

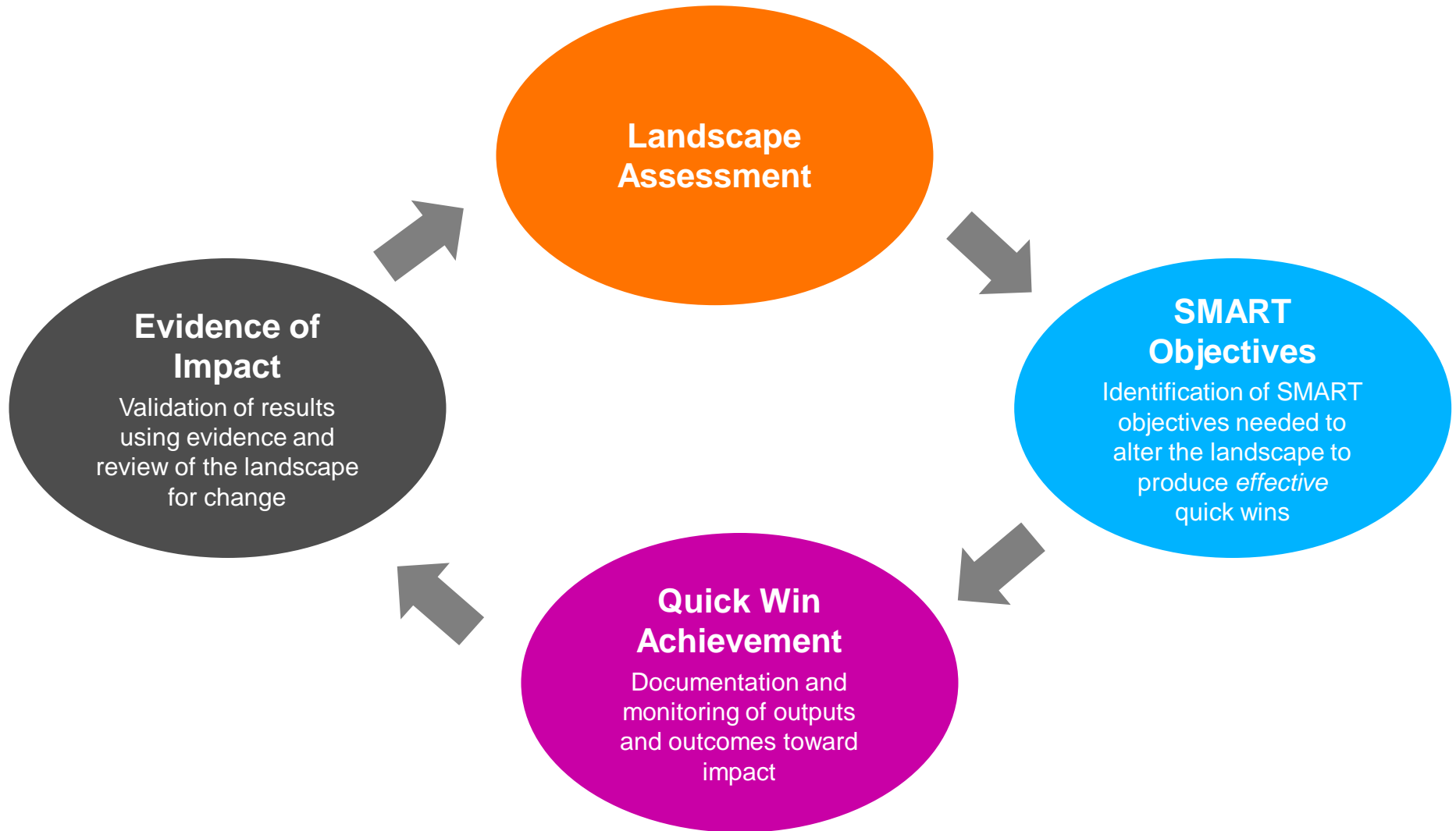


OVERVIEW ON AFP SMART APPROACH

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

By Abdelylah Lakssir

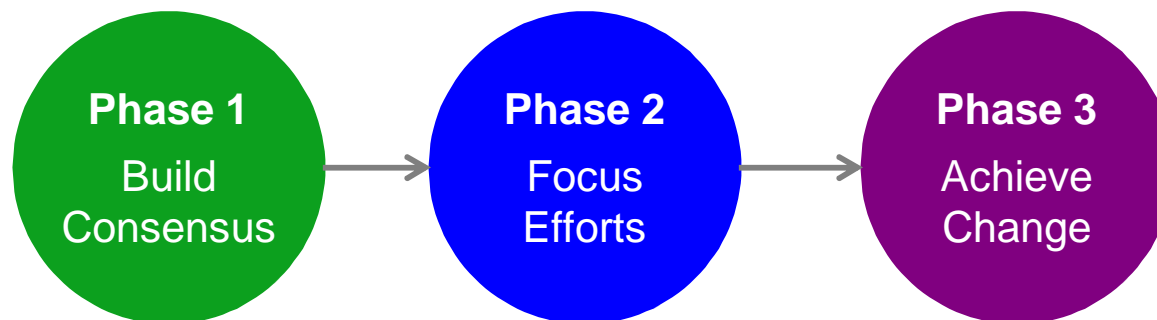
AFP Advocacy Approach



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

Funding	MoH increased FP budget by 54% from \$190,000 to \$293,000
Policy	National family planning guidelines are amended to allow community-based distribution of contraceptive injectables
Programmatic	FP services are integrated with HIV services
Visibility	Government announces Family Planning 2020 (FP2020) commitment at the International Conference on Family Planning

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

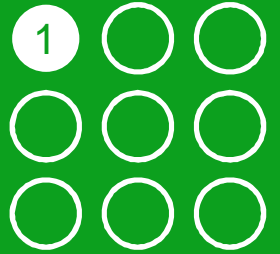
Step 9
