

Repositioning Family Planning Conferences: A “How To” Hand Book

Nina Pruyn

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Advance Africa Project
Management Sciences for Health
4301 North Fairfax Drive, Suite 400
Arlington, Virginia 22203
Telephone: 703-310-3500
www.msh.org



4301 N. Fairfax Drive, Suite 400
Arlington, VA 22203
Tel: (703) 310-3500
Fax: (703) 524-7898
www.advanceafrica.org

*Expanding family planning
and reproductive health
services in Africa*

Repositioning Family Planning Advocacy Conferences: A "How To" Handbook

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Advance Africa
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Arlington, VA 22203

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Working to improve the health and well-being of African families through strengthened family planning and reproductive health services

4301 North Fairfax Drive, Suite 400

Arlington, Virginia 22203 USA

E-mail: eseidner@advanceafrica.org

Website: www.advanceafrica.org

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Table of Contents

Repositioning Family Planning.....	1
Advocacy Conferences:	1
A “How To” Handbook	1
September 2005	1
Table of Contents.....	3
Introduction.....	4
Phase I: Preparation	5
<i>Management, Coordination, and Communication</i>	5
<i>Content</i>	7
<i>Logistics</i>	10
Phase II: Implementation	15
<i>Participant arrival and lodging prior to the conference debut</i>	15
<i>Conference Management, Coordination, and Communication</i>	15
<i>Content</i>	15
<i>Logistics</i>	16
Phase III: Implementation and Support of Follow-Up Plans.....	19
<i>Management, Coordination, and Communication</i>	19
Annex 1. Conference Preparation Workplan and Timeline (<i>Adapted from Implementing Best Practices Launch Workplan</i>)	20
Annex 2. Country-Specific Repositioning Family Planning Conference Agenda	28
Annex 3. Framework for Small Group Exercises – Discussion, Findings, Conclusions Priority Policy, Program, and Advocacy Actions	33
TEMPLATE FOR FOLLOW-UP PLAN	37
Annex 4. Example of a Follow-Up Matrix for Monitoring Achievements and Activity Status...	39

Introduction

For decades, family planning has been perceived as a means to simply control the world's population size. Advance Africa found that the current global situation, particularly in sub-Saharan Africa, required a different approach to advocating for family planning. With the more attention being drawn to maternal and child mortality, HIV/AIDS, tuberculosis, malaria, and other infectious disease, family planning needed to be presented to decision-makers as a *health and development intervention*, not a means of population control. For the last four years, Advance Africa, under the support and guidance of USAID, worked to enhance decision-makers' appreciation of family planning in this capacity and reposition family planning in a new light. Decision makers were targeted to convey the potential contributions of the family planning to assist with the attainment of the Millennium Development Goals (MDG).

Repositioning family planning requires strategic, consistent, and persistent advocacy with key decision-makers at every level of health and development systems. As one component of the repositioning strategy, Advance Africa conducted regional and national advocacy conferences focused on repositioning family planning directed at key policy makers, health and development professionals, and the private sector. The goal was to raise awareness of the current regional or national family planning situation. Repositioning was then used to present family planning to key decision makers as one of the strongest life saving interventions available and accessible to poor countries. The national and regional advocacy conferences were crucial in the African context to create momentum for family planning. The advocacy conferences were important in mobilizing and energizing decision makers, program managers, providers, community leaders and the media to focus on the common goal of "Repositioning Family Planning." As a result this created awareness, interest and commitment for family planning as a health and development intervention.

The advocacy conferences had a direct effect on country programs by convincing key stakeholders of the importance of family planning in meeting national development goals. Many of the advocacy activities directly affected laws, policies, and planning at the national level. Advocacy using evidence of the development impact of family planning programming resulted in an improved enabling environment for the implementation of family planning activities at the program and service delivery levels.

