

Communication Plan



OVERVIEW OF COMMUNICATION NEEDS

Adolescent sexual and reproductive health (SRH) is becoming a major concern in the Philippines, with a rising number of cases of adolescent pregnancy, HIV or STI infection among adolescents, and incidences of sexual abuse especially among adolescents. While information and some sexual and reproductive health or family planning services are available to adolescents in the Philippines, many are deterred from availing of the aforementioned due to cultural and social barriers.

Myths on adolescent sexual and reproductive health are common among those surrounding adolescents. These include the following:

1. Adolescents are incapable of making responsible decisions on their SRH;
2. Adolescents are too young to be curious about sex or to have sex;
3. Talking about sex or offering SRH or family planning services to adolescents will encourage sexual behavior.

These, in addition to general stigma and negative feelings associated with talking about sex, sexuality, SRH, and other related topics prevent trusted adults, whom adolescents wish to reach out to, from providing appropriate and adequate guidance, and from creating supportive environments in which adolescents can get the help they need.

As a result, adolescents experience much stigma and are unaware of their rights and services available to them. Adolescents must be empowered not only with complete and accurate information, but also with a supportive community to ensure that they are aware of their rights, and access the information and services available to them.

OBJECTIVES

This communication plan has three overarching goals, as follows:

1. Encourage community frontliners to communicate effectively with adolescents on sexual and reproductive health
2. Equip community frontliners with the knowledge and skills to feel confident about the information they share to adolescents on sexual and reproductive health
3. Promote positive attitude and behaviors in discussing adolescent sexual and reproductive health topics with adolescents and their communities

Target Audience	Behavioral Objectives	Communication Objectives
Adolescent friendly facility frontliners (healthcare providers, social workers, etc.)	By the end of the communication activities, the target audience should be able to: <ol style="list-style-type: none"> 1. Confidently and positively advise adolescents with regard to their sexual and reproductive health; and, 2. Act as community experts with regard to adolescent’s sexual and reproductive health. 	<ol style="list-style-type: none"> 1. Explain the importance of safe sexual and reproductive behavior for adolescents. 2. Explain the crucial role of frontline workers in ensuring that adolescents make safe and healthy sexual and reproductive health choices.
Community	By the end of the communication activities, the target audience should be able to: <ol style="list-style-type: none"> 1. Seek clear and accurate information from community experts on adolescent’s sexual and reproductive health 2. Confidently and positively speak with adolescents on sexual and reproductive matters. 	<ol style="list-style-type: none"> 1. Explain the importance of safe sexual and reproductive behavior for adolescents. 2. Improve community members’ knowledge of and attitudes regarding safe sexual and reproductive behavior among adolescents, and the importance of the KADA Network. 3. Explain the crucial role of community in ensuring that adolescents make safe and healthy sexual and reproductive health choices.

Adolescents age 15-17	<p>By the end of the communication activities, the target audience should be able to:</p> <ol style="list-style-type: none"> 1. Trust, ask, and confide in a trusted adult or adolescent friendly community frontliner on matters relating to sexual and reproductive health; and, 2. Protect themselves by understanding risks and practicing safe sexual and reproductive behavior. 	<ol style="list-style-type: none"> 1. Explain the importance of safe sexual and reproductive behavior for adolescents. 2. Improve adolescent's knowledge of safe sexual and reproductive behavior.
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KEY MESSAGES

FRONTLINE WORKERS

Your community respects you. With the capacity and network that you have, empower adolescents and their communities on adolescent sexual and reproductive health through the provision of adolescent friendly information and services – and appropriate case referral, if necessary

