

Accelerating Access to PPFP:

Introduction to AFP SMART Advocacy Approach

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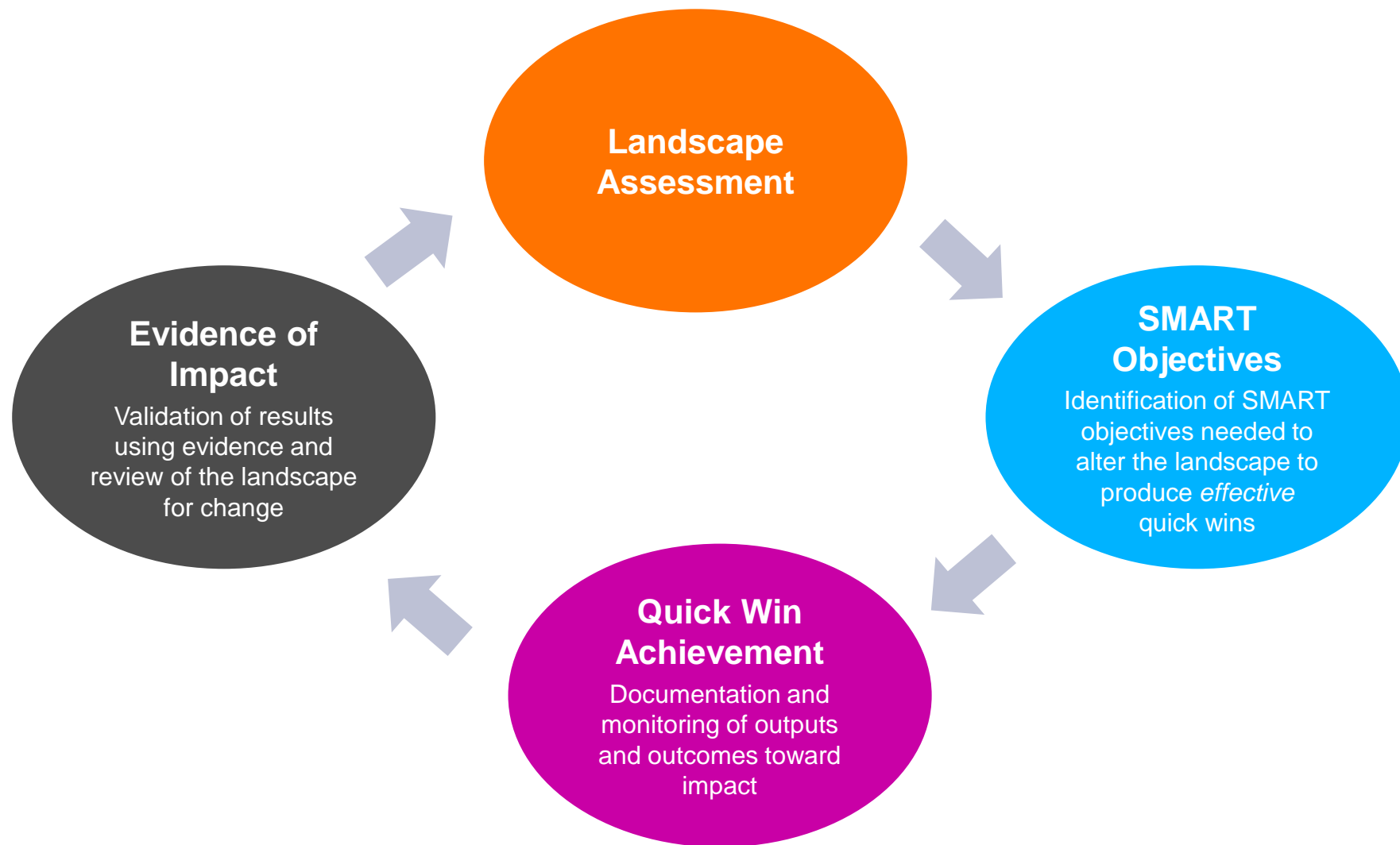
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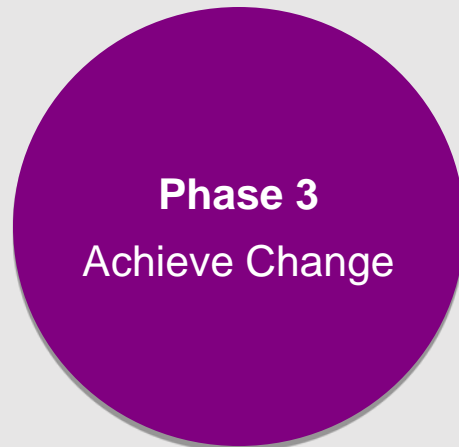
