

Introduction to AFP News

Identifying Breaking/Quick Win News
& How to Write Them

Sarah Whitmarsh

Christina Cherel

October 30, 2017

Outline

- Breaking News & Quick Win News: what are they, their differences, and similarities?
- What is the reporting process?
- What goes into a first draft?

Outline

- Why is documentation and communication important?
- What are the key elements?
- How do we share?

**Why is documentation
so important?**

[afp-partners] Breaking News: Lagos State sets example for Nigeria, making family planning s...

Farouk M. Jega

Sent: Tuesday, April 11, 2017 at 6:07 AM

To: afp-partners@lists.johnshopkins.edu

You forwarded this message on 4/12/17, 1:06 PM.

Show Forward

Breaking News: Lagos State sets example for Nigeria, making family planning services in Yaba suburb completely free



Primary health care facilities in the Yaba Local Council Development Area of Lagos State, Nigeria, removed all user fees for family planning services in November 2016 – making family planning services completely free. Yaba is the first locality to follow through on the government of Nigeria's commitment at the 2012 London Summit on Family Planning to provide free family planning services to all Nigerians.

The state's Honorable Commissioner of Health is mandating that family planning consumables remain a barrier for family planning uptake. These consumables, such as IUDs and implants, which require consumables for proper use.

The directive was issued as a result of efforts from the Lagos State Sustainable Advocacy Initiative (PHSAI). The directive abolished the use of gloves, surgical blades, and other supplies. However, the State will support this directive, which impeded its implementation.

Determined to implement the new directive, PHSAI spent months working with Family Planning local partner Pathfinder International, the Nigerian government. They engaged with sole administrators of the local government health facilities, officers, and chairmen of community development committees to ensure family planning in the Lagos state's local budget for family planning. They also leveraged existing funds for purchasing family planning consumables.

Eight months of sustained advocacy helped implementation of the directive. The state's Honorable Commissioner of Health is mandating that family planning consumables remain a barrier for family planning uptake. These consumables, such as IUDs and implants, which require consumables for proper use.

Message

Re: [afp-partners] Breaking News: Lagos State sets example for Nigeria, making family planning...

Duff Gillespie

Sent: Tuesday, April 11, 2017 at 7:18 AM

To: afp-partners@lists.johnshopkins.edu

Great news, Farouk.

Duff Gillespie, PhD

Professor

Bill & Melinda Gates Institute for Population and Reproductive Health

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Skype: duff.gillespie | www.advancefamilyplanning.org | www.gatesinstitute.org

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From: Farouk Jega <FJega@pathfinder.org>

Reply-To: "afp-partners@lists.johnshopkins.edu" <afp-partners@lists.johnshopkins.edu>

Date: Tuesday, April 11, 2017 at 6:07 AM

To: "afp-partners@lists.johnshopkins.edu" <afp-partners@lists.johnshopkins.edu>

Subject: [afp-partners] Breaking News: Lagos State sets example for Nigeria, making family planning services in Yaba suburb completely free / Flash Info : L'État du Lagos au Nigeria montre l'exemple, en introduisant la gratuité des services de planification familiale.

Dear AFP partners,

I am delighted to share with you this breaking news from Lagos, Nigeria- a huge step by one Local Government Council to eradicate user fees for FP services in public facilities.

Best wishes,

Farouk

Farouk M Jega

Fundamental to our advocacy

- Helps track advocacy progress
- Keeps your networks updated
- Inspires your peers about what is possible
- Connects us
- Informs your donors, government
- It provides language for you to use for other needs

Fundamental to ALL advocacy

- Evidence-based advocacy is increasingly recognized as a public health best practice
- By documenting and communicating we are contributing to a larger knowledge base for advocates
- You are at the forefront of innovative work in family planning AND advocacy
- Through documentation and communication, we can learn from each other and the process.

1. Identify the news/story

- 2. Share the news with your country lead**
- 3. Write a draft**
- 4. Share the draft with your country lead**
- 5. Share with AFP Communications Team for editing and translation**
- 6. Share with partners on the AFP listserv**
- 7. AFP shares with donors**
- 8. AFP shares with wider networks via website, social media, newsletter**

What constitutes as news?

- Reporting a recent advocacy outcome
- A significant update on a previous advocacy win
- A recent change in the family planning environment – either positive or negative
- Recognizing a champion
- Update on problem solving

What is Breaking News?

- A recent change in the family planning environment – either positive or negative
- Recognizing a champion
- Update on problem solving

Breaking News Example

New Video Spotlights Family Planning as a Strong Investment for Indian Companies

- Video presents the positive impact of family planning
- Not specific to an advocacy win
- Written with a positive perspective



What is a Quick Win News?

- Reporting a recent advocacy outcome
- A significant update on a previous quick win

