

APPENDIX VI

CCAFRICA REGIONAL COMMUNICATIONS WORK PLAN 2022-2024

The table shows the objectives, activities, targets and indicators for the CCAFRICA Regional Communications Work plan. These elements derive from Strategic Goal 3 in the Codex Strategic Plan 2020-2025 “Increase impact through the recognition and use of Codex standards”; in particular objective 3.1 “Raise the awareness of Codex standards”.

Objectives	Activities	Targets	Indicators
1. Reinforce and expand existing communication channels and establish clear additional channels as needed e.g. for specific work streams	<p>1.1. Consolidate and improve information flow and exchange between countries and the Codex Secretariat (CS)</p> <p>1.2. Expand and strengthen existing simple and rapid communications methods (e.g. Regional. WhatsApp communications group)</p>	By CCAFRICA25 80% of Members/Observers surveyed indicate timeliness, accessibility and quality of Codex regional communications “excellent” or “good”	<p>Number of survey responses rating regional communications “excellent” or “good”</p> <p>Communicate the value of Codex standards in the region</p>
2. Communicate the value of Codex engagement and use of standards in the region	<p>2.1. Provide the CS with monthly drafts of web stories capturing food safety, standards work or capacity building initiatives in the region</p> <p>2.2. Promote regional success stories and initiatives in conjunction with CS and FAO/WHO</p> <p>2.3 Liaise with Codex Trust Fund beneficiary countries in the region to communicate on every phase of CTF projects</p>	<p>By CAC46 10 news items from countries in the region published</p> <p>By CCAFRICA25 24 news items from countries in the region By CCAFRICA25</p> <p>50% of countries in the region have made a contribution to Codex news on the regional webpage</p>	<p>Number of CCAFRICA news stories published</p> <p>Number of countries who have made a published contribution</p>