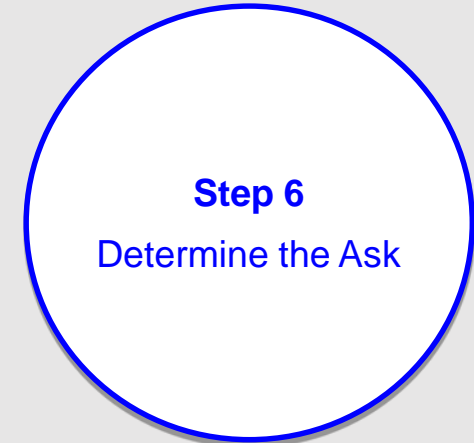
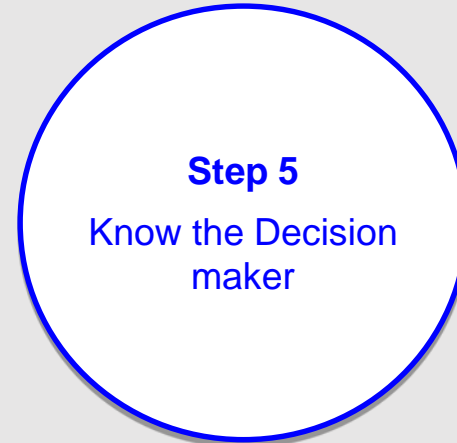
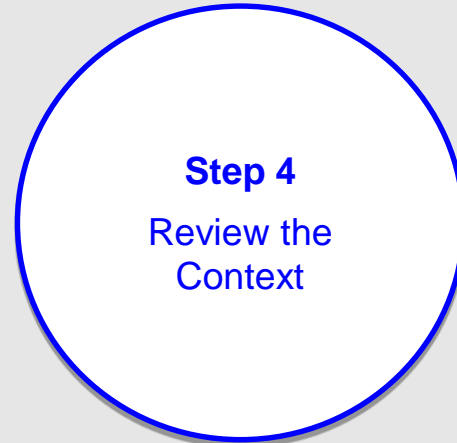
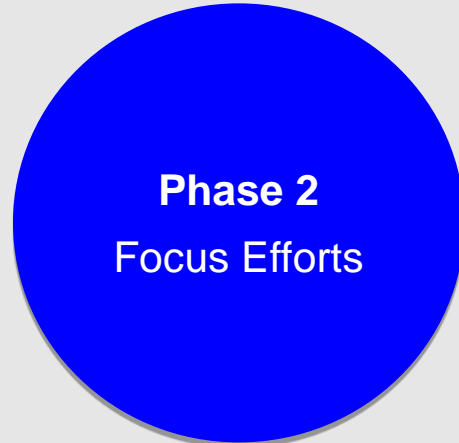
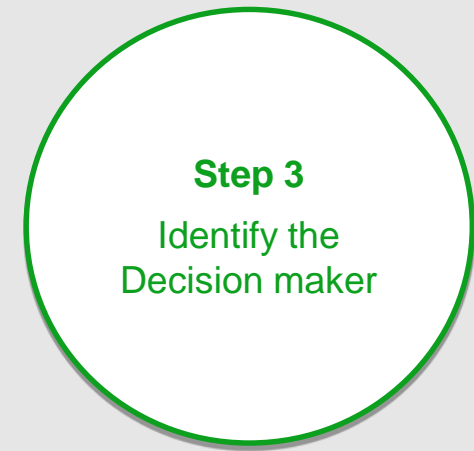
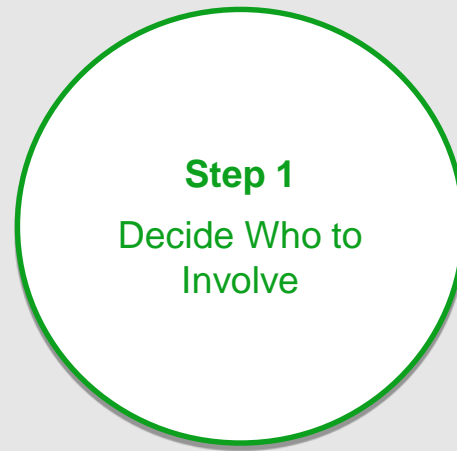
Angeline Mutunga, Global Policy & Advocacy Director

