ANNEX I

**STRENGTHENING FISCAL AND FINANCIAL STABILITY PROJECT (P161048)**

**REQUEST FORM FOR BROADCASTING SERVICE**

1. Component/subcomponent/activity name & number:

|  |  |
| --- | --- |
| Component: D. Strengthening of the Social Protection System | Component name: D1.Strengthening social welfare design, implementation, operation, performance |

2. Purpose and content of the public awareness products (stork, posters, GIF/flash, and articles, others):

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|  |

3.Scope of Work / What public awareness products were broadcasted and disseminated on which websites and social networks and when? /

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|  |

4. How many tugrugs will allow to be transferred to the professional entity?

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*\*Should be attached the invoice and related documents.*

*Approved by*: *Revised by:*

State Secretary, MLSP  Director of the PPD, MLSP

Date: Date:

*Prepared by:*

Coordinating consultant, Com D

Date:

**ANNEX II**

**The Plan to broadcast on social network such as facebook, WEB, and twitter for Public Awareness/communication campaign Social Welfare Reform**

**Timeframe: from 20th August to 30th December**

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| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Specific purpose** | **Key Messages** | **Content** | **Deliverables**  Should be discussed and agreed with the MLSP for disseminating which and websites Facebook pages, Twitter, | **Target**  **Audience** | **Timing** | **Responsibility/co-partners** |
| 1 | Social Welfare Law, its reform | Social welfare **reform, experience, challenges, reform needs, reform goals and issues** | interview styled article  2 short videos of 2 minutes | Published and broadcasted on one WEB sites, one daily newspaper and three Facebook at least two times each  Broadcasted on two WEB sites and three Facebook at least two times | Public  Policymakers | Sep | MLSP, LWSGO |
| 2 | The need to develop social welfare services | **the cash-oriented SW** advantages and disadvantages, the situation in Mongolia in this area, reform needs, advantages and disadvantages service-oriented, the types, and importance of citizen support services, the importance of supporting NGOs, examples from other countries | interview styled article  GIF poster | Published and broadcasted on one WEB sites, one daily newspaper  Broadcasted on two WEB sites and three Facebook at least two times | Public  Policymakers | Sep-Nov | MLSP, LWSGO |
| 3 | Social welfare fund and social welfare reform | **Social welfare reform**, its main objective is protecting the poor and the vulnerable  Demonstrate welfare expenditures in Mongolia  Total costs, how many of them are spending on the target group, the comparison with other countries, the needs to reach the target group  The coherence of social welfare and employment policy | interview styled article,  two GIF posters  a short video of 2 minutes | Published and broadcasted on one WEB sites, one daily newspaper  Broadcasted on at least two WEB sites  Broadcasted on two WEB sites and three Facebook at least two times | Public  Policymakers | Sep-Nov | MLSP, LWSGO |
| 4 | The needs and requirement to consolidate some social welfare services and transfer them to professional organizations | Ideas for consolidation of current types of social welfare services, addressing duplication,  transfer some social welfare services into professional organizations such as health services | interview styled article,  two GIF posters  a short video of 2 minutes | Published and broadcasted on at one WEB sites, one daily newspaper  Broadcasted on two WEB sites and three Facebook at least two times  Broadcasted on two WEB sites and three Facebook at least two times | Public  Policymakers | Oct | MLSP, LWSGO |
| 5 | Interview with the official of Labour and Social Protection | To introduce the Ministry's position on the **reform of the Social Welfare** | interview styled article,  a short video of 2 minutes | Published and broadcasted on one WEB sites, one daily newspaper  Broadcasted on two WEB sites and three Facebook at least two times | Public  Policymakers | Oct | MLSP, LWSGO |
| 6 | Does the **food stamp program** reach the target group? | To improve understanding that among other social welfare programs, it is one of the most important benefits for poor households.  Prepare interview from beneficiary households. | interview,  styled article,  two GIF posters | Published and broadcasted on one WEB sites, one daily newspaper  Broadcasted on two WEB sites and three Facebook at least two times | Public  Policymakers | MLSP, LSWSO |  |
| 7 | **Interview with an expert** | Labor and Social welfare services implementation and d**igitalization** provided by the LSWSO  Works on **improving core functions and services**  introduce the implementation of the goal of becoming an e- halamj  to inform citizens about its advantages, importance, and instructions  (Previously, it took an average of 15 days to receive welfare services, but now it takes 2-5 days, depending on the type of service.) | interview styled  article, | Published and broadcasted on one WEB sites, one daily newspaper | Public  Policymakers | MLSP, LSWSO |  |
| 8 | Social welfare services for  Clients  (in sum khoroo level) | Improve understanding **for the public on social welfare service and roles of social workers and roles of livelihood support counsel** | interview,  styled article, | Published and broadcasted on one WEB sites, one daily newspaper | Public | MLSP, LSWSO |  |
| 9 | Caregiver's benefits | the legal environment on caregiver's benefits, and the decision-making on determining the beneficiaries' necessity for permanent care, challenges, further policy | interview styled  article,  GIF posters | Published and broadcasted on one WEB sites, one daily newspaper  Broadcasted two WEB sites and three Facebook at least two times |  |  |  |
|  | **Grand Total** |  |  |  |  | **Total 4 months** |  |