

UAct: Communications Plan

June 2022

Core Objectives

- Raising the profile of the leading role Scouts are playing in responding to the humanitarian crisis in Ukraine, and amplifying that it is a youth and volunteer-led response.
- Recognizing the valuable partnership with UNICEF and its support that enables Scouts in Europe and Eurasia to continue and expand their relief efforts to Ukrainians who have fled across the region.
- Shedding light on the impact that this project is having on the personal development of both Scout volunteers and the Ukrainian children and youth that they are working with.
- Inspiring young people around the world to be agents of positive change and service to those in need.
- Supporting the Scout Movement's advocacy objectives by providing communications material from the ground to strengthen advocacy efforts.

Target Audience

Our communication will target various audiences whom we aim to inform, engage and inspire in order to reach our objectives:

Primary audience:

- UNICEF
- NSOs
- Scouts

Secondary audience:

- International community & donors
- Political actors/governments
- Media

Content Types

Communication material will be developed as proof of the impact that Scouts are having on the ground. With the support of NSOs in the UAct project, the material includes:

1. Impact stories & blogs
2. Guidelines
3. Photos
4. IEC material/infographic (i.e. U-Report)
5. Videos
6. Regional campaigns

Distribution Channels

Below are the channels that will be utilized to distribute different communications content.

- WOSM & UNICEF Social Media: Facebook, Twitter, LinkedIn, Instagram
- WOSM regional newsletters
- Websites (UNICEF & Scout.org)
- Media outlet

Key Outputs

During the next 12 months, UAct's communication has set the below key milestones and outputs. The milestones also include social media reach and engagement.

1. Initiate 1 regional campaign
2. Minimum of 8 impact stories (written and/or video format)
3. Bank of photos and visual content
4. Communication training & support for NSOs
5. Featured in at least 1 media outlet
6. Scouts' Diary digital publication

Key Messaging

Key messages act as a framework for us to reach different audiences in our communication, as they reiterate the values of our Movement and the aims of this particular project and partnership. They are a guide for what we could communicate in our storytelling, social media captions, photos and more. Below are a few general key messages for our humanitarian response in the UAct project, to be tweaked to fit your local context:

Youth involvement

Key message 1:

Scouting is a youth movement, supported by adult volunteers. When playing an active role in humanitarian action, young people create remarkable positive change for themselves and the communities they serve.

Proof points:

- Through our partnership with UNICEF, Scouts are being trained on how to effectively lead humanitarian response activities, helping and protecting families and children affected by the war in Ukraine.
- Young people are taking the lead in this response. Scout volunteers are working around the clock to manage the logistics of meeting the basic needs of families fleeing the war in Ukraine including the provision of shelter, transportation, food and other necessities.
- Scouts are supporting UNICEF's Blue Dot hubs in countries neighboring Ukraine, to provide assistance, information and appropriate referrals to families, children and unaccompanied minors fleeing the war in Ukraine.
- Scouts support UNICEF's information chatbot, U-Report, by ensuring all young refugees and displaced persons are aware and have access to the platform for any support.

Social impact

Key message 1:

Ensuring the safety and protection of the young people and volunteers we work with is Scouting's utmost priority. Scouting's youth programme ensures that all young people feel safe and included.

Proof points:

- National Scout Organizations undergo World Scouting's safeguarding training, Safe from Harm, and comply with the Safe from Harm policy in all activities and camps.
- Scouts are supporting UNICEF in the region in the provision of psychological first aid to Ukrainian refugees, migrants and displaced persons.

Key message 2:

Duty to others is ingrained in Scouting as it is part of the Scout Promise and Law. Scouts around the world take the lead in serving their communities and those in need.

Proof points:

- In their partnership with UNICEF, Scouts are supported to perform their duties as active citizens and respond to the needs of people fleeing the violence in Ukraine and those displaced within the country. Integrating Scouting's Youth Programme and UNICEF's Adolescent Toolkit ensures that young people are involved in activities that support their resilience and wellbeing.

Non-formal education

Key message 1:

Young people in humanitarian crises are often deprived of their right to learn due to challenging circumstances. Scout volunteers are working to ensure that these young people continue to have access to learning opportunities.

