

Media & Messaging Workshop for Family Planning Advocates

AFP Partners' Meeting
Baltimore, Maryland
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BILL & MELINDA
GATES *foundation*

Welcome

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Why Are We Here Today?

- Media coverage can play an important role in driving family planning progress and policy change
- Strong messaging skills will help you communicate more effectively not only to journalists, but also to policymakers, stakeholders and advocates
- Being prepared and confident in media interactions will help you get your point across effectively – and make you a stronger advocate

Agenda

Introductions – 10-15 minutes

Developing Effective Messages – 1 hour

Polishing your Interview Skills – 1 hour

Tea Break/Practice Interviews – 30 minutes

Critique of Interviews & Wrap-up – 45 minutes

Introductions

Tell us:

- Your name & organization
- A two- or three-sentence description of what inspires you to work in family planning and reproductive health



Developing Effective Messages Around Data

The Rule of 3: Try To Develop Key Messages in “Threes”

1. Context/situation:

There are more than 220 million women in developing countries who don't want to get pregnant but lack access to the family planning information, services, and supplies they need.



**Key
Messages**

2. Opportunity:

Access to family planning to delay pregnancies and space births ensures the health of women, newborns and children.

3. Call to Action: We need to build political will and commitment to provide more women with access to the family planning services they want.

Another Example of Key Messages

Universal Health Coverage:

- 1. Situation:** Lack of affordable, quality health care traps families and nations in poverty.
- 2. Solution/Opportunity:** More countries are successfully implementing universal health coverage to expand affordable, quality care – a once unthinkable idea.
- 3. Call to action:** Universal health coverage is both right and smart, and it should be a cornerstone of sustainable development.

Why Use Data for Advocacy?

When used effectively, compelling data can help raise awareness about issues and encourage decision-makers to enact policy changes.

Data can help:

- Illustrate that a problem exists – and why it exists
- Quantify the impact of a problem (e.g., mortality, morbidity)
- Demonstrate the potential impact of a solution/intervention
- Show progress toward a goal
- Back up your call to action

Tips for Talking About Data

- **Cut the technical jargon** – avoid overly technical terms and acronyms (e.g., CPR, TFR)
- **Use familiar types of data** – whole numbers and percentages work well across audiences
- **Don't info dump or use math problems** – use concrete examples and focus on people
- **Limit then number of statistics** – use only a few data points to support your main point



Translating Data into Messages

On their own, statistics are not messages – they should be used primarily to support your overarching advocacy messages.

- **Identify your core message or call to action**
- **Select a few statistics that illustrate your message**
 - Do the numbers help establish the problem?
 - Do the numbers showcase progress toward a goal?
- **Frame the numbers within a broader story**

Understanding Your Audience

At times, you may have to adjust your talking points and examples depending on the group you're addressing.

- **Know who you're talking to** – Do they have a technical understanding? Does everyone in the group have the same level of knowledge?
- **Shift your talking points accordingly** – If you are speaking to a group with diverse family planning backgrounds, find a middle ground
- **Leave enough time for Q&A** – Use this time to address specific questions to ensure everyone gets the information they need
- **Be prepared to address broader family planning issues**

Case Study: Using Data to Move Forward Advocacy Objectives



KINSHASA (2013)

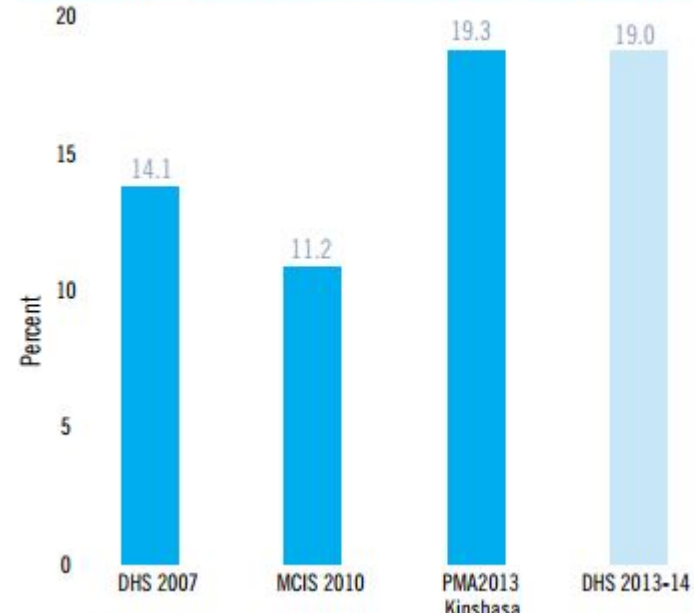
KEY FAMILY PLANNING INDICATORS

Select Family Planning Indicators Across Recent Surveys (married women, age 15-49)

	DHS 2013-14 Kinshasa	PMA2013/ Kinshasa
Contraceptive Prevalence Rate (CPR)		
All Methods CPR	44.8	38.7
Modern Method Use mCPR	19.0	19.3
Traditional Method Use	25.7	19.4*
Total Unmet Need		
For Limiting	7.6	8.3
For Spacing	15.3	24.2
Total Demand		
Demand Satisfied by Modern Method	27.9	27.1

*Note: because rhythm and SDM/Cyclebeads were inadvertently coded as the same method, this combined category was designated as "traditional."

Modern Contraceptive Prevalence Rate (% of married women, age 15-49)



Questions?

