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**Common Programme Planning and Weaknesses check list**

The following check list can be used to assess the existence of common weaknesses in planed programmes designed to influence behaviour in relation to pandemic events. If the programme exhibits one or more of the elements set out below remedial action will need to be put in place to lessen or remove the impact of the weakness.

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| **Characteristic** | **Indicate if and how the characteristic is present in the current plans** | **Set out possible mediating actions** |
| **Programme constructed by experts and policy planners only.** |  |  |
| **The programmes aims and objectives are non-specific.** |  |  |
| **Citizen insight research has not been used to define target groups and approach.**  |  |  |
| **The programme has not made use of theory, evidence and or data to inform its planning.** |  |  |
| **The programme has not developed a strong business case for the allocated or proposed budget.** |  |  |
| **A weak or incomplete situational analysis has been completed of influencing factors.** |  |  |
| **The programme does not have a sufficient time scale to achieve its objectives.** |  |  |
| **The programme is a short-term campaign and will not be evaluated in terms if target audience behaviour change.**  |  |  |
| **The programme does not have a clear and robust performance management system.** |  |  |
| **Little or no evidence of plans and resources to ensure widespread stakeholder engagement can be delivered and maintained.** |  |  |
| **A review mechanism is not in place to ensure that the programme messages and approach are refreshed on a regular basis.** |  |  |
| **The programme has weak mechanisms to co-ordinate efforts within the originating country and with relevant organisations at a European level.** |  |  |
| **The programme cannot demonstrate that it has human resource systems in place that will ensure that programme staff are trained and supported to deliver the programme.** |  |  |
| **The programme uses a limited intervention mix of approaches**  |  |  |
| **Ethical issues have not been addressed and clearances, approval obtained.** |  |  |