



# JOHNS HOPKINS

BLOOMBERG SCHOOL  
*of* PUBLIC HEALTH

## **AFP Advocacy Communication Strategy**

Sarah Whitmarsh

May 24, 2016



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

# Overview

- Understand AFP Communication Needs
- Define and assess AFP Advocacy Communication
- Discuss 2016 Priorities and Activities



# 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

- Conversations 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
- Experience addressing AFP communication needs



# 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



# 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



# Key Audiences/Stakeholders



- Is anyone missing?



# Advocacy Communication Framework

Objectives	Main Messages	Actors	Activities/Outputs	Outcomes
<b>Mobilize advocacy resources in 10 countries to fulfill national commitments</b>	<ul style="list-style-type: none"> <li>Family Planning has benefits for health, rights and development</li> <li>Family Planning is cost-effective</li> <li>Women, men, and youth in developing countries want and lack access to a range of FP methods</li> </ul>	<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"> <li>Breaking News</li> <li>Case Studies</li> <li>Newsletters</li> <li>Advocacy briefs</li> <li>Peer-reviewed articles</li> <li>New evidence</li> <li>Landscape Assessments</li> <li>Quarterly M&amp;E reports</li> </ul>	<p>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>Country FP programs closer to being self-funded and self-sustaining</p>
<b>Amplify Voices from the South</b>	<ul style="list-style-type: none"> <li>AFP's family planning advocates are well-placed to act quickly on opportunities to raise the visibility of family planning.</li> </ul>	<p>Country partners and coalitions/working groups</p> <p>Regional (Ouagadougou Partnership)</p> <p>Media (in Kenya and Tanzania)</p> <p>International agencies (eg, USAID)</p>	<ul style="list-style-type: none"> <li>Global Financing Facility meetings</li> <li>International conferences and events (RHSC, ICFP, etc)</li> <li>Partners Meeting</li> <li>Op-eds/commentary</li> <li>News articles/speeches</li> <li>Social Media</li> </ul>	<p>Partners convened around strategic policy issues on a national, regional or global basis</p> <p>Network of South-South advocacy strategy facilitators established and active</p> <p>Increased positive media coverage on family planning in two AFP countries (Kenya, Tanzania)</p>
<b>Diffuse advocacy best practices</b>	<ul style="list-style-type: none"> <li>SMART, decisionmaker-focused advocacy leads to advocacy wins</li> <li>Results Cascades are a simple tool to implement &amp; monitor results</li> <li>Institutionalizing advocacy strengthens the effectiveness and sustainability of our individual and collective efforts</li> </ul>	<p>Country partners and coalitions/working groups</p> <p>Opportunity Fund grantees</p> <p>Advocacy Collaborative</p>	<ul style="list-style-type: none"> <li>AFP Advocacy Portfolio</li> <li>AFP SMART Slides (interactive version with video examples)</li> <li>Results Cascades</li> <li>Portfolio Webinars</li> </ul>	<p>Local and international health organizations adopt the AFP approach and tools</p> <p>Other organizations mainstream advocacy as part of their work</p>



# Current Communication Resources

- Platforms for influence/sharing:
  - Coalitions/Working Group Memberships (FP2020, A&A Working Group, Reproductive Health Supplies Coalition, etc)
  - Events (International Conference on Family Planning, Women Deliver, national family planning conferences)
  - AFP & Partners' Newsletters, Websites, Social Media
  - Peer-reviewed journal articles
  - Media (Kenya and Tanzania)
- Tools/Materials
  - AFP Advocacy Portfolio, Progress Report, Case Studies, Brochure, Advocacy Wins booklet, USBs
- Advocacy Collaborative – to be developed



# 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?



# 2016 Communication Priorities

1. Strengthen partners' capacity to contribute to overall program aims and facilitate South-South learning
2. Spread knowledge of AFP, our approach, and our impact beyond our collaborators
3. Support the development and operations of the Advocacy Collaborative
4. Experiment with ways to use communication to make our tools and approach more engaging, interactive
5. Maintain internal systems for timely communication about AFP
6. Support communication activities for other special advocacy initiatives:
  1. Media advocacy
  2. Ampliando el Acceso
  3. PMA2020/AFP collaboration
  4. Sayana Press Lab



# Questions?

