA RSPN NRSP BRSP GOB	Yes	1 and monthly updates
19	Printing and Dissemination of Visibility Items	For Internal and Wider External Audiences as identified in C&V Plan/Strategy	Printing of Visibility Items as Caps, Mugs, Wall Clocks, Pen, etc to share with stakeholders at workshops, Seminars, Events	Improved Visibility and Branding of the BRACE Programme, EU, RSPN and RSPs.	RSPN	Yes	1
20	IEC Material	For Beneficiary awareness and mobilization	Designing and printing of IEC material in local languages. Material to be designed by one IP and printed and disseminated by all	Enhance Information and awareness for beneficiaries and stakeholders	TA RSPN NRSP BRSP GOB	Yes	As required



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21	Animated explanatory video and illustrated content shared in print and placed on Facebook and shared in meetings	For Beneficiary awareness and mobilization	Develop messages and step by step image -based guides in Urdu and regional languages on how they can benefit from the BRACE Programme and what actions they need to take	Enhance understanding of the BRACE Programme to mobilize and empower communities for greater participation	RSPN BRSP	No	1
22	Youth Meetings	For External Audiences as identified and defined in C&V Plan/Strategy	Hold Student Union interactions at the community level to mobilize students to get involved and advocate for the BRACE Programme	Enhanced involvement and engagement of youth in the BRACE programme	BRSP NRSP RSPN TA	No	1 per district
23	Sensitization workshops and face to face meetings with community.	For External Audiences as identified and defined in C&V Plan/Strategy	Hold face to face meetings with community representatives and beneficiaries to provide updates on the progress of the BRACE Programme	Mobilized and informed community	BRSP NRSP RSPN TA	Yes	1 per district



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RSPN TEMPLATES

C&V Message ACCOUNTABILITY	[1 / 01A / RSPN] C&V Working Group Meetings Actively participate in the working group and committee meetings for planning, coordinating and monitoring the C&V output in line with the C&V Action Plans.	
Audience(s) <ul style="list-style-type: none"> C&V working group members (communication focal persons) 	C&V Lead Meetings to be held on a rotational basis once a month online or in person	Budget Budget to be allocated
Channel & Tools /Activities Zoom or face to face meetings to be held on a regular basis for planning, updates and monitoring of activities and aligning with the annual workplans. Work Plan: Meetings to be held once a month with communication focal persons of all partners and as required GoB.		

C&V Message ACCOUNTABILITY	[1 / 01B / RSPN] C&V Committee Meetings Actively participate in the working group and committee meetings for planning, coordinating and monitoring the C&V output in line with the C&V Action Plans.	
Audience(s) <ul style="list-style-type: none"> C&V Committee Members 	C&V Lead Meetings to be held on a rotational basis	Budget TA
Channel & Tools /Activities Zoom or face to face meetings to be held on a regular basis for planning, updates, approvals and monitoring of activities Work Plan: Meetings to be held once a quarter with the committee, preferably in Quetta		

C&V Message INFORM	[1 / 02 / RSPN] BRACE Programme Quarterly Newsletter Quarterly Newsletters will contain success stories, updates of BRACE activities, progress on objectives and messages from partners and Government Officials on BRACE.	
Audience(s) <ul style="list-style-type: none"> Wider Internal and External Audience RSPs GoB Federal Government Media Influencers NGOs/INGOs UN Social Media Other Stakeholders 	C&V Lead RSPN	Budget BRACE-RSPN Component
Channel & Tools /Activities		



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BRACE Quarterly newsletter will be published and disseminated by RSPN with the above target audience through email and courier, both in hard and soft forms. Its dissemination will help inform the relevant stakeholders of the BRACE Programme about ongoing activities and its impact over the lives of targeted communities. The publication will help to not only highlight the Programme but also role and efforts of EU and BRACE partners (GOB, RSPN, RSPs, HD) under BRACE Programme.

Work Plan: BRACE Bi-annual newsletter will be compiled and published in Q1 and Q3 of the year.


C&V Message	[1 / 03 / RSPN] Case Studies (video)	
INFORM	BRACE Case Studies/Success Stories will be capturing the human element of the programme and showcase the impact on the lives of targeted communities. They will be highlighting Programme's achievements through success stories, directly and indirectly narrating the life stories of the beneficiaries. They will also showcase the efforts of EU and RSPs in promoting CCD for rural development in Balochistan.	
Audience(s)	C&V Lead	Budget
<ul style="list-style-type: none"> RSPs GoB, Federal Government Influencers Community Leaders NGOs/INGOs UN Social Media Other Stakeholders 	RSPN	BRACE-RSPN Component
Channel & Tools /Activities		
The case studies and success stories will be collected by RSPN team in collaboration with other partners during the field visits. They will be developed in English and URDU, designed and disseminated to the targeted audience through emails, social media and on BRACE's website. These will be under 3 min videos around human stories of successful achievements of BRACE that have positively affected lives shared by a beneficiary.		
Work Plan: Total 4 Case Studies will be produced during the year.		


C&V Message	[1 / 0 4/ RSPN] Annual Key Performance Indicators (KPIs) Report	
ACCOUNTABILITY	The KPIs report will highlight the annual progress of the Programme under different sections. It will help build understanding and information of the internal and external stakeholders on Programme's key activities and annual performance. It will also help contribute into accountability and evaluation part of the Programme and partners' performance.	
Audience(s)	C&V Lead	Budget
<ul style="list-style-type: none"> RSPs GoB, Federal Government Influencers NGOs/INGOs UN Other Stakeholders 	RSPN	BRACE-RSPN Component
Channel & Tools /Activities		
Annual KPIs report will be showcasing the Key Performance Indicators of the Programme. It will be compiled by M&E Officer for BRACE-FRSPN component. The report will be later designed and printed to be shared with all above mentioned stakeholders.		
Work Plan: 1 KPI Report will be published in Q3 of the year		




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C&V Message 			[1 / 0 5 / RSPN] Partner Annual Report The Annual Report will briefly highlight the annual progress of the BRACE Programme under a defined chapter. It will help build understanding and information of the internal and external stakeholders on Programme's key activities and annual achievements.		
Audience(s) <ul style="list-style-type: none"> • RSPs • GoB, Federal Government • Influencers • NGOs/INGOs • UN • Other Stakeholders 		C&V Lead RSPN		Budget BRACE-RSPN Component	
Channel & Tools /Activities BRACE inputs will be included in the annual report of the partners will be showcasing the annual performance of the Programme, KPIs, Case Study and pictures of the Programme will be compiled and printed by the partners Work Plan: 1 Partner Report will be published in Q3 of the year					

C&V Message 			[1 / 0 6 / RSPN] BRACE Documentary BRACE documentary will be communicating about the intervention logic of the Programme, expected outcomes and impact by showcasing the field interventions and efforts of EU and partners for uplifting lives of the rural poor. It will also be demonstrating the ongoing process of COs, VO and LSO making.		
Audience(s) <ul style="list-style-type: none"> • RSPs • GoB • Federal Government • Influencers • NGOs/INGOs • UN • BRACE Communities • Social Media • Other Stakeholders 		C&V Lead RSPN		Budget BRACE-RSPN Component	
Channel & Tools /Activities A five to seven-minute introductory documentary of the BRACE Programme will be produced by RSPN. It will be disseminated by uploading on social media, RSPN website and BRACE website. Similarly, the documentary will be played during BRACE events, workshops and seminars. Work Plan: BRACE Documentary will be completed by Q1.					

C&V Message 			[1 / 0 7 / RSPN] Media Visits Media visits will help promote impact of BRACE interventions in field, advocating for CDD and Importance of Social Mobilisation in harnessing people's potential. Promotion of EU's efforts and RSPs in sharing it with masses, media, partners, donor agencies and communities.		
Audience(s) <ul style="list-style-type: none"> • Wider Audience • RSPs • GoB • Media • Social Media 		C&V Lead RSPN		Budget BRACE-RSPN Component	



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<ul style="list-style-type: none"> • Influencers • NGOs/INGOs • Other Stakeholders 		
<p>Channel & Tools /Activities RSPN will take provincial media on field visit of BRACE communities to see them activities and progress made through BRACE. Work Plan: One visit of Media in Q1.</p>		

<p>C&V Message</p>		
<p>[1 / 08 / RSPN] Face to Face Meetings with Media Bi-Annual/Annual and/or need based press briefings to update the media on the progress, achievements and highlight the call to actions</p>		
<p>INFORM</p>		
<p>Audience(s)</p> <ul style="list-style-type: none"> • RSP • Media 	<p>C&V Lead</p> <p>RSPN</p>	<p>Budget</p> <p>BRACE-RSPN Component</p>
<p>Channel & Tools /Activities Strong linkages building with media to highlight Programme activities, events, field activities and promotion of EU and RSPs' role under BRACE. Work Plan: RSPN will conduct 1 meeting with national media at Quetta Press Club.</p>		

<p>C&V Message</p>		
<p>[1 / 09/ RSPN] Press Release RSPN will engage the media to publish/broadcast positive news and updates about BRACE to create an endorsement for the programme and share the clippings and links through social media and the website.</p>		
<p>INFORM</p>		
<p>Audience(s)</p> <ul style="list-style-type: none"> • Wider External Audience • RSPs • GoB • Federal Government • Media • Influencers • NGOs/INGOs • UN/Donor Agencies • Other Stakeholders 	<p>C&V Lead</p> <p>RSPN</p>	<p>Budget</p> <p>BRACE-RSPN Component</p>
<p>Channel & Tools /Activities RSPN will prepare and disseminate URDU and English Press releases of different BRACE events as Workshops, LSO conventions, Community Dialogue and of others in national print media. It will help share information about BRACE, its objectives, interventions, impact and role of EU and partners with a wider national, international external stakeholder. Work Plan: Need based activity. However, RSPN will disseminate 2 to 3 Press Releases in this year.</p>		

<p>C&V Message</p>		
<p>[1 / 10 / RSPN] Newspaper Online/Blog Articles To reach out a general, wider audience and create awareness about BRACE Programme. It will help to reach a wider audience though updates, facts and achievements of BRACE and its overall impact in lives of rural communities.</p>		
<p>INFORM</p>		
<p>Audience(s)</p>	<p>C&V Lead</p>	<p>Budget</p>





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<ul style="list-style-type: none"> • Wider Audience • Development Practitioners • Policy Makers • Government • Media • Influencers • NGOs/INGOs • UN • Other Stakeholders 	RSPN	BRACE-RSPN Component
<p>Channel & Tools /Activities Engage the media to publish/broadcast positive news and updates about BRACE to create an endorsement for the programme and share the clippings and links through social media and the website as well Work Plan: RSPN will get publish 5 articles in newspapers and online blogs throughout the year.</p>		

<p>C&V Message</p> 	<p>[1 / 11 / RSPN] Social Media (Facebook/Twitter/Instagram)</p>	
	<p>Social media pages created for BRACE on Facebook and twitter. Instagram to be made for BRACE as well and content shared accordingly. Text, graphic, photographs and video content around the BRACE activities, events, updates and highlights to be shared at least three times a week by all BRACE Partners if not daily.</p>	
<p>Audience(s)</p> <ul style="list-style-type: none"> • General Public • RSPs • Government • Influencers • NGOs/INGOs • UN • Other Stakeholders 	<p>C&V Lead</p> <p>RSPN</p>	<p>Budget</p> <p>Budgeted under BRACE-RSPN Component</p>
<p>Channel & Tools /Activities Work Plan: It a regular ongoing activity. RSPN with support of BRSP and NRSP, will ensure the target of a minimum 3 posts of BRACE on Facebook and Twitter.</p>		


<p>C&V Message</p> 	<p>[1 / 12 / RSPN] Social Media Hashtag Campaign (Facebook and Twitter)</p>	
	<p>Social media pages created for BRACE on Facebook and twitter. Instagram to be made for BRACE as well and content shared accordingly. Text, graphic, photographs and video content around the BRACE activities, events, updates and highlights to be shared at least three times a week by all BRACE Partners if not daily. Build and enhance awareness about important issues and advocate for pro development and community building policies.</p>	
<p>Audience(s)</p> <ul style="list-style-type: none"> • General Public • RSPs • Government • Influencers • NGOs/INGOs • UN 	<p>C&V Lead</p> <p>RSPN</p>	<p>Budget</p> <p>Budgeted under BRACE-RSPN Component</p>





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• Other Stakeholders		
Channel & Tools /Activities Hashtag campaign to promote a key thematic message or as a means to advocate for policy change. Work Plan: It a regular ongoing activity. RSPN with support of BRSP and NRSP, will ensure the target of a minimum 3 posts of BRACE on Facebook and Twitter.		

C&V Message 			[1 / 13/ RSPN] Advocacy for policy, security and gender inclusion Advocating for relevant policies, security and gender mainstreaming.		
Audience(s) <ul style="list-style-type: none"> • External Audiences • Stakeholders • Policy Makers • Government • Political Representatives 		C&V Lead All Partners		Budget No budget currently allocated	
Channel & Tools /Activities Integrate advocacy messages in meetings, send advocacy emails and share messages through social media tagging stakeholders Work Plan: Include the advocacy message in all relevant meetings/send emails to all stakeholders Q3/social media messages once a month Q2&3					

C&V Message 			[1 / 14/ RSPN] Orientation Session of District Staff on C&V Messages This session will not only introduce the district staff on the C&V messages, but will also build capacity to support the planned activities		
Audience(s) <ul style="list-style-type: none"> • RSPs 		C&V Lead <ul style="list-style-type: none"> • RSPN 		Budget SUCCESS-RSPN Component	
Channel & Tools /Activities A workshop style meeting will be held to share communication expertise and knowledge among partners and experts for an effective and quality implementation of the C&V activities and capacity building of RSPs Communications Officers. Work Plan: The session will be held in Q1.					

