

Family Planning/ AYSRH Champions

A champion is a key influencer who believes in and actively supports family planning (FP) and adolescent and youth sexual reproductive health (AYSRH). A champion draws on their expertise, networks, and position of authority as well as their visibility, social recognition, and power to positively influence perceptions, attitudes, and decisions to create a supportive policy and social environment for acceptance and implementation of FP/AYSRH interventions.

Key Outcomes of FP Champions

- Increased and continued commitment of financial resources for FP/AYSRH programs
- Timely release and utilization of committed funds to support provision of FP/AYSRH services
- Reduced myths and misconceptions at community level around FP/AYSRH
- Increased uptake of FP services
- No missed opportunities to offer FP information or services at facilities



The Mayor of Mukono – an advocate for resources for FP in Uganda Better Cities

Steps

1 Identify and select champions

Support the local government to identify and select individuals who are well-known throughout the health system for their enthusiasm for FP/AYSRH and who are motivated, willing and eager to serve as public advocates for FP/AYSRH.

2 Train champions

Orient and train the selected champions on advocacy tactics. Tailor the training based on the audience they will target and tailor messages to be delivered accordingly. The orientation should be based on the [SMART Advocacy model](#).

3 Equip champions

Provide them with program briefs, gaps identified, and information packages, including IEC materials such as fliers, fact sheets, and myths and misconception booklets.

4

Develop plan for champions

Develop and schedule an action plan for advocacy activities they can support. Think outside the box and consider using advocates for ad-hoc opportunities, even in instances when they have typically not been utilized, such as mobilizing funds from high net worth individuals.

Useful Tips

- Supporters may be more difficult to identify for lesser known, or more controversial, topics such as AYSRH. In these cases, work with community influencers to identify who can be engaged.
- Link community champions with health management and administration teams.
- Include community volunteer champions as part of the Ministry of Health cadre.
- Support capacity building of the advocacy champions in policy, advocacy, and social accountability.
- Identify opportunities for recognizing active champions, such as sponsorships to share learnings from working with TCI and other partners.
- Reward and recognition during local government and partner activities.