

OPERATIONAL MANUAL FOR RAE ACTIVATION

This concept is adaptable to promoting all education strategies and policies at national, regional, district and community levels



Simplified Standard Activation Procedure for Campaign Roll Out - Right Age Enrolment

Objective: The objective of this standard activation process is to simplify, streamline and clarify procedures related to campaign roll out to enable a more effective response while ensuring sustainability.

Approach: Execution for both KG model and Non-KG model districts must be conveyed in the following manner;

- **KG Model Districts:** Market floats through selected community routes and a community engagement matched with an end point activation.
- **Non-KG Model Districts:** Prescribed approach for Non-KG Model districts are Town hall meetings, market floats and an end point activation.

Pre-Event Phase – Right Age Enrolment:

This phase is mainly focused on preparative steps toward Right Age Enrollment Activation and first contact with stakeholders by engaging and informing them about the RAE activation.

- **Find Venue, Secure Venue & Secure Permits:**

1. **Execute Recce:**

This entails the mapping out of routes, vantage points and venues for all activation to uncover any issues that could be faced during execution phase.

2. **Build Brand Value with Venue:**

When researching venues, options that build brand value should be looked at. Consider venues that inspire attendees to pass along positive remarks with family and friends or even on social media, which broadcasts the activation to a larger audience.

3. **Check for Safety, Ambience & Usability:**

Safety - Standard for location selection should not be compromised. Selected locations should run through a quality criteria of safety, ambience and usability. One of the hallmarks of a successful event is that participants are safe throughout the entire process of engagement. Consider, noise, chaotic environments the weather (rain, sunshine, dust) and secure a safe venue for participants.

Ambience - How one is made to feel is the communication that will be carried out to others not necessarily what you say. Therefore it is important to conceive and decide on a venue that allows for great ambience. When people are comfortable, it makes the engagement process easy to execute.

Usability – The purpose of a selected location is that it is useable. For the people attending, for the logistics involved and for what level of engagement involved, it is important to not operate outside of the best usable space.

4. Start Paperwork Early:

Securing dates to completing event paperwork and permits, take time. Start paperwork as soon as possible. It is important to build a buffer into event schedules in order to deal with unexpected requirements. This is something experienced organizers do.

Permits widely considered in respect of the Right Age Enrollment campaign include the Ghana Music Right Organization (GHAMRO) permit which is the payment permit for copyright license and the Assembly permit from the Municipal Assembly.

When there is music at the event, even if it is only background music, you will need to pay royalties to the composer and performance rights to the performers/producers. The GHAMRO permit allows you the copyright license to integrate outdoor music into an activation whereas the Assembly permit grants you the ability to use a location which serves as a platform to engage locals at outdoor points best serving to you.

In addition, where in door locations such as Town halls will be utilized, those venues in question should be checked for safety and ensured that the ambience is fit for purpose.

5. Plan entry and exit flow:

Plan your event from beginning to end. Specify a process for turning an entrance into an exit in case of emergencies and end-of-show foot traffic.

Great event organizers are masters of planning for the unexpected. Utilize learnings from past events to anticipate problems that could arise. After all, experience is the best teacher.

Once an agreed plan is in place to resolve any issues that could arise, ensure team members are fully briefed on how to take action.

● Hold Stakeholder Meeting:

Engaging stakeholders in community activations have become increasingly prominent for two (2) reasons.

- ➔ First, from a normative perspective, it is regarded as an ethical issue. The normative perspective dwells on the ethical and moral framework of community.

Hold informal engagements with community leaders, religious leaders, traditional leaders, district educational heads and local assembly members, forming a steering committee three (3) weeks out to activation.

Inform them of subsequent visit and purpose, sighting the benefits of right age enrollment in nation building while seeking their blessing and support.

- ➔ Second is the instrumental perspective. This concerns the fact that stakeholders when utilized effectively, can be the strategic tools needed to achieve predetermined objectives.

It is essential therefore to identify and engage all stakeholders involved in order to bring them at par with stated objectives by explaining processes and procedures to be applied. This also includes briefing all stakeholders two (2) weeks out on campaign specifics in order to achieve true success in selected districts.

- **Assign Roles to All:**

Productivity is enhanced when responsibilities assigned closely align with team member strength or influence. Assigning responsibilities to stakeholders involved boosts efficiency. Also, having a clear understanding of roles allow the project leader to develop a timeline. This timeline, lists who is in charge of what task and when the specific portion of the project is expected to reach completion. When responsibilities are not assigned, the outcome of project tasks becomes unclear, vague and often incomplete. Assign roles to allow members to get a better idea of which members are working on closely related tasks.

