RBM Communications Community of Practice
Work Plan Brainstorm Session
November 12, 2013

Activity (Maputo Meeting)	Activity (2013 Revisions)	Point Person	Participating Organizations (locations)	Timeline
Dissemination of Strategic Framework	Letting countries, RBM WGs, Subregional networks, etc know that CommCoP exists: what it does, what it can offer countries/partners, how partners can interact with the Community of Practice. Present an update as an agenda item on other WG's calls/meetings			Complete?
Establish an e-mail listserv.	Compiled from various lists	Nan Lewicky, JHU-CCP		Complete
Organize an annual CoP meeting to continue to advance the current state of the art in malaria communication and develop recommendations, based on evidence and best practices to improve the impact communication makes towards achieving malaria control targets.	Preparing for Spring meeting: prioritizing counties with identified gaps			Early Spring 2014?
Establishing baseline listings that outline which countries have a national communication strategy or are in the process of developing a national communication strategy.	As part of this exercise: Mapping of partners providing communication support by country	JHU-CCP (for PMI countries), out to listserv for other countries	RBM mapping partners (more than just comms) in 8 priority countries, soon to be 10 more "Invest in the Future, Defeat Malaria"	Before spring meeting
Establishing baseline listings that outline which countries are "routinely allocating resources in their malaria control budgets to communication interventions"	Too early for this?			
Establish a CoP website with a library and repository of national communication strategies and other examples of best practices.	Use existing repositories: c-Hub, build into HC3 Marketplace. SoulBeat Africa. Health Compass. Communication CoP link on RBM webpage – can start adding things already (National Communication Strategies, link to other repositories)	Pru to post, separate call on how to name/organize things	Email to NMCPs to request existing documents (JHU-CCP and PMI have many already)	Short-term?
Work with WHO, PMI and other technical normative and funding mechanisms to include communication experts on country reviews.				Short-term?

Work with GFATM mechanisms (CCMs, portfolio managers) and RBM HWG to include BCC strategies consistent with the Strategic Framework in country reviews and country roadmaps.				
Develop a resource mobilization plan to provide technical assistance (TA) to countries.	Draw on RBM support to help develop more comprehensive plan for finding resources for the secretariat function			Short-term?
Establish a technical assistance mechanism. This TA mechanism of the CoP will facilitate and refer requests for communication technical support. (For example: NMCPs, with an identified need for external TA support to assist with the development of a national communication strategy, can request support of the CoP via the designated focal point. The CoP will then coordinate the response with matching a partner organization, contractor or other technical expert to provide on-the-ground or virtual support.)	PUT ON HOLD			Short-term?
Complete work on a compendium of M&E indicators.		Hannah Koenker, JHU-CCP	AMP BCC M&E group	Next meeting Nov 21
Organize a repository of guidelines, "how-to" manuals and other communication materials.				Longer term?
Develop a knowledge management system to support the exchange of knowledge and best practices.				Longer term?
Identify and secure financial resources to support the work of the CoP and its technical assistance and normative functions.				Longer term?
Vision/mission statement	Propose something for spring meeting?	Rob Ainslie		By Spring Meeting