

Evidence driven advocacy: the arrowhead for business unusual approach to family planning program in Ogun State Nigeria

AMAECHI Chibuike, IGHARO Victor, OJELADE Olubunmi, OYEYEMI Adebisola & OMOTOSO Olukunle

Introduction

The Challenge Initiative (TCI) advocacy intervention is driven by evidence. To effectively design the program advocacy interventions, several ground breaking and formative researches were conducted among which is the net mapping exercise.

Net mapping is referred to as “Influence Mapping”; it helps people understand the complexities of a situation; supports in identification of formal and informal networks, bottlenecks and reasons for success or failure of a program like family planning FP advocacy.

This paper seeks to demonstrate how evidence driven advocacy using key influencers contributes to the achievements of the business unusual FP initiative in urban poor cities.

Methods

Net-Map, an interview-based mapping tool was conducted to identify influencers and actors in the space of FP, the links among them and their level of influence on FP services.



Ogun advocacy working group

Results

The result of stakeholders secondary analysis was the creation of data base for the program in the state.

Net Mapping method of generating evidence for advocacy resulted in the identification of invaluable family planning influencers in Ogun State – like the Commissioner for Health, Chair of the House Committee on Health and Commissioner for Finance and Budget & Economic Planning to champion the increase of FP budget. Hence FP budget was increased by 66.3% between 2017 and 2018 and there was a release of 28.6% of FP budget in 2018

The decision of these three actors were identified as the most influential factors that promote the current family planning success.



Development of net-mapping

Conclusion

- The results have shown the importance of evidence based advocacy to support FP initiatives to deliver quality services to women and their communities.

The working group developed advocacy strategy and workplan based on the evidence provided by the data generated from the net-map interventions. This makes advocacy efforts very strategic and results in several quick wins.