Accelerating Access to PPFP:  
*Introduction to AFP SMART Advocacy Approach*

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**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 Decision maker

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
Phase 1: BUILD CONSENSUS

**Step 1**
Decide Who to Involve

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**Step 3**
Identify the Decisionmaker
Phase 2: FOCUS EFFORTS

Step 4
Review the Context

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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

**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 Decisionmaker
- **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
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
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
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

November 2016

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

December 2016

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

January 2017

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

February 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

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Government of India approves budget for establishment of FP counselling corners

All 212 facilities across 24 districts establish FP counselling corners

Access to quality FP counselling services increases

Uptake of FP methods increases

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
What is your message?
AFP SMART in 9 Steps

Phase 2
Focus Efforts

Step 4
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Step 5
Know the Decision maker

Step 6
Determine the Ask

2. Enter core concerns (Step 5)

3. Anticipate objections and prepare response

1. Enter decision maker name (Step 3)

5. Answer the question: “What is the benefit?”

4. Articulate the SMART ask
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
"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 old.
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!