

# Advocacy and the Media

Media advocacy can help journalists and people in the media industry be more engaged in family planning and reproductive health issues by disseminating messages in a variety of formats to diverse audiences.



## Step 1: Perform a media stakeholder analysis

Through a Knowledge, Attitudes and Practices (KAP) analysis, you can better understand what journalists know about family planning, how they feel about it and what issues they are writing and talking about (and how). To conduct a media stakeholder analysis, identify the family planning issues to explore and statements to assess participants attitudes. Then, pretest your questionnaire, and survey media practitioners and analyze the results.



## Step 2: Identify critical media persons and begin engaging them

Conduct a series of visits with media representatives to initiate working relationships with them and solicit their support for increased reporting on family planning/reproductive health. Present the results of your stakeholder analysis to serve as the basis for the support that you are seeking from the media.



## Step 3: Conduct a desk review of health reports

Select popular media organizations in your area (print, radio, TV and digital) and assess their health stories over some time. Look at both quantity (number) and quality (accuracy, depth) of the stories. This will give an overview of the health issues in your area and how the media is presenting them to the public.



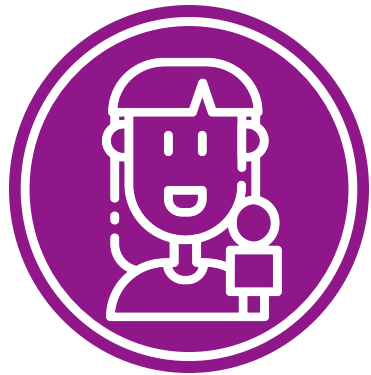
## Step 4: Develop training for media practitioners

Determine which training topics are essential to cover with the media in your area. Develop training modules on family planning as it relates to the media. Conduct the training with key media houses and practitioners, including health reporters, education reporters, feature writers, on-air personalities and others. Maintain a database of trained journalists and engage them continuously.



## Step 5: Organize a field trip to family planning sites

Media practitioners are generally visual and therefore visiting the community activities or a facility is helpful for them to better understand the work and be able to more effectively report on it. You can take journalists on field trips to family planning facilities in the community to help with effective reporting on family planning. Be sure to invite photographers to document the work visually.



## Step 6: Maintain regular communication with journalists to ensure adequate media coverage of family planning

Identify a core person or a group of journalists who have a keen interest in reporting family planning issues. Communicate regularly with this person or group of people about your project activities and any community or national family planning issues. Encourage media professionals to cover stories related to family planning regularly through routine interviews with women who have benefitted from family planning interventions or services, as well as men, community leaders, and others who support family planning.



## Step 7: Encourage media to monitor family planning and AYSRH stories and policy and budget changes

Monitor government commitments, policies, budgets and family planning indicators. You can update the media on these developments and include them in training sessions, seminars, conferences, stakeholders' forums and other related events. You can also include media representatives in your community advocacy activities. Encourage journalists to provide supplemental information to your policy and budget tracking. Help develop the capacity of media professionals to monitor budgets and track the government's spending on family planning.

## Tips

- Be sure to include new media, such as social media (Facebook, Twitter and others), in your advocacy. Unlike traditional media such as radio, newspapers, TV and magazines, new forms of media can distribute information to a broad cross-section of audiences and are particularly important in understanding what messages are reaching young people.
- Encourage journalists to interview family planning clients, health care providers and others who work in family planning. These beneficiaries of family planning and frontline workers can help share first-hand experiences or testimonials, helping to put a "human face" to family planning issues that are often presented in the form of data, tables or charts.
- Develop real-life documentaries of the beneficiaries that showcase the situation in your community.