OVERVIEW ON
AFP SMART APPROACH

Women Parliamentarians meeting
Joint Accountability for FP2020:
Parliamentarians, Ministries of Health and Civil Society
30 September – 1 October, 2014

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AFP Advocacy Approach

Landscape Assessment

Evidence of Impact
Validation of results using evidence and review of the landscape for change

SMART Objectives
Identification of SMART objectives needed to alter the landscape to produce effective quick wins

Quick Win Achievement
Documentation and monitoring of outputs and outcomes toward impact

Documentation and monitoring of outputs and outcomes toward impact
Overview

Key **advocacy** terms and concepts

- Goal
- Objective
- Quick Win
- SMART

- The **3 phases** essential to ensuring success
Definitions and Key Concepts

- **Goal**
  - Long-term outcome to describe the overall mission or purpose of a project, usually supported by several objectives
  - What do you want to achieve over the long term?

- **Objective**
  - A specific result/target that a person or system aims to achieve within a specific time frame and with available resource.
  - The measurable items you need to accomplish within the next 12 months to move toward your goal

- **Quick Win**
  - Discrete, critical policy or funding or programmatic decision that must occur in the near term to achieve a broader goal
## Types of Quick Wins

<table>
<thead>
<tr>
<th>Types</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td><strong>Funding</strong></td>
<td>MoH increased FP budget by 54% from $190,000 to $293,000</td>
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<tr>
<td><strong>Policy</strong></td>
<td>National family planning guidelines are amended to allow community-based distribution of contraceptive injectables</td>
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<tr>
<td><strong>Programmatic</strong></td>
<td>FP services are integrated with HIV services</td>
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<tr>
<td><strong>Visibility</strong></td>
<td>Government announces Family Planning 2020 (FP2020) commitment at the International Conference on Family Planning</td>
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AFP SMART in 9 Steps

**Phase 1: Build Consensus**
- **Step 1:** Decide Who to Involve
- **Step 2:** Set SMART Objective
- **Step 3:** Identify the Decisionmaker

**Phase 2: Focus Efforts**
- **Step 4:** Review the Context
- **Step 5:** Know the Decisionmaker
- **Step 6:** Determine the Ask

**Phase 3: Achieve Change**
- **Step 7:** Develop a Work Plan
- **Step 8:** Set Benchmarks for Success
- **Step 9:** Implement and Assess
Phase 1
Build Consensus

Step 1
Decide Who to Involve

Step 2
Set SMART Objective

Step 3
Identify the Decisionmaker
Step 1
Decide Who to Involve
Step 1—Decide Who to Involve

- Private Sector
- Parliament
- Healthcare Providers
- Civil Society
- Government
- Academia
Step 2

Set SMART Objective
Set SMART Objective

- SMART Objective

A SMART objective increases the likelihood of achieving a Quick Win

- Specific
- Measurable
- Attainable
- Relevant
- Time-bound
Examples of SMART objectives

NOW  | 1st Objective  | 2nd Objective  | 3rd Objective  | 4th Objective  | Goal
---   | ---------------| ---------------| ---------------| ---------------| ---------------
High level of unmet need for family planning | Increase FP budget by 50% in FY2014 | Train 200 providers in FP by the end year 2014 | Launch a national Family campaign Dec 15-20, 2014 | Ensure availability of contraceptive in all health facilities by end Nov, 2014 | Improve access to FP services
Step 3
Identify the Decisionmaker
Step 3—Who Makes the Decisions?

- Who has the power to help ensure that your issue is addressed?
- Who can make your objective a reality by taking a specific action or changing a specific behavior?
- For example, who can ensure that contraceptive supplies and services are available for women who would want and need them?

<table>
<thead>
<tr>
<th>Private Sector</th>
<th>Academia</th>
<th>Government</th>
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</thead>
<tbody>
<tr>
<td>Economists</td>
<td>Researchers</td>
<td>Minister of Health</td>
</tr>
<tr>
<td>Healthcare providers</td>
<td>Professors</td>
<td>Minister of Gender</td>
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<tr>
<td>Civil Society</td>
<td></td>
<td>Minister of Finance</td>
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<tr>
<td>Nongovernmental</td>
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<td>Advisors to the Minister</td>
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<tr>
<td>Organizations</td>
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<td>Technical Officers</td>
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<td>Faith-based Organizations</td>
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<tr>
<td>Women’s Associations</td>
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<td>Youth Groups</td>
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<tr>
<td>Advocacy Officers</td>
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<tr>
<td>Healthcare Providers</td>
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<tr>
<td>Doctors</td>
<td></td>
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<tr>
<td>Midwifes</td>
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Phase 2
Focus Efforts

Step 4
Review the Context

Step 5
Know the Decisionmaker

Step 6
Determine the Ask
Step 4
Review the Context
What are your organization’s assets and challenges that may impact your outreach strategy (budget, staffing skills, resources, reputation, etc.)?

<table>
<thead>
<tr>
<th>Internal Challenges</th>
<th>Internal Opportunities</th>
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</table>
What is already happening outside your organization that may impact your strategy (e.g., timing of the issue or events, activities of other organizations in this space, barriers audiences may face to taking action, other potential obstacles or opportunities)?

<table>
<thead>
<tr>
<th>External Challenges</th>
<th>External Opportunities</th>
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Step 5
Know the Decisionmaker
What is their background? What are their core concerns?

Have they made any statements for or against family planning?

Whose opinion do they care most about?

Are they willing and able to act on issues they care about?
What Does the Decisionmaker Value?

- Maternal health or women’s rights?
- Cost-effectiveness of public health programs?
- Young people?
- Socio-economic development?
How Do We Best Approach Each Decisionmaker?

- Provide and share information
  - Why is our issue important?

- Build /Encourage the will to act
  - persuade the decisionmaker to take action?

- Recognize their leadership/reinforce the action
  - How can we thank the decisionmaker publicly and celebrate his/her role in securing a win?
Step 6
Determine the Ask
Support the ask through

- **Rational arguments**
  - Use facts or evidence

- **Emotional arguments**
  - Use evocative stories and photos

- **Ethical arguments**
  - Use a rights-based approach
Determine the Messenger

- Policymaker
- Celebrity
- Community Members
AFP SMART

Right Decision maker
Right messenger
Right Message
Right Time
Phase 3
Achieve Change

Step 7
Develop a Work Plan

Step 8
Set Benchmarks for Success

Step 9
Implement and Assess
Step 7
Develop a Work Plan and Budget
### Example of an action plan

<table>
<thead>
<tr>
<th>Advocacy issue:</th>
<th></th>
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<tbody>
<tr>
<td>SMART Objective</td>
<td></td>
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<tr>
<td>Next Steps/ Input Activities</td>
<td></td>
</tr>
<tr>
<td>Estimated Budget</td>
<td></td>
</tr>
<tr>
<td>Person(s) Responsible</td>
<td></td>
</tr>
<tr>
<td>Timeline</td>
<td></td>
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</table>
Assessment of success

Step 8

Set Benchmarks for Success
Step 8— Three Ways to Measure Success

- **Outputs**—Did you carry out all the advocacy activities in your work plan?

- **Outcomes**—Did you fulfill your SMART objectives and achieve a Quick Win?

- **Impact**—Did your Quick Win improve the situation for those who need and want access to family planning?
Step 9—Putting it All Together

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Thank You!

AFP aims to increase the financial investment and political commitment needed to ensure access to high-quality family planning through evidence-based advocacy.