C&V Message 			[1 / 15 / RSPN] Commemoration of Important Days Create opportunities to motivate, empower and advocate for BRACE messages		
Audience(s) <ul style="list-style-type: none"> • Wider External Audience • RSPs • GoB • Federal Government • Development Practitioners • Policy Makers • Influencers 		C&V Lead RSPN		Budget BRACE-RSPN Component	



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<ul style="list-style-type: none"> • NGOs/INGOs • UN • Social Media • Other Stakeholders 		
<p>Channel & Tools /Activities Events and social media posts to be disseminated/conducted through the year as required. These days will be decided in the working group so that all partners commemorate together. Work Plan: Social media posts and events to be planned and executed on an ongoing basis throughout the year.</p>		

<p>C&V Message [1 / 16 / RSPN] Photo Stories</p>		
<p>Animated and/or static photo stories to be captured and shared through the website, newsletters and social media highlighting the important milestones achieved and the human impact of the BRACE programme.</p>		
<p>C&V Message</p> <p>INFORM</p>		
<p>Audience(s)</p> <ul style="list-style-type: none"> • General Public • Government • Influencers • NGOs/INGOs • UN • Other Stakeholders 	<p>C&V Lead</p> <p>RSPN</p>	<p>Budget</p> <p>No Budget currently available</p>
<p>Channel & Tools /Activities Hi Resolution photographs taken with professional cameras will be compiled in engaging formats and disseminated through the website, newsletter and social media. Work Plan: 4 Photo stories developed and shared one per quarter</p>		

<p>C&V Message [1 / 17 / RSPN] Blogger/Vlogger/Celebrity Ambassador Engagement</p>		
<p>In partnership with other RSPs and TA engage with a popular blogger/vlogger/celebrity to promote and endorse the BRACE programme by covering one of the success stories of the programme.</p>		
<p>C&V Message</p> <p>INFORM</p>		
<p>Audience(s)</p> <ul style="list-style-type: none"> • General Public • Wider External Audience • RSPs • GoB • Federal Government • Media • Influencers • NGOs/INGOs • UN/Donor Agencies • Other Stakeholders 	<p>C&V Lead</p> <p>RSPN</p>	<p>Budget</p> <p>No Budget currently available</p>
<p>Channel & Tools /Activities Engaging a popular blogger/vlogger/celebrity to travel to the BRACE districts and take video/image footage and speak to community members about the benefits they have received from the BRACE programme and have it disseminated on BRACE and influencer social media platforms. Work Plan: One Engagement in Q3</p>		



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C&V Message	Description	
	<p>[1 /18 / RSPN] Dedicated BRACE Website To create awareness about the programme and the activities amongst all audiences, by developing and sharing messages and information about the BRACE Programme and its goals and objectives</p>	
<p>Audience(s)</p> <ul style="list-style-type: none"> • Influencers • Wider Audience • Media 	<p>C&V Lead</p> <ul style="list-style-type: none"> • BRACE TA • In close collaboration with BRSP / NRSP / RSPN 	<p>Budget</p> <ul style="list-style-type: none"> • TA Resources in particular C&V Expert • BRACE TA IE Budget
<p>Channel & Tools /Activities RSPN to regularly populate the BRACE website by sharing regular content and updates with TA. Work Plan: Monthly updates to the website.</p>		

C&V Message	Description	
	<p>[1 / 19 / RSPN] Visibility Items In collaboration and coordination with NRSP, develop visibility items to be distributed to external audiences.</p>	
<p>Audience(s)</p> <ul style="list-style-type: none"> • Partners • Stakeholders • GoB • Influencers 	<p>C&V Lead</p> <p>RSPN/NRSP</p>	<p>Budget</p> <p>BRACE-RSPN Component</p>
<p>Channel & Tools /Activities Various visibility items including calendars, P-caps, key chains, with the BRACE messages, to be designed and produced by NRSP on behalf of the partners. Work Plan: Five visibility items to be produced and developed in Q2</p>		

C&V Message	Description	
	<p>[1 / 20 / RSPN] IEC Material Development of IEC material for communities</p>	
<p>Audience(s)</p> <ul style="list-style-type: none"> • Beneficiaries • Media • Stakeholders • Influencers 	<p>C&V Lead</p> <p>RSPN</p>	<p>Budget</p> <p>BRACE-RSPN Component</p>
<p>Channel & Tools /Activities The brief two pager document giving out information about the BRACE Programme, and its progress over Q1 and Q3 of year. It will give brief overview of the progress with facts and infographics. Work Plan: Two Facts Sheets/Sit Reps in Q1 and Q3 and One Infographic in Q4 will be produced. Branding material will be produced as needed for events and other occasions.</p>		

C&V Message	Description	
	<p>[1 / 21 / RSPN] Animated Explainer Video and Illustrated Content (video) It is important for the Beneficiaries and stakeholders to be informed and fully understand the concept, scope and success of BRACE. For this reason, an explainer video and illustrated content in Urdu and local languages will be developed. The products will provide a step-by-step guide to the programme and how communities can take advantage of it and the steps to take for sustainability of community efforts.</p>	




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Audience(s) <ul style="list-style-type: none"> Partners GoB, Federal Government Influencers Community Leaders NGOs/INGOs UN Other Stakeholders 	C&V Lead RSPN	Budget BRACE-RSPN Component
Channel & Tools /Activities A whiteboard animation will be developed to share the details of BRACE and how to benefit and sustain the interventions. Similarly illustrated content with a focus on visuals and easy understanding text in urdu and local languages. The script will be written in a story form for easier understanding. Work Plan: One explainer video in Q2 and 2 illustrated content pieces in Q2 and Q4		

C&V Message 	[1 / 22 / RSPN] Youth Meetings Engaging with youth to enhance their involvement in the BRACE programme and involve them in community building interventions.	
Audience(s) <ul style="list-style-type: none"> Youth 	C&V Lead RSPN along with other partners	Budget No budget currently allocated
Channel & Tools /Activities Interactive and mobilization meetings/workshops held to look at innovative ways for the youth to get involved and contribute towards the BRACE programme and community development. Work Plan: 1 meeting/workshop held in Q2		

	[1 / 23A / RSPN] Sensitization workshop with community. Sensitize the community and community leaders about the BRACE programme and update them on progress to date.	
Audience(s) <ul style="list-style-type: none"> Beneficiaries 	C&V Lead RSPN	Budget BRACE-BRSP Component
Channel & Tools /Activities Hold a workshop with community managers, leaders stakeholders' meetings, village development planning to create awareness about the BRACE programme, ways of engagement and updates. The meetings will mobilise the community to actively participate in the BRACE programme. Work Plan: A workshop to be held in Q3		

C&V Message 	[1 / 23 B/ RSPN] Face to face meetings with community. Regular meetings with each tier of CIs i.e. Community, village and local support organisation.	
Audience(s) <ul style="list-style-type: none"> Beneficiaries 	C&V Lead RSPN	Budget BRACE-BRSP Component
Channel & Tools /Activities Hold regular engagement and follow up Community meetings Work Plan: Meetings to be held once a month, in every quarter.		



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2.6. TA 2021/22 C&V Messages

SUMMARY

TA							
Sr. No	Tools & Channels	Audience	Description	Expected Result	Responsibility	Budgeted	2021
1	BRACE Working Group/Committee Meetings	Internal Audiences with the BRACE Communication Focal persons and C&V Committee members	Monthly/Quarterly meetings with the working group and committee members for planning and monitoring purposes.	Oversight of activities, timely revisions, realignment, approvals and synergies in C&V interventions.	All Partners	No	12/4
2	Quarterly Newsletter/E-News Bulletin	For Internal External Audiences as identified and defined in Global C&V Plan/Strategy	Quarterly E-Bulletins/ Bi-Annual Newsletters will contain success stories, updates of activities and progress and messages from Government Officials	Audience and stakeholders are aware with BRACE's ongoing activities and its impact over the lives of targeted communities. They recognise efforts of RSPs, GOB and are aware of the role and support of EU under BRACE Programme.	RSPN with input from NRSP, BRSP, TA, & Gov	Yes	4
3	Case Studies (Video Case Studies)	For Internal External Audiences as identified and defined in Global C&V Plan/Strategy	Under 3 min videos around human stories of successful achievements of BRACE that have positively affected lives shared by a beneficiary.	The case studies and success stories will highlight the impact of BRACE Programme over the lives of communities and showcase the efforts of EU and RSPs in promoting CCD for rural development in Balochistan.	RSPN TA	Yes	4



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4	Documentary	For Internal & External Audiences as identified and defined in Global C&V Plan/Strategy	A documentary to visually share the concepts, components and highlights of BRACE and its achievements, to be shared through TV, social media, events and Whatsapp.	These documentaries will be communicating about the intervention logic of the Programme, expected outcomes and impact, showcasing field interventions and efforts by EU and partners for uplifting lives of rural poor. Will help enhanced visibility and branding of the EU, as we will be screening them on different platforms as RSPs retreat, LSO Convention, Workshops and other events.	RSPN TA	Yes	1
5	Face to Face Meeting/workshop with Media	Media, Influencers,	Annual and/or need based press briefings to update the media on the progress, achievements and highlight the call to actions	Strong linkages building with media to highlight Programme activities, events, filed activities and promotion of EU and RSPs' role under BRACE	RSPN TA	Linked with Media visits	1
6	PR - Newspaper Online/Blog Articles	For Internal & External Audiences as identified and defined in C&V Plan/Strategy	Engage the media to publish/broadcast positive news and updates about BRACE to create an endorsement for the programme and share the clippings and links through social media and the website as well Each partner will ensure stories and coverage as per their own activities. This will allow for a larger media outflow of BRACE news without burdening the media by a single agency.	Will help to reach a wider audience, to communicate about BRACE and its impact.	RSPN NRSP BRSP TA	Yes	10
7	Blogger Meet Up	For External Audiences as identified and	A joint blogger meet up with all partners with relevant bloggers in Islamabad. If budgets allow we may	Communicate about ongoing BRACE's activities, maintaining regular flow of information with a wider range audience,	TA	No	1



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		defined in C&V Plan/Strategy	take these bloggers to Quetta for a field visit as well.	sharing field activities, real life stories, events, and the impact of Programme's interventions on lives of communities.			
8	Social Media (Facebook/twitter/instagram)	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Increase followers from 3000 to 25000 through organic outreach to stakeholders, relevant development partners and associations. Text, graphic, photographs and video content around the BRACE activities, events, updates and highlights to be shared at least three times a week if not daily. Increase use of organic videos made from phones.	Help communicate about ongoing BRACE's activities, maintaining regular flow of information with a wider range audience, sharing field activities, real life stories, events, and the impact of Programme's interventions on lives of communities.	RSPN NRSP BRSP TA	No	5 posts/week
9	Social Media Hashtag Campaign (twitter and Facebook)	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Hashtag campaign to promote a key thematic message or as a means to advocate for policy change.	Build and enhance awareness about important issues and advocate for pro development and community building policies.	RSPN NRSP BRSP TA	No	1
10	Orientation sessions for District level staff on C&V messages	For internal audiences as identified	Orientation session with district level staff of all partners on communication skills required to capture and disseminate communication messages and conduct programme communications	Capacity building of the district level BRACE staff of RSPs and TA on C&V Skill	TA NRSP BRSP RSPN	No	1
11	Advocacy for policy, security and gender inclusion	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Integrate advocacy messages in meetings, emails and social media at least once a quarter. GoB	National level Advocacy, communication, visibility, linkages building and promotion.	RSPN TA BRSP NRSP	No	4



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			counterparts input for advocacy & building linkages				
12	Commemoration of International Days	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Events and social media posts around relevant international days	Create opportunities to motivate, empower and advocate for BRACE messages	RSPN TA BRSP NRSP	No	3
13	Blogger/Vlogger/Celebrity Ambassador Engagement	For External Audiences as identified and defined in C&V Plan/Strategy	Video and or blog updates using a known celebrity or blogger/vlogger. The messages are to be disseminated through their own platforms and the BRACE social media platforms and events.	Mobilise and Empower communities and enhance share of voice for the BRACE programme.	TA RSPN	No	1
14	BRACE Website	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Build and regularly update the BRACE website	Disseminate information about and create an information hub for the BRACE programme	TA RSPN NRSP BRSP GOB	Yes	1 and monthly updates
15	IEC Material	For Beneficiary awareness and mobilization	Designing and printing of IEC material in local languages. Material to be designed by one IP and printed and disseminated by all	Enhance Information and awareness for beneficiaries and stakeholders	TA RSPN NRSP BRSP GOB	Yes	As required
16	Training Sessions on photography mobile videos and programme communications	For Internal Audiences, specifically communication and field staff	Build the capacity and skills of communication focal persons and field staff on photography, mobile videos and programme communications	Capacity building of Communication and Field Staff	TA	No	1 (combined for all partners)



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17	Guidelines on programme communications	For Internal Audiences, specifically communication and field staff	Develop guidelines for programme communications to increase understanding and support communication activities to respond to programme needs.	Capacity building of Communication Focal Persons	TA	No	1
18	Parliamentary Meetings	For External Audiences as identified and defined in C&V Plan/Strategy	Share the benefits of the BRACE Programme and highlight its needs, with a call to action to the GoB and Parliamentarians. MPAs sensitized for lobbying of programme institutionalization.	Advocacy for and endorsement of BRACE objectives by parliamentarian as a pre-requisite of a policy dialogue.	TA	Yes	1
19	Youth Meetings	For External Audiences as identified and defined in C&V Plan/Strategy	Hold Student Union interactions at the community level to mobilize students to get involved and advocate for the BRACE Programme	Enhanced involvement and engagement of youth in the BRACE programme	BRSP NRSP RSPN TA	No	1 per district
20	Sensitization workshops and face to face meetings with community.	For External Audiences as identified and defined in C&V Plan/Strategy	Hold face to face meetings with community representatives and beneficiaries to provide updates on the progress of the BRACE Programme	Mobilized and informed community	BRSP NRSP RSPN TA	Yes	1 per district
21	Conventions/Workshops of LSOs/CBOs & Best Practice	For Internal & External audience, especially GoB & Donors as defined in C&V Plan/strategy	Hold interactions between GoB/IPs/EUD & other Community Organisations to involve them for sharing of activities/plans/best practices	Regular involvement/information sharing of all stakeholders for implementation of BRACE activities & future planning Constantly evolving and improved actions by BRACE partners and communities.	TA	Yes	2
22	Video Interviews	For External Audiences as identified and	Video interviews to be recorded and shared with social media and	Increased awareness and visibility of the leadership of TA and GoB to enhance trust	TA	No	2



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		defined in C&V Plan/Strategy	mainstream outlets, along with posting it on the website	in and recognition of the BRACE programme interventions.			
23	Reports	For Internal & External audience, especially GoB & Donors as defined in C&V Plan/strategy	Reports to be developed on all interventions held for example on District Capacity-building, or Balochistan Strategic Policy & Fiscal Framework, or TA DC Training Course, for sharing of info with trainees/participants and /or with other stakeholders like GoB or EUD; Reports and Findings of Action Research/Case Studies, on different Topics, for example on Community Driven LG Models, or the use of Information technology to promote CD LG, etc.; District PEFA Reports; TA Progress Reports: 6-Monthly, Quarterly, TA Annual and TA Overall (Multi-year) Reports and Workplans; and TA Assignment Reports: like the GMS, the Toc, or the Exit Strategy assignment	Accountability and monitoring of progress and activities	TA	Yes	4
24	Communications	For Internal & External audience, especially GoB & Donors as defined in C&V Plan/strategy	Draft and finalise communication documents including BRACE Meeting Minutes; of the OSC, the SPDC, the SCC, the 4 Working Groups; Field Visit Reports: with findings, of national exposure visits,	Synergising all interventions and keeping all internal audience and GoB informed and updated on process and progress of BRACE	TA	Yes	Ongoing



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			or District visits organized by the TA; TA Action Memos, that deal with a specific deliverable of the TA Component. E.g. the JDDC, or LGA reforms; and Official Government Notifications, Policies, Publications, Acts, Laws, etc, prepared with recommendations from TA				
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TA TEMPLATES

C&V Message ACCOUNTABILITY	[1 / 01A / TA] C&V Working Group Meetings Actively participate in the working group and committee meetings for planning, coordinating and monitoring the C&V output in line with the C&V Action Plans.	
Audience(s) <ul style="list-style-type: none"> C&V working group members (communication focal persons) 	C&V Lead Meetings to be held on a rotational basis once a month online or in person	Budget Budget to be allocated
Channel & Tools /Activities Zoom or face to face meetings to be held on a regular basis for planning, updates and monitoring of activities and aligning with the annual workplans. Work Plan: Meetings to be held once a month with communication focal persons of all partners and as required GoB.		

