

Engaging Champions to Create an Enabling Policy Environment for Family Planning

Why use this approach?

Advocacy with the family planning/child birth spacing (FP/CBS) champions in your community helps to build support and acceptability of FP among religious, political and community leaders. It enhances credibility to advocacy activities as the champions are community members. The champions can also advocate for positive policies and needed infrastructure for family planning programs.



STEP 1: Identify and select champions

Champions should be willing, supportive, influential, belong to a platform, able to communicate or command respect and have visibility within sphere of influence. The champions are change agents and must be able to speak at the policy, institutional and community level.



STEP 2: Orient champions

Orient the champions on FP/CBS and advocacy topics. Religious, community and political leaders may benefit from an orientation event to better prepare them to talk about FP/CBS at the national, community and individual levels.



STEP 3: Provide printed information packages

Provide targeted messages for use across communication channels at National, State and LGA levels for women, men, health workers, teachers, policy makers, religious leaders, community members and the media.



STEP 4: Identify and share platforms

Identify platforms where FP/CBS champions can deliver messages. This can be part of an action plan developed with the FP/CBS champions, depending on their prior experience speaking publicly about FP/CBS.



STEP 5: Recognize FP/CBS champions

Publicly recognize the efforts of the champions at decoration events at various forums at the community level, for example on World AIDS Day, World Population Day, World Contraception Day or International Women's Day. In addition, invite the champions to various meetings and trainings as a form of recognition.