<p>Adolescents are capable of making safe and responsible SRH decisions, when they are provided with reliable knowledge, good guidance, and support from trusted adults.</p>	<p>It is important to approach conversations about sex, sexuality, and sexual and reproductive matters with facts, non-judgmental attitudes, and sex positivity.</p>	<p>Frontline workers are in a unique position to advise and provide community members with resources to approach conversations on adolescent SRH with confidence.</p>
<ol style="list-style-type: none"> 1. As adolescents learn about themselves and the world, they become more and more capable of making good decisions. Families need to support this to ensure that they do not engage in risky sexual behavior. 2. Adolescents want adult guidance about SRH. Trusted adults are the biggest influence on adolescents' SRH practices – their involvement can prevent risky sexual behavior. 3. Despite the need and want to talk about SRH, adolescents often face a number of barriers to doing so, including <i>hiya</i>, lack of knowledge, and lack of communication skills to talk about SRH with trusted adults. You can reach out to them to ensure they make good SRH choices. 	<ol style="list-style-type: none"> 1. Fear- or threat-based, stigmatizing, or negative messages about sex discourages people, especially adolescents, from seeking guidance and advice from those around them. 2. Values are best practiced when they are mutually understood and appreciated. Helping adolescents articulate their values in relation to SRH helps them make decisions aligned with those values. 3. Sexuality is part of life. Teaching families, especially adolescents, to make responsible choices, respectfully communicate thoughts and feelings, and practice safety and consent will help prepare them for life. 	<ol style="list-style-type: none"> 1. Healthcare and social workers are viewed as experts by the community. By ensuring that adolescents have complete and accurate information, frontliners can help adolescents prevent STI and HIV infection, and teenage pregnancy. 2. Providing community members with accurate and complete information on SRH can also give them the confidence they need to speak with adolescents on SRH, thereby building more trusting relationships which adolescents can rely on to make good decisions. 3. Help families achieve their family planning goals. Equipping parents with the information and skills they need helps not only adolescents, but the parents themselves.

COMMUNITY MEMBERS

Equip adolescents for life by talking to them openly, honestly, and positively about SRH. Support them in making good decisions on their sexual and reproductive health by following the lead of adolescent friendly community frontliners.

<p>Trust and openness are important in any adult-adolescent relationship. Help adolescents feel more comfortable speaking with you about sexual and reproductive matters.</p>	<p>Providing adolescents with clear and accurate information on sexual and reproductive matters will help prepare them for any scenario and protect them from unnecessary risk.</p>	<p>You can communicate positively with your children about sex while setting healthy boundaries and imparting values.</p>
<ol style="list-style-type: none"> 1. Adolescents who are more comfortable speaking with the people around them on sexual and reproductive health are also less likely to engage in risky sexual behavior. 2. <i>Hiya</i> (shame or embarrassment) can often stop adolescents from speaking to those around them on SRH matters. Reaching out to adolescents on SRH matters can help them overcome “hiya” and have healthier conversations with you. 3. Judging, dominating conversations, and preaching and nagging can push adolescents away. Listening more, asking more questions, and judging less can help adolescents feel more comfortable opening up to you. 	<ol style="list-style-type: none"> 1. Adolescents are able to make the best decisions for themselves when presented with clear and accurate information from people they trust. Community leaders and parents are in a unique position to help adolescents on this matter. 2. Honesty is not the same as encouragement. Teaching adolescents about anatomy, puberty, sexual orientation, reproductive health and contraception, pornography, healthy relationships, and more can help them make safer choices, and experiment less. 3. Your community frontliner can help you learn about adolescents’ SRH. Ask them questions or verify information before providing adolescents with advice. 	<ol style="list-style-type: none"> 1. Associating sexual and reproductive matters with danger, stigma, and negativity can push adolescents away from people who can guide them and toward risky experimentation. Avoid threatening, shaming, or embarrassing adolescents when talking about SRH. 2. Sexuality is part of life. Teaching adolescents to make responsible choices, respectfully communicate thoughts and feelings, and practice safety and consent will help prepare them for life. 3. Your values matter. Communicating them clearly so that adolescents understand them can help them make decisions on their SRH more aligned with your shared values.

ADOLESCENTS AGES 15-17

Curiosity about sexual and reproductive health is normal at your age. Your community, especially frontliners such as health workers, social workers, and more, are here to help you make good decisions on your sexual and reproductive health.