Get Logistics:

Even a minor logistic oversight can sabotage an event. As soon as attendees walk in or come around (wherever event is organized), any detail that is out of place will be noticed and likely shared on social media when one is not so fortunate.

That's why event logistics are so critical to get right.

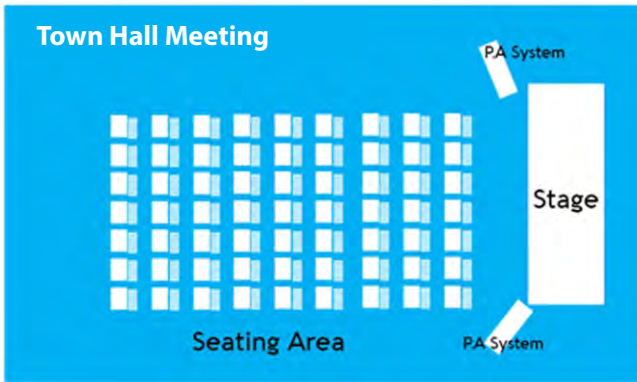
1. Identify Requirements: Determine the right solution based on unique needs.
2. Choose Resources: Decide and build the right set for the activation, from equipment to staffing.
3. Execute: Execute the solution you've built using best practice.

Event Phase – Right Age Enrolment

- This phase will consist of all actions directed toward the activation with respect to stated plans. .

Activation – Non-KG Model Districts

Town Hall Meeting - Setup/décor:



- A 2ft high stage with neatly covered table and skirting will serve as platform for presentations.
- Venue will be branded with theme merchandize

Town Hall Meeting - Music & Sound (PA system):

- Invitees will be met with local music which will create the right ambience for this event. Choice of PA system will be light but with quality surround sound.
- Promoters & Coordinators will assist with ushering guests and serve as guides during refreshments.

Market Float:

Market Float will begin immediately after Town Hall Meeting



3



Rig will stop at vantage points for mini activations

4



Market activations with comic dancers & music

Activation - KG Model Districts

Market Float:

- Branded rig, sound, comic dancers/drama group, promoters and music will be the tools used to create an engaging environment while creating awareness on right age enrolment.
- Rationale is to announce our presence in a massive way.

1



Branded rig with DJ, Sound, MC & Promoters

2



Rig will stop at vantage points for mini activations

3



Market activations with comic dancers & music

Community Engagement:



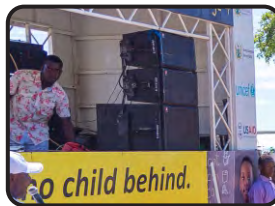
Community Engagement

- Trained promoters will accompany rig, with music, comic dancers to create awareness in KG model districts.
- Sketches/short drama scenes will be executed at convergence points to engage captive crowd.
- In Market areas, “Di Asa” mini competitions, pick and act, personality tests, short story contests, parents and child photo shoots and live questions will be organized for mothers with prizes up for grabs for their children.

Actual logistics and Personnel:



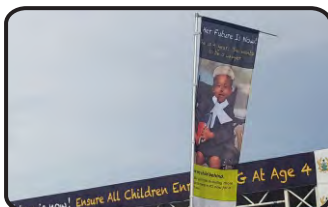
Branded Rig



PA System



Comic Dancers



Branded Telescopic Flags



Promoters

How to Give Right Age Enrolment Campaign a National Perspective

In order to accord a campaign of this quality a nationalistic perspective, the following steps are recommended.

- **National Campaign Launch:**

A national campaign should be launched by the Minister of Education. To make a big statement, top political actors in the country including the President should be roped in to this launch to further demonstrate the political will of government in spearheading the campaign.

- **Organize Workshops at the Regional Level:**

Generally, workshops provide a unique opportunity for discussing matters pertaining to the line of work of participants. This opportunity further allows for the following:

1. Exchange of ideas in a cordial atmosphere towards the attainment of agreed objectives.
2. As ideas of participants are being shared, heard, others are inspired to contribute even better ideas that were not conceived initially.
3. Skills set and knowledge base of participants are improved to get ahead and enable them execute the campaign successfully.

- **Organize Mini Launches Across Districts:**

Additional mini launches across districts bring more focus to the campaign and allows for better execution on the ground.

- **Activation:**

Execution proper: This phase is mainly focused on execution and getting the campaign implemented on the ground.

Post-Event Phase – Right Age Enrolment Campaign

- Mass Media blitz
- Execution Report to Stakeholders



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