

Using the Media to Promote Sexual and Reproductive Health Information

Why use this approach?

Media performs a strategic role in information dissemination in any given society. When you strengthen a journalist's ability to disseminate accurate information on family planning, you help counter the myths within a community. It also builds awareness of family planning issues within a nation or community and creates public dialogue on those issues.



STEP 1: Conduct a desk review

of FP/RH media reporting and a knowledge, attitude and practice (KAP) survey of media practitioners on FP/RH. The desk review on media products can help measure the level of reporting and the technical know-how of the journalists on FP/RH issues. Following on that, the questionnaire can be used to assess the KAP of journalists, editors, reporters and bloggers related to FP reporting.



STEP 2: Transfer capacity and continuous mentoring

of media practitioners on FP and AYSRH messaging and reporting. Conduct a media advocacy training for family planning to empower media practitioners, social media influencers and information officers to effectively develop and disseminate accurate information on the benefit of family planning/child birth spacing to individuals, the community, and the state at large. In addition, the training can build the capacity of journalists, media reporters and producers to serve as FP media advocates.



STEP 3: Conduct field/facility visit

to FP clinics and communities so trained journalists and reporters can produce compelling stories, report on FP/RH and AYSRH and interview FP users, providers and community members for testimonials. In addition, trained journalists and reporters can cover state, national and international events related to FP/RH and AYSRH to help create an enabling environment for FP and drum up demand for it.



STEP 4: Establish and strengthen state media structure

through coaching. Support the trained media to form a platform for ownership and sustainability. Conduct media chats and host field visits to generate public discourse and engage policymakers and leaders on FP, while reporting on FP/RH issues. Encourage the groups to transform into independent entities, such as a civil society organization.



STEP 5: Track and document FP/AYSRH stories

to monitor media coverage in the states and motivate journalists to track their own FP/AYSRH stories. Google Alerts and an Excel tracking tool can be used to track the FP/AYSRH-related media reports and stories across the state and country.