



TCI Social Mobilization Tools

Social Mobilization Media and Materials Development Work Plan Template

S/N	Activities	Where	When	Who	Material Required
Example					
1	Identify 125 social mobilizers from the artisan/religious group and community health educators	NE districts, LGAs	Week of 1 November 2017	Project team and field office	Identification checklist
2	Organize a step-down meeting on social mobilization with social mobilization groups	LGAs	Week of 1 November 2017	Project team and field office	
3	Visit selected social mobilization groups	Community locations	2 nd week of November 2017	Project team and field office	
4	Orientation meeting	Community locations	3 rd week of November 2017	Project team and field office	
5	Identify Listener Club members	LGAs	1 st week of December 2017		
6	Plan a day rally in each LGA	Community locations	2 nd week of December 2017	Project team and field office	
7	Review meeting Development of work plan, quarter 2	Project team	3 rd week of December 2017	URHI Hub	
1					
2					
3					
4					

This tool was adapted from the Nigerian Urban Reproductive Health Initiative's Social Mobilization Media Material Development Workshop work plan template. <https://tciurbanhealth.org/wp-content/uploads/2017/06/Media-and-Materials-Development-Workshop-Report.pdf>