Implement and
Assess

Phase 1
Build
Consensus

Step 1
Decide Who to
Involve

Step 2
Set SMART
Objective

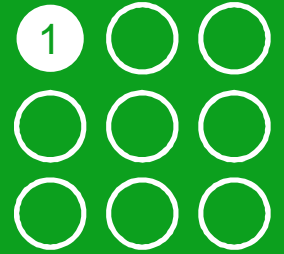
Step 3
Identify the
Decisionmaker



Step 1

Decide Who to
Involve

Step 1—Decide Who to Involve



Private Sector

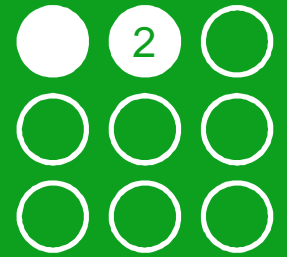
Parliament

Civil Society

Government

Healthcare Providers

Academia



Step 2

Set SMART
Objective

Set SMART Objective

- SMART Objective

A **SMART** objective increases the likelihood of achieving a **Quick Win**

Specific

Measurable

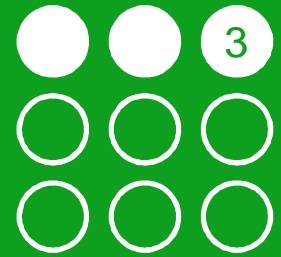
Attainable

Relevant

Time-bound

Examples of SMART objectives

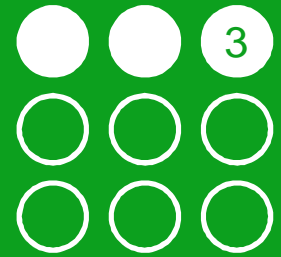




Step 3

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?

