

GVG

A project implemented by
GVG / EPOS

**Reform of the Health Care
Financing System in Georgia**



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Information, Education and Communication (IEC) Strategy:

IMPLEMENTATION PLAN (FINAL VERSION)

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CONTENTS

1. Objectives and Target Groups	1
2. Implementation	3
3. Specific Activities	5
3.1 Identification of Target Groups	5
3.2 Research	5
3.3 Development of Content and Materials	6
3.4 Production and Distribution of Materials	7
3.5 Seminars and Workshops	9
3.6 Media and Awareness-Raising Activities	10
3.7 Evaluation	11
3.8 Dissemination	12
4. Revised Timetable of Activities	13
5. Indicative Budget	15

1. OBJECTIVES AND TARGET GROUPS

According to the Project's Terms of Reference (ToR), the principal objective of the Information, Education and Communication (IEC) component is to assist the Ministry of Labour, Health and Social Affairs (MoHLSA) in building a supportive environment for the introduction of the new health insurance policy and practices. This is to be achieved at both national and regional level (in the Project's pilot region of Kakheti in eastern Georgia).

There is, moreover, a widespread lack of knowledge, among health professionals, administrators and the wider public, about the nature and purpose of health reform and Primary Health Care (PHC) in general. MoLHSA therefore requires assistance in communicating a broader vision of PHC reform – for only within such a broader understanding do the reforms to financial mechanisms being prepared and implemented by the Project make sense.

The activities envisaged under the IEC component, as amended in the Inception Report, are:

- Inventory of already existing public information and PR activities and products
- Definition of the "IEC content needs" with regard to components 1, 2 and 3
- Based on research results, definition of a strategy for Information, Education and Communication
- Preparation of materials for seminars/workshops to introduce the new health insurance policy
- Selection of participants for seminars/workshops in pilot region Kakheti, including health administrations, municipalities, health care providers and the population
- Implementation of seminars/workshops and round tables to introduce the new health insurance policy at national and regional levels
- Evaluation of seminars/workshops for replication nationwide
- Final conferences to present project results
- Regular press conferences (including a press conference at end of the project)
- Communications support and advice to other project components

There is thus (a) at least as much emphasis placed on direct communication with key groups, such as health administrators and professionals, as on communication with the general public; and (b) an equal stress on activities at national and Kakheti Regional levels.

The objective of the IEC strategy is therefore defined as:

To assist MoLHSA in building a supportive environment for the introduction of Primary Health Care and health insurance reforms among the public and professionals at both national and regional level.

The IEC Strategy sets out three target groups for IEC activities:

- The "internal" public, including the main health policy-makers and administrators (MoLHSA, SUSIF, Public Health Departments, other departments and public offices at national, regional and municipal level) and others directly involved in implementing the information campaign, such as project staff.
- The professional public: health professionals (doctors, nurses, midwives, pharmacists etc), decision-makers and opinion-formers at national, regional and municipal level such as politicians (especially members of the Parliamentary Health Committee), Government and civil servants, regional governors, mayors, international organisations, the media, professional bodies, NGOs and interest groups.

- The general public, including users and current non-users of the health service, vulnerable groups and ethnic minorities.

At national level, IEC activities will focus on policy-makers, health care administrators, health professionals' associations and opinion-formers (including politicians, NGOs and the media as communication channels to the public).

In Kakheti Region, activities will cover all target groups, including direct contact with health administrators, health professionals and local opinion-formers and information for the general public to improve understanding and acceptance of the reforms.

2. IMPLEMENTATION

This Implementation Plan sets out a detailed framework for implementation of the activities contained in the IEC Strategy. It builds on the analysis contained in the Strategy and should be read in conjunction with that document.

Since the IEC Strategy was originally prepared and submitted to the Working Group on Health Promotion and Public Relations – which was established in accordance with the Ministry's Road Map for PHC Reform – in December 2004, a number of developments have arisen which affect implementation of the Strategy:

