

A family planning (FP) champion is a key influencer who believes in and actively supports FP and adolescent and youth sexual reproductive health (AYSRH). Champions draw on their expertise, networks, position of authority as well as their visibility, social recognition, and power to positively influence perceptions, attitudes, and decisions to create a supportive policy and social environment for acceptance and implementation of FP/AYSRH interventions.

## Key Outcomes of FP Champions

- Reduced myths and misconceptions at community level around FP
- Integration of FP/AYSRH in other service delivery points
- No missed opportunities to offer FP information or services at facilities
- Increased resource allocation for implementation of FP/AYSRH interventions



The Mayor of Mukono – an advocate for resources for FP in Uganda Better Cities

## Steps

1

### Select champions

Support the local government to identify and select individuals who are well-known throughout the health system for their enthusiasm for FP and who are motivated, willing and eager to serve as public advocates for FP.

2

### Train champions

Orient and train the selected champions on advocacy tactics. Tailor the training based on the message they will deliver and the audience they will target. For example, training can include: public speaking, media training, crafting and delivering the message and identifying the best decisionmaker for a specific outcome.

3

### Equip champions

Provide them with relevant tools, advocacy briefs, messages and information packages including IEC materials.



## Develop plan for champions

Develop an action plan for activities they can support. Look into the future and anticipate where FP champions can specifically enhance other activities. Think outside the box and consider using advocates even in instances when they have typically not been utilized.

### Useful Tips

- Supporters may be more difficult to identify for lesser known, or more controversial, topics such as AYSRH. In these cases, work with community influencers to identify who can be engaged.