

# Media Advocacy

Case study and lessons learned

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# Background

## **2009-2015**

- Minimal focus on media advocacy

## **mid-2016**

- AFP incorporated media advocacy efforts in two focus countries—Kenya and Tanzania—as a pilot experiment

## **2017-18**

- Modest media efforts expanded to Uganda and Nigeria

## **2019-2022**

- As part of supplemental grant, media advocacy to be integrated across 6 focus countries

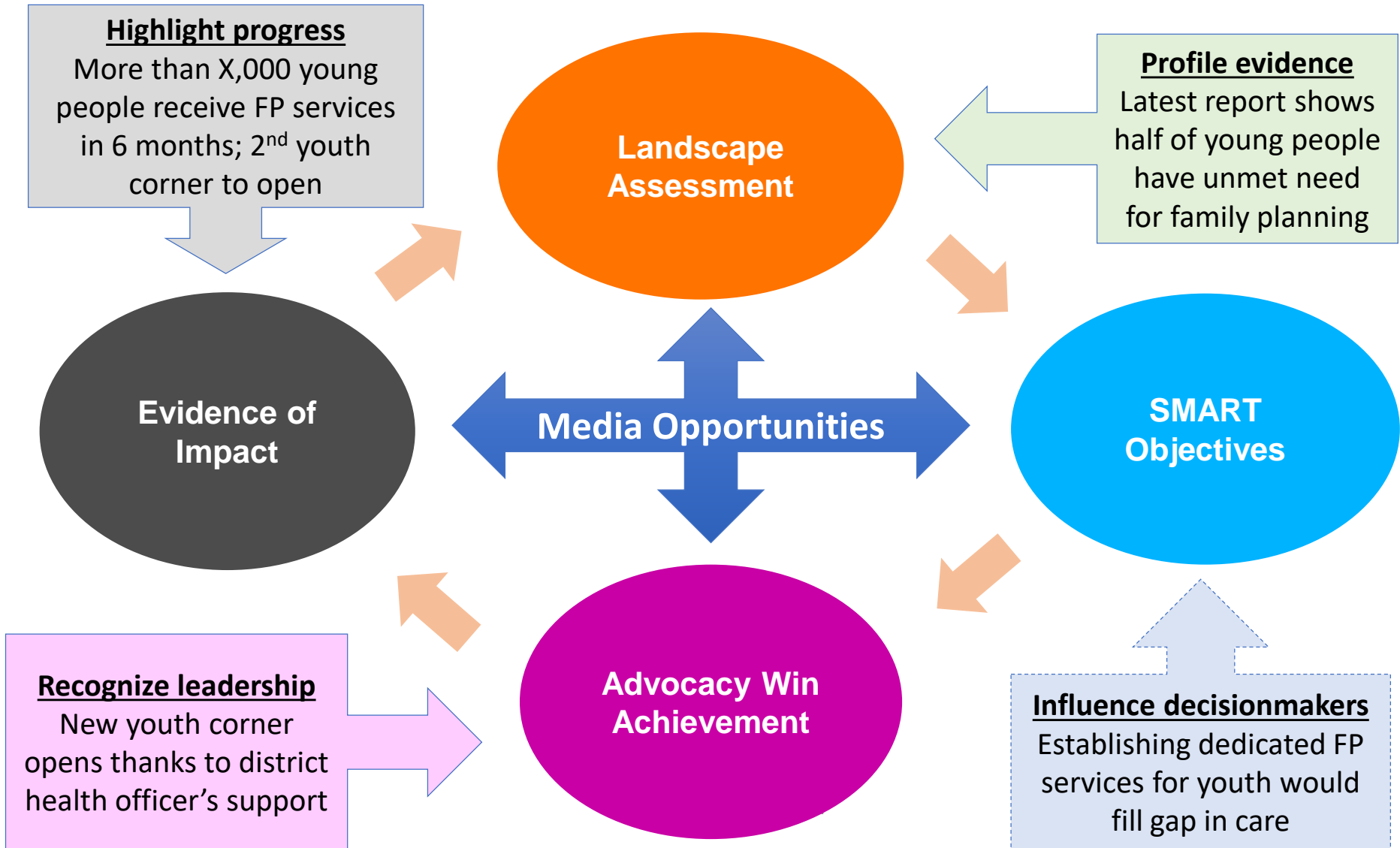
# Our media advocacy is intended to be

- 1) **agenda-setting**—putting family planning on policymakers' agendas and creating a public discourse on family planning issues and
- 2) **policy-oriented**—supportive of efforts to influence family planning budget and policy outcomes at national and subnational levels.

**“We saw [teenage pregnancy] as an issue, but the media coverage really helped in raising awareness of the community and other partners, who now want the matter addressed.”**

*David Baya, Kwale County  
Health Promotion Officer*

# Our Approach





# Example media advocacy win: Kenya

## Media Outlet Airs Family Planning Segments at their Own Cost

In April 2018, Kenya's Radio Ramogi began airing family planning stories once every month to its four million listeners. The family planning segment will air within the station's "Women's Voice" program every Saturday.

Station editor Charles Odhiambo and "Women's Voice" producer Josephine Sirega made the commitment in a meeting with the media advocacy coordinator of Advance Family Planning's local partner, Jhpiego.

Each story is followed up with live discussions that connect listeners with technical experts in studio.

**What do you think was their SMART objective?**

**Radio Ramogi's station manager and segment producer commit to air free regular segments for family planning by March 2018.**



# Example media advocacy wins: Nigeria

In April 2018, the Lagos Media Advocacy Working Group secured a dedicated weekly column for family planning stories in one of the Nigeria's foremost national dailies, ***Leadership Newspaper***, over a six-month period.

