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KNOW. TALK. GO.

Terms of Reference (TOR) for NURHI Social Mobilizers

- The mobilizer will distribute BCC materials to target audience and sites
- The mobilizer will serve as a referral to link audience with services.
- The mobilizer will speak about FP during their group or organization meetings and link with FPPN to support group talks when needed.
- The mobilizer will organize drama, song competitions, flash mobs, visibility parades or other competitions in their local areas in conjunction with the coordinating NGOs at least once in a quarter.
- The mobilizer will find out who in their locality has a key life event coming up and visit the individuals or families at the time to:
 - Use the forum to promote family planning/child birth spacing
 - Present the key life events package
- The mobilizer will initiate discussions around the radio program and discuss issues that link to their own lives.
- The mobilizer will address myths and misconceptions using the FAQ as a handbook for reference
- The mobilizer will promote positive peer reinforcements, especially among couples and other users
- The mobilizer will identify community members willing to share their experiences as success stories and obtain written consent.
- The mobilizer will distribute leaflets



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- The mobilizer will participate in social mobilization events in their community (using face to face/IPC, community outreach, group discussions).
- The mobilizer will refer and follow up to ensure at least 20 clients who have completed referrals monthly to the nearest FPPN member in their locality.
- The mobilizer will fill out the KNOW, TALK and GO cards on referring a client
- The mobilizer will talk about family planning issues in their weekly group meeting
- The mobilizer will participate in a monthly meeting with the NGO
- The mobilizer will provide input into the report being compiled by the NGO