

Overview of AFP Advocacy Communication — Internal and External

*Sarah Whitmarsh
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GLOBAL



REGIONAL



NATIONAL



COUNTY



VILLAGE



Bill & Melinda Gates Institute for
Population and Reproductive Health

A Strategy Guides Our Efforts

- AFP SMART Advocacy Communication Strategy and Framework

Advocacy Communication Framework				
Objectives	Main Messages	Actors	Activities/Outputs	Outcomes
Mobilize advocacy resources in 10 countries to fulfill national commitments	<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 	<ul style="list-style-type: none"> Country partners and coalitions/working groups AFP funders AFP Leadership Group IPSN faculty and grad students 	<ul style="list-style-type: none"> Breaking News Case Studies Newsletters Advocacy briefs Peer-reviewed articles News evidence Landscape Assessments Quarterly M&E reports 	<ul style="list-style-type: none"> Country FP2020 commitments on track Contraceptive prevalence rate improves Unmet need decreases Funders and policymakers understand FP gains and sustain investment Country FP programs closer to being self-funded and self-sustaining
Amplify Voices from the South	<ul style="list-style-type: none"> AFP's family planning advocates are well-placed to act quickly on opportunities to raise the visibility of family planning. 	<ul style="list-style-type: none"> Country partners and coalitions/working groups Regional (Duaresogoo Partnerships) Media (in Kenya and Tanzania) International agencies (eg. USAID) 	<ul style="list-style-type: none"> Global Financing Facility meetings International conferences and events (IPHC, ICFP, etc) Partners Meeting Op-ed/commentary News articles/speeches Social Media 	<ul style="list-style-type: none"> Partners convened around strategic policy issues on a national, regional or global basis Network of South-South advocacy strategy facilitators established and active Increased positive media coverage on family planning in two AFP countries (Kenya, Tanzania)
Diffuse advocacy best practices	<ul style="list-style-type: none"> SMART, decision-maker-focused advocacy leads to advocacy wins Results Cascades are a simple tool to implement & monitor results Institutionalizing advocacy strengthens the effectiveness and sustainability of our individual and collective efforts 	<ul style="list-style-type: none"> Country partners and coalitions/working groups Opportunity Fund grantees Advocacy Collaborative 	<ul style="list-style-type: none"> AFP Advocacy Portfolio AFP SMART Slides (interactive version with video examples) Results Cascades Portfolio Webinars 	<ul style="list-style-type: none"> Local and international health organizations adopt the AFP approach and tools Other organizations mainstream advocacy as part of their work

Advocacy Toolkit

- AFP Advocacy Portfolio and slidedeck
- AFP SMART Facilitator's Guide
- District Working Group Guide



Skills-building Resources in the AFP Advocacy Portfolio

- Tell Your Story: A Guide to Writing Case Studies
- Make Your Case: An Overview to Developing Evidence-based Advocacy Briefs

The image shows a page from a document titled "Tell Your Story: A Guide to Writing Case Studies". At the top left, it says "PART 2" in a pink box. At the top right, it says "CAPTURE RESULTS". The main title is "Tell Your Story: A Guide to Writing Case Studies" in a pink font. Below the title, there is a paragraph of text: "Case studies help us to better understand, document, and describe our outcomes and results—both positive and negative. For each case study, we hope to gain an understanding of a key policy or program change and the advocacy efforts that led to the change. Target audiences for your case study may range from the non-technical (such as government officials or policymakers) to the technical (such as family planning advocates in other settings). Balancing the needs of both readers—for a compelling human interest narrative and for simple yet robust explanations of your methods and results—will strengthen your case study." Below this paragraph, there is a section titled "Process of Constructing Case Studies²". To the right of this section, there is a pink box with a quote: "Case studies can tell a full and rich story about what an advocacy strategy did and accomplished."¹ Below the quote, there is a section titled "STEP 1: GATHER THE RAW DATA". This section contains a paragraph: "To have a comprehensive and in-depth understanding of an event, it is important to gather the fundamental information about the event from multiple sources." and a sub-section titled "Data collection for a case study may include the following:" followed by a bulleted list: "• Telling the story through your own eyes, based on your perspective or experience" and "• Conducting interviews with lead actors to collect quotes and impressions".

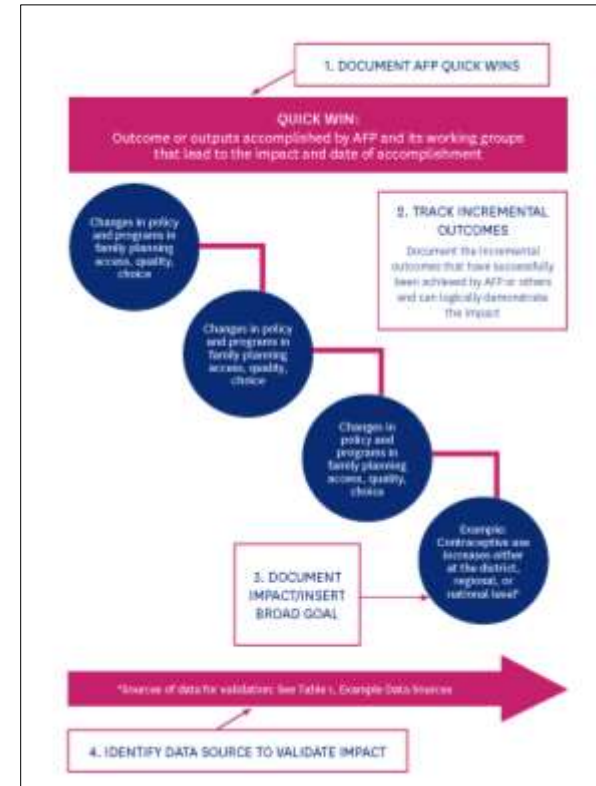
Other Skills-building Resources

- Breaking and Quick Win News Writing Guidance
- Getting Your Abstract Accepted: Writing Clear, Concise and Data-driven Abstracts
- Bring Out the Power in PowerPoint
- Writing Simply and Effectively



