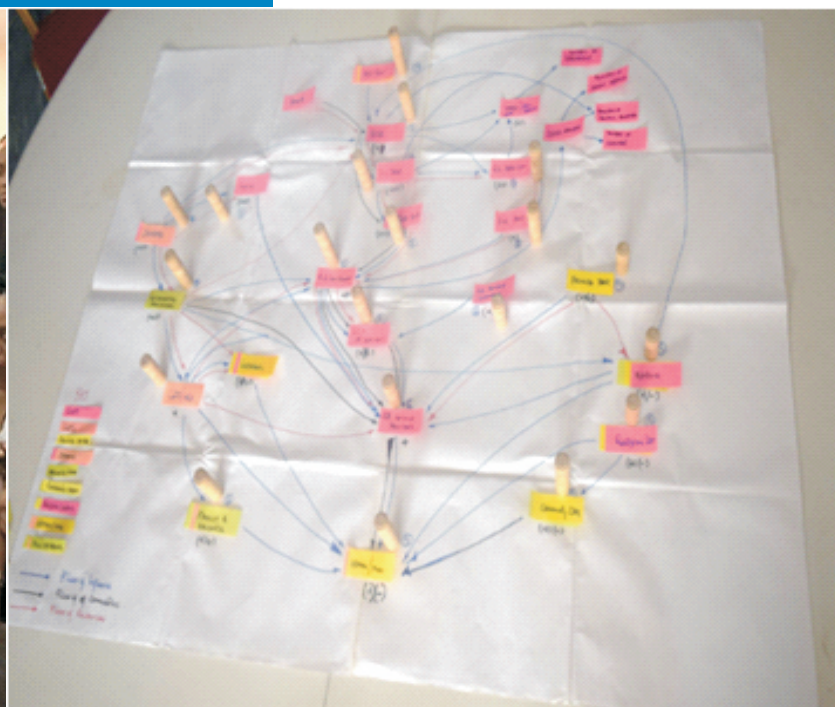


Raising Family Planning Advocates in Nigeria through Net-Mapping



Stakeholders during Net Mapping Exercise in Ogun State and sample of a completed Net Mapping

In supported States across Nigeria, The Challenge Initiative strives to create an enabling environment for advancement of family planning interventions using advocacy. In line with the Initiative's Business Unusual model of providing support to States, the Initiative supports the States to identify influential actors to spearhead interventions in family planning; these actors are identified through a net-mapping exercise and engaged to ensure a conducive environment for family planning interventions in their geographies.

The net-map exercise is a social network analysis that uses participatory interviews to help people visualize, discuss, and improve programs or interventions focusing on different actors who can

influence the outcome of these interventions. Net mapping is referred to as "**Influence Mapping**"; it helps people understand the complexities of a situation; supports them to identify formal and informal networks, bottlenecks and reasons for success or failure of a program like family planning. At the end of a net-mapping exercise, a map emerges that shows the 'players' that will move the program forward.

TCI uses the net-map exercise to identify the critical actors responsible for family planning information and services as well as design informative interventions to enhance access to family planning information in supported states.

Who influences access to family planning information and services in your State?

To start off a net-mapping exercise, stakeholders in a State's family planning landscape are identified and invited to a net-mapping exercise. A key question is then posed to these stakeholders; a commonly asked key question during the net-map exercise is this: **“Who influences access to family planning information and services in your State?”**

Responses to this key question result in identification of influential actors in the family planning space. Next, participants are asked to draw links between the influential actors identified, identify the level of influence of the actors and goals of all the stakeholders.

Following the linkage of influential actors, participants at the net-map are asked to weigh the influence each identified actor wields. Every actor's measure of influence is weighed to identify the most influential target for interventions and engagement in the State's advocacy for supportive FP environment.

As a final step in the net-map, participants are asked to identify if the actors are in favour of family planning or opposed to the idea of family planning. The net mapping exercise has helped identified several Family Planning advocates who have been decorated as champions.



Her Excellency the wife of Bauchi State Governor an advocate for family planning decorated as champion.

The net-map experience in TCI Geographies

The net-map is relevant in examining the family planning landscape in States; results and findings from the net-map guide implementation of family planning interventions.

1. The net-map has proved invaluable in identification of family planning champions in TCI geographies; these champions amplify discussions on family planning, promote uptake of family planning services and ensure a conducive environment for uptake of family planning services. Notable champions of family planning identified through the net-map include: the Omu of Asaba, the First Lady of Bauchi State, the First Lady of Delta State, the Obi of Onitsha, Emir of Bida, Emir of Dass among others
2. Through the net-map, influential stakeholders were identified, and they formed and strengthened the family planning Advocacy Core Group (ACG) in TCI supported states
3. Influential actors identified through the net-map lead implementation of family planning activities in TCI geographies
4. In some States, the net-map revealed that family planning programming and processes revolve around individuals or group of individuals and not the health system
5. The net-map indicated entry points in family planning programming to program designers and implementers; these entry points are advocacy, information, commodities and funding
6. The critical role and importance of the media and religious leaders in family planning advocacy efforts in all geographies was highlighted through the net-map
7. In most states the net-map revealed that there was poor coordination of Family Planning programs.

Lessons learned

1. The process is simple and easy to master by all irrespective of educational background.
2. Net Map is inherently subjective: remind the participants frequently that **“no response is wrong.”**
3. Net mapping helps participants to identify their roles in family planning interventions.
4. Net mapping helps the stakeholders identify and resolve bottle-necks immediately.
5. It also allows participants to know the importance of the different actors and how they are interlinked in resolving the issues identified (no actors can function independently).

Quotes

“In short, we can now carry out targeted result-oriented advocacy from the outcome of the net mapping.”

- **Member Advocacy Core Group, Ogun State**

“Through the net mapping knowledge, I understand that as an individual I am also a major player in AYSRH program and I can use my influence to share appropriate reproductive health information with others.”

- **Member Advocacy Core Group, Kano State**

About the Challenge Initiative

The Challenge Initiative is an Urban Reproductive Health program designed to help states, communities and institutions adapt innovative Family Planning models for improved maternal health in Nigeria. The Initiative supports states to accelerate the sustainable and impactful scale-up of proven-to-work FP interventions based on the evidence of its predecessor program - the Nigerian Urban Reproductive Health Initiative (NURHI) since 2009. Envisioned to create a true Family Planning movement in Nigeria, TCI adopts a demand-driven model where new states, governments and partners ask for technical and financial assistance in implementing successful family planning programming to match their own investments.

This global initiative which is primed at the Gates Institute at the Johns Hopkins University School of Public Health, Baltimore, USA with seed funding from the Bill & Melinda Gates Foundation, is currently implemented in 7 countries clustered into 4 hubs – Nigeria, India, Francophone West Africa and East Africa. The Initiative is implemented in Nigeria by the Johns Hopkins Centre for Communications Program (JHCCP).

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