Given the critical importance of these advocacy conferences for repositioning Family Planning, this document has been prepared by Advance Africa to share its experience on "how to" prepare, implement and follow up with these conferences. It is the result of conducting one large regional conference in West Africa and several smaller national conferences in Angola, the Democratic Republic of the Congo (DR Congo), and Mozambique. It is not our goal to narrowly define how advocacy conference should be conducted, but to provide ideas and insights into the Advance Africa process in building support and buy-in for one component of an advocacy process that requires on-going activity and commitment.

Phase I: Preparation

Preparation is the key to a successful conference! As such, this section is by far the most detailed and comprehensive. The time necessary for preparation will perhaps depend on the size of the advocacy conference, but almost all of these issues will likely be involved to some extent no matter how many participants you are expecting.

It is critical that advocacy conferences be prepared with pertinent local and regional data and information. In addition, planners must think through the **ultimate goal of the conference**. Advocacy should include that which you want the decision-maker to DO, not simply education. Small group exercises should discuss and develop activities that will help reach the ultimate repositioning family planning goals as appropriate to the context.

The following sections describe various components of preparation and are mirrored in the subsequent phases below as well.

Management, Coordination, and Communication

These components are important to consider in coordinating the preparation process:

- Partners and the planning committee – it is important to bring a number of relevant stakeholders into the planning and implementation process, especially local influential counterparts and stakeholders. The “Have To” be involved in the discussions and agree on the ultimate goals.
 - Choose an effective number of partners well selected based on the agenda of the conference and the potential role and value added of each. The ideal number of partners should balance perspectives and political considerations. However, note that large planning groups can sometimes hinder an efficient process.
 - Be strategic in partnering. Different partners are influential in a variety of spheres and can facilitate buy-in from other sectors. For an effective repositioning family planning strategy, well recognized and accepted national partners and links with other active sectors are critical.
 - Consider financing of conference costs and sponsorship of participants. Ideally, each partner will bring resources to the table, both financial and human resources, for the development and execution of the conference. Discuss efficiency and agree on common strategy to use wisely the resources mobilized, per diem, local transportation, local consultancy fees etc.
 - If there are many partners and various components of the conference, consider having sub-committees to address different issues (i.e. agenda, logistics, evaluation, follow-up). This allows for a breakdown of the work and easier communications. The planning committee may even want to develop a document that clearly outlines what each sub-committee does as well as the roles of each partner organization.

- “Partnership” and clarification of expectations, roles, and responsibilities of each– it is critical that all partners understand others’ expectations of them as partners in this process. This includes their role in development, facilitation, and follow-up to the conference.
- Definition of roles and extent of participation in planning and implementation
 - With each partner, develop and share the expectations and definition of role in planning and implementing the conference, and share this agreement with all. For each partner, outline:
 - the expertise that they bring
 - the strategic linkages that they facilitate
 - the sub-committees that their staff will be on
 - follow-up responsibilities
- Decide or clearly delineate among partners from the outset which partner has the final decision-making authority for the conference (despite the fact in principle, a consensus group decision is the most desirable mechanism). This may include a chain of command for different levels of decisions or decisions regarding different responsibility areas (i.e. presentations, working content, logistics, etc.).
- Develop a workplan and timeline. Write out a comprehensive list of the activities that will need to go into preparing the conference. Work backward from the date of the conference to develop the timeline. Be realistic and allow enough time for each activity, especially when negotiating each activity between multiple partners. See Annex 1 for an example.
- Identify an effective means of communication – email, e-working groups, conference calls, face-to-face meetings, or a combination of these; also plan the frequency of meetings and touch-base communications as well as a point person or lead responsible for communications. This may also involve a hierarchy of who should know what information. If sub-committees are formed for different pieces of work, it may be clear that only those people should know the details of that component while the bigger picture should be regularly communicated to others.

It must be understood from the outset that there are challenges for any co-sponsored or co-organized conference. Each partner is likely to have varying motives for or agendas related to their participation in the conference. As plans are made and content determined, there will have to be discussions and negotiations through the obstacles that present themselves. This takes patience and diplomacy. Remember that the ultimate goal is to improve the health and well-being of populations in need of improved reproductive health and family planning services. Notice: the managing body must be open, flexible, and tolerant. Using the most appropriate and affordable strategies, and mindful of limited resources, the managing body must consider and stick to the overall goal, which is to have a successful advocacy conference. The managing body continuously assists with adjusting the conference agenda to be sure that it remains focused on the accepted goals and objectives.