Internal Reporting Documents

- Yearly advocacy objectives
- Landscape assessments
- Quarterly reports
- Results Cascades



External Resources

- Brochure
- Progress Report
- Advocacy Wins booklet
- Monthly newsletters
- Breaking/Quick Win News
- Website and social media
- Op-eds, blogs commentaries



External Resources (Cont'd)

- 15 Case Studies and counting...



• Advocacy Briefs...

Expanding Access to Long-Acting Contraceptives in Lagos State Through Quality Counseling and Services

June 2015

FAMILY PLANNING SAVES LIVES

Family planning and reproductive health services save lives by allowing women to decide the timing and spacing of their children. This lowers maternal mortality, increases the chances of children's survival, and saves government funds [1].

Among the most effective methods of family planning are long-acting reversible contraceptives (LARCs), such as the IUD and implant. However, these methods are the hardest to access. The government recently introduced its LARC Strategy, which seeks to ensure that all women who want implants or IUDs are able to safely and freely obtain quality counseling, insertion and removal services through public health sector providers [3].

Lagos by the Numbers

- 3.4: average number of children a woman in Lagos will have in her lifetime
- 19%: percent of married women who currently use a modern method of family planning
- 27%: percent of married women who have an unmet need for contraception
- 30%: percent of modern method users who are using IUDs or implants

Source: PMA2014/Lagos

Methods of Contraception Used by Married Women

Source: PMA2014/Lagos

UNMET NEED FOR FAMILY PLANNING IN LAGOS

Despite the widely acclaimed benefits of family planning, only 1 in 5 married women in Lagos are using any modern method of family planning, and 1 in 4 do not have access to the family planning supplies and services they need [3].

Among women in Lagos who do use family planning, the majority rely on short-term methods, such as the pill, injectables, and condoms. These methods are less effective at preventing unintended pregnancy than LARCs, which are very effective for many years [3]. This reliance on shorter-term and less-effective methods leaves women at risk of unintended pregnancy.

Source: PMA2014/Lagos

Reasons Women Are Not Using Contraception*

*Women were allowed to select more than one option.
Source: PMA2014/Lagos

WOMEN NEED FAMILY PLANNING COUNSELING

Recent data show that public facilities in Lagos do have LARCs in stock. However, 66% of women who visited a health facility for their own or their children's care in the last year did not receive any counseling about family planning from their health provider. Given the high proportion of non-users of FP who have health concerns or are worried about method-related side-effects, provider counseling is especially important [3]. This lack of information may explain the reliance on less-effective short-term methods.

MEDICAL OFFICERS OF HEALTH CAN IMPROVE COUNSELING & SERVICES

To help Lagos state meet the aims of the national LARC Strategy and help more women access family planning—including LARCs—LGA and LCDA Medical Officers of Health can:

- Ensure high quality family planning counseling and services through regular scheduled and unscheduled monitoring of providers
- Organize refresher trainings on provision of LARCs, in accordance with the national LARC Strategy.
- Make local health funds available to implement training on FP counseling and ongoing supportive supervision.

REFERENCES

1. Rhoads Smith, et al. 2009. "Family Planning Saves Lives." Population Reference Bureau. <http://www.prb.org/pdf/enr/fpstrategies09.pdf>
2. Nigeria Federal Ministry of Health. 2014. "Increasing Access to Long-Acting Reversible Contraceptives in Nigeria: National Strategy and Implementation Plan (2013–2015)." <http://www.fmo.gov.ng/Uploads/strategies09.pdf>
3. Performance Monitoring and Accountability 2010 (PMA2010) Project. Centre for Population and Reproductive Health at the University of Buea (CPRH), the Centre for Research, Evaluation, Assessment and Development (CREAD), the Population and Reproductive Health Program (PRH) at the College of William and Mary, and the Center for Population and Reproductive Health (CPRH) at the Center for Population and Reproductive Health, Johns Hopkins Bloomberg School of Public Health.

PATHFINDER INTERNATIONAL NIGERIA
Plot 36, Ikotefe George Swaine Street | Awolofe, Abuja, 910004 | Phone: +234 9 203 8282

PATHFINDER INTERNATIONAL HEADQUARTERS
9 Gates Street, Suite 217 | Waltham, MA 02453, USA | Phone: +1 917 639 7700

How do we track & evaluate them?

- Website views
- Newsletter opens and forwards
- Social media interactions
- Word-of-mouth

Discussion

- How are you documenting your work currently?
- What are some ways we can enable partners and others to utilize internal/external resources?
- What other types of resources or materials would be helpful in your work?