<p>You have the right against discrimination based on your age or any other factor, to access complete and accurate information on sexual and reproductive health, and to make decisions on your SRH.</p>	<p>Sexual and reproductive health is not something to be ashamed about, but something to be seriously thought about and acted upon.</p>	<p>Prevent adolescent pregnancy, the spread of HIV or other STIs, sexual violence, or other risks through safe sexual practices.</p>
<ol style="list-style-type: none"> 1. Adolescents such as yourself have the right to make informed decisions on your sexual and reproductive health. Before deciding on anything related to your SRH, make sure you research your choices well. Your adolescent friendly community frontliners are here to help you! 2. You have the right against stigma and discrimination by your adolescent friendly community frontliners. You should not be threatened, shamed, embarrassed, treated rudely, provided poor service, or turned away by adolescent friendly community frontliners. 3. You have the right to actively participate in the planning and implementation of adolescent friendly services. Contact your Sangguniang Kabataan or adolescent friendly community frontliners to get involved. 	<ol style="list-style-type: none"> 1. Sexual and reproductive health is natural, not something to be embarrassed or ashamed about. Understanding your body, emotions, gender, relationships, and more is a part of SRH, and is an important part of growing up and making choices responsibly. 2. All adolescents have the right to make decisions about their own SRH. Your SRH is important – decisions that you make must be based on well-researched information, your own values, and preferably, guidance from a trusted adult. 3. Healthy relationships between parents and children, peers, lovers (regardless of gender), or more must be built on equality, respect for oneself and for others, and mutual consent. One should not feel forced into a relationship or into doing something they don't want to do. 	<ol style="list-style-type: none"> 1. Adolescent friendly facilities, services, and community frontliners are in place to support your SRH needs. Consult with the LGU's KADA Center frontliners so you can make good choices about your SRH. 2. Sexual partners must understand and respect each other's boundaries, and freely and clearly give consent before engaging in sexual behavior. Consent cannot and should not be forced or given by someone who is underage, intoxicated by drugs or alcohol, asleep, or unconscious. 3. Protection from unintended pregnancy and STI or HIV infection is a mutual responsibility when engaging in sexual behavior. Always make sure to have and use condoms and/or other forms of contraception with a sexual partner to keep yourself and your partner safe.

COMMUNICATION STRATEGIES

COMMUNICATION HANDLE: #HealthyPilipinas #TunayNaKabarKADA

ACTIVITIES/STRATEGIES:

Audience	Communication Objective	Key Message <i>Please refer to the previous section for more specific messages</i>	Material	Activity
KADA Network Community Frontliners	Explain the importance of safe sexual and reproductive behavior for adolescents.	Adolescents are capable of making safe and responsible SRH decisions, when they are provided with reliable knowledge, good guidance, and support from trusted adults.	<ol style="list-style-type: none"> 1. Infographic, pamphlet, or flyer on youth leadership or peer mentoring or education programme, <i>to be supplied to and put up in schools and youth centers</i> 2. Call for participation of key adolescent and youth groups in joint planning in the form of posters or social media cards, <i>to be supplied to and put up in schools and youth centers, and on social media</i> 	<ol style="list-style-type: none"> 1. Joint planning of KADA Network services with key adolescent groups in the community 2. Youth leadership or peer mentoring or education programme sponsored by the SK in support of KADA Network services
	Explain the crucial role of frontline workers in ensuring that adolescents make safe and healthy sexual and reproductive health choices.	It is important to approach conversations about sex, sexuality, and sexual and reproductive matters with facts, non-judgmental attitudes, and sex positivity.	<ol style="list-style-type: none"> 1. Guidebooks or booklets with information on adolescent SRH and adolescent communication strategies, <i>to be provided after regular training sessions</i> 	<ol style="list-style-type: none"> 1. Regular and participatory training sessions on adolescent friendly approaches and services

		Frontline workers are in a unique position to advise and provide community members with resources to approach conversations on adolescent SRH with confidence.	1. Adolescent friendly service provision reminders or “nudges” in the form of stickers <i>to be posted in areas</i>	1. Regular feedbacking with adolescents to flesh out points of improvement or points for appreciation
Communities	Explain the importance of safe sexual and reproductive behavior for adolescents.	Trust and openness are important in any adult-adolescent relationship. Help adolescents feel more comfortable speaking with you about sexual and reproductive matters.	<ol style="list-style-type: none"> 1. Infographics or social media cards on services and expected demeanor of adolescent friendly community frontliners (i.e consultations on how to talk to adolescents), targeted toward parents and community leaders 2. Call for participation in dialogues or open forums in the form of posters, pamphlets, or social media cards, <i>to be distributed during town halls, through PTAs, or other ways, or through social media</i> 3. Infographics and social media cards on basic tips on adolescent friendly approaches (non-judgmental, open, etc.), <i>to be posted in schools, at community centers, or more</i> 	1. Dialogues or open forums between community leaders and/or parents and adolescents on key issues identified by adolescents