November 16, 2018

AFP SMART Advocacy Approach

Specific
Measurable
Achievable
Relevant
Time-bound





Phase 1: BUILD CONSENSUS

Step 1

Decide Who to
Involve

Step 2

Set SMART
Objective

Step 3

Identify the
Decisionmaker

Phase 2: FOCUS EFFORTS

Step 4
Review the
Context

Step 5
Know the
Decision maker

Step 6
Determine the
Ask

Phase 3: ACHIEVE CHANGE

Step 7

Develop a Work
Plan

Step 8

Set Benchmarks
for Success

Step 9

Implement and
Assess

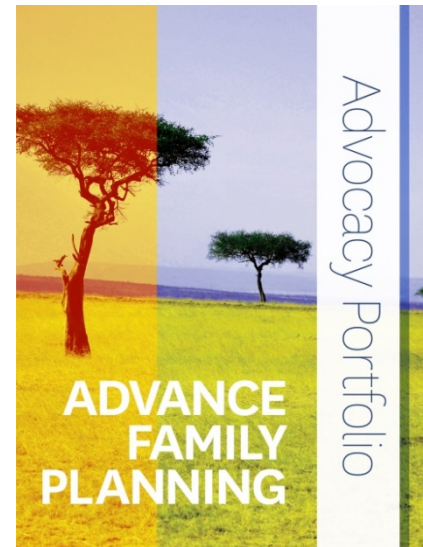
Attributes of a SMART Advocate

- Strong collaborator and convener
- Credible and evidence-informed
- Strategic and targeted
- Diplomatic
- Flexible
- Patient but persistent



