

Overview of AFP Advocacy Communication — Internal and External

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GLOBAL



REGIONAL



NATIONAL



COUNTY



VILLAGE

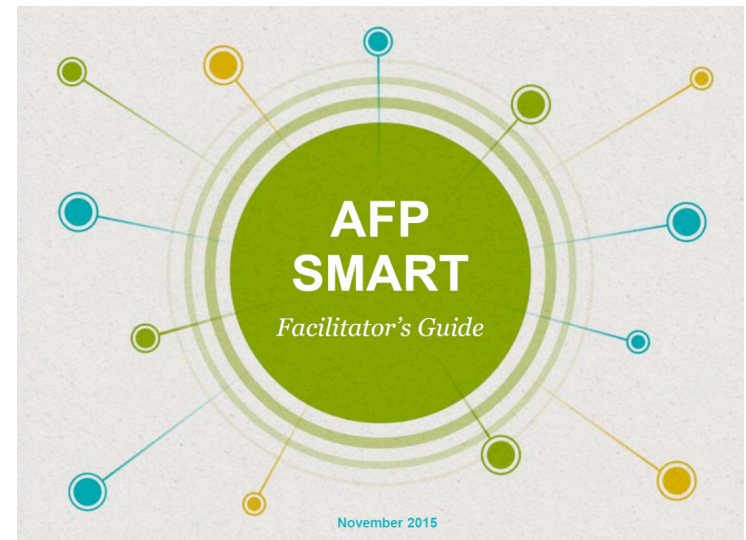
A Strategy Guides Our Efforts

- 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 	Country partners and coalitions/working groups	<ul style="list-style-type: none"> Breaking News Case Studies Newsletters Advocacy briefs Peer-reviewed articles New evidence Landscape Assessments Quarterly M&E reports 	Country FP2020 commitments on track
		AFP Funders		Contraceptive prevalence rate improves
		AFP Leadership Group		Unmet need decreases
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. 	JHSPH faculty and grad students		Funders and policymakers understand FP gains and sustain investment
		Country partners and coalitions/working groups		Country FP programs closer to being self-funded and self-sustaining
		Regional (Ouagadougou Partnership)	<ul style="list-style-type: none"> Global Financing Facility meetings International conferences and events (RHSC, ICFP, etc) Partners Meeting Op-eds/commentary News articles/speeches Social Media 	Partners convened around strategic policy issues on a national, regional or global basis
Diffuse advocacy best practices	<ul style="list-style-type: none"> SMART, decisionmaker-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 	Media (in Kenya and Tanzania)		Network of South-South advocacy strategy facilitators established and active
		International agencies (eg, USAID)		Increased positive media coverage on family planning in two AFP countries (Kenya, Tanzania)
		Country partners and coalitions/working groups	<ul style="list-style-type: none"> AFP Advocacy Portfolio AFP SMART Slides (interactive version with video examples) Results Cascades Portfolio Webinars 	Local and international health organizations adopt the AFP approach and tools
		Opportunity Fund grantees		Other organizations mainstream advocacy as part of their work
		Advocacy Collaborative		

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

PART 2

CAPTURE RESULTS

Tell Your Story: A Guide to Writing Case Studies

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.

Process of Constructing Case Studies²

“Case studies can tell a full and rich story about what an advocacy strategy did and accomplished.”¹

STEP 1: GATHER THE RAW DATA

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.

Data collection for a case study may include the following:

- Telling the story through your own eyes, based on your perspective or experience
- 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
- AFP SMART workplans

External Resources

- Brochure
- Advocacy Wins booklet
- Monthly newsletters
- Breaking/Quick Win News
- Op-eds, blogs commentaries
- 20 advocacy case studies and counting...



External Resources (Cont'd)

- Website and social media

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We advocate for the financial investment and political commitment to ensure access to quality family planning

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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].

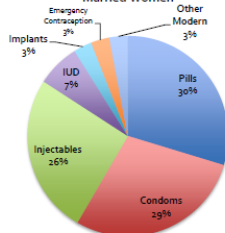
Among the most effective methods of family planning are long-acting reversible contraceptives (LARCs), such as the IUD and implant. However, these methods are the hardest to access. The government recently introduced its LARC Strategy, which seeks to ensure that all women who want implants or IUDs are able to safely and freely obtain quality counseling, insertion and removal services through public health sector providers [2].

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
- 10: percent of modern method users who are using IUDs or implants

Source: PMA2014/Lagos

Methods of Contraception Used By Married Women



Source: PMA2014/Lagos

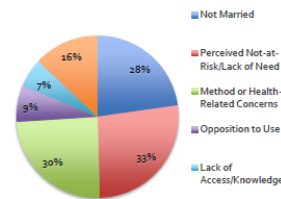
UNMET NEED FOR FAMILY PLANNING IN LAGOS

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.



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, 60% 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. Rhonda Smith, et al. 2009. "Family Planning Saves Lives." Population Reference Bureau. <http://www.prb.org/pdf/fp/familyplanningsaveslives.pdf>
2. Nigeria Federal Ministry of Health. 2014. "Increasing Access to Long-Acting Reversible Contraceptives in Nigeria: National Strategy and Implementation Plan (2013-2015)."
3. Performance Monitoring and Accountability 2020 (PMA2020) Project, Centre for Population and Reproductive Health at the University of Ibadan (CPRH), the Centre for Research, Evaluation Resources and Development (CRED), the Population and Reproductive Health Program (PRHP) at the Obafemi Awolowo University in Ile-Ife, and Bayero University Kano (BUK). 2014. Lagos. Baltimore, MD: PMA2020, Bill & Melinda Gates Institute for Population and Reproductive Health, Johns Hopkins Bloomberg School of Public Health.

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How do we track & evaluate them?

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

Discussion

- What should we be documenting? What should we be looking for?
- What other types of resources or materials would be helpful in your work?