Private Sector

Economists
Healthcare
providers

Civil Society

Nongovernmental Organizations
Faith-based Organizations
Women's Associations
Youth Groups
Advocacy Officers

Academia

Researchers
Professors

Government

Minister of Health
Minister of Gender
Minister of Finance
Advisors to the Minister
Technical Officers

Healthcare Providers

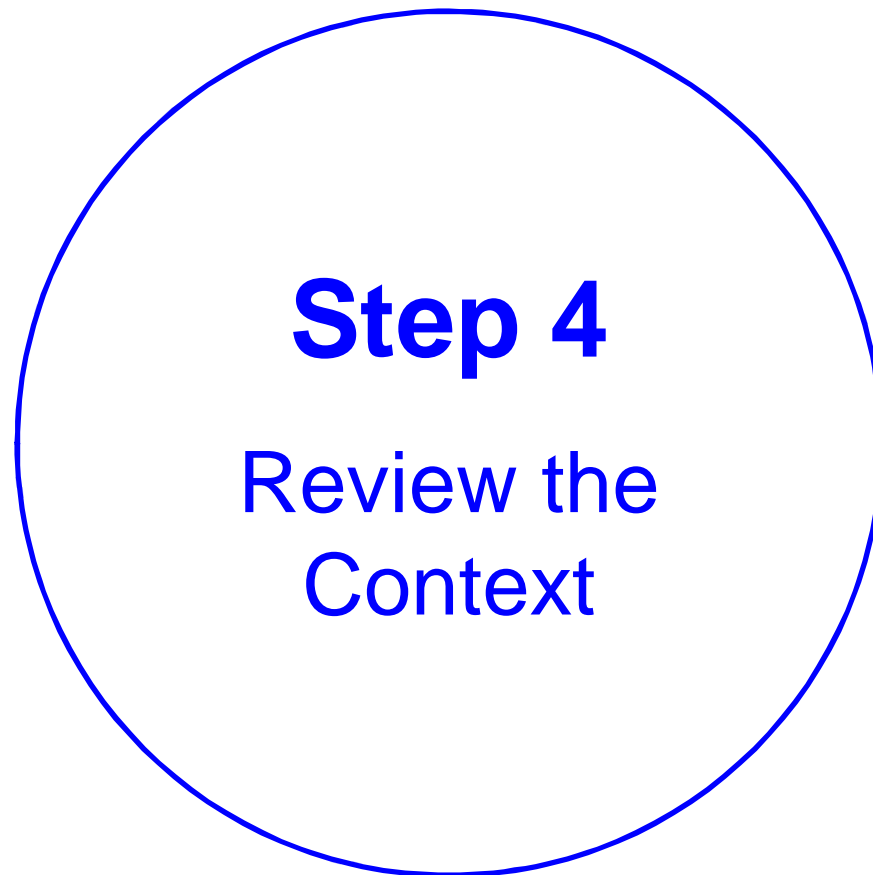
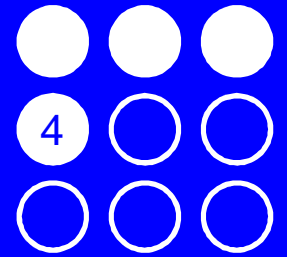
Doctors
Midwives

Phase 2
Focus Efforts

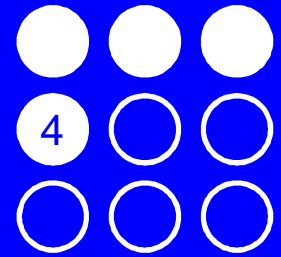
Step 4
Review the
Context

Step 5
Know the
Decisionmaker

Step 6
Determine the
Ask



Internal Scan



What are your organization's assets and challenges that may impact your outreach strategy (budget, staffing skills, resources, reputation, etc.)?

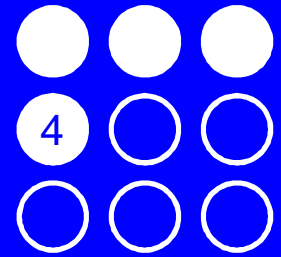
Internal Challenges

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Internal Opportunities

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External Scan



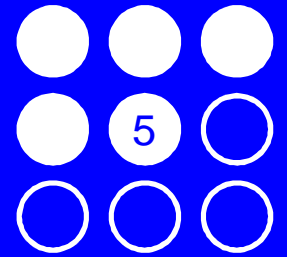
What is already happening outside your organization that may impact your strategy (e.g., timing of the issue or events, activities of other organizations in this space, barriers audiences may face to taking action, other potential obstacles or opportunities)?