In addition, the group earned a free slot on the television program “Wake up Nigeria” on TVC Entertainment. This TV slot has since been used by other partners and stakeholders, including PHSAI (the Lagos State FP Advocacy Working Group), the Nigerian Urban Reproductive Health Initiative, the Ministry of Health, and the National Population Commission, among others.

## LINKING MEDIA TO ADVOCACY WINS


# Kenya

An AFP-oriented journalist wrote an article based on compelling data on teen pregnancy and the lack of youth services that aired on two local radio stations in Kakamega County (February 2017)

After hearing the radio segments, the sub-county medical officer deployed human and financial resources to revive the youth corner in Mumias Model Health Center (February 2017)

Over 15,000 adolescents (ages 15-19) visited the youth corner between February and September 2017, of which 3,138 (21%) received family planning counseling and commodities.





What are our  
lessons learned  
thus far?



# 9 Lessons Learned

- 1. Build relationships with editors/executives** of media outlets as well as journalists.
- 2. Orient trusted journalists on family planning issues.** See them as partners in leading the family planning agenda—and not just in pushing out stories.
- 3. Build the capacity of local family planning champions** (advocacy working group members, health officials, faith-based leaders, etc.) to take advantage of story opportunities and be interviewed



# 9 Lessons Learned

**4. Consider what will best attract attention to your issue.** Link family planning to broader issues of health and development.

**5. Think carefully about which topics are appropriate for media coverage.** Untimely exposure can mobilize opponents as well as supporters.

**6. Gather and synthesize evidence and other message points** that reinforce the rationale for a desired policy or program change.



# 9 Lessons Learned

**7. Leverage key moments.** Coordinate with other partners in the family planning field to elevate issues of concern for everyone.

**8. Read, monitor and evaluate media coverage gained** (positive and negative). Remember that the quality of coverage is more important than the quantity of coverage.

**9. Follow up with both your champions and journalists after the story is aired** or published to see if it contributed to any change.



