

# Improving Social Norms in Favor of Family Planning through Social Mobilization

## Why use this approach?

Using high impact social mobilization activities, States can drive uptake of family planning services through community-based referrals. Social mobilization activities engage men and women as potential clients who can also mobilize others to use family planning. These activities trigger dialogue about family planning at community and household levels, normalize family planning use and dispel fears.



### STEP 1: Orient the Social Behavior Change Communication Committee

as the focal point for coordination and implementation, to the social mobilization model and strengthen their capacity to be able to cascade the training at ward and community levels.



### STEP 2: Recruit and validate social mobilizers

who are volunteers from the communities. Recruiting local community members is essential to making family planning information available and bringing services closer to the communities, even in hard-to-reach areas in urban slums.



### STEP 3: Conduct cascade training of social mobilizers

by Social Behavior Change Communication (SBCC) Committee master trainers, with a two-day hands-on orientation and one day for the newly trained social mobilizers to conduct neighborhood campaigns with LGA Health Educators and Social Mobilization Assistants providing oversight.



### STEP 4: Implement and monitor

social mobilization activities through the development of a monthly workplan/schedule between the social mobilizers and the SBCC Committee to ensure that activities are implemented in a timely manner. A social mobilization coordination chart enables better planning and monitoring as well. By measuring progress, programs can make decisions and adjust plans, based on evidence.