Activity: Putting it to Practice

- **Break into groups of 5-6 and using the data sets provided:**
 - Establish your advocacy objective
 - Translate the statistics available into digestible facts
 - Using the figures, develop three key messages
- **Select an individual to present your key messages to the full group**



Polishing Your Interview Skills

In the Driver's Seat: Guiding Interviews

You are a storyteller with an agenda. Make sure you have the tools you need to steer the conversation in an interview so you don't miss an opportunity to relay your key messages.

- First and foremost, you are there to share your point of view, communicate your messages and raise the issues that are important to you.
- You can easily transform difficult or off-topic questions into opportunities to deliver positive, simple messages.
- At any point in the interview, you should feel empowered to redirect the discussion to focus on your core objectives.

Answering Tough Questions

The ABC Approach:

1. Address the premise of the question
2. Bridge to the important issues
3. Communicate key messages



Bridging Phrases

- The most important thing you should know is...
- The real issue here is...
- Just the opposite is true...
- That speaks to a bigger point...
- What's important to remember, however...

Dealing with Tough Situations

- Don't get flustered, angry or agitated by a reporter's unique interviewing style
- Admit when you don't know the answer
 - Offer to get back in touch with the reporter
 - Don't get pulled into speculating
- Be brief – don't feel like you have to keep talking
- Pivot to back to what you want to talk about

Case Study 1: HIV/Depo

Family planning can at times be a controversial topic. How can you address some of the critiques FP programs while reinforcing your key messages?

For example: There is an ongoing debate around whether there is an increased risk of HIV acquisition associated with the use of contraceptive DMPA or Depo-Provera.



HEALTH HIV/AIDS

This Contraceptive Is Linked to a Higher Risk of HIV

Case Study 2: Responding to Data Questions

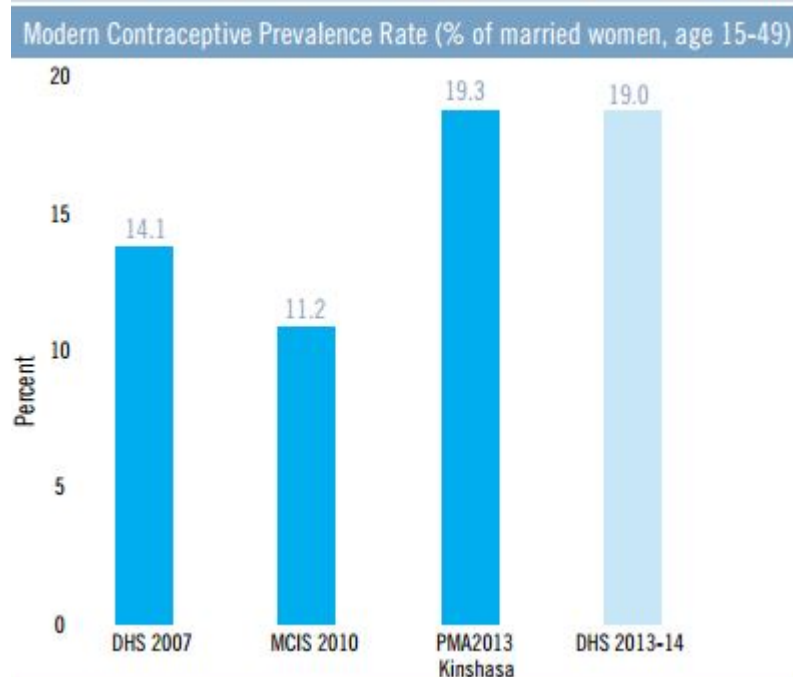
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Broadcast & Radio: Dos and Don'ts

- **DO** keep your eyes on the reporter, not the camera
- **DO** be conversational, but speak slowly
- **DO** smile! Even on radio it matters
- **DO** your research. Just because the reporter may not know much about you, don't make the same mistake

- **DON'T** make hand gestures directly at the camera
- **DON'T** cross your arms in front of your body.
- **DON'T** speak in a monotonous voice
- **DON'T** wear distracting patterns, stripes or bright colors. Go for clothes that are neat, clean and comfortable

Tea Break & Film Practice Interviews (30 minutes)

Activity: Practice Executing Effective Interviews

Five volunteers will participate in mock interviews, which will be filmed and played back to the group to critique:

- Select volunteers
- Film interviews during the coffee/tea break
- Play recorded interviews for the group – participants and trainers included – to discuss and critique

Interview Checklist

- ✓ Collect background/contact information on the reporter and his or her outlet
- ✓ Ask about the angle of the story and whether it would be possible to get a list of questions ahead of time
- ✓ Ask what the deadline is
- ✓ Assume you're always on-the-record
 - Off-the record means you won't be quoted on what you say
- ✓ Prepare your messages and **practice!**

Working with In-Country Media

- Invest in building strong relationships
- Always assume everything is on the record – if you do not want to be quoted, say so
- Do journalists' work for them – provide them with press releases, fact sheets, etc.
- Where appropriate, reach back out to reporters to correct inaccuracies



Ongoing Media and Communications Support

If you identify a media opportunity that has the potential to advance your advocacy objectives, please contact Global Health Strategies to see what support may be available. Types of activities could include:

- Liaising with journalists
- Helping to set up interviews
- Providing guidance on messaging and materials, such as op-eds and blog posts

Thank You

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