Linking outcomes  
to impact

Competition

Ongoing  
challenges

Internal  
communication

Prioritization



# What will success look like?

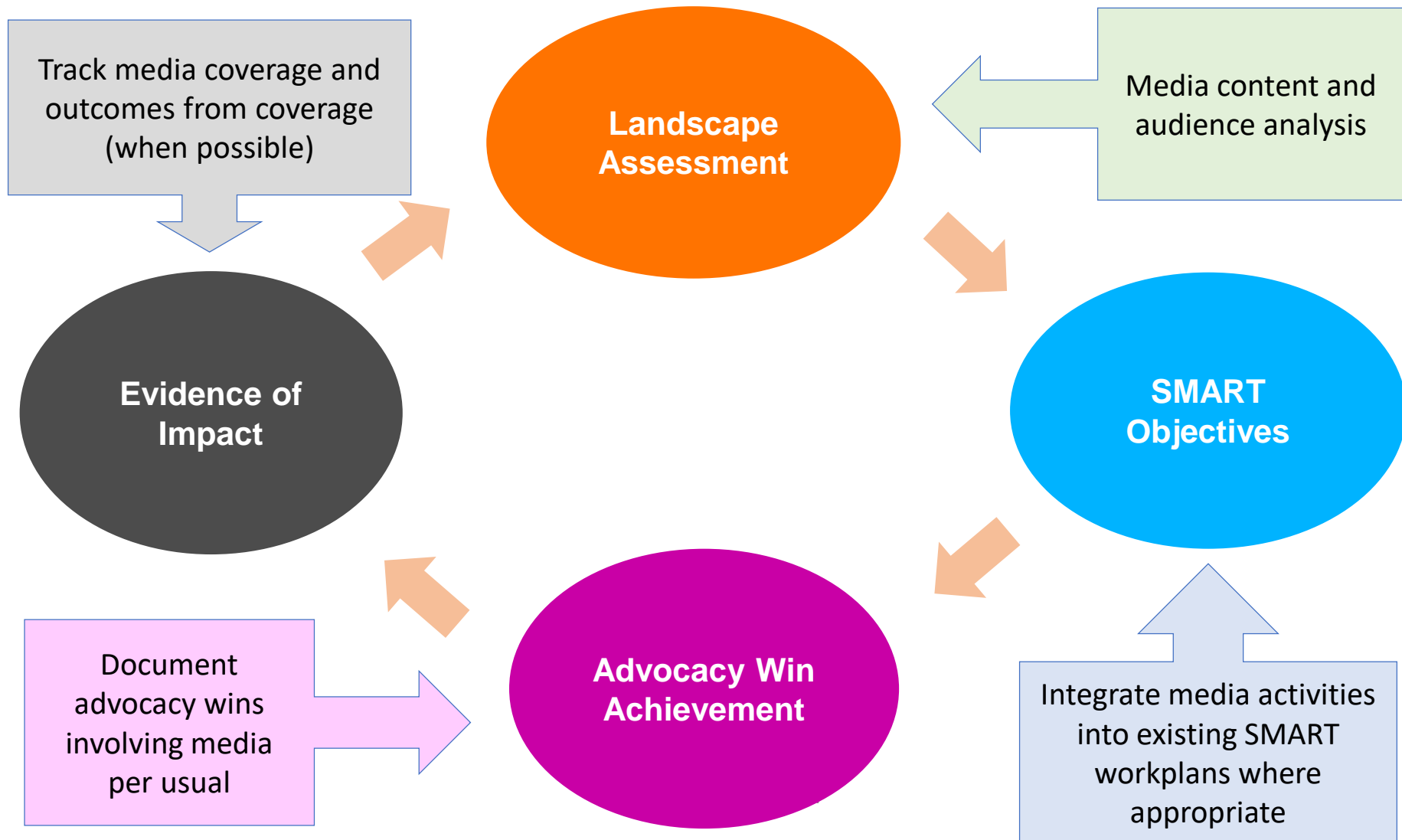
*Media advocacy M&E*



# Ultimate outcome

*Increased media coverage to keep family planning on the agenda and to influence family planning budget and policy outcomes at national and subnational levels*

# Media Advocacy Integration







# SMART advocacy leads to action