For More Information

AFP Advocacy Portfolio: <http://advancefamilyplanning.org/portfolio>



AFP SMART in Action: *India Case Study*

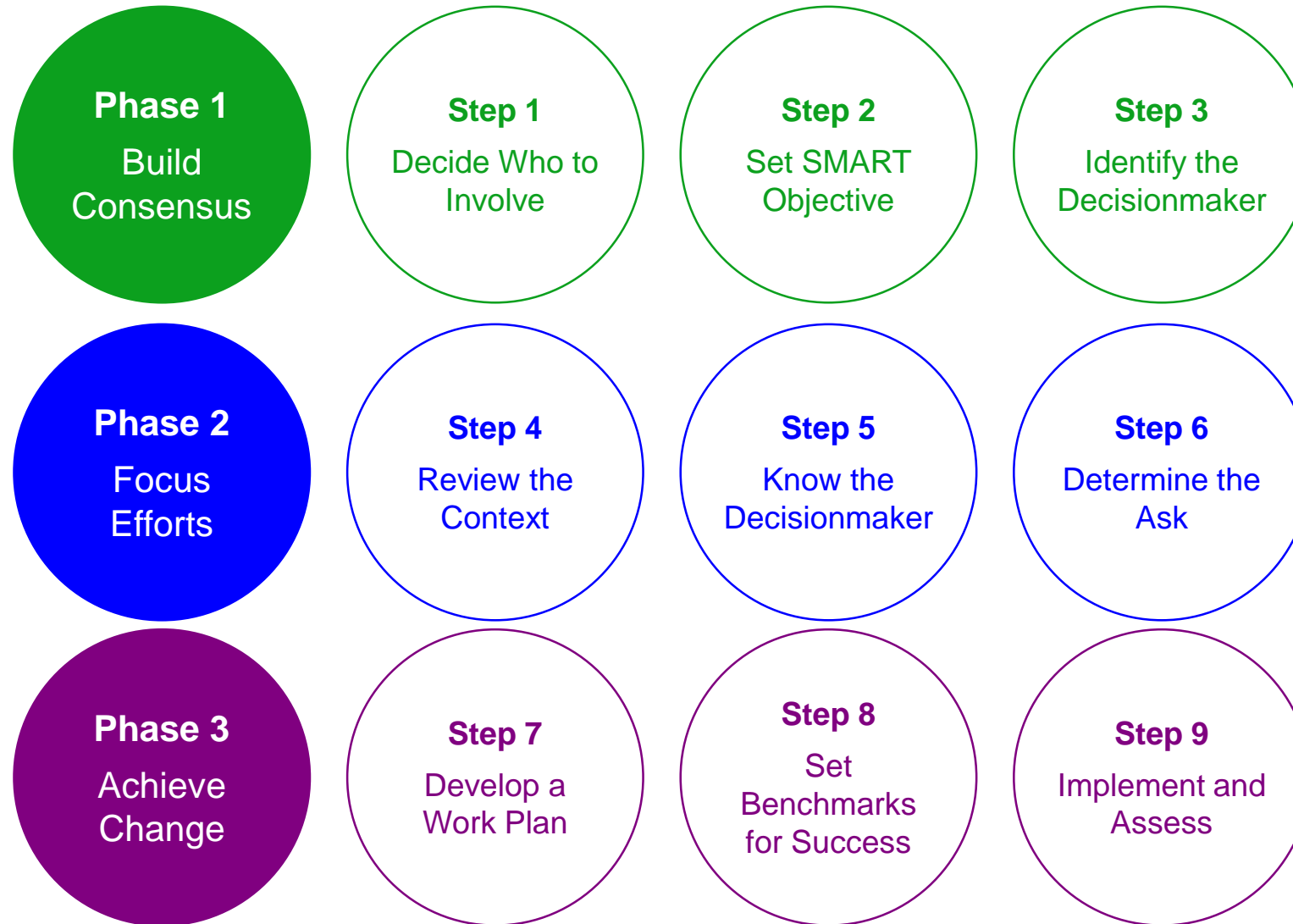


Jhpiego AFP India Case Study

Jharkhand state, India establishes private Family Planning Counseling Corners in 13 public health facilities



AFP SMART in 9 Steps



Step 1: Decide Who to Involve

- State Family Planning Cell
- State Working Group (SWG) members
- District Additional Chief Medical Officer
- District Working Group (DWG) members
- District Public Health Facilities In-charge



DWG members in Ranchi

Step 2: Set SMART Objective

SMART Objective: Functional Counseling Corners are present at all Fixed Day Service (FDS) sites in the districts of Ranchi and Bokaro by Oct 2017



SWG members, Jharkhand deciding on Goal & Objective

Step 2: Set SMART Objective



DWG members in Ranchi and Bokaro deciding on Goal & Objective

Step 3: Identify the Decisionmaker



**Mr. Kripa Nand Jha, Mission Director,
National Health Mission, Jharkhand**

Step 4: Review the Context

The Need in Jharkhand

- National Family Health Service (NFHS)–IV data:
 - mCPR: 37.5
 - Total Unmet Need: 18.4
- No separate space and human resource for FP counseling in any public health facilities in Jharkhand
- Poor FP services utilization due to knowledge gaps among women of reproductive age



