

# AFP SMART: Training of Facilitators

## Step 6: Determine the Ask Type of Arguments

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*Adapted from G. Arzum Ciloglu, MPH, DrPH*



GLOBAL



REGIONAL



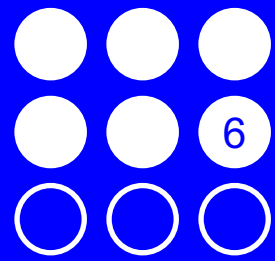
NATIONAL



COUNTY



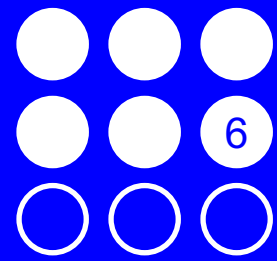
VILLAGE



## **Step 6**

Determine the  
Ask

# Step 6—What Is Our “Ask” and How Can We Support It?



## Support the ask through:

- **Rational arguments**
  - use facts or evidence
- **Emotional arguments**
  - Use evocative stories and photos
- **Ethical arguments**
  - Use a rights-based approach

# Rational Argument

- Follows the rules of logic and concludes no more and no less than what is correct from any given evidence.
- Consistent with or based on reason or good judgment; logical or sensible
- Incorporates all relevant information in direct proportion to its relevance.

# Emotional Argument

- Manipulation of the recipient's emotions in order to win an argument
- Intended to draw visceral feelings from the acquirer of the information
- Acquirer of the information is intended to be convinced that the statements that were presented in argument are true based on emotional stimulation such as fear, pity and joy.

# Ethical Argument

- Refers to people's morals
- Focus on what is “right” and what is “wrong”
- Depends on joint understanding of rules and standards

# What are benefits and limitations of the different types of messages?

- Rational/Logical
  - Based on facts/evidence
  - Using facts to tell one side of the story
- Emotional
  - Using personal, compelling stories, empathy
  - Stretching the “truth,” leaning towards exaggeration
- Ethical
  - Use of commonly accepted moral/legal standards
  - Using flawed or questionable morals

A TIP FROM A  
FORMER  
SMOKER

***RECORD YOUR  
VOICE FOR LOVED  
ONES WHILE  
YOU STILL CAN.***

Terrie, Age 52  
North Carolina



Smoking causes immediate damage to your body.  
For Terrie, it gave her throat cancer. You can quit.  
For free help, call 1-800-QUIT-NOW.

#CDCTips



U.S. Department of  
Health and Human Services  
Centers for Disease  
Control and Prevention  
[www.cdc.gov/tips](http://www.cdc.gov/tips)