C&V Message ACCOUNTABILITY	[1 / 01B / TA] C&V Committee Meetings Actively participate in the working group and committee meetings for planning, coordinating and monitoring the C&V output in line with the C&V Action Plans.	
Audience(s) <ul style="list-style-type: none"> C&V Committee Members 	C&V Lead meetings to be held on a rotational basis	Budget TA
Channel & Tools /Activities Zoom or face to face meetings to be held on a regular basis for planning, updates, approvals and monitoring of activities Work Plan: Meetings to be held once a quarter with the committee, preferably in Quetta		

C&V Message INFORM	[1 / 02 / TA] BRACE Programme Quarterly Newsletter Contribution to the quarterly Newsletters through success stories, updates of BRACE activities, progress on objectives and messages from partners and Government Officials on BRACE.	
Audience(s) <ul style="list-style-type: none"> Wider Internal and External Audience RSPs GoB Federal Government Media Influencers NGOs/INGOs UN Social Media Other Stakeholders 	C&V Lead RSPN with input from TA	Budget BRACE-RSPN Component
Channel & Tools /Activities		





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BRACE Quarterly newsletter will be published and disseminated by RSPN with the above target audience through email and courier, both in hard and soft forms. Its dissemination will help inform the relevant stakeholders of the BRACE Programme about ongoing activities and its impact over the lives of targeted communities. The publication will help to not only highlight the Programme but also role and efforts of EU and BRACE partners (GOB, RSPN, RSPs, HD) under BRACE Programme.

Work Plan: BRACE Bi-annual newsletter will be compiled and published in Q1 and Q3 of the year.

C&V Message 			[1 / 03 / TA] Case Studies (video) BRACE Case Studies/Success Stories will be capturing the human element of the programme and showcase the impact on the lives of targeted communities. They will be highlighting Programme's achievements through success stories, directly and indirectly narrating the life stories of the beneficiaries. They will also showcase the efforts of EU and RSPs in promoting CCD for rural development in Balochistan.		
Audience(s) <ul style="list-style-type: none"> • RSPs • GoB, Federal Government • Influencers • Community Leaders • NGOs/INGOs • UN • Social Media • Other Stakeholders 		C&V Lead TA		Budget BRACE-TA Component	
Channel & Tools /Activities The case studies and success stories will be collected by RSPN team in collaboration with other partners during the field visits. They will be developed in English and URDU, designed and disseminated to the targeted audience through emails, social media and on BRACE's website. These will be under 3 min videos around human stories of successful achievements of BRACE that have positively affected lives shared by a beneficiary.					
Work Plan: Total 4 Case Studies will be produced during the year.					


C&V Message 			[1 / 04 / TA] BRACE Documentary BRACE documentary will be communicating about the intervention logic of the Programme, expected outcomes and impact by showcasing the field interventions and efforts of EU and partners for uplifting lives of the rural poor. It will also be demonstrating the ongoing process of COs, VOs and LSO making.		
Audience(s) <ul style="list-style-type: none"> • RSPs • GoB • Federal Government • Influencers • NGOs/INGOs • UN • BRACE Communities • Social Media • Other Stakeholders 		C&V Lead RSPN supported by TA		Budget BRACE-RSPN/TA Component	
Channel & Tools /Activities A five to seven-minute introductory documentary of the BRACE Programme will be produced by RSPN. It will be disseminated by uploading on social media, RSPN website and BRACE website. Similarly, the documentary will be played during BRACE events, workshops and seminars.					
Work Plan: BRACE Documentary will be completed by Q1.					





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C&V Message		
[1 / 05 / TA] Face to Face Meetings with Media		
Bi-Annual/Annual and/or need based press briefings to update the media on the progress, achievements and highlight the call to actions		
		
Audience(s)	C&V Lead	Budget
<ul style="list-style-type: none"> RSP Media 	TA	BRACE-TA Component
Channel & Tools /Activities		
Strong linkages building with media to highlight Programme activities, events, field activities and promotion of EU and RSPs' role under BRACE.		
Work Plan: RSPN will conduct 1 meeting with national media at Quetta Press Club.		

C&V Message		
[1 / 06 / TA] PR - Newspaper Online/Blog Articles		
To reach out a general, wider audience and create awareness about BRACE Programme. It will help to reach a wider audience though updates, facts and achievements of BRACE and its overall impact in lives of rural communities.		
		
Audience(s)	C&V Lead	Budget
<ul style="list-style-type: none"> Wider Audience Development Practitioners Policy Makers Government Media Influencers NGOs/INGOs UN Other Stakeholders 	TA	BRACE-TA Component
Channel & Tools /Activities		
Engage the media to publish/broadcast positive news and updates about BRACE to create an endorsement for the programme and share the clippings and links through social media and the website as well		
Work Plan: RSPN will get publish 5 articles in newspapers and online blogs throughout the year.		

C&V Message		
[1 / 07 / TA] Blogger Meet Up		
Fostering relations with influencers and mobilising them to support the BRACE programme		
		
Audience(s)	C&V Lead	Budget
<ul style="list-style-type: none"> Bloggers Wider External Audience 	TA	BRACE-TA Component
Channel & Tools /Activities		
Community meetings, managers conferences, stakeholders' meetings, village development planning and regular follow up meetings of community.		
Work Plan: An event/meeting held with the community once a month and every Quarter.		

C&V Message	
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	<p>[1 / 08 / TA] Social Media (Facebook/Twitter/Instagram)</p> <p>Social media pages created for BRACE on Facebook and twitter. Instagram to be made for BRACE as well and content shared accordingly. Text, graphic, photographs and video content around the BRACE activities, events, updates and highlights to be shared at least three times a week by all BRACE Partners if not daily.</p>	
	<p>Audience(s)</p> <ul style="list-style-type: none"> • General Public • RSPs • Government • Influencers • NGOs/INGOs • UN • Other Stakeholders 	<p>C&V Lead</p> <p>TA</p>
<p>Channel & Tools /Activities</p> <p>Work Plan: It a regular ongoing activity. RSPN with support of BRSP and NRSP, will ensure the target of a minimum 3 posts of BRACE on Facebook and Twitter.</p>		

	<p>[1 / 09 / TA] Social Media Hashtag Campaign (Facebook and Twitter)</p> <p>Social media pages created for BRACE on Facebook and twitter. Instagram to be made for BRACE as well and content shared accordingly. Text, graphic, photographs and video content around the BRACE activities, events, updates and highlights to be shared at least three times a week by all BRACE Partners if not daily.</p> <p>Build and enhance awareness about important issues and advocate for pro development and community building policies.</p>	
	<p>Audience(s)</p> <ul style="list-style-type: none"> • General Public • RSPs • Government • Influencers • NGOs/INGOs • UN • Other Stakeholders 	<p>C&V Lead</p> <p>RSPN with support from all other partner</p>
<p>Channel & Tools /Activities</p> <p>Hashtag campaign to promote a key thematic message or as a means to advocate for policy change.</p> <p>Work Plan: It a regular ongoing activity. RSPN with support of BRSP and NRSP, will ensure the target of a minimum 3 posts of BRACE on Facebook and Twitter.</p>		

	<p>[1 / 10 / TA] Orientation Session of District Staff on C&V Messages</p> <p>This session will not only introduce the district staff on the C&V messages, but will also build capacity to support the planned activities</p>	
	<p>Audience(s)</p> <ul style="list-style-type: none"> • RSPs 	<p>C&V Lead</p> <p>RSPN and TA</p>
<p>Channel & Tools /Activities</p> <p>A workshop style meeting will be held to share communication expertise and knowledge among partners and experts for an effective and quality implementation of the C&V activities and capacity building of RSPs Communications Officers.</p>		





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Work Plan: The session will be held in Q1.

C&V Message [1 / 11/TA] Advocacy for policy, security and gender inclusion		
		
Advocating for relevant policies, security and gender mainstreaming.		
Audience(s) <ul style="list-style-type: none"> External Audiences Stakeholders Policy Makers Government Political Representatives 	C&V Lead All Partners	Budget No budget currently allocated
Channel & Tools /Activities Integrate advocacy messages in meetings, send advocacy emails and share messages through social media tagging stakeholders Work Plan: Include the advocacy message in all relevant meetings/send emails to all stakeholders Q3/social media messages once a month Q2&3		

C&V Message [1 / 12 / TA] Commemoration of Important Days		
		
Create opportunities to motivate, empower and advocate for BRACE messages		
Audience(s) <ul style="list-style-type: none"> Wider External Audience RSPs GoB Federal Government Development Practitioners Policy Makers Influencers NGOs/INGOs UN Social Media Other Stakeholders 	C&V Lead TA	Budget BRACE-RSPN Component
Channel & Tools /Activities Events and social media posts to be disseminated/conducted through the year as required. These days will be decided in the working group so that all partners commemorate together. Work Plan: Social media posts and events to be planned and executed on an ongoing basis throughout the year.		

C&V Message [1 / 13 / TA] Blogger/Vlogger/Celebrity Ambassador Engagement		
		
In partnership RSPN, TA will engage with a popular blogger/vlogger/celebrity to promote and endorse the BRACE programme by covering one of the success stories of the programme.		
Audience(s) <ul style="list-style-type: none"> General Public Wider External Audience 	C&V Lead RSPN and TA	Budget No Budget currently available



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<ul style="list-style-type: none"> • RSPs • GoB • Federal Government • Media • Influencers • NGOs/INGOs • UN/Donor Agencies • Other Stakeholders 		
<p>Channel & Tools /Activities Engaging a popular blogger/vlogger/celebrity to travel to the BRACE districts and take video/image footage and speak to community members about the benefits they have received from the BRACE programme and have it disseminated on BRACE and influencer social media platforms. Work Plan: One Engagement in Q3</p>		

C&V Message	Description	
	<p>[1 /14 / TA] BRACE Website To create awareness about the programme and the activities amongst all audiences, by developing and sharing messages and information about the BRACE Programme and its goals and objectives</p>	
<p>Audience(s)</p> <ul style="list-style-type: none"> • Influencers • Wider Audience • Media 	<p>C&V Lead</p> <ul style="list-style-type: none"> • BRACE TA • In close collaboration with BRSP / NRSP / RSPN 	<p>Budget</p> <ul style="list-style-type: none"> • TA Resources in particular C&V Expert • BRACE TA IE Budget
<p>Channel & Tools /Activities RSPN to regularly populate the BRACE website by sharing regular content and updates with TA. Work Plan: Monthly updates to the website.</p>		

C&V Message	Description	
	<p>[1 / 15/ TA] IEC Material Building awareness and knowledge about the matters relating to BRACE. x</p>	
<p>Audience(s)</p> <ul style="list-style-type: none"> • Beneficiaries • Media • Stakeholders • Influencers 	<p>C&V Lead</p> <p>TA</p>	<p>Budget</p> <p>BRACE-TA Component</p>
<p>Channel & Tools /Activities Development of IEC material for communities including The TA Banner/Letterhead, to be used in all workshops, or as templates in PPT slides, etc; The BRACE TA Brochure, with clear indications/ mailing lists of target group/ recipients, for example the “BRACE and COVID-19” brochure/publication; Guideline on how to conduct programme communications; and the TA Publications for the Public Domain Work Plan: These to be developed and produced through out the year with releases at least once a quarter.</p>		

C&V Message	Description	
	<p>[1 / 16 / TA] Training Session on Photography, Mobile Videos and Programme Communications Capacity building of Communication and Field Staff</p>	
<p>Audience(s)</p>	<p>C&V Lead</p>	<p>Budget</p>



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<ul style="list-style-type: none"> For Internal Audiences, specifically communication and field staff 	TA	BRACE-TA Component
<p>Channel & Tools /Activities Training workshop to be organized by TA to build the capacity and skills of communication focal persons and field staff on photography, mobile videos and programme communications</p> <p>Work Plan: Workshop to be held in Q2</p>		

<p>C&V Message [1 / 17 / TA] Guidelines on Programme Communications</p>		
<p>MOBILISE Building the capacity of communication focal persons and relevant field staff on programme communication through a comprehensive guideline</p>		
<p>Audience(s)</p> <ul style="list-style-type: none"> Communication Focal persons Field Staff Programme Officers 	<p>C&V Lead</p> <p>TA</p>	<p>Budget</p> <p>No budget currently allocated</p>
<p>Channel & Tools /Activities Develop guidelines for programme communications to increase understanding and support communication activities to respond to programme needs.</p> <p>Work Plan: 1 Guideline in Q1</p>		