Proof points:

- With the support of UNICEF, Scouts in [host country] have been working closely with [number] young people fleeing Ukraine and extending Scouting's educational methods and life skills, so that every young person continues to develop and thrive even under the most challenging circumstances.
- As a leading educational youth movement, Scouts around the world, work in humanitarian settings to integrate migrants, refugees and displaced persons into Scouting, providing valuable skills, non-formal education and a sense of normalcy.
- In our partnership with UNICEF, Scouts in Europe and Eurasia have been integrating UNICEF's Adolescent Toolkit into Scouting's existing youth programme to support young people from Ukraine to continue building their skills, resilience and identifying positive coping mechanisms.

Key message 2:

Serving those in need is a fundamental pillar in Scouting. Operating in challenging environments including humanitarian settings equips young people in Scouting with critical life skills such as leadership, reliability, project management, interpersonal skills and many more.

Proof points:

- UNICEF is supporting Scouts in Europe and Eurasia in their personal development and growth by enabling them to lead in humanitarian action and respond to the needs of people affected by the war in Ukraine.

Work plan & Editorial Calendar

The following work plan is an overview of all comms activities and deliverables throughout the 12 months of the UAct project. This content calendar along with the details of some deliverables are found on the project's Trello board, where material can be viewed and downloaded.

June

- World Refugee Day (20 June) - social media posts
- Communications Plan

July

- Romania impact story
- Youth Skills Day video (July 15)
- UAct Comms Training for NSOs
- UAct Comms Plan (final)
- 2-3 social media posts

August

- Int'l Humanitarian Day
- Safe from Harm social graphics
- Listicle: 5 Ways Scouts are supporting young people from Ukraine
- 2-3 regional social media posts

September

- Int'l Day of Peace
- Slovakia impact story (ROMA refugees)
- Hungary comms field visit
- 2-3 regional social media posts

October

- Lithuania impact story on Strong Together campaign
- 2-3 regional social media posts (6 months of UAct)
- Day of the Girl Child
- Presence at JOTA-JOTI 2022

November

- Universal Children's Day (Nov 20)
- Hungary impact story
- 2-3 regional social media posts

December

- International Volunteer Day (Dec 5)
- 2-3 regional social media posts
- Poland impact story on volunteerism in Ukraine response
- Photo carousel on volunteering in all UAct

January

- 2-3 social media posts
- Ukraine impact story (IDP focus)

February

- Founder's Day (Feb 22)
- Blog from Scout volunteer linking Scout values to humanitarianism
- 2-3 regional social media posts

March

- Women's Day (Mar 8)
- 2-3 regional social media posts
- Czechia impact story

April

- Publish Scouts' Diary
- 2-3 regional social media posts
- Article looking back at achievements of Scouts in UAct

Publishing Procedures

Below is a brief checklist of the process prior to publishing communications content at both national and regional levels:

- Ensure an image accompanies the content
- Ensure UNICEF and the partnership is recognized according to UNICEF guidelines
- End with a call-to-action for the reader to perform, and url links where possible
- Translation may be required for certain material
- Obtain sign-off from UNICEF on regional content
- Ensure safeguarding processes are adhered to and release forms have been obtained, especially children under 18.

Coordination & distribution tools

Distribute your content where you might find your audience. List the channels you plan to distribute your content.

- Slack channels: UAct team, NSO comms, NSO focal points
- Mailchimp
- [Trello](#)
- Situation Reports

Implementation Summary

The work plan has started implementation and will be ongoing until April 2023. All communication material will be coordinated between the UAct Communications Office, NSO comms focal points and UNICEF communication team, and shall always recognize the partnership.

The regional social media channels that will be used are Facebook and Twitter, and we will coordinate with WOSM's Global Comms team to share content on global channels to reach a larger audience.

Interviews will be carried out with some Scouts, as we work together to publish impact stories that will tell the experiences from the Scouts' perspective, to later be included in the Scouts' Diary.

All the content will be available on the UAct Trello board for NSOs to use from guidelines to photos, stories and best practices. Monthly social media posts will be drafted based on data in the fortnightly situation reports, supported by images.

Co-branded banners and roll-ups will be printed and used at summer camps and Jamborees as a backdrop to UAct-led activities.

Scouts Diary

The Scouts' Diary is one key communications outcome that will be published at the end of the project. It is a digital publication/report that compiles all the Scouts impact stories in a designed report. The Scouts' Diary will comprise of:

- Compelling photos from the 9 countries
- Facts and data about each country's response
- Context and background of crisis and UAct partnership
- Different stories told from young Scouts' perspective focusing on various angles of their Ukraine response
- Calls to action and how readers can get involved