



Communication Clinic
AFP Partners Meeting
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May 22, 2014



Protecting Health, Saving Lives—*Millions at a Time*

Overview

- Know How to Talk about AFP
- Discuss AFP Communication Needs
- Present AFP Communication Strategy & Priorities
- Inspiring Action and Minimizing Risk
- Discussion



HOW TO TALK ABOUT AFP

The Basics

- Tagline:
 - an evidence-based advocacy initiative
- Mission statement:
 - We aim to increase the financial investment and political commitment needed to ensure access to quality family planning through evidence-based advocacy
- 16 partners contributing to efforts in 9 countries in Africa and Asia



The Basics

- Coordinating partner:
 - the Bill & Melinda Gates Institute for Population and Reproductive Health at the Johns Hopkins Bloomberg School of Public Health
- Funders:
 - the Bill & Melinda Gates Foundation
 - the David & Lucile Packard Foundation
 - The William and Flora Hewlett Foundation



What AFP Communication Is

- Fundamental to our advocacy (i.e., involving all AFP staff and partners)
- Aligned with our approach: SMART, focused and strategic
- Driven by our goals and program aims

Guiding principle: Be clear, concise, compelling, consistent, and authentic

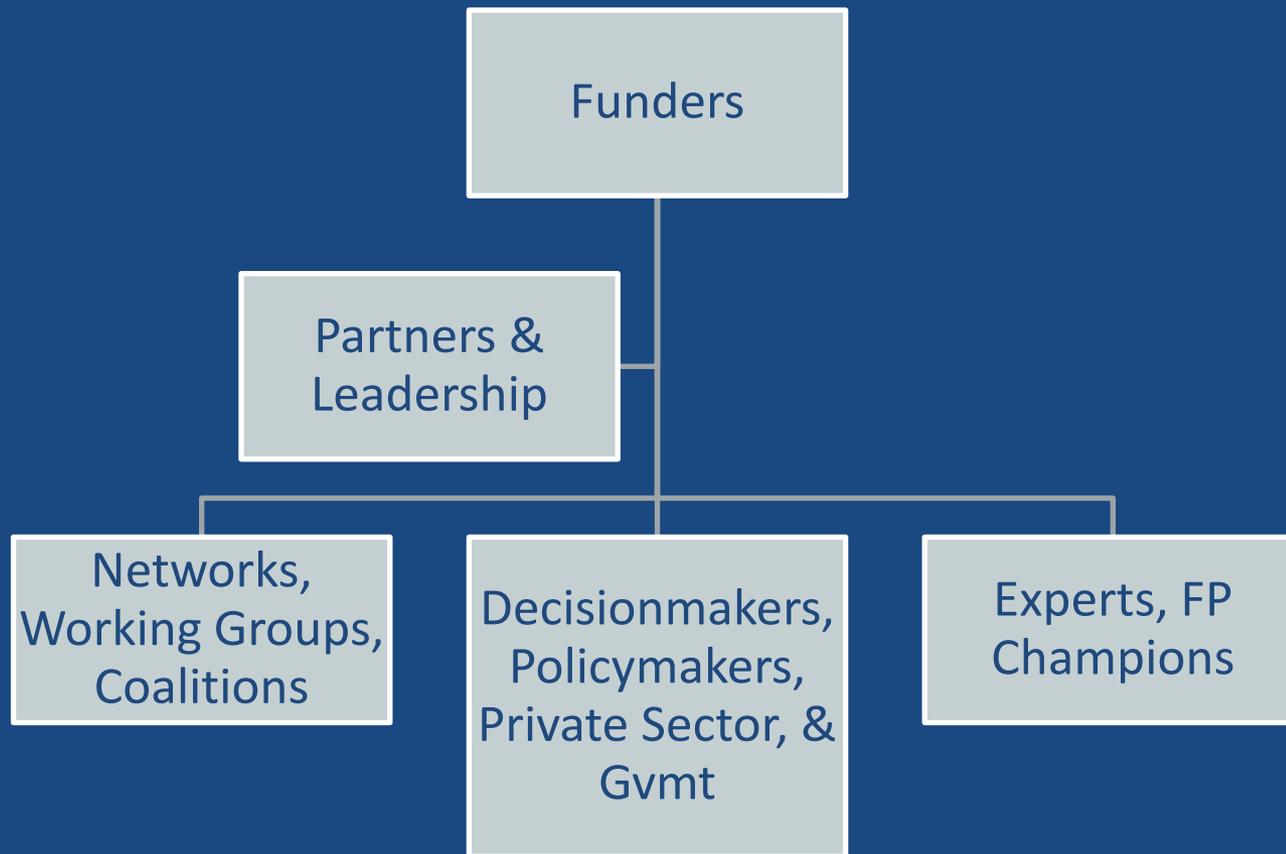


What AFP Communication Is Not

- Building awareness in the general public
- Disconnected from our larger goals and program aims
- Seeking media attention for attention's sake
- Creating content for “echo” chambers



Key Audiences/Stakeholders



Communication Resources

- Platforms for influence/sharing:
 - Coalitions/Working Group Memberships (FP2020 Working Groups, Reproductive Health Supplies Coalition, etc)
 - High-level events (International Conference on Family Planning, Women Deliver)
 - AFP & Partners/Leaders Newsletters, Websites, Social Media
- Tools/Materials
 - AFP Advocacy Portfolio
 - Annual Report
 - Case Studies
 - Brochure
 - Website



ADVOCACY COMMUNICATION STRATEGY

What is a Communication Strategy?