- While the Health Promotion and Public Relations Working Group produced and agreed working papers which incorporated the recommendations of the IEC Strategy, neither these nor the overall PHC reform strategy were formally approved, as envisaged in the Road Map, by the PHC Co-ordination Board by 30 March 2005.
- This Implementation Plan is based on the assumption that the key decisions on the main features of the PHC reform and the funding mechanisms to be piloted – i.e. those items which will provide the content for IEC materials and activities – will be agreed no later than the end of December 2005 – since information materials have to be prepared for activities starting in February 2006. If decisions are not taken by then, the proposed timetable of IEC activities will have to be truncated, and it will be difficult to complete all aspects of the programme proposed during the lifetime of the Project (by November 2006).
- The key features of PHC reform and funding mechanisms which require to be clear in order for IEC activities to convey useful information to the target groups include:
 - Registration: patient registration system, how it will operate, maximum / minimum size of lists
 - Access: location of PHC facilities, hours of service, appointments
 - Services: services to be included in Basic Benefit Package
 - Drugs: which drugs, if any, to be included in BHP, prescription and issuing of drugs
 - Co-payments: existence and size of official co-payments for services, visit fees, exemptions
 - Visits: home/school visits by PHC staff
 - Patients' rights: information, confidentiality, changing doctors, complaints mechanism
 - Referrals: PHC "gatekeeper" role, penalties for by-passing PHC, rights of direct access to emergency care / certain specialists
 - PHC staff: staffing levels for PHC teams, administration system, training / retraining, remuneration / salaries of staff
 - Facilities and equipment: ownership / rent / maintenance of facilities, minimum equipment list, refurbishment programme under new EU project
 - Payment: invoicing and payment mechanisms for staff costs, reimbursement of expenses, etc

A number of the above features do now appear to have been agreed, but formal decisions by MoLHSA are awaited.

- Close co-operation with other PHC reform projects has been ongoing to ensure that activities envisaged in the IEC Strategy complement, rather than conflict with or duplicate, other activities. Two developments in particular should be noted:
 - The DFID / OPM PHC Reform Project has appointed, as part of its overall PR technical assistance to the Ministry, a full-time Communications Manager for MoLHSA. The Manager has prepared an overall health reform communications

strategy for the Ministry, which incorporates the activities relating to PHC reform set out in the IEC Strategy. The overall strategy also envisages producing a new visual identity, either for MoLHSA as a whole or for health reform activities in particular.

- The World Bank / GHSPIC PHC Development Project has launched a tender for implementation of the IEC activities required under that project at national level and in the WB pilot regions of Imereti and Adjara. Appointment of a contractor for this work is imminent.
- This Implementation Plan assumes close co-operation with the MoLHSA Communications Manager and regular, ongoing co-ordination on communications matters between GVG's IEC experts, OPM, the implementers of the WB project's PR activities and other relevant projects (e.g. USAID CoReform), through the formation of a PR Co-ordinating group bringing together communications experts from all relevant projects and staff of the MoLHSA Press & PR Office.
- As part of this co-operation, the contents of research activities, information materials etc will be co-ordinated. Information events and media activities at a national level will wherever possible be held jointly. The GVG IEC experts will also give advice on the development of IEC activities in Imereti and Adjara regions, similar to those planned for Kakheti.
- This Plan also assumes close co-operation with the implementers of the two other EU health projects in Kakheti – HLSP (retraining of FM teams) and Merlin (refurbishment and re-equipment of PHC facilities and health promotion). Input from HLSP and Merlin will be sought for research, development of information materials and participation in information events and media activities in Kakheti. This is particularly important since these projects do not have their own IEC components.
- GVG's IEC activities at national level will be closely co-ordinated with the MoLHSA Communications Manager and, through her with other PHC reform projects and with the press/PR departments of MoLHSA and SUSIF.
- GVG's IEC experts will further feed into joint activities (i.e. a website and newsletter regarding health reform) being planned by the Communications Manager with funding from the WB project. If a common visual identity – e.g. a health reform logo and slogan – for MoLHSA is produced in time, it will be incorporated into Project materials, subject of course to EU visibility guidelines.

To summarise, this Implementation Plan aims to achieve the objectives and put into practice the activities set out in the IEC Strategy, agreed by the HP & PR Working Group in March 2005. A first draft of the Implementation Plan was produced in June 2005, a second draft in September 2005, and this is now the final version.

The Implementation Plan has been modified according to extensive discussions of earlier drafts with representatives of stakeholders / partners at both national and regional level and also with other donor-funded PHC and health promotion projects.

The objectives of these discussions have been to ensure the maximum possible involvement / ownership of national and regional partners in the programme of IEC activities; close co-ordination with IEC / PR activities being funded by other projects; and the most effective use of available resources.

3. SPECIFIC ACTIVITIES

Plans for the specific activities set out in the IEC Strategy have been modified according to the developments above, and in particular assuming that decisions regarding the key elements of PHC reform and the funding mechanisms to be piloted will be taken by the end of December 2005.