<p>C&V Message [1 / 18 / TA] Parliamentary Meetings</p>		
<p>MOBILISE Advocacy for and endorsement of BRACE objectives by parliamentarian as a pre-requisite of a policy dialogue.</p>		
<p>Audience(s)</p> <ul style="list-style-type: none"> External Audience Parliamentarians Stakeholders Influencers 	<p>C&V Lead</p> <p>TA</p>	<p>Budget</p> <p>BRACE-TA Component</p>
<p>Channel & Tools /Activities Hold meetings with parliamentarians to share the benefits of the BRACE Programme and highlight its needs, with a call to action to the GoB and Parliamentarians. MPAs sensitized for lobbying of programme institutionalization.</p> <p>Work Plan: Meetings to be held in Q3</p>		

<p>C&V Message [1 / 19 / TA] Youth Meetings</p>		
<p>MOBILISE Engaging with youth to enhance their involvement in the BRACE programme and involve them in community building interventions.</p>		
<p>Audience(s)</p> <ul style="list-style-type: none"> Youth 	<p>C&V Lead</p> <p>RSPN along with other partners</p>	<p>Budget</p> <p>No budget currently allocated</p>
<p>Channel & Tools /Activities Interactive and mobilization meetings/workshops held to look at innovative ways for the youth to get involved and contribute towards the BRACE programme and community development.</p> <p>Work Plan: 1 meeting/workshop held in Q2</p>		



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	[1 / 20A / RSPN] Sensitization workshop with community. Sensitize the community and community leaders about the BRACE programme and update them on progress to date.	
	Audience(s) <ul style="list-style-type: none"> Beneficiaries 	C&V Lead RSPN
Channel & Tools /Activities Hold a workshop with community managers, leaders stakeholders' meetings, village development planning to create awareness about the BRACE programme, ways of engagement and updates. The meetings will mobilise the community to actively participate in the BRACE programme. Work Plan: A workshop to be held in Q3		

	[1 / 20 B/ RSPN] Face to face meetings with community. Regular meetings with each tier of CIs i.e. Community, village and local support organisation.	
	Audience(s) <ul style="list-style-type: none"> Beneficiaries 	C&V Lead RSPN
Channel & Tools /Activities Hold regular engagement and follow up Community meetings Work Plan: Meetings to be held once a month, in every quarter.		

	[1 / 21 / TA] Conventions/Workshops of LSOs/CBOs & Best Practices Workshop Hold interactions between GoB/IPs/EUD & other Community Organisations to involve them for sharing of activities/plans and share knowledge among partners for enhance cross learning	
	Audience(s) <ul style="list-style-type: none"> Internal Audience BRACE Partners LSOs CBOs GoB Donors 	C&V Lead TA
Channel & Tools /Activities A workshop to be held to share best practices and lessons learnt by all partners and community organizations in Quetta. Work Plan: Workshop to be held in Q1		

	[1 / 22 / TA] Video Interviews Increase awareness and visibility of the leadership of TA and GoB to enhance trust in and recognition of the BRACE programme interventions.	
	Audience(s) <ul style="list-style-type: none"> Wider External Audience RSPs GoB Federal Government Media Influencers 	C&V Lead TA





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<ul style="list-style-type: none"> • NGOs/INGOs • UN/Donor Agencies • Other Stakeholders 		
<p>Channel & Tools /Activities Video interviews to be recorded and shared with social media and mainstream outlets, along with posting it on the website Work Plan: Interviews to be recorded and aired in Q2</p>		

<p>C&V Message [1 / 23 / TA] Reports Ensuring accountability and monitoring of progress and activities</p>		
		
<p>Audience(s)</p> <ul style="list-style-type: none"> • Internal audience • Partners • Stakeholders • TA staff 	<p>C&V Lead</p> <p>TA</p>	<p>Budget</p> <p>BRACE-TA Component</p>
<p>Channel & Tools /Activities Reports to be developed on all interventions held for example on District Capacity-building, or Balochistan Strategic Policy & Fiscal Framework, or TA DC Training Course, for sharing of info with trainees/participants and /or with other stakeholders like GoB or EUD; Reports and Findings of Action Research/Case Studies, on different Topics, for example on Community Driven LG Models, or the use of Information technology to promote CD LG, etc.; District PEFA Reports; TA Progress Reports: 6-Monthly, Quarterly, TA Annual and TA Overall (Multi-year) Reports and Workplans; and TA Assignment Reports: like the GMS, the Toc, or the Exit Strategy assignment Work Plan: Reports to be developed on an ongoing needs basis every quarter.</p>		

<p>C&V Message [1 / 24/ TA] Communication Synergising all interventions and keeping all internal audience and GoB informed and updated on process and progress of BRACE</p>		
		
<p>Audience(s)</p> <ul style="list-style-type: none"> • Internal Audience • GoB • TA Staff • Partners 	<p>C&V Lead</p> <p>TA</p>	<p>Budget</p> <p>BRACE-TA Component</p>
<p>Channel & Tools /Activities Draft and finalise communication documents including BRACE Meeting Minutes; of the OSC, the SPDC, the SCC, the 4 Working Groups; Field Visit Reports: with findings, of national exposure visits, or District visits organized by the TA; TA Action Memos, that deal with a specific deliverable of the TA Component. E.g. the JDDC, or LGA reforms; and Official Government Notifications, Policies, Publications, Acts, Laws, etc, prepared with recommendations from TA Work Plan: Communiques to be developed on an ongoing needs basis every quarter.</p>		



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C&V MESSAGES / PUBLICATIONS / REPORTS by PFM/ OPM - SUMMARY

The PFM/OPM Project has been concluded in December 2019 and the PFM/OPM C&V Messages consist of the Reports and Publications of the PFM/OPM project which are presented in a summary list. No C&V Message Templates have been filled out for the OPM/PFM C&V Messages and Reports. It should be noted that the Balochistan PFM/OPM started earlier than the BRACE Programme IPs (RSP+TA) and as a result the PFM/OPM Project operated independently from the BRACE NRSP/NRSP/RSPN/TA IPs. However, the OPM/PFM area is an intrinsic part of the overall BRACE Reforms (especially the supply side reforms) and therefore the past OPM/PFMN C&V Messages, Reports and Publications have been listed and included in summary list as BRACE related C&V Messages, that also guide us to design the GoB Community Driven Local Government and Rural Development Policy & Fiscal framework. The TA Component is to build on the OPM/PFM C&V Messages and ensure that these are aligned with what the TA Component is to communicate on (especially) PFM Reforms

	Type of Report /Publication	Audience/Recipient
1	Six-Monthly Project Progress Reports	GoB Counterpart/Finance Department and EU Delegation
2	Updated PFM-SPP Logframe	GoB Counterpart/Finance Department and EU Delegation
3	Project Steering Committee Meeting Notification and PSC Minutes	GoB Counterpart/Finance Department and EU Delegation
4	Balochistan Public Financial Management (PFM) Reform Strategy and (rolling) Action Plan, approved by Provincial Cabinet on May 14, 2018. The Strategy is a 10-years framework for PFM reforms in Balochistan	GoB Counterpart/Finance Department and All GoB Departments, EU Delegation and other Development Partners
5	Budget Strategy Paper (2017/18)	GoB Counterpart/Finance Department and All GoB Departments
6	Review Master data GoB IFMIS/SAP System	GoB Counterpart/Finance Department and All GoB Departments
7	Revised Public Finance Administration Act (Feb 2017)	GoB FD, All GoB Depts, Minister of Finance and Chief Minister
8	PAO Performance Monitoring Report (2015/16) of all 70 Principal Accounting Officers	GoB Counterpart/Finance Department and All GoB Departments
9	Budget Call Circular (BCC) 2018-19 circulated January 2018 to inculcate top-down budgeting to enhance ownership of Administrative Depts in budget-making and resource allocation, and mitigate leverage FD	All Federal Ministries/Provincial Departments
10	Guideline of Indicative Budget Ceilings (IBCs). Under top-down budgeting from Finance and other Administrative Departments, Indicative Budget Ceilings prepared for 15 Administrative Departments	GoB Counterpart/Finance Department and 15 selected GoB Departments
11	Citizen's Budget Book (English and Urdu), improve transparency of government's budget operations and give an oversight of budget to the public, published and placed before Cabinet and Provincial Assembly.	Cabinet, Provincial Assembly and published in public domain
12	Training Programme (newly appointed 75) Sub-Accountants DG Treasuries, 5 days training.	GoB Counterpart/Finance Department
13	Training Needs Assessment (TNA) Report for FD and P&DD. Followed by the, Training Plan for the Departments and officers and officials of both the Departments were being trained successfully.	GoB Counterpart/Finance and P&D Departments
14	TNA Report (2018) of 25 Departments, followed by the Training Plan after for these Departments in PFM areas (completed before June 2019).	GoB Counterpart/Finance Department and 25 Departments



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15	Training Programme of 1200 DDOs during 2018-19, of various Departments in Districts, in PFM areas on budget preparation, public procurement, DDOs functions and responsibilities (to be completed December 2018).	GoB Counterpart/Finance Department and various Departments in the Districts.
16	Budget Strategy Paper and Medium-Term Fiscal Framework , to strategize sectoral allocations in annual budget, and provide a Fiscal Framework with 3-year forecasts of revenue and expenditure, shared with FD.	GoB Counterpart/Finance Department
17	Revision of Delegation of Financial Power and Financial Control Rules. Rules of 2008 required revision; and new Delegation of Financial Powers & Financial Control Rules was shared with FD for approval by CS.	GoB Counterpart/Finance Department and Chief Secretary
18	Planning Manual of Balochistan. First issue in Balochistan, the Planning Manual was prepared in consultation with P&DD and shared for further process of approval by the Competent Authority.	GoB Counterpart/Finance and P&D Departments
19	Balochistan Government's Financial Rules to be shared with FD in December 2018.	GoB Counterpart/Finance Department
20	Balochistan Government's Treasury Rules to be shared with FD in December 2018.	GoB Counterpart/Finance Department
21	Balochistan's Budget Manual; a new Balochistan's Budget Manual/Budget Rules was shared with FD	GoB Counterpart/Finance Department
22	Development of a PFM Law , to address the weakness of existing PFM systems, a draft PFM Law in the form of a Bill of the Assembly has been prepared and shared with FD for further processing. The constitutional requirement under Article-119 to the Constitution stipulates this PFM Law.	GoB Counterpart/Finance Dept, All GoB Departments, Minister of Finance and Chief Minister
23	Local Councils Fiscal Transfer Rules. Weak system of fiscal transfers to local councils in Balochistan, without legal framework. Draft Fiscal Transfer Rules were shared with Balochistan Local Government Department/Local Government Board, for process and approval. These rules contain the functions and method of working of LCGC, LCGC Secretariat, method of release of funds from FD to local councils.	GoB Counterpart/Finance Department and LGRD Dept and Local Government Board
24	Local Councils Budget Rules. The Balochistan local government finance system, had expenditures without budgeting in local councils due to non-existence of a proper mechanism for local council budget-making. The Budget Rules have been shared with LGRDD, are aimed at removing the existing weaknesses of budgeting system of local councils.	GoB Counterpart/Finance Department and LGRD Dept and Local Government Board
25	Account Rules for the Local Councils. Non-existing or improper pre-audit mechanism and weak Local Fund Audit Office created issues of utilization of local councils grant and local councils' fund. The Local Councils Accounts Rules prescribe effective pre-audit mechanism and proper maintenance of accounts. Rules were shared with LGRDD.	GoB Counterpart/Finance Department and LGRD Dept and Local Government Board
26	UC Budget/Accounts Rules. To devise separate budget and accounts mechanism for Union Councils which are smaller size local councils. Draft Rules have been prepared and shared shortly with LG Department.	GoB Counterpart/Finance Department and LGRD Dept and Local Government Board
27	Delegation of Powers Rules for Local Councils. On demand of LG Department, the Project team developed the draft Delegation of Financial Power Rules for Local Councils, to be shared with the Administrative Department.	GoB Counterpart/Finance Department and LGRD Dept and Local Government Board



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2.6. GOB BRACE COUNTERPARTS 2021/22 C&V Messages

SUMMARY

GoB							
Sr. No	Tools & Channels	Audience	Description	Expected Result	Responsibility	Budgeted	2021
1	BRACE Working Group/Committee Meetings	Internal Audiences with the BRACE Communication Focal persons and C&V Committee members	Monthly/Quarterly meetings with the working group and committee members for planning and monitoring purposes.	Oversight of activities, timely revisions, realignment, approvals and synergies in C&V interventions.	All Partners	No	12/4
2	Newsletter/E-News Bulletin	For Internal External Audiences as identified and defined in Global C&V Plan/Strategy	Quarterly E-Bulletins/ Bi-Annual Newsletters will contain success stories, updates of activities and progress and messages from Government of Balochistan Officials	Audience and stakeholders are aware with BRACE's ongoing activities and its impact over the lives of targeted communities. They recognise efforts of RSPs, GOB and are aware of the role and support of EU under BRACE Programme	TA GoB	Yes	3
3	Documentary	For Internal & External Audiences as identified and	A documentary to visually share the concepts, components and highlights of BRACE and its achievements, to	These documentaries will be communicating about the intervention logic of the Programme, expected outcomes and impact, showcasing	TA GoB	Yes	1



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		defined in Global C&V Plan/Strategy	be shared through TV, social media, events and Whatsapp.	field interventions and efforts by EU and partners for uplifting lives of rural poor. Will help enhanced visibility and branding of the EU, as we will be screening them on different platforms as RSPs retreat, LSO Convention, Workshops and other events.			
4	Face to Face Meeting/Briefing to Media	Media, Influencers,	Annual and/or need based press briefings to update the media on the progress, achievements and highlight the call to actions	Strong linkages building with media to highlight Programme activities, events, filed activities and promotion of EU/RSPs' role under BRACE and contribution of GoB	TA GoB	Linked with Media visits	1
5	PR - Newspaper Online/Blog Articles	For Internal & External Audiences as identified and defined in C&V Plan/Strategy	Engage the media to publish/broadcast positive news and updates about BRACE to create an endorsement for the programme and share the clippings and links through social media and the website as well. Each partner will ensure stories and coverage as per their own activities. This will allow for a larger media outflow of BRACE news without burdening the media by a single agency.	Will help to reach a wider audience, to communicate about BRACE and its impact.	GoB TA	Yes	10
6	Blogger Meet up	For External Audiences as identified and	A joint blogger meets up with all stakeholders with relevant bloggers in Quetta. If budgets	Communicate about ongoing BRACE's activities, maintaining regular flow of information with a wider range	GoB TA	No	1



