

Raising Awareness About Family Planning as a Means to Address Maternal and Infant Mortality

Why use this approach?

Social mobilization addresses myths and misconceptions about family planning in local languages that women, their partners, and community influencers can understand. It creates a safe space for people to discuss their family planning and reproductive health needs, ultimately creating an enabling environment to seek and obtain services.



STEP 1: Identify influential figures in the community

to support social mobilization activities. Such figures play a pivotal role in enabling access to the community for social and health-related campaigns and creating linkages with the administrators, government officials, and community.



STEP 2: Identify community health workers (CHWs) to be recruited as female community mobilizers

to conduct door-to-door meetings and awareness-raising sessions. CHWs are essential for social mobilization as they are familiar with a specific community's neighborhood, languages, culture and relationship dynamics.



STEP 3: Train CHWs

on conducting sessions in the community to generate demand for family planning. Before training CHWs, speak with them to identify barriers to family planning access in the community. Then, partner with organizations or experienced reproductive health professionals to strengthen the capacity of CHWs to address these barriers through counseling community members.



STEP 4: Identify clinic outlets & strengthen their capacity

Identify public and private sector maternity health clinics in the community to create a referral loop with the community healthcare workers for invasive contraceptives, such as IUDs and injectables. These clinics work as service delivery points for antenatal and postnatal care for women in need. Strengthen the capacity of these service providers to provide counseling for newly-married couples about effective family planning.



STEP 5: Provide supportive supervision

Ensure that CHWs effectively conduct door-to-door sessions, neighborhood meetings, and orientation sessions. Supervisors must follow-up with the field teams weekly and then monthly to resolve issues arising in the field. Such activities will also boost confidence among the CHWs.