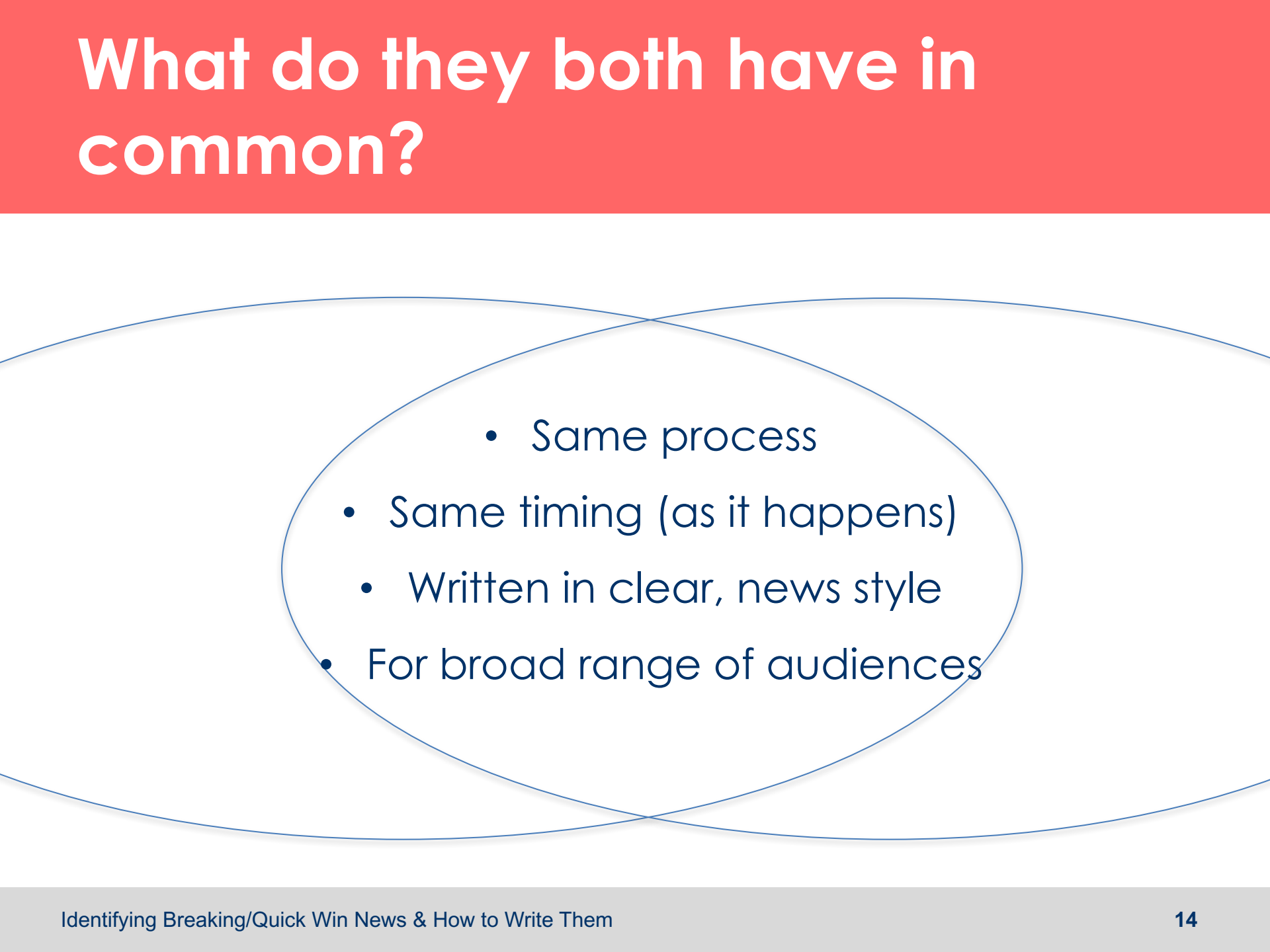
Quick Win News Example

Nigerian Community Health Worker's Training Now Includes Guidance on LARC Provision

- Significant outcome from advocacy strategy
- Explains why it is significant and how it came about
- Outlines next steps



What do they both have in common?

- 
- Same process
 - Same timing (as it happens)
 - Written in clear, news style
 - For broad range of audiences

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Rewind:

1. Identify the news
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3. Write a draft

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Tips to Write Simply & Effectively

- Approximately 350 words total
- Order info from most important to least important
- Easy to understand for someone outside of AFP
- Use quotes when appropriate

Elements of News

Headline: clear and concise

1st ¶: summary of significant change

2nd ¶: relevance to family planning goals

3rd ¶: summary of advocacy process

4th ¶: recognition

5th ¶: next steps

Attachments: documentation to validate change

Headline

1. What is the most important change you're reporting?
2. State briefly and clearly.

AFP hosts communication workshop for Nigerian partners

AFP Nigerian partners build communication skills

1st: summary of significant change

1. What is the significant change you're reporting? Describe in one or two sentences.
2. Avoid jargon.
3. What date did it occur? How long did the process take?

2nd: relevance to family planning goals

1. Why is it important?

- Why is it important to the family planning field/country?
- Why was it an advocacy objective?
- If possible, provide data or statistics to show context.

2. Avoid jargon.

3rd: summary of advocacy process

- What advocacy took place to achieve the outcome?
- What was the effective strategy?

4th : recognition

Breaking News: Nepalese High-Level Delegation Observes Family Planning Advocacy Approach in Indonesia

... **“We were, in a matter of days, able to get a breadth of understanding of the national family planning programs in Indonesia,”** said Pranab Rajbhandari, Nepal’s Health Communication Capacity Collaborative Deputy Chief of Party. **“We observed the implementation, coordination, and collaboration at the local level, which is crucial to getting the family planning agenda on the district radar.”**

5th: next steps

- What are the next steps for the partner team?
- What implications does this win have going forward?

Elements of News

Headline: clear and concise

1st ¶: summary of significant change

2nd ¶: relevance to family planning goals

3rd ¶: summary of advocacy process

4th ¶: recognition

5th ¶: next steps

Draft complete!

What's the next step?

What's the process to share your news?

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Instructions

- **Option A**: Have an idea for a breaking or quick win news that hasn't been written up yet? Use this time to write your headline and first few paragraphs.
- **Option B**: Still working towards a new advocacy objective? Draft a quick win news 6-8 months in the future as if your advocacy objective has already been achieved.

Thank you!

Questions?

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