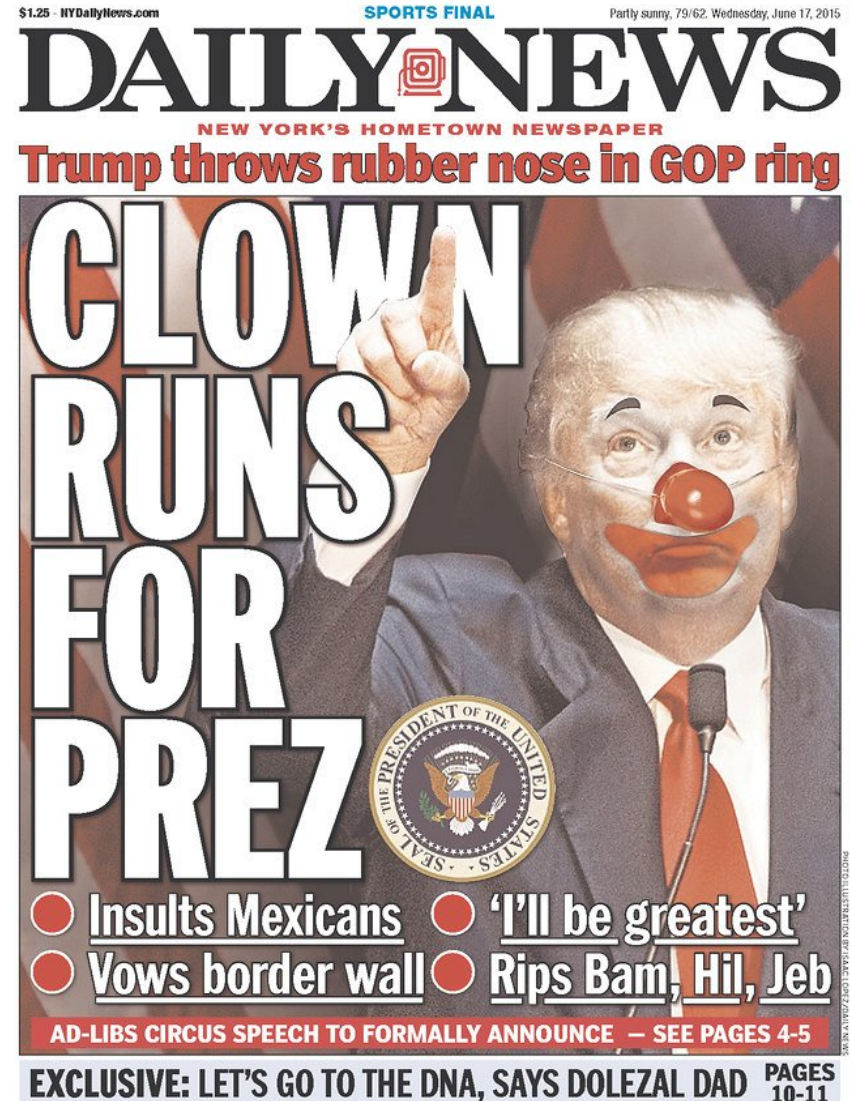


# Emotional TV spot



# Emotional Headlines

- 'Every time I think about those kids it gets me mad': Obama cries for the victims of Newtown as he pushes gun control at speech surrounded by families of mass shooting victims



# Rational Processing

- Emphasis on message argument and rationale
- Depends on logical processing
- Integrate new information with previously held knowledge

**2,000 CALORIES PER DAY**

**is all most adults should eat. Young kids need even fewer.**

**CUT YOUR PORTIONS. CUT YOUR RISK.**

» Call 311 for your Healthy Eating Packet

**NYC**  
HEALTH

Michael R. Bloomberg  
Mayor  
Thomas Farley, MD MPH  
Commissioner

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# Rational TV Spot



# Rational Headlines

- Climate Change Will Disrupt Half of North America's Bird Species
- Opioid Prescriptions Drop for First Time in Two Decades
- U.S. Hospitals Wrestle With Shortages of Drug Supplies Made in Puerto Rico



Kathryn Gamble for New York Times

# Ethical Headlines

- U.S. Soldiers Told to Ignore Afghan Allies' Abuse of Boys
- Doctors must lead us out of our opioid abuse epidemic
- They're All Bad for You, but Should They Be Illegal?





# ENOUGH IS ENOUGH

Relentless bombing in Gaza is killing a child every three hours.

How many more must die before this stops?

Thursday, 8 January, 2009, Gaza.  
Mohammed, three, is comforted by his mother after a bomb strike.

© SHARON HAYES

For families in Gaza, every minute is now a fight for survival. Devastating attacks on both sides of this conflict mean thousands of people are caught in an impossible search for safety.

Strike after strike, those children who escape death face horrors that will stay with them forever. Gaza is fast becoming a place where help just isn't there.

Against the odds, Save the Children has reached 7,000 people already with food parcels, water and fuel. But supplies are running dangerously low – aid simply can't get to those who need it most.

Ambulances can't reach the injured. Those few who reach hospitals find power cuts rendering doctors helpless. With every hour that passes, more irreversible damage is done to children's lives.

## We have to act now.

Join our call for a lasting ceasefire, observed by all. Only this can help us reach hungry, exhausted, terrified children. World leaders, including Gordon Brown, must do much more.

Every person can make a difference. We need as many people as possible to demand an end to the bombing. Together, we'll build pressure on decision-makers to do everything in their power to end this violence.

Take action. Add your voice to our plea.

