

**2012 Vaccination Week in the Eastern Mediterranean, Plan of action**

Activity	Output	Date	Cost (US\$)
Assessment and standardization	Regional action plan	August 2011	N/A
2011 Vaccination Week background paper	September 2011	N/A	
2011 Vaccination Week booklet	October 2011	N/A	
Updated regional strategy	October 2011	N/A	
Updated regional guide	October 2011	N/A	
Country summary action plan	December 2011-January 2012	N/A	
Design solutions and advertisement materials	October-January 2011	N/A	Ad disseminating visual identity, theme, slogan
2012 Regional Report	June 2012	N/A	
Multimedia (post event documentary)	July 2012	1000	
Information sharing and technical support	Third day of Vaccination Week 2011	50 000	Refining for managers and partners of the E
Workshop on “Health communication campaign evaluation”	October 2011	4000	
Teleconferences with countries	January–March 2012	N/A	
Updated webpage	January–May 2012	N/A	
Multimedia social network	April 2012	N/A	
Letters and memos (WHO Regional Director to May 2012)	October 2011 to May 2012	N/A	Representatives)
Newsletters and list serve	September 2011–May 2012	N/A	
Email updates (100 days)	November 2011–July 2012	N/A	
Advocacy and partnership	Regional Director promotional video	October 2011	N/A
Regional Vaccination Week Task Force	October 2011–April 2012	N/A	
Media products and coverage	March–April 2012	N/A	Support statements, media kit, curtain raiser, m
Regional launching ceremony	January–April 2012	60 000	Support, celebrity expenses, site, films, logistics)
Country financial support	January–April 2012	80 000	Producing advocacy materials, operational costs, consultant
Post-event regional documentary	May–July 2012	4000	

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