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		defined in C&V Plan/Strategy	allow we may take these bloggers to Quetta for a field visit as well.	audience, sharing field activities, real life stories, events, and the impact of Programme's interventions on lives of communities.			
7	Social Media (Facebook/twitter/instagram)	For Internal & External Audiences as identified and defined in C&V Plan/Strategy	Increase followers through organic outreach to stakeholders, relevant development partners and associations. Text, graphic, photographs and video content around the BRACE activities, events, updates and highlights to be shared at least three times a week if not daily. Increase use of organic videos made from phones.	Help communicate about ongoing BRACE's activities, maintaining regular flow of information with a wider range audience, sharing field activities, real life stories, events, and the impact of Programme's interventions on lives of communities.	GoB TA	No	5 posts/week
8	Orientation sessions for Line Deptts level staff on C&V messages	For internal audiences as identified	Orientation session with line Deptts staff on communication skills required to capture and disseminate communication messages and conduct programme communications	Capacity building of the BRDA/Line Deptts staff of GoB on C&V Skills	TA GoB	No	1
9	Commemoration of International Days	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Events and social media posts around relevant international days	Create opportunities to motivate, empower and advocate stakeholders for BRACE messages	GoB TA	No	3



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10	BRACE Website	For Internal& External Audiences as identified and defined in C&V Plan/Strategy	Build and regularly update the BRACE website	Disseminate information about and create an information hub for the BRACE programme	TA GoB	Yes	1 & monthly updates
11	Parliamentary Meetings	For External Audiences as identified and defined in C&V Plan/Strategy	Share the benefits of the BRACE Programme and highlight its needs, with a call to action to the GoB and Parliamentarians. MPAs sensitization for lobbying of programme institutionalization	Advocacy for MPAs and endorsement of BRACE objectives by parliamentarian as a pre-requisite of a policy dialogue.	GoB TA	Yes	1
12	Strategic Development Partners Forum	For Internal & External audience, especially GoB & Donors as defined in C&V Plan/strategy	Hold interactions between GoB & other donors Agencies at higher level to involve them for future interventions	Regular involvement of GoB & donor agencies for future interventions	TA GoB EUD Other Donors	Yes	2
13	GoB Officials Capacity Building	For External Audiences as identified and defined in C&V Plan/Strategy	Increasing CB of official of line deptts of GoB. Lesson learnt to develop improved practices	Capacity building of officials of line Deptts & Non-governmental Organizations Staff	TA GoB	yes	2
14	Video Interviews	For External Audiences as identified and defined in C&V Plan/Strategy	Video interviews to be recorded and shared with social media and mainstream outlets, along with posting it on the website	Increased awareness and visibility of the leadership of TA and GoB to enhance trust in and recognition of the BRACE programme interventions.	TA	No	2



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15	Reports	For Internal & External audience, especially GoB & Donors as defined in C&V Plan/strategy	Reports to be developed on all interventions held for example on District Capacity-building, or Balochistan Strategic Policy & Fiscal Framework, or TA DC Training Course, for sharing of info with trainees/participants and /or with other stakeholders like GoB or EUD; Reports and Findings of Action Research/Case Studies, on different Topics, for example on Community Driven LG Models, or the use of Information technology to promote CD LG, etc.; District PEFA Reports; TA Progress Reports: 6-Monthly, Quarterly, TA Annual and TA Overall (Multi-year) Reports and Workplans; and TA Assignment Reports: like the GMS, the Toc, or the Exit Strategy assignment	Accountability and monitoring of progress and activities	TA	Yes	4
16	Communications	For Internal & External audience, especially GoB &	Draft and finalise communication documents including BRACE Meeting Minutes; of the OSC,	Synergising all interventions and keeping all internal audience and GoB informed and updated on process and progress of BRACE	TA	Yes	Ongoing



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		Donors as defined in C&V Plan/strategy	the SPDC, the SCC, the 4 Working Groups; Field Visit Reports: with findings, of national exposure visits, or District visits organized by the TA; TA Action Memos, that deal with a specific deliverable of the TA Component. E.g. the JDDC, or LGA reforms; and Official Government Notifications, Policies, Publications, Acts, Laws, etc, prepared with recommendations from TA				
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GoB TEMPLATES

C&V Message ACCOUNTABILITY	[1 / 01A / GoB] C&V Working Group Meetings Actively participate in the working group and committee meetings for planning, coordinating and monitoring the C&V output in line with the C&V Action Plans.	
Audience(s) <ul style="list-style-type: none"> C&V working group members (communication focal persons) 	C&V Lead Monthly Meetings to be held on rotational basis online or in person	Budget Budget to be allocated
Channel & Tools /Activities Zoom or face to face meetings to be held on a regular basis for planning, updates and monitoring of activities and aligning with the annual workplans. Work Plan: Meetings to be held once a month with communication focal persons of all partners and as required GoB.		

C&V Message ACCOUNTABILITY	[1 / 01B / GoB] C&V Committee Meetings Actively participate in the working group and committee meetings for planning, coordinating and monitoring the C&V output in line with the C&V Action Plans.	
Audience(s) <ul style="list-style-type: none"> C&V Committee Members 	C&V Lead Meetings to be held on a rotational basis	Budget TA
Channel & Tools /Activities Zoom or face to face meetings to be held on a regular basis for planning, updates, approvals and monitoring of activities Work Plan: Meetings to be held once a quarter with the committee, preferably in Quetta		

C&V Message INFORM	[1 / 02 / GoB] BRACE Programme Quarterly Newsletter Contribution to the quarterly Newsletters through success stories, updates of BRACE activities, progress on objectives and messages from partners and Government Officials on BRACE.	
Audience(s) <ul style="list-style-type: none"> Wider Internal and External Audience RSPs GoB Federal Government Media Influencers NGOs/INGOs UN Social Media Other Stakeholders 	C&V Lead RSPN with input from GoB	Budget BRACE-RSPN Component
Channel & Tools /Activities		



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BRACE Quarterly newsletter will be published and disseminated by RSPN with the above target audience through email and courier, both in hard and soft forms. Its dissemination will help inform the relevant stakeholders of the BRACE Programme about ongoing activities and its impact over the lives of targeted communities. The publication will help to not only highlight the Programme but also role and efforts of EU and BRACE partners (GOB, RSPN, RSPs, HD) under BRACE Programme.

Work Plan: BRACE Bi-annual newsletter will be compiled and published in Q1 and Q3 of the year.

C&V Message 			[1 / 03 / GoB] BRACE Documentary BRACE documentary will be communicating about the intervention logic of the Programme, expected outcomes and impact by showcasing the field interventions and efforts of EU and partners for uplifting lives of the rural poor. It will also be demonstrating the ongoing process of COs, VOs and LSO making.		
Audience(s) <ul style="list-style-type: none"> • RSPs • GoB • Federal Government • Influencers • NGOs/INGOs • UN • BRACE Communities • Social Media • Other Stakeholders 		C&V Lead RSPN supported by GoB		Budget BRACE-RSPN/TA Component	
Channel & Tools /Activities A five to seven-minute introductory documentary of the BRACE Programme will be produced by RSPN and supported by all partners and GoB. It will be disseminated by uploading on social media, RSPN website and BRACE website. Similarly, the documentary will be played during BRACE events, workshops and seminars. Work Plan: BRACE Documentary will be completed by Q1.					

C&V Message 			[1 / 04 / GoB] Face to Face Meetings with Media Bi-Annual/Annual and/or need based press briefings to update the media on the progress, achievements and highlight the call to actions		
Audience(s) <ul style="list-style-type: none"> • RSP • Media 		C&V Lead GoB		Budget BRACE-TA Component	
Channel & Tools /Activities Strong linkages building with media to highlight Programme activities, events, field activities and promotion of EU and RSPs' role under BRACE. Work Plan: RSPN will conduct 1 meeting with national media at Quetta Press Club.					

C&V Message 			[1 / 05 /GoB] PR - Newspaper Online/Blog Articles To reach out a general, wider audience and create awareness about BRACE Programme. It will help to reach a wider audience though updates, facts and achievements of BRACE and its overall impact in lives of rural communities.		
Audience(s) <ul style="list-style-type: none"> • Wider Audience • Development Practitioners • Policy Makers 		C&V Lead GoB		Budget BRACE-TA Component	



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<ul style="list-style-type: none"> • Government • Media • Influencers • NGOs/INGOs • UN • Other Stakeholders 		
<p>Channel & Tools /Activities Engage the media to publish/broadcast positive news and updates about BRACE to create an endorsement for the programme and share the clippings and links through social media and the website as well. Each partner will ensure stories and coverage as per their own activities. This will allow for a larger media outflow of BRACE news without burdening the media by a single agency. Work Plan: RSPN will get publish 5 articles in newspapers and online blogs throughout the year.</p>		

<p>C&V Message [1 / 06 / GoB] Blogger Meet Up Fostering relations with influencers and mobilising them to support the BRACE programme</p>		
<p>MOBILISE</p>		
<p>Audience(s)</p> <ul style="list-style-type: none"> • Bloggers • Wider External Audience 	<p>C&V Lead TA</p>	<p>Budget BRACE-TA Component</p>
<p>Channel & Tools /Activities Community meetings, managers conferences, stakeholders' meetings, village development planning and regular follow up meetings of community. Work Plan: An event/meeting held with the community once a month and every Quarter.</p>		

<p>C&V Message [1 / 07 / GoB] Social Media (Facebook/Twitter/Instagram) Social media pages created for BRACE on Facebook and twitter. Instagram to be made for BRACE as well and content shared accordingly. Text, graphic, photographs and video content around the BRACE activities, events, updates and highlights to be shared at least three times a week by all BRACE Partners if not daily.</p>		
<p>INFORM</p>		
<p>Audience(s)</p> <ul style="list-style-type: none"> • General Public • RSPs • Government • Influencers • NGOs/INGOs • UN • Other Stakeholders 	<p>C&V Lead GoB</p>	<p>Budget Budgeted under BRACE-RSPN Component</p>
<p>Channel & Tools /Activities Work Plan: It a regular ongoing activity. RSPN with support of BRSP and NRSP, will ensure the target of a minimum 3 posts of BRACE on Facebook and Twitter.</p>		

<p>C&V Message [1 / 08 / GoB] Orientation Session of District Staff on C&V Messages Capacity building of the BRDA/Line Deptts staff of GoB on C&V Skills</p>		
<p>EMPOWER</p>		



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Audience(s)	C&V Lead	Budget
<ul style="list-style-type: none"> Internal Audience GoB Staff 	RSPN and TA	BRACE - TA Component
Channel & Tools /Activities Orientation session with line Deptts staff on communication skills required to capture and disseminate communication messages and conduct programme communications Work Plan: The session will be held in Q1.		

C&V Message	[1 / 09/ GoB] Commemoration of Important Days	
	Create opportunities to motivate, empower and advocate for BRACE messages	
Audience(s)	C&V Lead	Budget
<ul style="list-style-type: none"> Wider External Audience RSPs GoB Federal Government Development Practitioners Policy Makers Influencers NGOs/INGOs UN Social Media Other Stakeholders 	GoB	BRACE-RSPN Component
Channel & Tools /Activities Events and social media posts to be disseminated/conducted through the year as required. These days will be decided in the working group so that all partners commemorate together. Work Plan: Social media posts and events to be planned and executed on an ongoing basis throughout the year.		

C&V Message	Description	
	[1 / 10 / GoB] BRACE Website	
	To create awareness about the programme and the activities amongst all audiences, by developing and sharing messages and information about the BRACE Programme and its goals and objectives	
Audience(s)	C&V Lead	Budget
<ul style="list-style-type: none"> Influencers Wider Audience Media 	<ul style="list-style-type: none"> BRACE TA In close collaboration with GoB 	<ul style="list-style-type: none"> BRACE TA IE Budget
Channel & Tools /Activities GoB to regularly populate the BRACE website by sharing regular content and updates with TA. Work Plan: Monthly updates to the website.		

C&V Message	[1 / 11 / GoB] Parliamentary Meetings	
	Advocacy for and endorsement of BRACE objectives by parliamentarian as a pre-requisite of a policy dialogue.	