## Text CEASEFIRE to 81819.

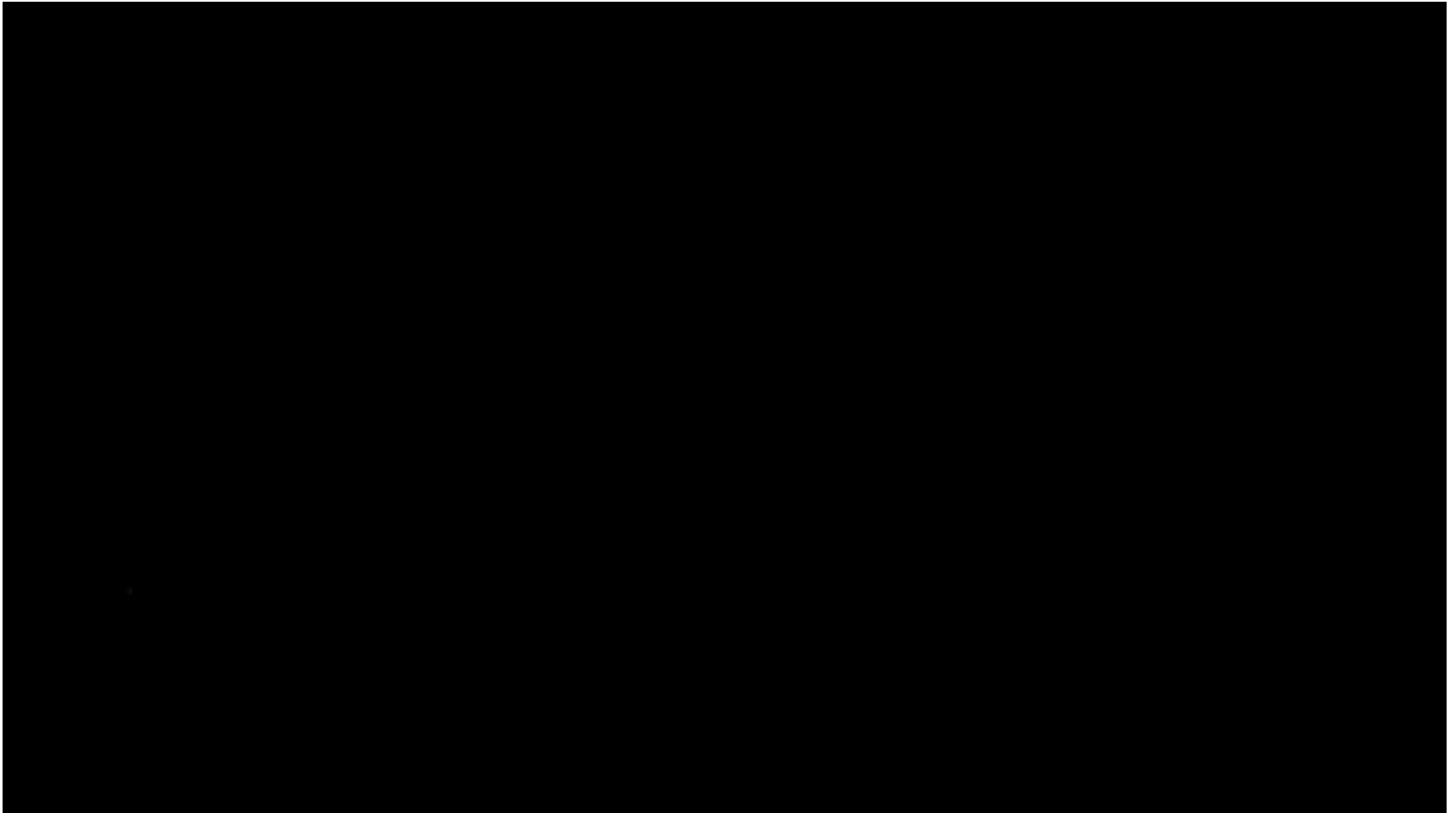
We'll make sure your message is heard.

**We Save the Children  Will you?**

Find out more at [www.savethechildren.org.uk](http://www.savethechildren.org.uk)

We may keep you updated by phone and will always give you the chance to opt out of further communications. However, if you would rather not receive such information, please email us at [support@save-the-children.org.uk](mailto:support@save-the-children.org.uk) or phone 020 7012 6400 or text STOP to 81819. SMS charged at your standard text message rate.

# Rational, Emotional, and Ethical



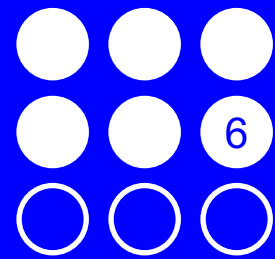




# Rational, Emotional, and Ethical



# From an Ask to a Quick Win



- **Example:** Advocates considered what was needed to amend the national family planning guidelines to enable community health workers to provide contraceptive injectables

KENYA

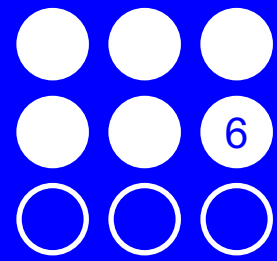
## CASE STUDY

Advocating with Data and Deference to Stakeholders: Increasing Community Access to Injectable Contraceptives in Kenya

January 2014

**T**he Government of Kenya amended its national family planning guidelines to allow community-based distribution of injectable contraceptives by community health workers (CHWs), vastly increasing women's access to family planning in the country's most underserved and hardest-to-reach communities. Kenya's Director of Public Health and Sanitation and Director of Medical Services jointly signed a policy circular on 28 November 2012, to make the change<sup>1</sup>. The amendment is the culmination of a focused advocacy strategy facilitated by the Advance Family Planning (AFP) initiative and its lead Kenya partner, Jhpiego. Advocacy efforts relied heavily upon disseminating evidence of the safety and effectiveness of CHWs' provision of injections and galvanizing support from key medical, nursing, and midwifery leaders.

# How Did They Do It?



## **Rational**

Piloted demonstration project documents that community health workers provide injections safely

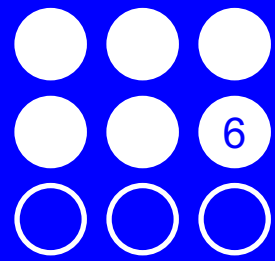
## **Emotional**

Recognized nurses' empathy that women receive high-quality healthcare

## **Ethical**

Stressed community-based care would overcome inequity between women in rural and urban areas and among the wealthiest and the poor

# Group Work 6.1



## Box 6.1

Identify Decisionmaker:

Rational

Emotional

Ethical