Step 5: Know the Decisionmaker

- **Mr. Kripa Nand Jha, Mission Director, National Health Mission, Jharkhand**
 - *Knowledge:* Subject expert
 - *Values:* Concerned to improve MCH indicators of Jharkhand
 - *Willingness to Act:* Highly motivated

Step 6: Determine the Ask

- Counseling Corners to be established at Community Health Center (CHC) level in Ranchi and Bokaro district, Jharkhand
- Training of existing HR (Staff Nurse and ANM) in the public health facilities on FP Counseling in Ranchi and Bokaro district, Jharkhand
- Budget allocation for scale up of Counseling Corners in all the districts of Jharkhand

Results Cascade

INDIA

Government of Jharkhand creates an enabling environment for the provision of quality family planning services

Jhpiego conducts landscape assessment of facilities in Bokaro and Ranchi and identifies lack of privacy and competent providers for Family Planning (FP) counselling services
October 2016

Jhpiego shares landscape assessment findings at the state and district level working group meeting highlighting the lack of privacy and competent providers in Ranchi and Bokaro facilities
Nov 2016

Jhpiego advocates with state FP cell and Additional Chief medical Officers(ACMO) for establishment of FP counselling corners
Dec 2016

ACMO releases a directive to train 76 ANMs/Staff Nurses from all 24 districts of Jharkhand
Jan 2017

76 ANMs/Staff Nurses from high load delivery facilities from 24 districts were trained in the provision of quality FP counselling services
Feb 2016

The state budgets an amount of USD 97322 for the setting up FP counselling corners in 212 facilities across the state in the PIP for the fiscal year 17-18
April 2017

QUICK WIN: Government of Jharkhand strengthens quality of family planning counselling services in the state through the establishment of counselling corners

April 2017

AFP
ADVANCE
FAMILY PLANNING

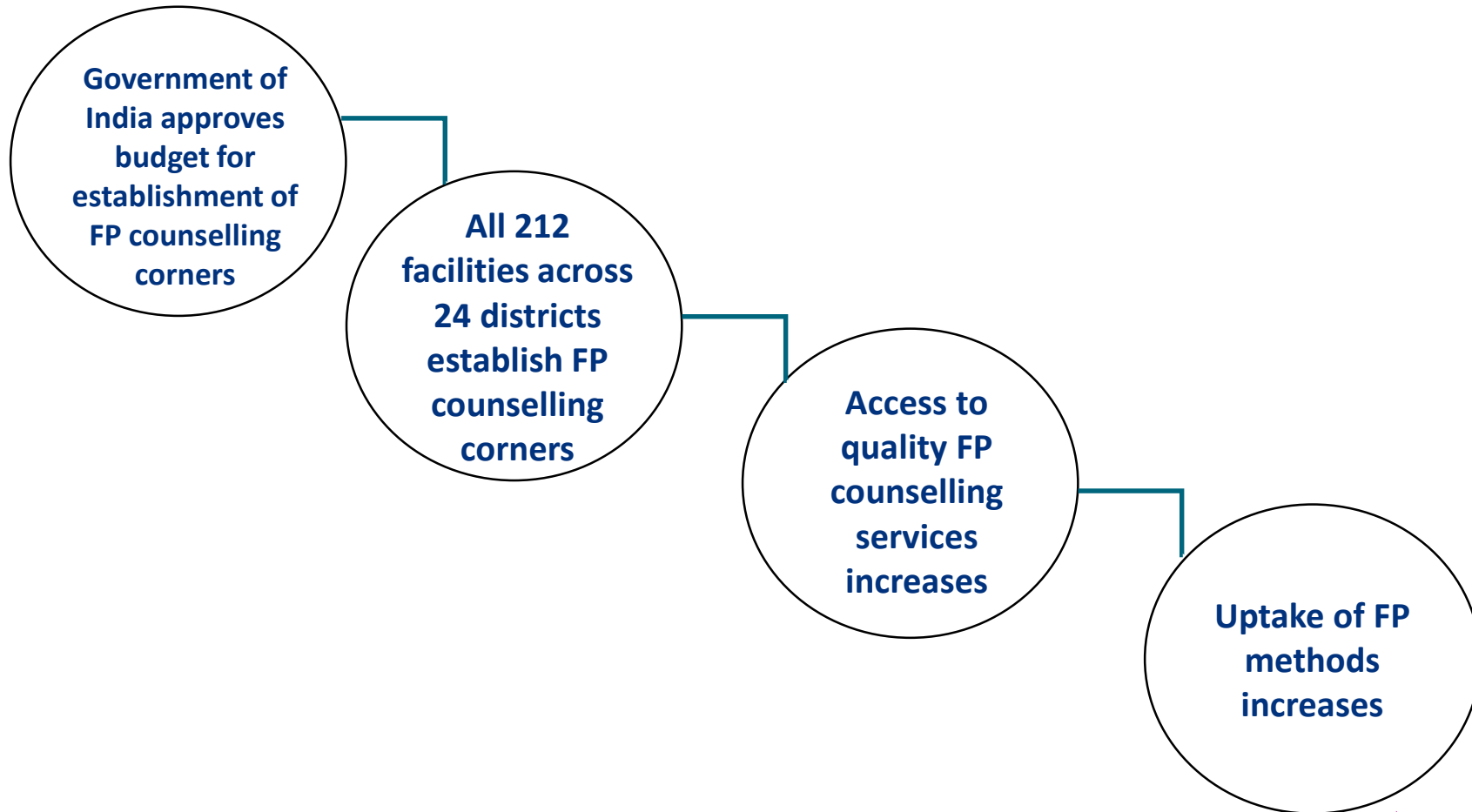
jhpiego
Saving lives. Improving health.
Transforming futures.