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Audience(s)	C&V Lead	Budget
<ul style="list-style-type: none"> • External Audience • Parliamentarians • Stakeholders • Influencers 	GoB	BRACE-TA Component
Channel & Tools /Activities		
Hold meetings with parliamentarians to share the benefits of the BRACE Programme and highlight its needs, with a call to action to the GoB and Parliamentarians. MPAs sensitized for lobbying of programme institutionalization.		
Work Plan: Meetings to be held in Q3		

C&V Message	[1 / 12 / GoB] Strategic Development Partners Forum	
EMPOWER	Regular involvement of GoB & donor agencies for future interventions	
Audience(s)	C&V Lead	Budget
<ul style="list-style-type: none"> • Internal Audience • BRACE Partners • GoB • Donors 	GoB	BRACE-TA Component
Channel & Tools /Activities		
Hold interactions between GoB & other donors Agencies at higher level to involve them for future intervention		
Work Plan: Workshop to be held in Q4		

C&V Message	[1 / 13 / GoB] GoB Officials Capacity Building	
EMPOWER	Capacity building of Communication and Field Staff to Lesson learnt to develop improved practices	
Audience(s)	C&V Lead	Budget
<ul style="list-style-type: none"> • For Internal Audiences • GoB Staff 	GoB supported by TA	BRACE-TA Component
Channel & Tools /Activities		
Training workshop to be organized by GoB Increasing CB of official of line deptts of GoB. Capacity building of officials of line Deptts & Non-governmental Organizations Staff		
Work Plan: Workshop to be held in Q2		

C&V Message	[1 / 14/ GOB] Video Interviews	
INFORM	Increase awareness and visibility of the leadership of GoB to enhance trust in and recognition of the BRACE programme interventions.	
Audience(s)	C&V Lead	Budget
<ul style="list-style-type: none"> • Wider External Audience • RSPs • GoB • Federal Government • Media • Influencers • NGOs/INGOs 	GoB	BRACE-TA Component




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<ul style="list-style-type: none"> • UN/Donor Agencies • Other Stakeholders 		
<p>Channel & Tools /Activities Video interviews to be recorded with key GoB leaders relevant to the BRACE Programme (see BRACE WEB Site) and shared with social media and mainstream outlets, along with posting it on the website</p> <p>Work Plan: Interviews to be recorded and aired in Q2</p>		

<p>C&V Message [1 / 15 / GoB] Reports</p> <p>Ensuring accountability and monitoring of progress and activities</p>		
		
<p>Audience(s)</p> <ul style="list-style-type: none"> • Internal audience • Partners • Stakeholders • TA staff 	<p>C&V Lead</p> <p>GoB</p>	<p>Budget</p> <p>BRACE-TA Component</p>
<p>Channel & Tools /Activities</p> <p>Reports to be developed on all interventions held for District Profiles formally endorsed or published by GoB; District PEFA Reports formally endorsed or published by GoB; GoB BRACE Programme Portfolio Review Reports; and GoB (Budget) Audit and Monitoring & Evaluation Reports and Impact Evaluation Reports of Investment, also by on communities</p> <p>Work Plan: Reports to be developed on an ongoing needs basis every quarter.</p>		

<p>C&V Message [1 / 16 / GoB] Communication</p> <p>Synergising all interventions and keeping all internal audience and GoB informed and updated on process and progress of BRACE</p>		
		
<p>Audience(s)</p> <ul style="list-style-type: none"> • Internal Audience • GoB • TA Staff • Partners 	<p>C&V Lead</p> <p>GoB</p>	<p>Budget</p> <p>BRACE-TA Component</p>
<p>Channel & Tools /Activities</p> <p>Draft and finalise communication documents including Strategic Development Partners Forum (SDPF) Decisions/Messages, the SDPF coordinates and facilitates foreign assistance from donors; BRDA Decision, Messages, and Training and Capacity-building Programmes; District Administration, Deputy Commissioner and District Councils/Association Activities, Decisions, Publications and Notifications related to a GoB CD LG&RD Policy/Programme; BRACE Meeting Minutes; of SSPDC, SCC, the 4 Working Groups as these are chaired by GoB Official; Decisions/Notifications on GoB Counterparts/staffing, in support of a GoB CD-LG&RD Policy & Programme; and Government Notifications, Policies, Publications, Acts, Laws, etc. related to BRACE or CD-LG&RD Policy</p> <p>Work Plan: Communiques to be developed on an ongoing needs basis every quarter.</p>		



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Annexes

- 1 C&V Do's & Don'ts**
 - 2 BRACE Key-Messages**
 - 3 BRACE C&V Five Guiding Principles**
 - 4 Process of BRACE C&V Messages**
- Identification and use of the C&V Template**



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Annex 1. C&V “Dos and Don’ts”



There are generally accepted “Dos and don’ts” that guide transparent and effective communication. The pointers presented below are to be taken into account when designing the BRACE C&V Messages and apply especially to projects that aim at improved local level governance and community involvement and community empowerment.

Dos

- Do develop communication products that foster community involvement in decision making and execution of development initiatives
- Do share knowledge and experience on local development at the lowest competent level to ensure subsidiarity and ownership of the initiatives
- Do provide voice and inclusiveness to the local communities in designing, implementing, and overseeing their own development plans
- Do document success factors and useful lessons
- Do prioritise the audiences, messages and activities
- Use simple easily understood language, especially in Urdu and where possible regional languages
- Use the tool most suited for the audience & message
- Do use TV and Radio for mass messages, Twitter for advocacy and news, Facebook for conversations and information sharing, website for information on the programme and its partners
- Use Information, Education and Communication (IEC) EC material to mobilise and information sharing, and face to face communication for advocacy and mobilization
- Share activities with everyone internally so that partners may align and participate
- Be careful of cultural sensitivities
- Do be sure to include and address all segments of society
- Do use more visual and video material to facilitate those who may not be too literate
- Do explain through examples and humanise the content
- Do share the numbers achieved and share success stories to build positive equity for the programme

Don’ts

- Don’t say that European Union is not an INGO, but rather say that it is a community of states whose support for Pakistan derives from a strong belief in tolerance, multi-culturalism and building opportunities and capacities for all
- Don’t lecture people in the messages but engage them
- Don’t forget to mention the EU and the Government of Balochistan
- Don’t use jargons, slangs, abusive or difficult language
- Don’t use all tools and channels for all activities
- Don’t use very small print that is not readable
- Do not mix purposes, style, frequency and contents of different types of messages, e.g. brochure, newsletters, e-bulletins, factsheets, posters, videos and films
- Do not develop long video clips when the Internet access of your target audience is poor or absent, in that case even two minutes is too long for sharing a video on low quality internet.
- A newsletter should not cover a too long period or be too long, then it is no longer a newsletter. Realize that long publications are very rarely read, especially if the audiences are not identified/targeted properly
- Don’t choose communication tools and styles according to your own convenience, but according to the use and accessibility of the target audience.



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Annex 2 BRACE Key – Messages



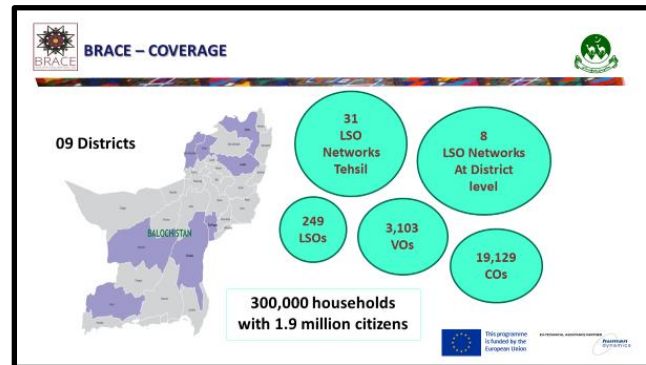
The BRACE Programme IPs are first and foremost guided by their ToR/DoA that prescribe the expected outputs and outcomes for each of the five BRACE Implementing Partners. The PFM Component (Oxford Policy Management) started in 2014 and closed in 2020. The three Rural Support Programmes (BRSP, NRSP and RSPN) and the BRACE TA (Human Dynamics) started in 2017 and they have a clear set of objectives and deliverables to achieve. In an August 2018 Workshop the first outlines of BRACE C&V Key-Messages - that support the BRACE Programme Objectives - were developed and these are repeated in this Annex for easy reference.

BRACE Programme Objectives and Key-Messages

The Mission and Vision of the BRACE Programme is to inspire the people of Balochistan and to encourage them to improve their lives by Community Development and Community Empowerment (CD/CE) that result in socio-economic development activities on a sustainable basis in partnership with local authorities. The BRACE CE/CM programme, is implemented through the 249 UCs in 9 Districts, focuses on empowering citizens and communities and providing them with the means to implement community-driven socio-economic development interventions. BRACE is also to amplify their voice and capability to influence public policy decision-making through active engagement with local authorities for quality, inclusive, and equitable service delivery, and civic-oversight.

BRACE is also to support the Government of Balochistan to foster an enabling environment for strengthening the capacities of local government/authorities to manage and involve communities in the statutory local public sector planning, financing, and implementation processes, guided by a CM/CE enabling Strategic policy and Fiscal Framework. To this end the Programme has a Public Finance Management (PFM) component, implemented by OPM, the strategic policy framework is to define clearly the fiscal and regulatory frameworks, budgetary processes and commitments to a multi-annual budgetary framework, with possible sector budget support, and well defined institutional arrangements.

The Salient Feature of the BRACE Programme is the partnership between local government/authorities and the communities, aiming to build a network of people’s own organisations working with the local government authorities to improve basic service delivery. The programme will be institutionalised at the government level through policy and supporting implementation mechanisms. 1.9 million Pakistani citizens in 300,000 poor rural households, in 249 union councils will be mobilised and organised into a network of people’s own institutions covering 19,129 Community Organisations (COs); 3,103 Village Organisations (VOs); 249 Local Support Organisations (LSOs) and 31 LSO Networks at tehsil level in nine targeted districts. The RSPs provide support to improve the lives and livelihoods of the organised households, as well as to foster linkages between community institutions and local government to improve local basic service delivery.



A Coherent Communicating & Visibility Strategy and Actionable C&V Action Plan are needed because the programme is implemented by multiple development partners under the leadership of the Government of Balochistan, facilitated by EU funded Implementing partners, with multiple stakeholders and audiences being targeted. Thus, Synergy and consistency in C&V messages are a first necessity. This BRACE C&V Strategy Document and the BRACE 2020 C&V Action Plan provide the C&V guideline and develop the annual C&V workplan:

- To inform the communities and stakeholders about the aspects and updates of the BRACE Program,
- To engage them in the local development process by establishing two-way communication mechanisms between the district administrations and community-based organisations.



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Audience Specific Key-Messages

ELEVEN (11) BRACE KEY MESSAGES were formulated on the basis of the BRACE Objectives and the Communication Needs that were identified in the workshop. Two types of Key messages were identified; **(1) Overarching Messages and (b) Audience-Specific Key-Messages**. This BRACE Programme C&V Strategy Document builds on the C&V Workshop key-messages and operationalized the recommendations into (a) an agreed BRACE Programme C&V Communication Strategy with clear step-by-step Guidelines, and (b) a specific BRACE 2021 C&V Messages Action Plan. The overarching messages stay consistent from last year, with the addition of a message around the exit strategy.

Overarching Key-Messages

BRACE Overarching Messages are presented below, with a descriptive explanation.

Description relevant to the key-message .

<p>1) The European Union is supporting the Government of Balochistan, to execute the province’s largest community-led development sector initiative targeted at 9 districts.</p>	<p>Use facts and figures to support this key-message: remind the audience that the BRACE programme will work with 2500 council members, 300 chairs and vice chairs of elected councils, 200 Union Councils Secretaries and other Government of Balochistan Local Government and Rural Development Department staff. Also use the relevant indicators to demonstrate the impact that to be achieved.</p> <p>The message about EU support will be more effective by using all opportunities to include messages from the EU Ambassador in the materials, and referencing to the EUD Website, explaining what the EU is and why it supports Pakistan https://eeas.europa.eu/delegations/pakistan/1327/pakistan-and-eu_en</p>
<p>2) BRACE provides opportunities for the Government and communities to partner with each other for development and betterment of their communities, thereby finding sustainable solutions for poverty reduction</p>	<p>This is a core message which will be repeated and made credible through numerous stories of cooperation which help overcome challenges prioritised by communities</p>
<p>3) BRACE works through thousands of Government and Local authority Officials, to strengthen technical and human resource skills and capabilities and the institutional and inclusive positioning of 1.9 million Pakistani citizen (294,713)</p>	<p>This is a ‘how’ message that is to be conveyed through stories which demonstrate how - capacity building, which is a core methodology and means to sustainability – provided to the citizens will facilitate the very changes they desire</p>



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<p>4) BRACE also works to develop an evidence based Local Development Policy Framework for Balochistan that is relevant to the area and synchronized across all sectors to support rural development through a community led development approach</p>	<p>For this key-message to sound reliable and to have meaning for the beneficiaries and wider public, the stories must demonstrate and make transparently clear, HOW the Local Development Policy Framework will result in more meaningful results for citizens than the current approach, i.e. the BRACE intervention methodology should be understood, to be more effective.</p> <p>In addition, the results themselves need to be shown through reliable and easy to be understood outcome and impact indicators</p>
<p>5) BRACE works on the principles of equal opportunity and is to ensure that women empowerment, gender sensitivities and 100% coverage of people with special needs, are included in the provision of the health insurance, and other social services to the poorest.</p>	<p>Concerns about gender equality are a significant source of mistrust. Therefore, stories about women participating in the project are essential, and will help overcoming huge obstacles in their daily life, and these stories must be told with great sensitivity and highlight the less challenging benefits first, such as ability to help feed their families, or treat sick family members. Other benefits of including women might include their roles. Because women are responsible for cooking and cleaning, they need to understand how to reduce sources of disease, better nutrition. Women are also naturally inclined to focus on finding nearby safe sources of water – which makes it safer to fetch water and also to keep their families healthy.</p>
<p>6) As BRACE enters its final phase, it builds on sustainable interventions transferring continuity to the local government and communities. In this last phase there is an emphasis on the pushing the required policies to support the continuity of the BRACE efforts.</p>	<p>As the project moves towards its last phase, it will be important to ensure that the sustainability measures are initiated. It will be even more important to inform the stakeholders and beneficiaries about end of programme and the sustainability measure and their actions required in this regard.</p>



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Audience Specific Key-Messages

BRACE Audience-Specific Messages, as identified in the C&V Workshop, are presented below, with a descriptive explanation and an indication of type of audience to be targeted by the key-message.

Audiences are INTERNAL or EXTERNAL

Different Audiences are: INFLUENCERS, PROJECT TEAM, GOVERNMENT, BENEFICIARIES, and the MEDIA.

INTERNAL: TARGET AUDIENCE: INFLUENCERS & PROJECT TEAM **Description relevant to the Key-Message**

6) Take note internally of the progress and news updates and the stories being communicated and share widely with others. Identify the successes and positive stories and their project outcomes, and communicate these routinely within the BRACE team.

Pay special attention to the budget support modality to fund priority initiatives for local communities.

Establish effective BRACE internal MIS and M&E progress implementation and performance reporting system to ensure that the BRACE success stories can be immediately be corroborated by facts

Establish an effective communication channels with the government departments and with the implementing partners so that they are aware of progress, achievements and learnings of BRACE and execute a synergized effort

INTERNAL: TARGET WIDER AUDIENCE WITHIN GOVERNMENT **Description relevant to the Key-Message**

7) The BRACE programme is a vehicle to help improve the lives of 1.9 Baloch citizens. Government OWNERSHIP of the BRACE Programme is a key-message that will ensure that the Government will puts in place the innovative Balochistan Local Government policy and fiscal framework. This key-message should also flag that the European Union, intends to support the Innovative Balochistan Local Government Policy with Budget Support.

Establish effective BRACE internal MIS and M&E progress implementation and performance reporting system to ensure that the BRACE success stories can be immediately be corroborated by facts, and make sure the Government endorses these facts.

Establish an effective communication channels with the government departments and with the implementing partners so that they are aware of progress, achievements and learnings of BRACE and execute a synergized effort.