The plans, budget, responsibility and timetable for each item are as follows. An integrated timetable is given in section 4 and an overall breakdown of the budget is given in section 5.

A. Identification of Target Groups

A.1 Identification of campaign participants, seminar/workshop participants, “allies” of PHC reform at national level; construction and maintenance of a database for sending invitations/information.

Purpose: to identify campaign participants and “allies” requiring information/training and participants for seminar/workshops

Quantity: minimum 200 individuals identified

Budget: general costs

Responsibility: D Gogolishvili, MoLHSA Communications Manager

Deadline: 20 December 2005, ongoing updates

A.2 Identification of campaign participants, seminar/workshop participants, “allies” of PHC reform in Kakheti Region; construction and maintenance of a database for sending invitations/information.

Purpose: to identify campaign participants and “allies” requiring information/training and participants for seminar/workshops

Quantity: minimum 300 individuals identified

Budget: general costs

Responsibility: M Siamashvili, advised by D Gogolishvili

Deadline: 20 December 2005, ongoing updates

B. Research

B.1 Issue of tender for research organisation to conduct Focus Group Discussions (FGDs) and small-scale baseline survey of target groups in Kakheti.

Purpose: to recruit experienced research organisation to conduct research programme beyond normal resources of Project staff; to ensure best value and quality of research; to measure knowledge, understanding, information needs of target groups; to measure most effective communications tools; to provide baseline for evaluation of activities

Quantity: minimum 6 FGDs of c. 10 people each; minimum 4 surveys x samples of 100 members of target groups

Budget: €17,000 (including items C.4 and G.3)

Responsibility: C McLean (preparation of tender brief); D Gogolishvili, M Siamashvili (identification of research organisations); C McLean / Team Leader / CTAO (tender process)

Deadline: 5 December 2005 (preparation of tender brief); 15 January 2006 (appointment of research organisation)

B.2 Preparation of research plan for FGDs and baseline survey (participants, samples, locations, dates etc); preparation of FGD guide and survey questionnaire; conducting FGD discussions and survey re. knowledge, understanding and information needs of target groups in Kakheti, reporting and analysis of results.

Purpose: as above

Quantity: as above

Budget: as above

Responsibility: research organisation, supervised by C McLean / D Gogolishvili, advised by M Siamashvili; D Gogolishvili (FGD moderator)

Deadline: 31 January 2006 (preparation of research plan and materials); 15 February 2006 (completion of FGDs and survey); 28 February 2006 (reporting and analysis)

C. Development of Content and Materials

C.1 Drafting of key messages based on main aspects of PHC reform and financing; discussion of messages with campaign team.

Purpose: to present PHC reform in understandable and practical language to target groups; to ensure consistency of messages/presentation

Quantity: maximum 5 key messages per target group

Budget: general costs

Responsibility: C McLean / D Gogolishvili / MoLHSA Communications Manager, advised by Project Team

Deadline: 31 January 2006

C.2 Preparation of tender for development and production of campaign materials.

Purpose: to ensure best value and quality of materials; to ensure consistency of design/presentation

Quantity: as below

Budget: see budget for individual items in section D.

Responsibility: C McLean (preparation of tender brief); D Gogolishvili / MoLHSA Communications Manager (identification of design/production companies); Team Leader / CTAO (tender process)

Deadline: 5 December 2005 (preparation of tender brief); 15 January 2006 (appointment of design/production company)

C.3 Development of draft visual identity, designs for campaign materials and content for public information materials.

Purpose: to ensure consistency of design/presentation

Quantity: see individual items in section D.

Budget: included in item C.2

Responsibility: design/production company, supervised by C McLean / D Gogolishvili (visual identity and designs); C McLean / D Gogolishvili (content of public information materials)

