

ERC Workshop with focus on influenza

	Wednesday 18 July	Thursday 19 July	Friday 20 July	Saturday 21 July
8:45 – 9:00		Learning Check	Learning Check	
9:00 – 10:30		Transparency & Early Announcement - Single Overarching Communication Outcome (SOCO) & Audience Analysis – Instructional Presentation + Case Studies (focus and /or examples on influenza and immunization) (M Frost)	Listening and Two-Way Communication – (M Frost)	Messaging to Affected Audiences (Message Development & Testing) – Instructional Presentation + Case Studies
		Instructional Exercise w/ tool: Audience Analysis	Instructional Exercise	Instructional Exercise w/ tool: Message Map + Testing tool
		Report out	Report out	Report out
10:30 – 11:00 Break				
11:00 -12:30		Coordination of Public Communication – Instructional Presentation + Case Studies, BiH case study H1N1 (Zlatan Persic)	Channels, Trusted Influencers + Host Nation's Preferred Media – Instructional Presentation + BiH case study Floods (Zlatan Persic)	Agreement on Final Draft Plan & way forward
		Instructional Exercise w/ tool: Stakeholder map	Instructional Exercise	
		Report out	Report out	
Lunch				
13:30-15:00		Mapping Country Capacity for Transparency and Early Announcement & Coordination of Public Communication	Mapping Country Capacity for Coordination of Public Communication & Listening and Two-Way Communication	Departure
		Exercise – visual mapping on a wall/BiH case study immunization (Dr. Sanjin Musa)	Exercise – visual mapping on a wall	
		Report out + agreement	Report out + agreement	
15:00-15:30 Break				
15:30-17:00	17,00 – 20.00 Official welcome to workshop + icebreaker Overview of IHR & ERC in the country	ERC Plans Writing for Transparency and Early Announcement & Coordination of Public Communication	ERC Plans Writing for Coordination of Public Communication & Listening and Two-Way Communication	
	ERC Basics & Emergency Lifecycle + (phases & actions posted on wall for the week)	Group work divided by emergency phases	Group work divided by emergency phases	
	Overview of influenza and AEFI surveillance (Dr. Sanjin Musa)	Report out	Report out	

Daily Agenda

Bosnia and Herzegovina – Emergency Risk Communication (ERC) Capacity Building Workshop Wednesday, 18 July 2018

Time	Content	Format	Facilitator	Output
Welcome and Introduction to the workshop				
17:00 - 20:00	Official welcome to workshop + icebreaker	(Welcome) Representatives of health authorities & V Olsavsky	WHO/Europe + Participants	Emergency Lifecycle
	Overview of IHR & ERC in the country	Icebreaker (M Frost)		
	Emergency Risk Communication Basics & Emergency Lifecycle + (phases & actions posted on wall for the week)	Responding to crises situation Dr. Goran Cerkez Group Exercise - M Frost		
	Overview of influenza and AEFI surveillance (Dr. Sanjin Musa)	Dr. Sanjin Musa		

Bosnia and Herzegovina – Emergency Risk Communication (ERC) Capacity Building Workshop