External Challenges

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External Opportunities

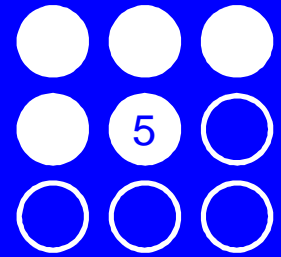
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Step 5

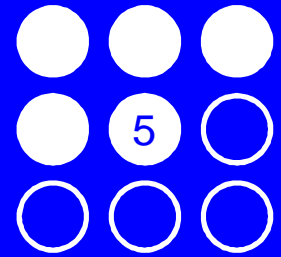
Know the
Decisionmaker

Step 5—What Do We Know About the Decisionmaker?



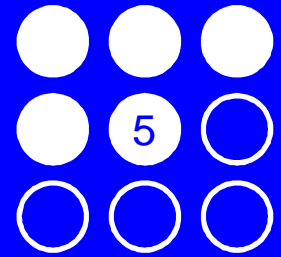
- What is their background? What are their core concerns?
- Have they made any statements for or against family planning?
- Whose opinion do they care most about?
- Are they willing and able to act on issues they care about?

What Does the Decisionmaker Value?

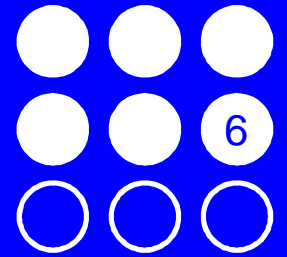


- Maternal health or women's rights?
- Cost-effectiveness of public health programs?
- Young people?
- Socio-economic development?

How Do We Best Approach Each Decisionmaker?



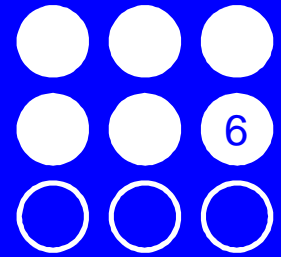
- **Provide and share information**
 - Why is our issue important?
- **Build /Encourage the will to act**
 - persuade the decisionmaker to take action?
- **Recognize their leadership/reinforce the action**
 - How can we thank the decisionmaker publicly and celebrate his/her role in securing a win?



Step 6

Determine the
Ask

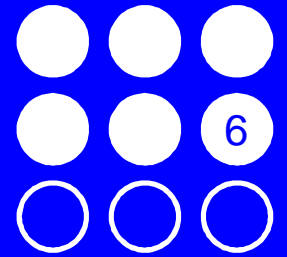
Step 6—What Is Our “Ask” and How Can We Support It?



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

Phase 3

Achieve
Change

Step 7

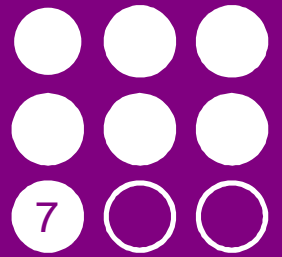
Develop a
Work Plan

Step 8

Set
Benchmarks
for Success

Step 9

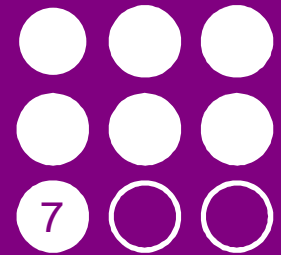
Implement and
Assess



Step 7

Develop a
Work Plan and
Budget

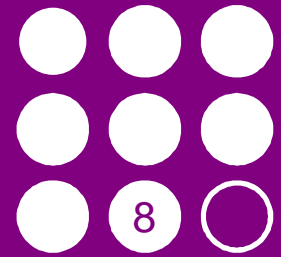
Example of an action plan



Advocacy issue:

SMART Objective	Next Steps/ Input Activities	Estimated Budget	Person(s) Responsible	Timeline