Deadline: 31 January 2006

- C.4 Focus Group Discussions to test draft messages and public information materials with target groups in Kakheti; reporting of results; revision of messages and materials as required.**
Purpose: to ensure that messages/materials are clear, understandable and meet target groups' information needs
Quantity: included in item B.1
Budget: included in item B.1
Responsibility: research organisation, supervised by C McLean / D Gogolishvili; D Gogolishvili (FGD moderator)
Deadline: 15 February 2006 (FGDs held and results reported); 20 February 2006 (messages/materials revised)
- C.5 Development of designs and content for materials for seminars/workshops.**
Purpose: to ensure that materials are clear, understandable and meet target groups' information needs
Quantity: as below
Budget: as below
Responsibility: design/production company, supervised by C McLean / D Gogolishvili (design); C McLean / D Gogolishvili, advised/assisted by Project Team (contents)
Deadline: 15 February 2006
- D. Production and Distribution of Materials**
- D.1 Design and production of public information leaflet explaining basics of PHC / Family Medicine**
Purpose: to provide basic information on PHC / FM to stakeholders / opinion-formers / interested parties until overall shape of new PHC system is clear
Quantity: 3,000
Budget: €1,000 (design/production)
Responsibility: design/production company, supervised by C McLean / D Gogolishvili
Deadline: 5 December 2005 (text), 20 December 2005 (design); 31 December 2005 (production)
- D.2 Production of a PHC Manual for distribution to all seminar/workshop participants, a loose-leaf folder containing copies of seminar presentations and factsheets on key issues; distribution of updates and additional materials.**
Purpose: to ensure that all health administrators have necessary materials explaining PHC reforms and finances and are updated with new developments/information
Quantity: minimum 500 copies + quarterly updates
Budget: €3,000
Responsibility: design/production company, supervised by C McLean / D Gogolishvili (production); Project Team, edited by C McLean / D Gogolishvili (contents)
Deadline: 15 February 2006 (folder); 30 June 2006, 30 September 2006 (updates)
- D.3 Design and production of PowerPoint presentation template for use at all seminars/ workshops and events.**
Purpose: to ensure consistency of visual identity and clarity of presentations
Quantity: template, modified as appropriate
Budget: included in overall design/production costs
Responsibility: design/production company, supervised by C McLean / D Gogolishvili (design); Project Team, edited by C McLean / D Gogolishvili (contents)
Deadline: 15 February 2006

- D.4 Design and production of portable display stand for use at all seminars/ workshops and events, with lighting system, interchangeable panels and pockets for information materials**
Purpose: to ensure consistency of visual identity, flexibility of use
Quantity: one
Budget: €5,000
Responsibility: design/production company, supervised by C McLean / D Gogolishvili (design and production); C McLean / D Gogolishvili (text for panels)
Deadline: 15 February 2006
- D.5 Design and production of public information leaflet explaining PHC reforms**
Purpose: to explain reforms in simple, practical terms to general public
Quantity: 20,000
Budget: €3,000 (design/production)
Responsibility: design/production company, supervised by C McLean / D Gogolishvili
Deadline: 31 January 2006 (design); 15 February 2006 (testing, see C.4); 28 February 2006 (production)
- D.6 Design and production of public information poster explaining PHC reforms**
Purpose: to explain reforms in simple, practical terms to general public
Quantity: 2,000
Budget: €1,000 (design/production)
Responsibility: design/production company, supervised by C McLean / D Gogolishvili
Deadline: 31 January 2006 (design); 15 February 2006 (testing, see C.4); 28 February 2006 (production)
- D.7 Design and production of brochure explaining PHC reforms**
Purpose: to explain reforms in more detail to health professionals and opinion-formers
Quantity: 2,000
Budget: €3,000 (design/production)
Responsibility: design/production company, supervised by C McLean / D Gogolishvili (design/production); C McLean / D Gogolishvili, assisted by Project Team (content)
Deadline: 15 February 2006 (design/content); 28 February 2006 (production)
- D.8 Preparation of costed distribution plan for public information materials; distribution of materials to health care institutions, public buildings etc at national level and in Kakheti.**
Purpose: to ensure materials are displayed/available at all suitable distribution points and at all Project and related events; to ensure that they reach relevant opinion-formers
Quantity: most appropriate distribution methods
Budget: €3,000
Responsibility: D Gogolishvili (national); M Siamashvili (Kakheti)
Deadline: 15 February 2006 (plan); from 1 March 2006 (distribution)
- D.9 Electronic versions of all publications produced for websites and e-mail distribution.**
Purpose: to ensure materials are available to all interested parties; to ensure future sustainability
Quantity: as required
Budget: included in design/production costs
Responsibility: design/production company, supervised by C McLean / D Gogolishvili
Deadline: 28 February 2006

E. Seminars and Workshops

E.1 Organisation of seminars/workshops for internal public: senior management and staff from MoLHSA and SUSIF, at national and Kakheti level, including training in communications and presentation skills.

