

## ACTIVITY PLAN FOR THE STYLISH MAN CAMPAIGN

	ACTIVITIES	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	RESPONSIBLE PERSON
1	Strategic design workshop • Strategy and implementation plan										CCP/RHSP
2.	• <b>Branding – Look, Logo &amp; Slogan</b> -Campaign song -Hire Ad agency										CCP
3	• <b>Develop campaign creativities</b> -Radio spots -Posters/Billboards -Banners for the Van -D.J mentions for Bibanda -Video Testimonials for successful men -Scripting for Drama -Branded T-shirts, caps and key holders										CCP / AGENCY
	-Pre-testing										CCP/RHSP
4.	• <b>Radio Programme Design</b> -Contract Buddu FM to design and produce a radio program.										CCP
5.	• <b>Community Activity</b> -Procurring the van and its outfits as well as the tents										CCP/RHSP

<ul style="list-style-type: none"> <li>-Man van visits</li> <li>-Select men for the competitions</li> <li>-Develop long list of quiz questions.</li> <li>-Fact sheet on Stylish man</li> <li>-Conduct orientation for community leaders and resource persons.</li> <li>Prizes and corporate donations.</li> <li>-Video coverage</li> <li>-Collect/dubbing existing videos to show on the van</li> <li>-Stylish Man shop / merchandise.</li> </ul>										
<p><b>6.</b></p> <ul style="list-style-type: none"> <li>•<b>District orientation</b></li> <li>-Orientation of district leaders, DHTs and implementating partners</li> <li>-District Counselors</li> </ul>										RHSP
<p><b>7.</b></p> <ul style="list-style-type: none"> <li>•<b>The stylish Man Week</b></li> <li>-Orienting Community leaders, VHTs/CHMs and Health Centre staff</li> <li>-Van drive on Day 1</li> <li>-HCT outreach during the week</li> <li>-SMC outreach during the week</li> <li>-Blood / Blood pressure check-ups</li> <li>-Treatment of STDs</li> <li>-Condom distribution</li> </ul>										RHSP CCP

	<p>-Video show on the van for the 1<sup>st</sup> day and last day</p> <p>-Community games and sports</p> <ol style="list-style-type: none"> <li>1. Mweso</li> <li>2. Board games</li> <li>3. Draft</li> <li>4. Football/soccer</li> <li>5. Ludo,</li> <li>6. Pool-tsblr</li> <li>7. Bicycle competitions</li> <li>8. Digging competitions</li> <li>9. Fishing competitions</li> <li>10. Caps, T-shirts, and a chance to participate in the Man Van competitions</li> <li>11. Ekogo (wrestling competitions)</li> <li>12. Tug of war when the van comes on the last day.</li> </ol> <p>-A team of stylish men in each community who compete for group games</p>										
8	<p>Major prizes:- Ropes, canoes, outboard motors, hoes, pangas, wheel barrows, Life jackets, blankets, bicycles,</p>										