Make sure that both the (a) Local Government POLICY and (b) the Local Government FISCAL FRAMEWORK, are worked out and formally promulgated or Notified by the relevant Government of Balochistan Authorities



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EXTERNAL: INFLUENCERS **Description relevant to the Key-Message**

8) BRACE is a transformative model programme designed to build (new) government and community capacities to work together, to find sustainable solutions to address poverty and generate growth.

BRACE builds on past successes and is funded by the European Union, and is to include Budget Support to fund priority initiatives for communities.

BRACE represents Balochistan' with its biggest initiative to date, to improve the lives of its people.

Make sure INFLUENCERS can follow progress through the website, social media channels and/or subscribing to newsletters, and case studies.

Make sure to communicate speaking about BRACE to others and share its success stories to build participation and support its implementation

Ensure widespread awareness about the programme and its successes amongst the relevant government officials/departments, parliamentarians, community leaders/elders and the beneficiaries

Ensure that participating communities are knowledgeable about how to participate

Promote awareness of BRACE as evidence of strong partnership between Government and Communities

EXTERNAL: BENEFICAIRIES **Description relevant to the Key-Message**

9) BRACE can give you and your community trainin and support to address some of your most pressin problems.

BRACE will also facilitate that government fundin will be provided for your priority projects which yo can develop for your own community.

BRACE is to trigger a life-changing and importar opportunity for you, and the means to demand yo rights and hold elected officials and the govermer accountable.

Build communities and ensure gender equity.

Make sure BENEFICIARIES can follow progress through the website, social media channels and/or subscribing to newsletters, and case studies.

Make sure to communicate speaking about BRACE to others and share its success stories to build participation and support its implementation

Ensure widespread awareness about the programme and explain how BRACE works with the relevant government officials/departments, parliamentarians, and how it involves community leaders/elders and the beneficiaries

Ensure that participating communities are knowledgeable about how to participate

Promote awareness of BRACE as evidence of strong partnership between Government and Communities



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EXTERNAL: WIDER AUDIENCE OUTSIDE THE GOVERNMENT Description relevant to the Key-Message

10) BRACE is to make change happen. Changes that are to result in in better social services delivery from government and local authorities.

Explain how BRACE is good for the progress of your province, and that it is being funded by the European Union as a GRANT, at no cost to the “tax payer”.

Disseminate the stories about BRACE on what is working and what could be replicated in other districts

Make sure the WIDER AUDIENCE OUTSIDE GOVERNMENT can follow progress through the website, social media channels and/or subscribing to newsletters, and case studies.

Make sure to communicate speaking about BRACE to others and share its success stories to build participation and support its implementation

Ensure widespread awareness about the programme and explain how BRACE works with the relevant government officials/departments, parliamentarians, and how it involves community leaders/elders and the beneficiaries

Promote awareness of BRACE as evidence of strong partnership between Government and Communities

EXTERNAL: MEDIA Description relevant to the Key-Message

11) The EXTERNAL MEDIA are to understand the BRACE as a transformative model programme designed to build government and community capacities to work together to find sustainable solutions to address poverty and generate growth. And that BRACE presents Balochistan’s biggest initiative to date to improve the lives of its people.

It is funded by the European union, which believes strongly in promoting opportunities for all.

Messages are to be “taken over” by the MEDIA. The MEDIA have to be convinced of the BRACE merits, showing examples of what has been or can be achieved with the BRACE approach. For this reason, it should be appreciated by the MEDIA that it is of great relevance for the MEDIA to carry those messages to the wider audiences.

Make sure the MEDIA can follow BRACE progress through the website, social media channels and/or subscribing to newsletters, and case studies.

Make sure to communicate speaking about BRACE to others and share its success stories to build participation and support its implementation

Ensure widespread awareness about the programme and explain how BRACE works with the relevant government officials/departments, parliamentarians, and how it involves community leaders/elders and the beneficiaries

Promote awareness of BRACE as evidence of strong partnership between Government and Communities



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Annex 3 The BRACE C&V Five Guiding Principles

Five Principles were developed in the BRACE Strategy Document and are included in this Annex for easy reference

The core purpose of a communication strategy is to increase awareness, or to provide information internally, among the team members, or inform external citizens, partners and other stakeholders. However, the communication purpose can also aim at a **two-way dialogue**, and incite a response or reaction, i.e. to Empower, to Mobilize, or to be held Accountable, and thereby ensure successful, just, all-inclusive, participatory and sustainable BRACE Program implementation processes and outputs. BRACE communication can also perform a **strategic function** that seeks to Innovate by introducing new modalities for BRACE programme implementation and the way Government and Communities interact, i.e. bring the relationship and cooperation between the state, its citizens and DPs to a new level.



Five C&V Guiding Principles have been identified to provide clarity on the WHY, or the PURPOSE and main reasons of a BRACE C&V Message: 1) to Inform, (2) to Empower, (3) to Mobilize, (4) to be held Accountable, and (5) to Innovate.

The C&V Guiding Principles provide pointers, firstly the Purpose, **WHY** you issue the Message, and then for **WHO**, i.e. a targeted specific AUDIENCE, the C&V Message is meant. Then then we have to become clear on the **WHAT and HOW**, i.e. design a most effective C&V Message by making use of the most effective C&V TOOLS or CHANNELS. However, it could very



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well be that a C&V Message combines two or more Purposes, and thus the C&V Message may combine the pointers of two or more C&V Guiding Principles.

The BRACE C&V MESSAGE TEMPLATE – presented at the end of this section - will facilitate to be clear on the Purpose or “Why”, and then on the “Who, What, How, When, How Often”, and the “How Much” of a BRACE C&V Message.



(1) Inform: A basic and essential communication function is sharing of information on the BRACE Program. By sharing frequent measured and reliable information we seek to create awareness about the program and its activities; and at the same time ensure visibility of the EU-support amongst the internal and external audiences. Information sharing are to educate and build knowledge about the BRACE Program. **The Inform Messages** are highly AUDIENCE-specific. The C&V Template facilitates designing audience-specific information content and form. Different audiences have very different information needs; e.g. a one-page flyer to inform Local Government Officials contains different information from a one-page flyer that is distributed to inform a local community. Or, Information that provides timely and quickly good oversight to the EU Delegation and the key-GoB stakeholders is a pre-condition for building two-way communication processes, i.e. a precursor to the other Information needs of stakeholders. The BRACE WEB SITE and the dissemination of Action Research Studies to relevant Audiences falls under this C&V Purpose. Selected findings of the WEB SITE and the Research Studies that aim to engage stakeholders in local development processes by establishing two-way communication mechanisms between the district administrations and community-based organisations, will be designed under the other (Empower, Mobilize, Innovate) Guiding Principles.



(2) Empower: The EMPOWER Messages aim at restoring the power-balances between key-stakeholders. For the BRACE Programme the communities, the minorities and the marginalized groups, are targeted with audience-specific Community Empowerment (CE) Messages. The RSPs use their bottom-up participatory Community-Mobilization (CM) approaches to empower the local communities. The BRACE Programme C&V Messages are to capture these proven-effective RSP community-empowerment approaches to (a) scale up BRACE Programme coverage, and (b) further improve the effectiveness of the CM/CE interventions. The BRACE Empowerment Messages are mostly led by the RSPs.

The Empowerment Messages essentially address Political Economy issues and the Empowerment Messages are therefore to be crafted carefully. To be effective, the different audiences need to be sensitized in different manners on the power structure imbalances and the lack of “VOICE”. Beneficiaries, Communities, CBO, and the Media are the key target Audiences of these Empowerment Messages. These audiences need to be addressed in an almost “personal” manner, most often in the local language, and/or in face to face meetings, to ensure first, that a basic level of trust is established, from where to start the empowerment processes.



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The role of the BRACE TAs is to make sure that the Empowerment Messages which are being sent out by the RSPs to the Beneficiaries and Communities, are understood by the GoB High-level Policy- and Decision-makers and the (sub-)District Local Government Officials, as essential and constructive elements in the new innovative Local Governance Institutional Reforms, they have embarked upon. The Messages to sensitize the GoB officials on the (innovative) partnership between Civil Society/Communities and Local Government authorities, have their own type of Content and Form which are guided by the C&V (Institutional) Mobilisation and the C&V innovation Guiding Principles.



(3) Mobilise: BRACE Communication Messages also aim to support the (Institutional) mobilisation of communities for collective action, allowing (a) individuals to channel their VOICE and (b) allowing the Community-as-a-whole to make its VOICE and needs heard. **The Mobilisation Messages target local level Institutional entities like the CBO, LSO, VDC** etc, and aim at Institutional Strengthening and Capacity-building of these entities. This kind of Institutional or Organizational Capacity-building requires its own way of communicating effectively with these local and community entities. These Mobilisation and Capacity-building Messages also targets the sub-district Officials. These two different target groups are strongly connected at District level. The BRACE Capacity-building Mobilization Messages seek to make clear the Innovative and new modalities of interaction between the Government and the Communities, and bring the relationship and cooperation between the state and its citizens to a new level.

BRACE TA is to play a key role in designing the Mobilisation Messages that target the Senior Provincial Level Policy- and Decision-makers, i.e. aiming to seek their buy-in, rather, the pro-active leadership of the GoB, on the new innovative Local Governance Institutional, Policy and Fiscal and PFM reforms, that foster and enable the new partnership between Civil Society/Communities and Local Government authorities. BRACE TA is also to play a key role in designing Mobilization Messages that target the other Development Partners (DP), to seek their buy-in and co-funding, in possible sector Budget support (BS) modalities, that to support the new Balochistan Local Governance system

At (sub-)District level an important source to channel Mobilization Messages is the Balochistan Academy for Rural Development (BRDA). The content of the Sub-District Mobilization Messages will often be technical or procedural, and seek to clarify and streamline the Local Government Development Planning & Budgeting, and the Implementation & Expenditure Accounting Regulations. At Provincial level the Mobilization Messages will often be relayed through high level meetings (SPDC/SDPF/SSC), peer-group meetings or workshops, Exposure visits, to be facilitated by BRACE TA.



(4) Accountability: It is crucial that individuals and organization account for the use of (public) resources and for their (implementation) activities and the quality of the outputs they deliver, by accepting the responsibility to disclose information on the cost-effectiveness, quality and relevance of the outputs and results they delivered in a timely and transparent manner. Accountability is (a) the result of good checks and balances within the BRACE Programme and (b) a sense of co-ownership by the external non-implementing stakeholders and Beneficiaries. It is this sense of co-ownership of the BRACE programme that to be stimulated by **the C&V Accountability Messages**



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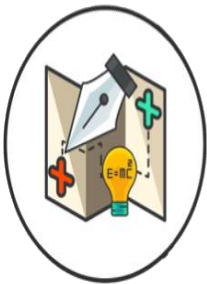
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- The Accountability Messages are to provide BRACE implementation-progress or output-delivery information, to the EU, GoB, Parliamentarians and to communities and beneficiaries, to hold the BRACE implementers accountable on the use of public resources. The source of these Accountability Messages are the reliable data and information from the BRACE Programme MIS and M&E systems. Thus, the routine periodical Project and Progress Reports; Monthly, Quarterly, 6-Monthly, and Annual Reports; fall under this Guiding Principle.
- The accountability Messages are also to strengthen further the buy-in and the ownership amongst of the key external stakeholders. As result, the BRACE Programme can be implemented more efficiently and effectively, and the BRACE Programme can even be redesigned and innovated as genuine inputs from these stakeholders will be received. The information to be included in these kinds of Accountability Messages concern information on (a) the (design) process that was followed, or will be followed, and how all stakeholders are (not) involved and how that could be improved, and (b) the ownership of the outputs and assets delivered by the Programme.

Accountability information is to be observed towards: the EUD and the EU Taxpayers; the GoB at Provincial level, in particular the CS, ACS, LGRDD, P&DD and FD and the CM and the Pollical leadership of the Province, and to District level officials involved in the BRACE Programme; the Beneficiaries, at individual level and as a collective (CBO/LSO).

The Media play an important role for the BRACE Programme to disseminate its Accountability Messages.



(5) Innovate: Innovation is an essential element of the BRACE Programme, which tries to be “transformational” on the way the Government of Balochistan and its Citizens interact at local level. The transformation in Balochistan concerns the creation of an enabling environment for strengthening the capacities of local government/authorities to manage and involve communities in the statutory local public sector for development planning, financing, and implementation processes, guided by a Balochistan CM/CE enabling Strategic policy and Fiscal Framework. Reforms are to address the Public Finance Management (PFM) and the fiscal and regulatory frameworks, the budgetary processes and the institutional arrangements in which the Local Government operates at (sub-)District level. Transformational change also intends to reshape the way Development Partners engage with the GoB through commitments to a multi-annual budgetary framework, with possible sector budget support, and well defined institutional BS arrangements.

The role of the BRACE Programme, and the BRACE TA, in particular, is to communicate information in **the Innovative C&V Messages** to the high-level strategic stakeholders. The purpose of these Innovative C&V Messages is (a) to inform and rally the strategic stakeholder behind the transformational processes, and (b) foster their ownership to play a lead role in the Local Governance transformation processes, Target Audiences are; the EUD, the ACS, LGRDD, P&DD, FD and the selected representatives from Development Partners interested to co-fund the new local Governance paradigm in Balochistan. The type of information will be different from the other Information Purposes and will be highly political, structured and technical and would need to be disseminated at high level meetings (SPDC/SDPF/SSC), peer-group meetings/workshops, in the form of Memos, Position Papers, draft Regulations, to be accompanied by simplified press releases to get the understanding and support of the wider Audiences and Beneficiary Citizens on the new Local Governance paradigm.



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SUMMARY BRACE C&V 2021/22 MESSAGES CLUSTERED BY GUIDING PRINCIPLE

The C&V Messages Action Plans for 2021 is to turn communication ideas into activities that can be implemented by the IPs, , to support successful implementation of the BRACE Programme. The C&V Messages are ultimately, to support the achievement of the BRACE Programme goals.

Based on a consultative and participatory review process (in 2020) with all BRACE UIPs and later endorsed through a joint BRACE C&V Workshops, in which all IPs participated, the past year's activities were reviewed and based on the learnings revised the key messages and presented these as the Draft 2021 C&V Messages Action Plan. This draft 2021 Action Plan of BRACE C&V Messages was then used to finalize the with all BRACE IPs, and selected the GoB Stakeholders, and are presented in Chapter 2 of this Report, where the finalized 2021 C&V Messages have been worked out using the C&V Message Template.