jhpiego

Results Cascade

QUICK WIN: Government of Jharkhand strengthens quality of family planning counselling services in the state through the establishment of counselling corners

INDIA



Validation source: State/district government directives, Government health management information systems reports

AFP SMART

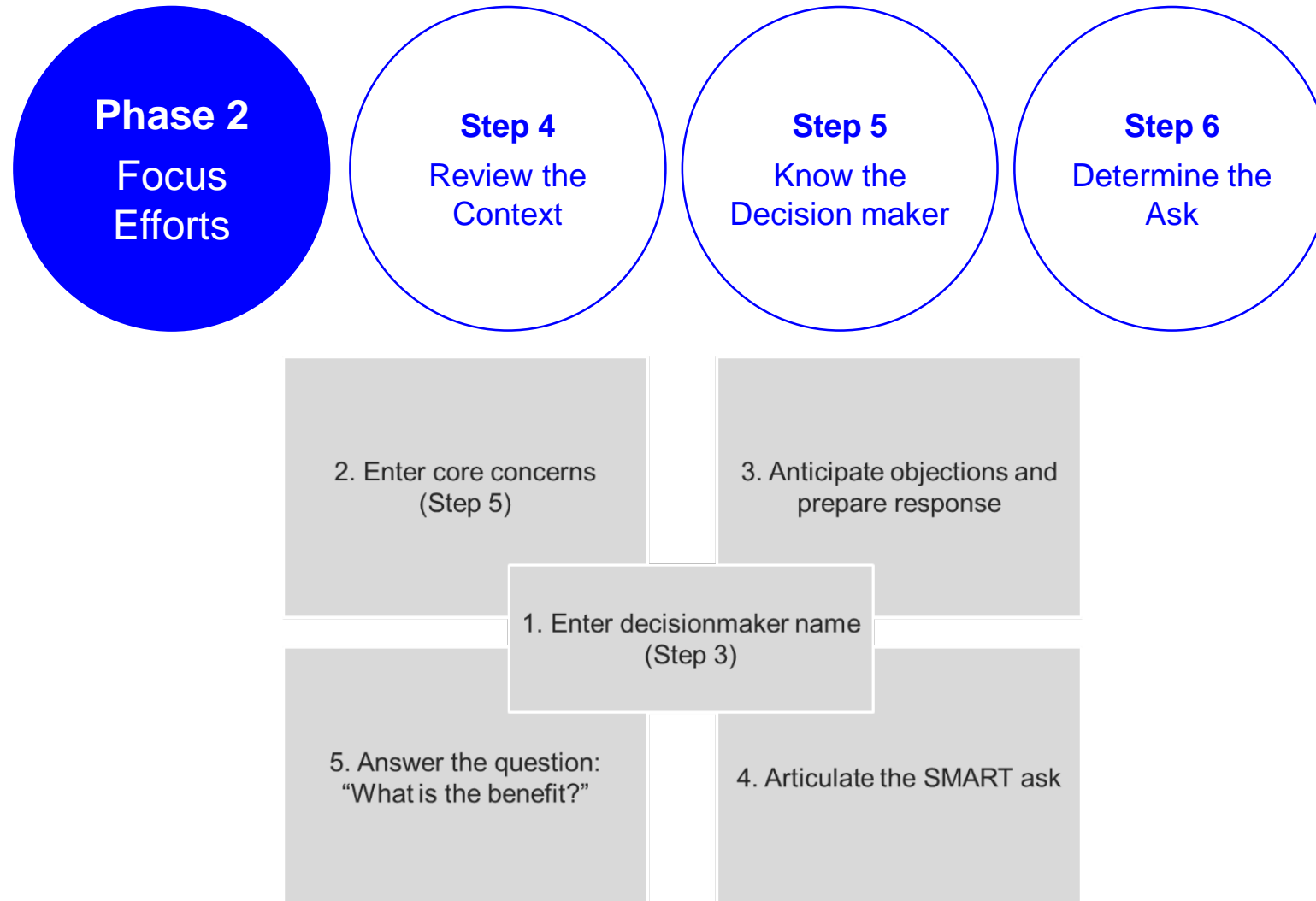
A Guide to Quick Wins

Define your ask: The anatomy of
advocacy messaging

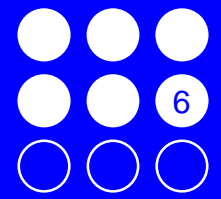
Reach the Right Decisionmaker
with the Right Message
at the Right Time



AFP SMART in 9 Steps



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







Elevator pitch



Elevator pitch

"An elevator speech is a **brief presentation that introduces a product, service, philosophy, or an idea**. The name suggests the notion that the message should be delivered in the time span of an elevator ride, up to about **three minutes**. Its general **purpose is to intrigue and inspire** the listener to want to hear more of the presenter's complete proposition in the near future." - *Sjodin*

What is the problem?

The problem: Try to distill your clients' problem down to its simplest form. Ideally you should be able to describe the problem you are solving in one or two sentences

- **Example: Every year, one in three girls in Koroga State are pregnant by the time they turn 16. This means that every year, 110 girls are out of school and are mothers by the time they are 16 years**

What is your proposed solution?

The solution: A clear statement that will help you focus your solution on solving just one problem. You should be able to describe your solution at a high level in just a few sentences

- **Example: One of the most effective ways to reduce teen pregnancies and keep our children in school is through providing them with comprehensive information on sexual reproductive health and creating access to contraceptive services**

Why should the decisionmaker care?

The target audience: Talk about the people you want to reach with your solution and the impact of reaching this people and relate to what the decision maker cares about

- **Example: With as little as US\$:10 only per girl, we can provide long-term contraceptive methods to ensure these girls give birth at the right time, to the number of children they want and in an environment with the emotional and material resources needed to care for their children.**

Finally, what is your ASK?

Give a call to action: What do you want to happen next? Time to pitch now

Example: We are launching the He4She campaign in the next two months. We would be honored to have you make a commitment to champion and allocate funds for comprehensive information on sexual reproductive health program for your district in the fiscal year budget 2018/2019.

Some final tips

- Invest in deep understanding of your subject matter
- Don't use jargon that someone outside of public health/medicine will not understand
- Be enthusiastic and compelling—let your audience/decisionmaker remember you and your story, hence your ASK.

Thank you!