- Infuses communication efforts with an agenda and a master plan
- Outlines goals, objectives, messages, actors/stakeholders, activities, and metrics
- Uses communication to solve problems and meet core objectives



How Developed

- Interviews with AFP staff in HQ and in the field
- Discussions with AFP funders, partners, and leadership
- Recommendations from the mid-term evaluation and feedback from annual report
- Communication needs aligned with overall AFP goals



Findings

Strengths	Partners see themselves as: <ul style="list-style-type: none">• having good connections• being results-oriented• having credibility and experience
Needs	Support with documentation (breaking news, case studies, results cascades) More information on what is happening in other countries Help with presenting evidence effectively



Findings (Continued)

Requests - Materials	Country-specific brochures Demographic dividend brief Brief on AFP approach at district/decentralized level Share work plans (objectives, focus areas) across partners, networks Opportunity to share in blog posts, op-eds, commentaries Information toolkit for new FP Champions
Requests - Trainings	How to write a proposals, editorials / General writing support How to manage/improve websites How to develop graphs and charts in Excel and PPT How to identify breaking news



AFP Advocacy Communication Framework

Objectives	Main Messages	Actors	Activities/Outputs	Outcomes
<p>Mobilize advocacy resources in 9 countries to fulfill national commitments</p>	<ul style="list-style-type: none"> Family Planning has benefits for health, rights and development Family Planning is cost-effective Women, men, and youth in developing countries want and lack access to a range of FP methods 	<p>Country partners and coalitions/working groups</p> <p>AFP Funders</p> <p>AFP Leadership Group</p> <p>JHSPH faculty and grad students</p>	<ul style="list-style-type: none"> Breaking News Policy briefs and fact sheets Case Studies Newsletters Peer-reviewed articles Website stories and updates New evidence Landscape Assessments 	<p>All 9 country FP2020 commitments on track</p> <p>Contraceptive prevalence rate improves</p> <p>Unmet need decreases</p> <p>Funders and policymakers understand FP gains and sustain investment</p>
<p>Amplify Voices from the South to influence national and global commitments</p>	<ul style="list-style-type: none"> Family planning is a core health priority for the global agenda to support health, rights and development VfS benefit global policymaking and increase accountability 	<p>AWLN</p> <p>PPD ARO</p> <p>IPPF</p> <p>Country FP Champions</p> <p>Population Action Int'l</p>	<ul style="list-style-type: none"> Op-eds/commentary Profiles of Family Planning Champions Presentations at national family planning conferences and high-level global events Social Media 	<p>Family planning is a core part of the Post-2015 agenda</p>
<p>Diffuse advocacy best practices to increase influence and effectiveness</p>	<ul style="list-style-type: none"> SMART, decisionmaker-focused advocacy leads to quick wins Results Cascades are a simple tool to implement & monitor results 	<p>Country partners and coalitions/working groups</p> <p>Opportunity Fund grantees</p> <p>AFP Leadership Group</p>	<ul style="list-style-type: none"> Advocacy Portfolio AFP SMART Slides Results Cascades Portfolio Webinar Master facilitator corps Monthly M&E Reports 	<p>All 9 countries and Opp Fund grantees adopt the AFP approach.</p> <p>Other organizations value and use AFP approach</p>



Content Hierarchy



2014 Communication Priorities

1. Set up internal systems for timely communication about AFP
2. Support and strengthen partners' communication capacity to carry out program aims
3. Spread knowledge of AFP, our approach, and our impact beyond our collaborators
4. Experiment with ways to use communication to further AFP country objectives



2014 — 2015 Activities

- Produce one-page brief series on each AFP country
- Refresh website content and keep up-to-date
- Develop case studies for annual report
- Track policy briefs
- Family planning champions profiles and blogs
- Plan abstract submission for 2015 International Conference on Family Planning
- Ensure more consistent flow of information
 - Breaking News → Quick Win news → Email announcement → Website and Newsletter story → Results Cascade → Case Study



Breaking News

- **What is breaking news?**

A brief email or telephone update to notify AFP Baltimore staff of a recent change (positive or negative) in your:

- **policy environment,**
- **current or future quick wins,**
- **awards or recognition,**
- **family planning champions, or**
- **program progress or setbacks.**

- **Why important?**

Helps keep the AFP team (Baltimore, donors and other partners) up-to-date on progress/challenges and opportunities for recognition, collaboration and/or problem-solving



2014 Communication Priorities (cont'd)

Need clearer messaging on urgency of our challenges:

- Country ownership
- Young people
- Method mix and method choice
- Unmet need
- The role of family planning in development
- The role of family planning in post-2015 agenda
- Decentralization
- Demographic Dividend
- FP2020



What Activities Are Worth Undertaking?