Purpose: to ensure all campaign participants understand reforms, share a common vision and have skills to communicate it

Quantity: minimum 3 two-day seminars of c. 15 people each

Budget: €15,000 including accommodation, meals, interpretation, interview techniques training etc

Responsibility: C McLean / D Gogolishvili, in co-operation with MoLHSA

Communications Manager, M Siamashvili, and CTAO (organisation); Project Team (content); OPM, WB contractor (national), HLSP, Merlin (Kakheti)

Deadline: 10 February 2006 (arrangements made, participants invited); 15-28 February 2006 (seminars/workshops)

E.2 Organisation of seminars/workshops for professional public (1): health policy-makers and administrators at national and Kakheti level, including key “allies” such as Parliamentary Health Committee and Regional Government.

Purpose: to ensure all “allies” understand and share a common vision of reforms

Quantity: minimum 2 one-day seminars of c. 25 people each

Budget: €3,000 including lunches, interpretation etc

Responsibility: C McLean / D Gogolishvili, in co-operation with MoLHSA

Communications Manager, M Siamashvili, and CTAO (organisation); Project Team (content); OPM, WB contractor (national), HLSP, Merlin (Kakheti)

Deadline: 15 February 2006 (arrangements made, participants invited); 01-15 March 2006 (seminars/workshops)

E.3 Organisation of seminars/workshops for professional public (2): health professional associations and other opinion-formers (such as NGOs and the media) at national and Kakheti level.

Purpose: to ensure opinion-formers understand reforms and communicate them accurately

Quantity: minimum 2 one-day seminars of c. 30 people each

Budget: €3,000 including lunches, interpretation etc

Responsibility: C McLean / D Gogolishvili, in co-operation with MoLHSA

Communications Manager, M Siamashvili, and CTAO (organisation); Project Team (content); OPM, WB contractor (national), HLSP, Merlin (Kakheti)

Deadline: 28 February 2006 (arrangements made, participants invited); 15-31 March 2006 (seminars/workshops)

E.4 Organisation of seminars/workshops for professional public (3): health care administrators, health professionals and opinion-formers (local mayors, media, NGOs, community leaders etc) in Kakheti Region.

Purpose: to explain PHC reforms to health sector staff and opinion-formers in the 8 rayons in Kakheti Region

Quantity: minimum 8 one-day seminars of c. 25 people each

Budget: €8,000 including lunches, interpretation etc

Responsibility: M Siamashvili, supervised by C McLean / D Gogolishvili and assisted by CTAO (organisation); C McLean / K Schaapveld (co-ordination of IEC and Training Component activities); Project Team, HLSP, Merlin (content)

Deadline: 15 March 2006 (arrangements made, participants invited); 01 April – 31 May 2006 (seminars/workshops)

E.5 Organisation of PHC Reform Roadshow to tour communities in Kakheti.
Purpose: to explain PHC reforms and discuss them with opinion-formers, health staff and interested members of the general public throughout the 8 rayons in Kakheti Region
Quantity: minimum 20 half-day events of c. 30-50 people each
Budget: €10,000 including refreshments, local advertising etc
Responsibility: M Siamashvili, supervised by C McLean / D Gogolishvili and assisted by CTAO (organisation); M Siamashvili / MoLHSA Regional Office, advised by C McLean / D Gogolishvili / Project Team / HLSP / Merlin (content)
Deadline: 31 May 2006 (materials, schedule of activities); 15 June – 15 August 2006 (invitations/local advertising, roadshow events)

F. Media and Awareness-Raising Activities

F.1 Media education about PHC reforms.
Purpose: to provide media with all background information and understanding of reforms and background information before campaign commences
Budget / Responsibility / Deadline: see items E.3 and E.4 above

F.2 Press conferences, interviews, statements and articles for national and Kakheti media.
Purpose: to maximise coverage of PHC reforms and campaign events/issues at national and Kakheti level
Quantity: as appropriate; aim for media coverage of campaign issues/events on weekly basis
Budget: €5,000 for room hire, refreshments, occasional paid-for articles etc
Responsibility: C McLean / D Gogolishvili editing/preparing content from Project Team, co-ordinated with MoLHSA Communication Manager / OPM / WB implementer (national) and M Siamashvili / M Shashviashvili / HLSP / Merlin (Kakheti)
Deadline: as appropriate, but should include press conferences with Minister (national) and Minister / Regional Governor (Kakheti) at start of campaign

