



Guideline for Selection and Engagement of Family Planning/Child Birth Spacing Champions in TCI-Supported States

Introduction:

Advocacy with Champions is one of the three TCI-NURHI Advocacy Approach. Advocacy with Champions entails engaging with individuals who believe in the benefits and values of family planning/child birth spacing, and actively support and promote family planning/child birth spacing in the society/community and help create enabling policy environment for family planning/child birth spacing.

They can be found in different sectors of the community and can play a variety of roles in advocating and promoting family planning/child birth spacing. Their expertise, contacts, position of authority and social recognition and acceptance can help influence perceptions, attitudes and decisions, helping to support family planning programs.

Simple tips for the identification of FP/CBS Champions

The Challenge Initiative considered Champions as individuals who are passionate and supportive of family planning/childbirth spacing, maternal health and gender-related interventions and programmes. These are people who when enabled with the right information, knowledge and tools become role models and speak in favour FP/CBS at any given opportunity(events).

Champions are people who have high network, command presence and respect, or have expertise or platforms from where to disseminate information.

Champions are visible within their community, have good reputation and in some occasion nominated by other leaders or members of the society.

The Champions must be willing, supportive, influential, have or belong to a platform, able to communicate or command respect and visibility within sphere of influence and or control.

Champions are change agents and must be made up of people that can speak at the policy, institutional and community level.

FP/CBS Champions are usually drawn from cross section of society representing different segments and interests who are nonetheless passionate about reproductive health, maternal health, and gender issues, including family planning.

The champions selected based on these criteria may include:

- National and county leaders
- Religious leaders
- Opinion leaders
- Community health workers
- Health care service providers
- Satisfied contraceptive method users

What are the benefits of having FP Champions

- Build support and acceptability of FP/CBS across communities, including among religious, political, community leaders and other community members.
- Enhance credibility to family planning advocacy activities, since champions are positive voices from within the community.
- Advocate for positive policies and needed infrastructure for family planning programs.
- Dispels myths and misperceptions about family planning services as trendsetters and initiators of change, champions can speak positively to their communities about the importance of family planning

Ways of Engagement with the FP Champions:

Give orientation on the overview of FP/CBS and its benefit, provide available resources (IEC materials) to support the champions with the requisite information of FP/CBS.

Provide printed information packages with targeted messages and tips on how to deliver FP/CBS messages.

Identify and share platforms where FP champions can use to deliver/give FP messages at the community, LGA, state, national and international levels.

Recognize family planning champions during various forums at the community level such as World AIDS Day, World Population Day, World Contraception Day, or International Women's Day.

For more information please log on to www.tciurbanhealth.org.