

Advocacy with Family Planning Champions

A family planning (FP) champion would be someone who is passionate about family planning, understands its benefits and is motivated by the cause. He or she would be well-respected in their community as well as the sector in which they work. Advocacy with such figures is essential to reach the masses and earn the community's trust.



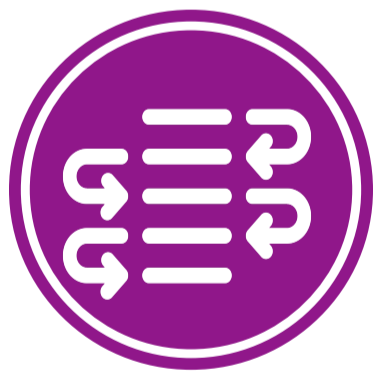
Step 1: Identify and select champions

Select an advocate or leader who truly and passionately believes in the cause, family planning/AYSRH. Identify a champion who is well represented and respected in the community. These leaders and influencers can promote a positive image and message about family planning and AYSRH.



Step 2: Train champions on family planning and advocacy topics

Champions/leaders and community health workers must receive the necessary training on family planning and advocacy techniques to disseminate authentic information in their communities. All champions must receive training according to their geographical needs and local languages. A useful document for FP champions to familiarize themselves with is the [National Health Vision of Pakistan, 2016-2025](#).



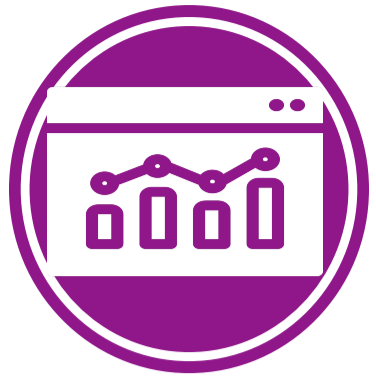
Step 3: Create an action plan for implementation purposes

Help FP champions to identify channels and opportunities for them to deliver their FP messages, such as electronically as well as in print media, conferences, webinars and meetings. Continue to engage the champions on a monthly or bi-monthly basis by calling them into your meetings, seminars, etc.



Step 4: Develop a reward or recognition plan for the champions

Put in place cost-effective, sustainable rewards to motivate champions to continue volunteering their time, such as t-shirts, diaries, pens, candles, coasters and placards. Recognize FP champions during various forums at the community level. Include active champions in various national and international meetings and trainings.



Step 5: Follow-up and monitor advocacy efforts

Maintain and manage a list of identified champions (i.e., executive, political leaders, administrators and religious leaders) in your community. Track capacity-building efforts among champions on accurate family planning messages. After you develop an action plan, hold routine meetings with champions to monitor progress and track their relevant activities. Track the number of events (community events, religious meetings, etc.) where family planning discussions occurred.

Tips

- Target messages differently for each community group. Religious leaders may need more information about myths and misconceptions, while community health workers may need more technical information.
- Champions come from diverse backgrounds and are meant to help the program achieve advocacy results at different levels. Having a clear advocacy strategy is essential to identify what kinds of champions will be most valuable and will likely contribute most to the advocacy objectives.
- Family planning clients can be important champions. When they share their positive experiences as users of family planning, they instill confidence in potential clients and can help nudge those who are undecided into becoming acceptors of family planning.