F.3 Visits by national media to Kakheti to see PHC reforms in progress.
Purpose: to provide national media with real stories/pictures about PHC reforms and to understand reality of current situation in rural areas
Quantity: two 1.5 day visits of c. 20 people each
Budget: €3,000 for bus hire, accommodation etc
Responsibility: C McLean / D Gogolishvili, co-ordinated with MoLHSA Communications Manager (national) and M Siamashvili / M Shashviashvili / new EU projects (Kakheti)
Deadline: one visit in April 2006 (current reality + plans); one visit in September 2006 (refurbished facilities + retrained staff)

F.4 Participation in seminars, conferences etc organised by counterparts, donors, other projects, NGOs etc.
Purpose: to maximise Project/campaign visibility and provide information/materials to all relevant individuals/organisations
Quantity: whenever possible
Budget: general costs
Responsibility: Project Team (as appropriate)
Deadline: as appropriate

F.5 Contributions to other communications outlets, including health reform newsletter/ website, MoLHSA / Kakheti Regional Government publications and EC Delegation website/publications
Purpose: to maximise Project/campaign visibility and provide information/materials to all relevant individuals/organisations
Quantity: whenever possible
Budget: general costs
Responsibility: C McLean / D Gogolishvili, assisted by Project Team (content); D Gogolishvili (liaison/planning)
Deadline: as appropriate

F.6 Advice to MoLHSA / SUSIF on handling public enquiries and preparation of answers to Frequently Asked Questions (FAQs)
Purpose: to maximise usefulness of MoLHSA information staff (especially MoLHSA telephone hotline staff) and assist them in providing improved and consistent information to public
Quantity: ongoing advice/assistance
Budget: general costs
Responsibility: C McLean / D Gogolishvili, assisted by Project Team (advice, FAQs), co-ordinated with MoLHSA Communications Manager / OPM general PR technical assistance
Deadline: 15 February 2006 (FAQs); ongoing (advice)

G. Evaluation

G.1 Monitoring and evaluation of coverage in national and Kakheti media of PHC reforms, campaign events and related issues.
Purpose: to monitor and evaluate campaign's success in obtaining and influencing media coverage; to flag media coverage of additional issues requiring to be addressed or gaps in coverage; to alter campaign themes/activities where necessary
Quantity: daily clippings, TV/radio monitoring where possible, weekly summaries and reviews, final report
Budget: €3,000
Responsibility: C McLean / D Gogolishvili (development of monitoring indicators); D Gogolishvili (organisation), co-ordinated with MoLHSA Communications Manager (national) and M Siamashvili / M Shashviashvili (Kakheti)
Deadline: 15 February 2006 (indicators, system in place); 15 February – 15 October 2006 (monitoring)

G.2 Monitoring and evaluation of professional and public feedback to IEC activities.
Purpose: to monitor and evaluate feedback to campaign activities (including short feedback questionnaire distributed at all seminars/workshops); to flag additional issues requiring to be addressed or gaps in coverage; to alter campaign themes/activities where necessary
Quantity: analysis of all seminar/workshop questionnaires, feedback from counterparts wherever possible.
Budget: general costs
Responsibility: C McLean / D Gogolishvili (feedback questionnaire), co-ordinated with K Schaapveld; D Gogolishvili (monitoring), co-ordinated with MoLHSA Communications Manager (national) and M Siamashvili (Kakheti)
Deadline: 15 February 2006 (questionnaire); ongoing (monitoring)

G.3 Organisation of Focus Group Discussions and small-scale evaluation survey of target groups in Kakheti.

Purpose: to evaluate effectiveness of activities in increasing awareness, understanding and acceptance of PHC reforms; to identify further information needs and requirements for future IEC activities

Quantity: minimum 6 FGDs of c. 8 people each; minimum 4 surveys x samples of 100 members of target groups

Budget: included in item B.1

Responsibility: research organisation, supervised by C McLean / D Gogolishvili, assisted by M Siamashvili (organisation/content); D Gogolishvili (FGD moderator)

Deadline: 31 July 2006 (preparation of research plan and materials); 15 August 2006 (completion of FGDs and survey); 31 August 2006 (reporting and analysis)

G.4 Preparation of Evaluation Report based on the above activities.