Thursday, 19 July 2018

Time	Content	Format	Facilitator	Output
8:45 – 9:00	Learning check			
Instructional Session Part 1 - Transparency and Early Announcement				
9:00 – 10:30	Transparency & Early Announcement - Single Overarching Communication Outcome (SOCO) & Audience Analysis – Instructional Presentation + Case Studies (focus and /or examples on influenza and immunization)	Facilitator presentation - M Frost	WHO/Europe + Participants	Risk Communication Strategy
	Instructional Exercise w/ tool: Risk Communications Strategy (Sandman model) w/ provided scenarios	Group Exercise		
	Report out + agreement			
10:30 - 11:00 Coffee/ Tea break				
Instructional Session Part 2 - Coordination of Public Communication - Working with Partners				
11:00 - 11:30	Coordination of Public Communication – Instructional Presentation + Case Studies, BiH case study H1N1 Zlatan Persic	Facilitator presentation - Z Persic	WHO/Europe + Participants	Stakeholder Map
11:30 – 12:00	Instructional Exercise w/ tool: Stakeholder map	Group Exercise		
12:00 – 12:30	Report out			
12:30 – 13:30	Lunch			
Capacity Mapping Sessions 1 & 2 - Transparency and Early Announcement & Coordination of Public Communication				
13:30 – 14:00	Mapping Country Capacity for Transparency and Early Announcement & Coordination of Public Communication	Group Exercise	WHO/Europe + Participants	Capacity Map for Transparency and Early Announcement & Coordination of Public Communication
14:00 – 14:30	Exercise – visual mapping on a wall/BiH case study immunization (Dr. Sanjin Musa)			
14:30 – 15:00	Report out + agreement			
15:00 – 15:30 Coffee/ Tea break				
Plans Writing Sessions 1 & 2 - Transparency and Early Announcement & Coordination of Public Communication				
15:30 – 17:00	ERC Plans Writing for Transparency and Early Announcement & Coordination of Public Communication	Group Exercise	WHO/Europe + Participants	ERC Draft Plan for Transparency and Early Announcement & Coordination of Public Communication
	Group work divided by emergency phases			
	Report out			

Bosnia and Herzegovina – Emergency Risk Communication (ERC) Capacity Building Workshop

Friday, 20 July 2018

Time	Content	Format	Facilitator	Output
8:45 – 9:00	Learning check and Capacity mapping review			
Instructional Session part 3 - Listening and Two-Way Communication				
9:00 – 10:30	Listening and Two-Way Communication	Facilitator presentation - M Frost	WHO/Europe + Participants	Community Engagement Plan
	Instructional Exercise w/ tool: Community Engagement	Group Exercise		
	Report out			
10:30 - 11:00 Coffee/ Tea break				
Instructional Session part 4 - Listening and Two-Way Communication - Community Engagement and Effective Channels and Trusted Influencers				
11:00 - 11:30	Channels, Trusted Influencers + Host Nation's Preferred Media – Instructional Presentation + BiH case study Floods	Facilitator presentation - Z Persic	WHO/Europe + Participants	Effective Channels
11:30 – 12:00	Instructional Exercise w/ Tool: Effective Channels & Trusted Influencers			
12:00 – 12:30	Report out	Group Exercise		
12:30 – 13:30	Lunch			
Capacity Mapping Parts 3 & 4 - Listening and Two-Way Communication & Effective Channels and Trusted Influencers				
13:30 – 14:30	Mapping Country Capacity for Listening and Two-Way Communication & Effective Channels & Trusted Influencers	Presentation + Group Exercise	WHO/Europe + Participants	Capacity Map for Listening and Two-Way Communication & Effective Channels and Trusted Influencers
14:30 – 15:00	Report out + agreement			
15:00 – 15:30 Coffee/ Tea break				
Plans Writing Parts 3 & 4 - Listening and Two-Way Communication & Effective Channels and Trusted Influencers				
15:30 – 17:00	ERC Plans Writing for Transparency and Early Announcement & Coordination of Public Communication	Group Exercise	WHO/Europe + Participants	ERC Draft Plan for Listening and Two-Way Communication & Effective Channels and Trusted Influencers
	Group work divided by emergency phases			
	Report out			

Bosnia and Herzegovina – Emergency Risk Communication (ERC) Capacity Building Workshop Saturday, 21 July 2018

Time	Content	Format	Facilitator	Output
8:45 – 9:00	Learning check and Capacity mapping review			
Instructional Session part 5 - Writing and Testing Messages				
9:00 – 10:30	Writing and Testing Messages – Instructional Presentation + Case Studies		WHO/Europe + Participants	Message Map & Message Testing Plan
	Instructional Exercise w/ tool			
	Report out			
10:30 – 11:00 Break				
11:00 - 12:00	Agreement on Final Draft Plan & way forward		WHO/Europe + Participants	Final Draft Plan
Workshop Closure				