# Communication plan

## Purpose

Use this checklist to identify who will receive training and awareness raising on the human rights commitment, and how these activities will be delivered.

* Training equips people with the knowledge and skills necessary for them to perform their roles, and to implement human rights due diligence. Training is usually given to people with specific roles and responsibilities that are relevant to HRDD in the business.
* Awareness raising is a regular activity designed to convey a simple message to a large group of people. It is typically focused on members, farmers and miners, and their spouses, as well as workers. The aim is to inform them, for example, about how to spot child labour and forced labour, and how to report problems and get help.

Training and awareness raising are important because they spread information about the commitment and enable people across the business to put it into practice.

## Checklist

The table includes examples of participants to include in training and awareness raising activities. This list can be adapted to the local situation.

Use this table when planning training and awareness raising to ensure the inclusion of all relevant people in the business, including women and vulnerable groups. By collecting data on the number of participants by gender, the committee can report on their efforts to improve communication with both women and men.

Below is the template and a worked example.

**Communication plan template**

Fill out this table for each training or awareness raising activity.

|  |  |
| --- | --- |
| **Training and awareness raising plan** | Notes |
| **Issue or topic** |  |
| **Description of activity** |  |
| **Committee member responsible** |  |
| **Who participates or benefits (estimated) (members, workers, management, staff)** |  |
| * **women** |  |
| * **men** |  |
| * **total** |  |
| **Arrangements to include women** |  |
| **Arrangements to include persons from vulnerable groups** |  |
| **Who organises or delivers** |  |
| **Resources** |  |
| **Stakeholder support** |  |
| **Timeline** |  |
| **Activities completed** |  |
| **Number of people who participated** |  |
| women |  |
| men |  |
| total |  |
| **Outcomes recorded** |  |

**Example**

Below is an example to illustrate how this form can be used.

Users adapt this table and use it in a manner that is relevant to their local situation.

|  |  |
| --- | --- |
| **Training and awareness raising plan** | Notes |
| **Issue or topic** | Child labour |
| **Description of activity** | Training on child labour and hazardous work |
| **Committee member responsible** | Commitment and communication |
| **Who participates or benefits (estimated) (members, workers, management, staff)** | All members and spouses |
| * **women** | 80 |
| * **men** | 80 |
| * **total** | 160 |
| **Arrangements to include women** | Members spouses are invited, and meetings are at a time that suits women |
| **Arrangements to include persons from vulnerable groups** | N/A (no members are from vulnerable groups, only workers) |
| **Who organises or delivers** | HRDD committee |
| **Resources** | Costs for travel and meetings |
| **Stakeholder support** | There is a community child labour committee and they are supporting the training sessions |
| **Timeline** | All meetings will be organised in [month]. |
| **Activities completed** | 12 meetings organised in x neighbourhoods in [month] |
| **Number of people who participated** | 116 |
| women | 36 |
| men | 80 |
| total | 116 |
| **Outcomes recorded** | All men who are members attended the training  Under half of all spouses attended the training  All attendees could identify tasks that are banned for children  A second attempt will be made to include the spouses who did not attend after the reasons for not participating are understood |