Purpose: to measure campaign's effectiveness in both output indicators (numbers of seminars/events/participants etc) and change indicators (increased awareness, understanding and acceptance of PHC reforms); to identify further information needs and requirements for future IEC activities

Quantity: report

Budget: general costs

Responsibility: C McLean / D Gogolishvili, assisted by M Siamashvili (Kakheti events/coverage), research organisation (FGDs/surveys)

Deadline: 15 September 2006

H. Dissemination

H.1 Organisation of final conference in Kakheti Region to discuss and disseminate Project results

Purpose: to publicise Project results, discuss lessons learnt and future TA needs with counterparts and opinion-formers in Kakheti

Quantity: two-day conference, c. 50 participants

Budget: €10,000 including accommodation, meals, interpretation etc

Responsibility: Project Team / CTAO / M Siamashvili (organisation); C McLean / D Gogolishvili / M Shashviashvili (publicity/media aspects)

Deadline: 31 August 2006 (arrangements made, invitations sent); c. 15 September 2006 (conference)

H.2 Organisation of final conference at national level to discuss and disseminate Project results

Purpose: to publicise Project results, discuss lessons learnt and future TA needs with counterparts and opinion-formers at national level

Quantity: two-day conference, c. 75 participants

Budget: €15,000 including accommodation, meals, interpretation etc

Responsibility: Project Team / CTAO (organisation); C McLean / D Gogolishvili, in co-ordination with MoLHSA Communications Manager (publicity/media aspects)

Deadline: 15 September 2006 (arrangements made, invitations sent); c. 30 September 2006 (conference)

4. REVISED TIMETABLE OF ACTIVITIES

Act. No.	Activity	Jun 2005	Jul 2005	Aug 2005	Sep 2005	Oct 2005	Nov 2005	Dec 2005	Jan 2006	Feb 2006	Mar 2006	Apr 2006	May 2006	Jun 2006	Jul 2006	Aug 2006	Sep 2006	Oct 2006
A Identification of target groups																		
A.1	Identification of national participants, database																	
A.2	Identification of Kakheti participants, database																	
B Research																		
B.1	Tender for Focus Group Discussions & surveys in Kakheti																	
B.2	Focus Group Discussions & baseline survey, report & analysis																	
C Development of content & materials																		
C.1	Drafting of key messages																	
C.2	Tender for development & production of materials																	
C.3	Draft visual identity, designs & content for materials																	
C.4	Focus Group Discussions to test draft messages & materials																	
C.5	Designs & content for seminar materials																	
D Production & distribution of materials																		
D.1	Public information leaflet explaining basics of PHC / FM																	
D.2	PHC Manual for seminar participants; distribution of updates																	
D.3	PowerPoint presentation for seminars/events																	
D.4	Portable display stand for use at seminars/events																	
D.5	Public information leaflet explaining PHC reforms																	
D.6	Public information poster explaining PHC reforms																	
D.7	Brochure explaining PHC reforms																	
D.8	Distribution plan for public information materials																	
D.9	Electronic versions of all publications																	
E Seminars & workshops																		
E.1	Seminars for internal public: management & staff, incl. comm. skills																	
E.2	Seminars for professional public (1): policy-makers & administrators																	
E.3	Seminars for professional public (2): prof. associations & opinion-formers																	
E.4	Seminars for professional public (3): Kakheti																	
E.5	PHC Reform Roadshow to tour communities in Kakheti																	

Key



Preparation/
Modification



Final Design/
Production



Active
Distribution



Passive
Distribution



Full
Activity



Limited
Activity

Act. No.	Activity	Jun 2005	Jul 2005	Aug 2005	Sep 2005	Oct 2005	Nov 2005	Dec 2005	Jan 2006	Feb 2006	Mar 2006	Apr 2006	May 2006	Jun 2006	Jul 2006	Aug 2006	Sep 2006	Oct 2006
F Media & awareness-raising activities																		
F.1	Media education about PHC reforms									Preparation/Modification	Final Design/Production	Active Distribution	Passive Distribution					
F.2	Press conferences, interviews, statements, articles								Preparation/Modification	Final Design/Production	Active Distribution	Passive Distribution	Full Activity	Limited Activity	Limited Activity	Limited Activity	Limited Activity	Limited Activity
F.3	Visits by national media to Kakheti to see reforms in progress										Preparation/Modification	Final Design/Production	Active Distribution			Preparation/Modification	Final Design/Production	Active Distribution
F.4	Participation in seminars, conferences organised by counterparts etc	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity
F.5	Contributions to other websites, publications	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity	Full Activity
F.6	Advice on public enquiries & FAQs								Preparation/Modification	Final Design/Production	Active Distribution	Passive Distribution	Full Activity	Limited Activity	Limited Activity	Limited Activity	Limited Activity	Limited Activity
G Evaluation																		
G.1	Monitoring & evaluation of media coverage								Preparation/Modification	Final Design/Production	Active Distribution	Passive Distribution	Full Activity	Limited Activity	Limited Activity	Limited Activity	Limited Activity	Limited Activity
G.2	Monitoring & evaluation of feedback								Preparation/Modification	Final Design/Production	Active Distribution	Passive Distribution	Full Activity	Limited Activity	Limited Activity	Limited Activity	Limited Activity	Limited Activity
G.3	FGDs & evaluation survey in Kakheti, report & analysis													Preparation/Modification	Final Design/Production	Active Distribution	Limited Activity	Limited Activity
G.4	Evaluation Report															Preparation/Modification	Final Design/Production	Active Distribution
H Dissemination																		
H.1	Final conference in Kakheti															Preparation/Modification	Final Design/Production	Active Distribution
H.2	Final conference at national level															Preparation/Modification	Final Design/Production	Active Distribution

