

Advocacy activities targeted at influential leaders and decision-makers are needed to ensure the availability of adequate financial and non-financial resources to support family planning services. Continued information on the benefits will help leaders to support implementation of FP/AYSRRH interventions.

## Key Outcomes of Advocacy

- Quality FP/AYSRRH services at facility level
- Increased expenditure of FP/AYSRRH funds
- Integration of FP services within the facility



Hon. Ummy Mwalimu, Minister for Health, Tanzania

## Steps at City Level

1

### Assess gaps in services

Conduct a needs assessment to identify gaps in FP/AYSRRH service provision at the city through identification and mapping of available resources.

2

### Host meeting

Conduct advocacy meetings the city health management team (CHMT) including the budget committee and stakeholders to get their buy-in for increased commitment and funding for FP/AYSRRH services.

3

### Share data

During the meeting, share with the government teams the most relevant data on FP/AYSRRH.

4

### Develop activity plan

After sharing the data with the team, develop a list of activities to address these findings and divide responsibility for them in terms of implementation and funding support as well as timeline for completion.

# Steps at Facility Level

1

## Select champions

Identify and select champions from various service delivery points within the facility. They must be willing, supportive, and influential within their work area of influence.

2

## Orient champions

Organize an orientation meeting for the champions to better prepare them to speak about various FP/AYSRH activities at the facility.

3

## Equip champions

Provide printed information packages on FP/AYSRH with messages on integration, postpartum family planning, method mix, etc.

4

## Meet with champions

Schedule review meetings with the champions to update them on FP/AYSRH activities within the facility.

5

## Reward champions

Recognize and reward champions to ensure a vibrant and sustainable process.

## Useful Tips

- After drawing up a plan and activity schedule, facilitate the coordination of a harmonized work plan by bringing together all organizations and stakeholders working in FP/AYSRH in a city. This ensures a reduction in the duplication of activities and maximizes the city's and donor's investments and guarantees better planning and reinforcement of advocacy, demand generation and service delivery activities
- The level of engagement can range from being long-term, pre-planned, and ongoing to unexpected and one-off