

WORLD AIDS DAY 2023 ACTION PLAN
KwaZulu Natal Province, Ilembe District, Mandeni Municipality
Ngcedomhlophe sportsground, Sundumbili A, Mandeni

COMMUNICATION ACTIVITY	RESPONSIBILITY	DEADLINE	REMARKS	BUDGET	STATUS
COMMUNICATION FRAMEWORK, PROTOCOLS & PROCESS DEVELOPMENT					
1. Develop Communication Plan	Task Team lead by SANAC, Presidency & NDoH	07 Oct	Working draft	N/A	Done
2. Develop of key messages.	Task Team	27 Oct	Messages finalised	N/A	Done
3. WAD Toolkit Distribution	SANAC & GCIS	06 Nov	Work in progress	N/A	In progress
4. Secure audio-visual support	GCIS, OTP, SANAC	24 Nov	For streaming to Gov. platforms	??	On schedule
5. Develop Media Accreditation List & submit to SSA	SANAC & Security	24 Nov	Comms Task Team to identify leads to compile	N/A	On schedule
SCANNING OF THE COMMUNICATION & MEDIA ENVIRONMENT					
6. Daily media scanning	GCIS	Daily starting from 21 Nov	Detection & Management of Risks	N/A	On schedule
COMMUNITY MOBILIZATION PLAN					
7. Profile build-up activities: <ul style="list-style-type: none"> PLHIV Sector Build-Up Activity on 30 Nov & other Policy-In-Action activations 	ALL	Nov - Dec	Media coverage & to create hype ahead of event day	N/A	On schedule
STAKEHOLDER ENGAGEMENT & MOBILE SERVICES COORDINATION PLAN					
BRANDING PLAN					
8. Branding of the main venue.	SANAC, DoH, OTP	30 Nov	Backdrop and other branding materials to be done at Dry Run	N/A	On schedule
PRODUCT DEVELOPMENT AND DISTRIBUTION PLAN					
9. Production of Street Banners	All partners	21 Nov	For social mobilisation		No commitments made

10. TV Advert	All partners	21 Nov	<ul style="list-style-type: none"> Key messages Social Mobilisation 	TBC	On schedule
11. Radio Advert/Jingles/Live reads	SANAC & DoH (GCIS radio unit)	23 Nov 2021	<ul style="list-style-type: none"> PSAs / Live Reads / Interviews / Social Mobilisation 	TBC	On schedule
MEDIA ENGAGEMENT APPROACH & MOBILIZATION					
12. Media Advisory	SANAC, NDoH, Presidency, Province	24 Nov plus two reminders (28 & 30 Nov)	Presidency issues final approval	N/A	On schedule
13. News Producers' Brief	GCIS, Presidency, SANAC, NDoH	13 Nov (SABC & Newzroom Afrika 14 Nov eNCA	GCIS to facilitate	N/A	DONE eNCA, SABC, Newzroom Africa
SOCIAL MEDIA ENGAGEMENT PLAN					
14. Profile the event as well as build up activities (pre, during & after)	All partners	From 21 Nov	None	N/A	Ongoing
15. Hashtags	All partners / South Africans		#LetCommunitiesLead #WAD2023 #WorldAIDSDay	N/A	On schedule
IEC MATERIALS					
16. NSPs 17. T-shirts 18. U=U	SANAC SANAC PLM	29-30 Nov	None		On schedule

Task Team members (**PLEASE UPDATE DETAILS**)