Key



Preparation/
Modification



Final Design/
Production



Active
Distribution



Passive
Distribution



Full
Activity



Limited
Activity

INDICATIVE BUDGET

Please note that this budget is only indicative, based on previous experience and estimates of costs in Georgia. Individual items may change, particularly the cost of those which will be tendered. Nevertheless, it gives a reasonable indication of the overall costs of planned IEC activities, and how resources could if required be redistributed:

Activity No.	Description of Activity	Quantity	Estimated Cost (€)
A Identification of target groups			-
A.1	Identification of national participants, database	200+	-
A.2	Identification of Kakheti participants, database	300+	-
B Research			17,000
B.1	Tender for FGDs & surveys in Kakheti	-	-
B.2	Focus Group Discussions & baseline survey, report & analysis	6 FGDs 4x100 sv	17,000
C Development of content & materials			-
C.1	Drafting of key messages	-	-
C.2	Tender for development & production of materials	-	-
C.3	Draft visual identity, designs & content for materials	-	(incl. in section D)
C.4	FGDs to test draft messages & materials	-	(incl. in B.2)
C.5	Designs & content for seminar materials	-	(incl. in section D)
D Production & distribution of materials			19,000
D.1	Public information leaflet explaining basics of PHC / FM	3,000	1,000
D.2	PHC Manual for seminar participants; distribution of updates	500+ updates	3,000
D.3	PowerPoint presentation for seminars/events	1	-
D.4	Portable display stand for use at seminars/events	1	5,000
D.5	Public information leaflet explaining PHC reforms	20,000	3,000
D.6	Public information poster explaining PHC reforms	2,000	1,000
D.7	Brochure explaining PHC reforms	2,000	3,000
D.8	Distribution plan for public information materials	-	3,000
D.9	Electronic versions of all publications	-	-
E Seminars & Workshops			39,000
E.1	Seminars for internal public: MoLHSA/SUSIF management & staff, incl. communications skills	3 x 2d x c.15p	15,000
E.2	Seminars for professional public (1): policy-makers & administrators at national and Kakheti level	2 x 1d x c.25p	3,000
E.3	Seminars for professional public (2): professional associations & opinion-formers	2 x 1d x c.30p	3,000
E.4	Seminars for professional public (3): administrators, professionals & opinion-formers in Kakheti	8 x 1d x c.25p	8,000
E.5	PHC Reform Roadshow to tour communities in Kakheti	20 x ½d x 30-50p	10,000
F Media & awareness-raising activities			8,000
F.1	Media education about PHC reforms	-	(incl. in E.3/4)
F.2	Press conferences, interviews, statements, articles	-	5,000
F.3	Visits by national media to Kakheti to see reforms in progress	2 x 1.5d x c.20p	3,000
F.4	Participation in seminars, conferences organised by counterparts, donors etc	-	-
F.5	Contributions to other websites, publications	-	-
F.6	Advice on public enquiries & FAQs	-	-
G Evaluation			3,000
G.1	Monitoring & evaluation of media coverage	-	3,000
G.2	Monitoring & evaluation of feedback	-	-
G.3	Focus Group Discussions & evaluation survey in Kakheti, report & analysis	6 FGDs 4x100 sv	(incl. in B.1)
G.4	Evaluation Report	-	-
H Dissemination			25,000
H.1	Final conference in Kakheti	1	10,000
H.2	Final conference at national level	1	15,000
Reserve / miscellaneous expenditure			4,000
TOTAL BUDGET FOR IEC ACTIVITIES			€115,000