	Purpose Title Description	Activity Description	Audience	Tool/ Channel	LEAD	Timeline	Q1	Q2	Q3	Q4
(1) Inform	Create awareness about the programme and the activities amongst all audiences	Continue to develop and share messages and information about the BRACE Programme and its goals and objectives.	Project Team Influencers Wider Audience Media	Quarterly Newsletter Leaflet in English, Urdu and Regional Languages		Ongoing	x			
				Dedicated BRACE Programme website			x	x	x	x
				Dedicated Facebook Twitter, Instagram platforms for the BRACE Programme			x	x	x	x
				3 minute documentaries				x		x
				Case Studies Videos			x	x	x	x
				Participation in relevant Facebook Groups			x	x	x	x
				Media	Media Field Visit and Face to Face Briefing meetings		Twice a year		x	x
				Press Releases and articles		Ongoing as required	x	x	x	x
			District Teams Beneficiaries	Design, print and disseminate Panaflex Posters, banners in key community locations to show the process flow and positioning of the BRACE Programme in local languages		Once with each district team	x	x		
			Ensure visibility of EU amongst the community, GoB & Development partners	Ensure branding of EU is placed on all communication and information material using the EU Branding Guidelines	All Audiences	All communication products and material to carry the EU logo and branding as per the EU guidelines		Ongoing	x	x
Develop Signage with EU guidelines for the Project offices and Local Community	All Audiences	Outdoor signage of the BRACE Programme with			Once	x				



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		centers where BRACE Programme is being implemented		the EU logo in project areas						
	Provide oversight to EU and GoB	Share regular information and progress updates	Project Team	Share reports and presentations through a specially created email, for the BRACE programme	Once a quarter	x	x	X	x	
			Project Team and Senior Members of the GoB	Create a close whatsapp group and ensure regular information flow on progress, achievements and gaps through audio/video/text messages	ongoing	x	x	x	X	
			All Audience	E-Newsletter	Twice a year		x		x	
			Project Team, Influencers, Wider Audience Media	Seminar on the Progress of the BRACE Programme	Once			x		
			Media	Press Kit (Press Brief, Fact Sheet, Press Release)	Once			x		

Guiding Principle	Activity	Audience	Tool/ Channel	LEAD	Timeline	Q1	Q2	Q3	Q4
(2) Empower	Equip beneficiaries and communities with the information and knowledge to empower them to take actions of their development and progress	Beneficiaries	A step by step guide printed in full colour with images and easy language text explaining the benefits of the BRACE Programme and what actions beneficiaries and communities need to take		Ongoing		x		
			An animated explanatory video and illustrated digital content placed on Facebook and shared in meetings					x	
	Equip the Youth the information and tools to take action for their development	Engage the youth of the target districts in a knowledge dialogue on the steps they can take to contribute towards development	Beneficiaries - youth	Hashtag campaign on social media channels		Once		x	
Equip communication focal persons and field staff to capture content and	Build the capacity and skills of communication focal persons and field staff	Field Staff Communication focals	Training guidelines and Online Trainings sessions		Once	x			



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	execute programme communication activities	on photography, mobile videos and programme communications								
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Guiding Principle	Activity	Audience	Tool/ Channel	LEAD	Timeline	Q1	Q2	Q3	Q4	
(3) Mobilize	Advocate and build buy in with GoB and Parliamentarians	Share the benefits of the BRACE Programme and highlight its needs, with a call to action to the GoB and Parliamentarians	Influencers Wider Audience	Parliamentary committee and GoB meetings		Once		x		
			Media	Twitter hashtag campaign with messages with call to action for GoB and Parliamentarians tagging them		One Campaign				x
				Media sensitization workshop leading to articles from the media highlighting the needs and required actions from GoB and Parliamentarians		Once		x		
Advocate with citizens and communities for their ownership	Hold Student Union interactions at the community level to mobilize students to get involved and advocate for the BRACE Programme	Beneficiaries	Meetings/Seminar with students unions at the district level		Once in each district			x		
Advocate with the development partners for stronger partnerships	Bi-lateral and Multi-Lateral discussions to build linkages with other development partners working on similar issues	Influencers Wider Audience	Meetings held with GoB and development partners		Once		x			

Guiding Principle	Activity	Audience	Tool/ Channel	LEAD	Timeline	Q1	Q2	Q3	Q4
(4) Accountability	Provide progress data to EU	EU	Routine M/Q/A Progress reports Email reports with success stories photos, short mobile phone videos if required		Monthly Quarterly Annual	x	x	x	x
	Provide progress data to GoB and Parliamentarians	Influencers Wider audience	All communication products and material to carry the EU logo and branding as per the EU guidelines		Once				x



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	Provide progress data to the communities and beneficiaries	Hold face to face meetings with community representatives and beneficiaries to provide updates on the progress of the BRACE Programme	Beneficiaries	Share programme updates through community meetings		Once					x
			Beneficiaries Media Wider Audience	Press Releases on events and coverage		Once a Quarter	x	x	x	x	

Guiding Principle	Activity	Audience	Tool/ Channel	LEAD	Timeline	Q1 Q2 Q3 Q4				
						Q1	Q2	Q3	Q4	
c(5) Innovate	Encourage and support relevant departments within GoB to develop new strategic framework	Hold a policy dialogue with Senior Representatives from GoB and experts to start the discussion on the new strategic framework	Influencers	Dialogue session		Ongoing			x	
	Improve Community Development/Community Empowerment initiatives	Workshop to share best practices and lessons learnt to develop improved initiatives	Development and social sector organizations	Workshop held in Quetta with CBOs, NGOs and other development partners		Once		x		
	Improve visibility of the impact of the programme through influencers	Vlogger coverage by a local blogger or celebrity	All	Social Media channels		Once			x	
		Blogger Meet Up	All	Web and Social Media channels of Brace and the Bloggers		Once		x		



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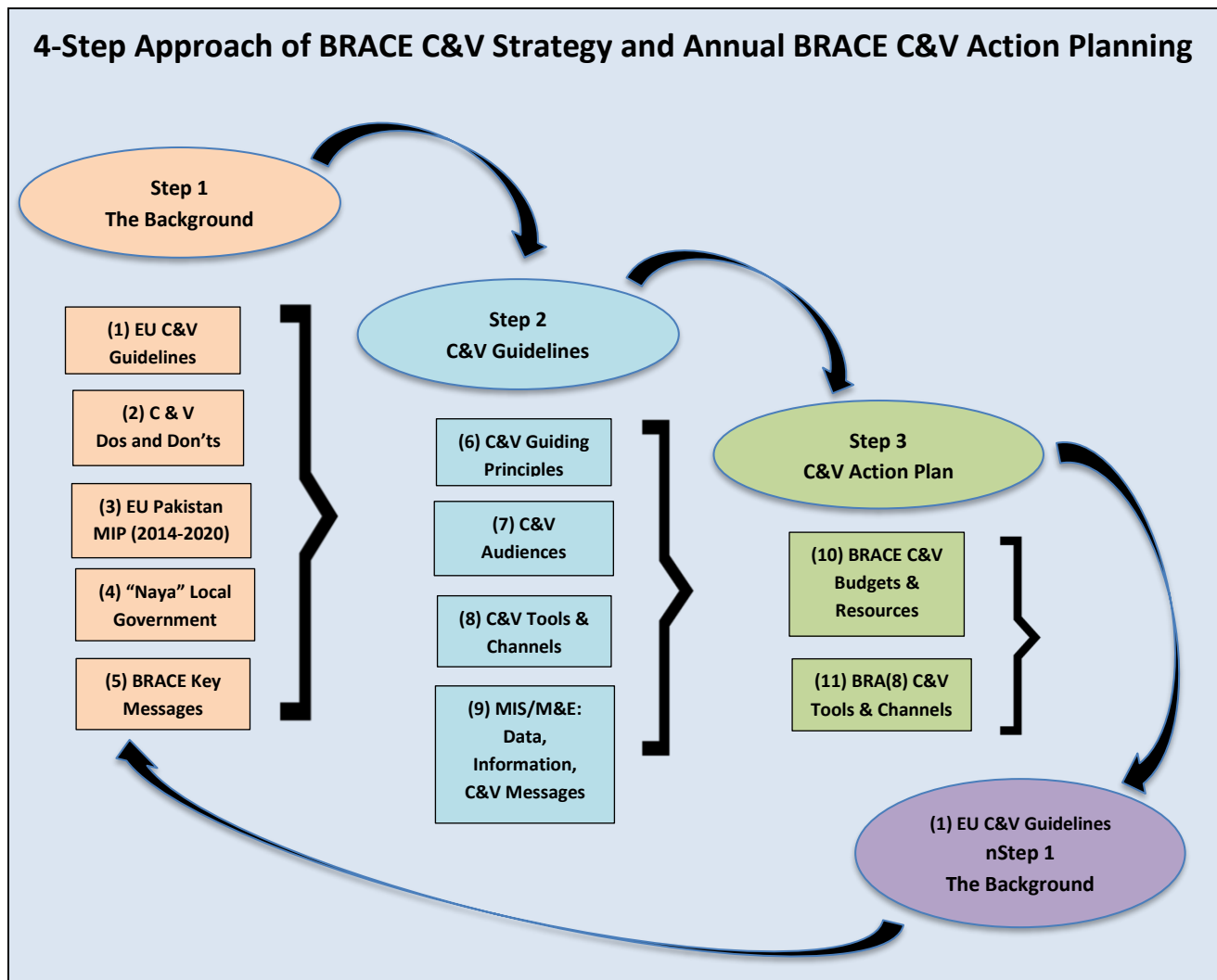


Annex 4 Process of BRACE C&V Messages Identification and use of C&V Template

4.1 FOUR STEPS

The EU-funded Balochistan Rural Development and Community Empowerment (BRACE) Programme Communication and Visibility (C&V) Strategy presents **a four-step approach**, captured in the diagram below **with 11 specific reference points**, to facilitate the IPs to identify the BRACE C&V Messages

- **Step 1 “The Background”**, assesses Historical, Institutional and other Context factors that determine and shape possible BRACE Programme C&V Messages
- **Step 2 “The C&V Guidelines”**, clarifies specific C&V Guiding Principles, and C&V Technical Considerations, that are to be observed when designing and delivering effective & relevant BRACE Programme C&V Messages
- **Step 3 “The C&V Messages Action Plan”**, consolidates the Step 1 Background with the Step 2 C&V Guidelines. Starting from the available BRACE C&V Budgets and other Resources, the BRACE Implementing Partners (IPs), in consultation with the GoB and EUD, can identify their Annual Action Plans of BRACE C&V Messages
- **Step 4 “Evaluate and Plan Annual Action Again”**. This Step introduces the “loop”, as the Background Context may change and lessons will be learnt. Step 4 therefore stipulates that the Annual portfolio of effective and relevant BRACE C&V Messages is reviewed and updated by quickly taking Steps 1,2 and 3 again, and identify an updated new annual portfolio of effective and relevant BRACE C&V Messages.





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4.2 FROM PRINCIPLES TO AUDIENCE TO C&V TOOLS AND IP LEAD

The diagram below shows in detail Step 2, i.e. how the five C&V Guiding Principles are to be matched with the correct Audiences, Tools & Channels, when designing a C&V Message.:

- After deciding the WHY, or the PURPOSE of a C&V Message, we select the appropriate GUIDING C&V PRINCIPLE
- Then we identify the TARGET AUDIENCE we want to inform, or if we require a two-way communication
- Next, we to select the appropriate C&V TOOLS & CHANNELS to design and disseminate the BRACE C&V Message.
- We have to be clear on which BRACE IP is taking the lead in designing and disseminating that C&V Message. The C&V Budgets and Resources of that IP determine the scope and breadth of the C&V Messages it can design and disseminate. **NOTE: The GoB is take on its role in developing and disseminating its BRACE Messages, as this demonstrates that the GoB has taken ownership of the BRACE Programme. The TA is to facilitate the GoB in developing the BRACE Messages.**

Guiding Principle	> Audiences	> Tools & Channels	> C&V Lead
	<p>INTERNAL</p> <ul style="list-style-type: none"> • Project Team • IPs • Influencers • Wider Audience <p>EXTERNAL</p> <ul style="list-style-type: none"> • Media • Influencers • Beneficiaries • Wider Audience 	<p>Email/SMS Text messages Face to face meetings Video conferences Audio/Video Messages WhatsApp Groups/Messages Field Reports/Success Stories Fact Sheets, Flyers, Brochures Banners, Posters, Infographics E-Bulletin/Newsletter Photo stories Seminars/Workshops Social Media (Facebook/Twitter) Documentary and short videos TV – Ads/Public Service Announcements</p> <p>Radio - Ads/Public Service Announcements Print - Ads/Public Service Announcements Community gatherings, Local games, Exhibitions, Exposure visits – Site Visits Student Union interactions Robocalls Website, Blogs PR Articles, Talk shows, Soundbites, Tickers Press Releases/Articles Competitions for BRACE coverage Documentary and short videos</p>	<p>IPs</p> <ul style="list-style-type: none"> • SPDC • BRSP • NRSP • RSPN • TA/HD • PFM/OPM <p>OTHER</p> <ul style="list-style-type: none"> • Selected GoB

Details of Audiences Profiles, specifications of Tools and Channels, and design Features of BRACE design Templates, colour schemes, and Sources of BRACE M&E data, can be found in the BRACE C&V Strategy (December 2020),

4.3 THE C&V TEMPLATE

To design and details of a BRACE C&V Messages are to captured first in the C&V Template, which facilitates identification, design and facilitates the coordination of the BRACE C&V Messages between the BEACE UIPs_The template is structured in the diagram below, and is to be used under Step 3/11

BRACE C&V Messages Identification Template		
C&V Message	Title and Purpose Description	
	<p>[#/## /LEAD] serial number specific C&V Message Guiding Principle# / ## sub-number, Use box to succinctly enter purpose and reasons for the C&V Message, and in the summary table only brief text, in the template one can be elaborate</p>	
Audience(s)	C&V Lead	Budget
List the audiences	Specify the IP-lead: BRSP, NRSP, RSPN, TA/HD, PFM/OPM or GoB	Specify cost implications and the sources of funding
Channel & Tools / Activities		
Enter details of the activities related to the C&V Message and features of the Tools and Channels to be used and details on the Frequency, in this box and enter in full detail, and in the summary list only a brief description		