

# AFP Advocacy Communication Strategy

Fulfilling the Family Planning 2020 Vision

OCTOBER 30, 2017

Sarah Whitmarsh



GLOBAL



REGIONAL



NATIONAL



COUNTY



VILLAGE

# 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 collaborating organizations
- Recommendations from the mid-term evaluation and feedback from annual reports
- Communication needs aligned with overall AFP goals

# 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

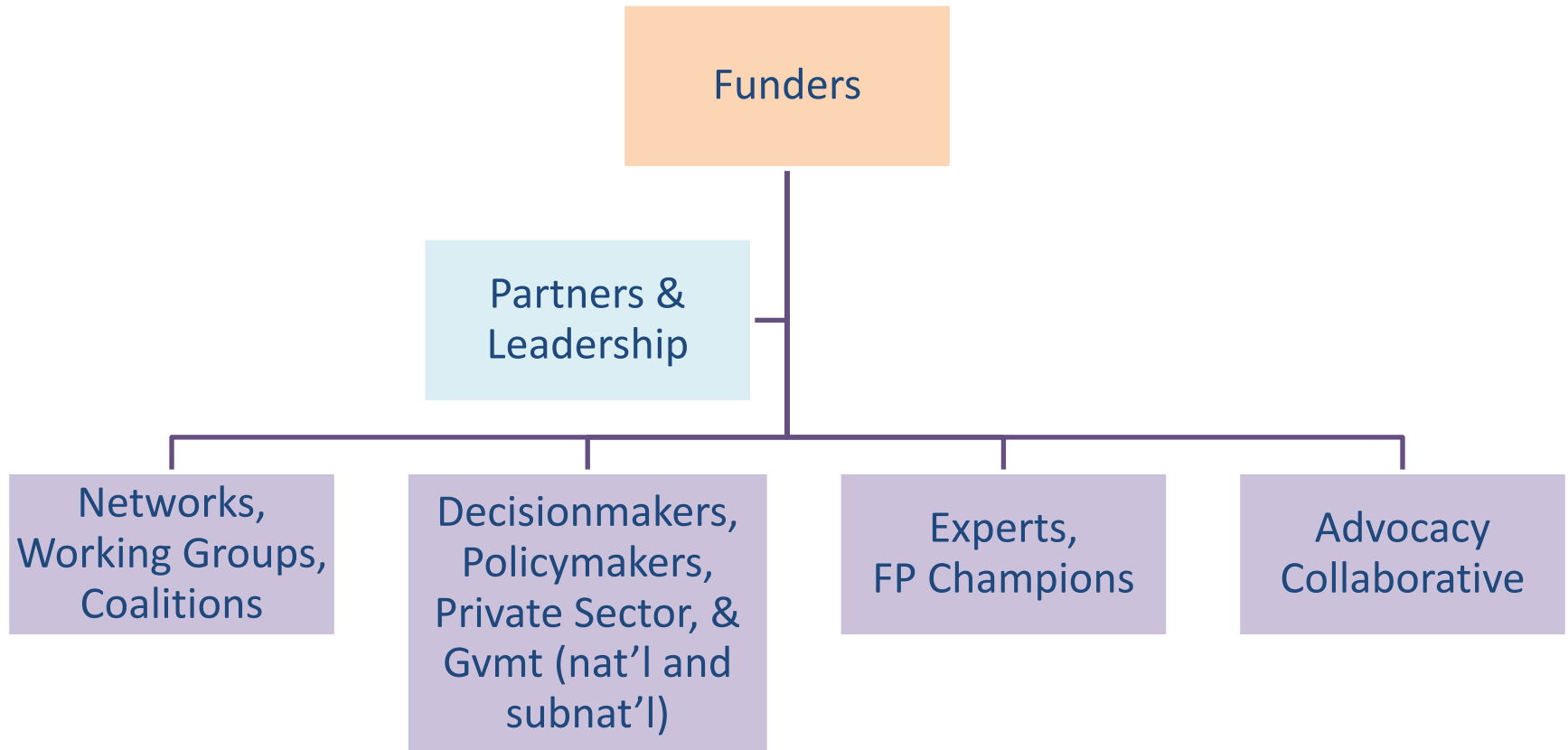


# What AFP Communication Is

- 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 principles: Be clear, concise, compelling, consistent, and authentic

# Key Audiences/Stakeholders



# 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"> <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>Johns Hopkins Bloomberg School of Public Health 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> <li>Communication Skills Building</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>
Amplify Voices from the South to make family planning a priority among national governments and international agencies	<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, UNFPA)</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 of family planning</p>
Diffuse advocacy best practices to increase influence and effectiveness	<ul style="list-style-type: none"> <li>SMART, decisionmaker-focused advocacy leads to advocacy wins</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>	<ul style="list-style-type: none"> <li>Advocacy Portfolio</li> <li>AFP SMART Slides</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>



# 2017 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 diffusion of AFP SMART among other organizations
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:
  - a. Media advocacy
  - b. PMA2020/AFP/TCI collaboration



THANK  
YOU

AFP  
ADVANCE  
FAMILY PLANNING