	<p>Improve community members' knowledge of and attitudes regarding safe sexual and reproductive behavior among adolescents.</p>	<p>Providing adolescents with clear and accurate information on sexual and reproductive matters will help prepare them for any scenario and protect them from unnecessary risk.</p>	<ol style="list-style-type: none"> 1. Guidebooks or booklets with information on adolescent SRH and adolescent communication strategies, <i>to be provided after training sessions</i> 2. Infographics and social media cards on basic tips on adolescent friendly approaches (non-judgmental, open, etc.), to be posted in schools, at community centers, or more 3. Pamphlets or tear-off sheets on basic SRH information for adolescents, types of services available to adolescents, and details of the KADA Network facilities 	<ol style="list-style-type: none"> 1. Inclusion of community members and/or parents in regular KADA Network training sessions 2. Parent-child communication workshops to promote conversations on SRH or other sensitive topics
	<p>Explain the crucial role of community in ensuring that adolescents make safe and healthy sexual and reproductive health choices.</p>	<p>You can communicate positively with adolescents about sex while setting healthy boundaries and imparting values.</p>	<ol style="list-style-type: none"> 1. Call for community volunteers in the form of posters and social media cards 2. Features on the experiences of previous successful community volunteers in the form of posters and social media cards 3. Pamphlets or tear-off sheets on basic SRH information for adolescents, types of services available to adolescents, and details of the KADA Network facilities 	<ol style="list-style-type: none"> 1. Community volunteer programme in KADA Network service provision 2. Guided values clarification exercise with community members and adolescents on SRH 3. Guided development of youth engagement programmes (i.e. internships,

				volunteer activities, etc.) among community institutions
Adolescents (Ages 15-17)	Explain the importance of safe sexual and reproductive behavior for adolescents.	Sexual and reproductive health is not something to be ashamed about, but something to be seriously thought about and acted upon.	<ol style="list-style-type: none"> 1. Pamphlets or tear-off sheets on basic SRH information for adolescents, types of services available to adolescents, and details of the KADA Network facilities 2. Call for adolescent participation in local contests and/or Adolescent Innovations Lab, in the form of posters or social media cards, <i>to be supplied to and put up in schools and youth centers, and on social media</i> 	<ol style="list-style-type: none"> 1. KADA Network awareness drive through school visitations and provision of consultation and services at schools 2. Essay-writing or art contests on adolescent SRH 3. Adolescent Innovations Lab: Call for and provision of support for adolescent-led initiatives with regard to SRH 4. Adolescent-led development of ASRH SBCC plan

		<p>You have the right against discrimination based on your age or any other factor, to access complete and accurate information on sexual and reproductive health, and to make decisions on your SRH.</p>	<ol style="list-style-type: none"> 1. Infographics or social media cards on services and expected demeanor of adolescent friendly community frontliners (i.e consultations on how to talk to adolescents), targeted toward parents and community leaders 2. Pamphlets or tear-off sheets on basic SRH information for adolescents, types of services available to adolescents, and details of the KADA Network facilities 3. Call for adolescent participation in KADA Network audit, in the form of posters or social media cards, to be supplied to and put up in schools and youth centers, and on social media 	<ol style="list-style-type: none"> 1. Adolescent-led audit of KADA Network services, including vulnerable adolescents(i.e. LGBT+, low-income, PWD, out-of-school youth) in the activity
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	<p>Improve adolescents' knowledge of safe sexual and reproductive behavior.</p>	<p>Prevent adolescent pregnancy, the spread of HIV or other STIs, sexual violence, or other risks through safe sexual practices.</p>	<ol style="list-style-type: none"> 1. Pamphlets or tear-off sheets on basic SRH information for adolescents, types of services available to adolescents, and details of the KADA Network facilities 2. Call for adolescent participation in Adolescent Innovations Lab, in the form of posters or social media cards, <i>to be supplied to and put up in schools and youth centers, and on social media</i> 	<ol style="list-style-type: none"> 1. Adolescent Innovations Lab: Call for and provision of support for adolescent-led initiatives with regard to SRH 2. KADA Network awareness drive through school visitations and provision of consultation and services at schools 3. Peer-to-peer sessions on adolescent SRH and violence against adolescents, through KADA Center adolescent volunteers
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