Evaluate opportunities to promote AFP:

- Does it align with a work plan?
- Does it contribute to a quick win?
- Is it SMART?
- Does it involve Voices from the South?
- Does it promote FP2020 or the Ouagadougou Partnership?
- Does it leverage the resources of others?
- Does it contribute to the family planning advocacy knowledge base?



Questions?



INSPIRING ACTION AND MINIMIZING RISK

AFP SMART for Communicators by Dilly Severin

The chief work of public relations is the construction of social reality—Hallahan

Why Communications?

- Advocacy is a competitive sport
- Translate complex data into actionable policy recommendations
- Create a common understanding and language among coalitions and decision-makers.
- Change your operating context in the short term
- Include stakeholder communications and media relations



Communications Supports Quick Wins

- Communications can help advocates achieve their objectives
- Communications serves two critical functions:
 - Inspiring action
 - Minimizing risk
- Most relevant to
 - Phase II: Focus efforts
 - Phase III: Implement and Assess

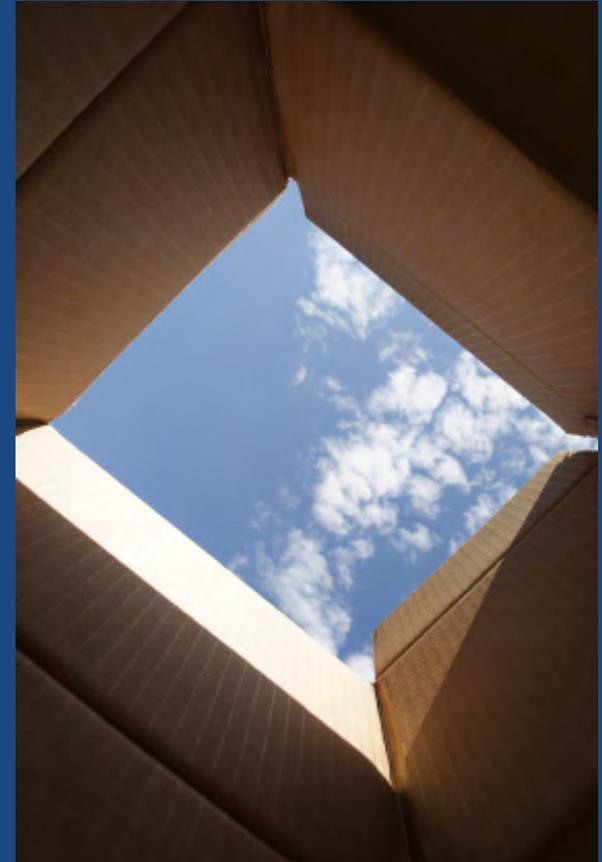


INSPIRING ACTION

AFP SMART for Communicators

Think Outside the Message Box

- Message box is a living tool
- Purpose is to inspire decision-maker action
- Adapt it to create talking points for champions for their own internal advocacy
- Message box should reflect the consensus of the coalition
- Push messages out across platforms at key advocacy moments
- Repetition and retention go hand in hand



Use the Media as A Motivator

- Provide a platform for champions to make positive statements through:
 - Op-eds
 - Events
 - Interviews
- Use media to highlight champions and provide them with visibility and cover
- Media outreach should coincide with network mapping and be about *influence* not *awareness*.



MINIMIZING RISK

AFP SMART for Communicators

Setting the Agenda Changes the Context

- Advocacy is not the only way to affect the operating context
- In the short-term use the agenda-setting power of the media to influence the policy context
- Editors and editorial board members can be powerful messengers publicly and privately
- Minimize risk by managing the opposition
- Media outreach can be used strategically to make a position politically unpalatable for key decision-makers
- Can open up a moment for advocacy action



Gut Check

Policy Change

- Target: Decision-maker
- Op-eds
- Editorials
- Grass tops meetings and events
- Goal: Influence, cover, making a position politically unfeasible for the opposition

Behavior Change

- Target: Beneficiary
- PSAs
- Embedding health-related messages in popular television storylines and radio programs
- Goal: Awareness, education, adoption of health-related behavior or demand-generation



Assessment

- Media hits
- Textual analysis
- Web hits
- Social media analytics
- All can be a part of documenting advocacy progress and success.



WHAT ARE YOUR BEST PRACTICES?