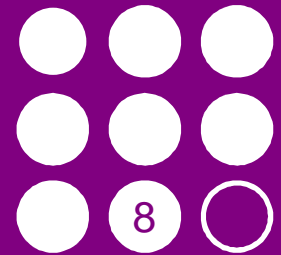
Assessment of succes



Step 8

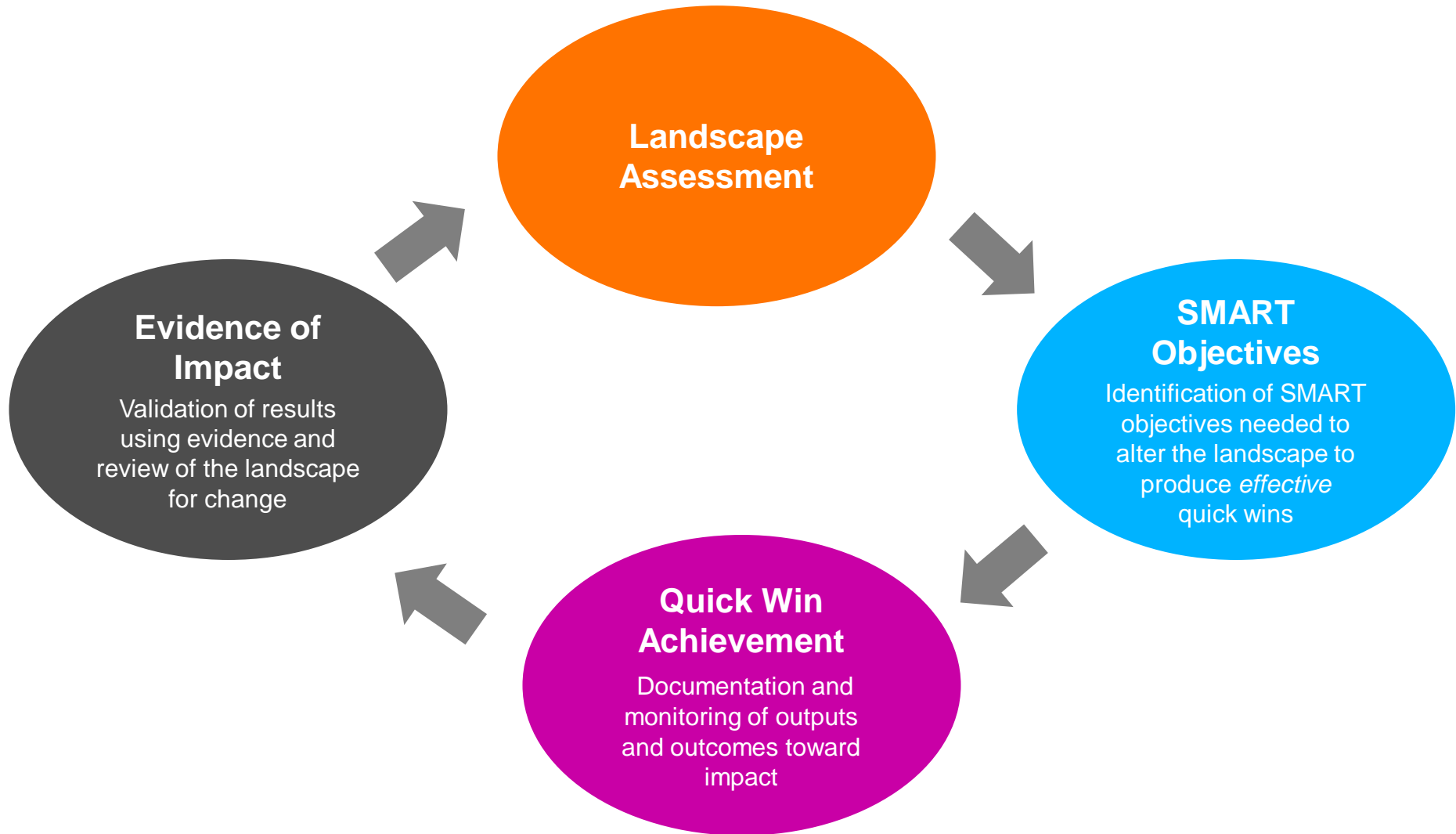
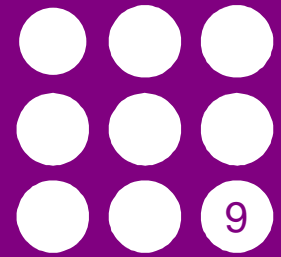
Set
Benchmarks for
Success

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





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.