Content

In the preparation phase, a thorough concept for the conference must be developed. If it is a repositioning family planning advocacy conference, obviously, the ultimate goal is to increase commitment to family planning. However, the planning committee must agree on the objectives of the conference as appropriate to the needs of the country or region.

- Discuss and develop the purpose and goal of the advocacy conference.
 - According to the context, design objectives that will address the family planning needs within the relevant environment and assist the participants to reach to overall goal of repositioning family planning.
 - Identify what you would like your target audience to do. As an advocacy conference, you want your participants to commit to some action in follow-up to the conference. Determine if your participants will have follow-up plans, “personal contracts” for commitment, or action plans that the partners can then follow-up and support.
 - Write a concept paper that explicates the goal and objectives of the conference. The concept paper should be appropriate to the target audience and appeal to those who you would like to interest in participating. Include anticipated results.
 - As materials are developed throughout the preparation and implementation phases, ensure consistency of language using the concept paper in terms of purpose, goal, objectives, and expected results for other materials like background materials, “save the date” announcements, call for papers, invitations, press releases, press kits or briefing paper, and facilitators’ guide.
 - Identify and package your message for your target audience. In the current context, who are the stakeholders that need to make a commitment to family planning? Are you trying to reach out to current policy-makers? Are you trying to draw in other sectors? Is it the service providers that are causing barriers to access and quality? Determine your audience and develop messages that will convince them that family planning is a critical intervention that will add value to their agendas.
- Draft an agenda for the conference. Design presentations and small group work that will work toward the ultimate goal and help meet the objectives. This might be organized around themes or simply work from the objectives. See Annex 2 for a country-specific example.

Repositioning Family Planning in West Africa Conference Objectives and Themes

Objectives:

1. Provide comprehensive data on the expressed need for family planning in the West Africa Region.
2. Identify key factors underlying the gap between *expressed need* for family planning and the *use* of family planning.
3. Discuss the health and development consequences of this gap.
4. Explore solutions for addressing the gap.
5. Demonstrate how advocacy can be used to implement solutions.
6. Develop strategies that participants will undertake after the conference to advance repositioning family planning efforts in their respective countries.

Themes:

1. What do we know about need for family planning in West Africa?
2. *Why the gap between expressed need and use of FP?*
3. What are the health, development, and economic consequences of this gap?
4. What are some solutions for addressing this gap between need and use?
5. How do we advocate to achieve these solutions?
6. What can we participants do following the conference?

- Develop an overall plan for the conference – number of days, sessions, small group work, outputs – based upon the objectives. The objectives may be a good basis for a number of themes to guide the conference content.
- Start planning specific speeches and presentations and engage presenters.
- Be sure to include opening and closing ceremonies as appropriate to protocol.
- Ensure that there is enough time for presentations, questions, and discussion
- Based on the objectives and agenda, consider the background content you might need. For example, you might conduct an assessment of local birth spacing practices or perceptions of modern contraceptive methods.
- Prepare presentations.
 - Develop specific objectives of each session with a specific outline for presentations and group work
 - Prepare a guide for presenters that clearly explains the session objectives as well as the means of presenting. Be sure to get specific regarding the amount of time they have, the number of slides to which they should limit themselves, and the amount of text on each slide.
 - Spend plenty of time working with presenters to prepare clear and concise presentations without a lot of duplication or repetition. Also ensure that the presentation is appropriate to the audience and relevant to the subject the presenter will be addressing. Ensure that the key messages are articulately presented and sufficiently convincing for that audience.
 - Consider who your presenters will be – either invite specific presenters or send out a call for papers to address specific topics. Be sure to think about local, regional, and international presenters in terms of validity and acceptability of messages. A good balance of presenters may be needed.
 - If you plan to send out a call for papers for the presentations, do not let responses and abstracts shape the content of the conference. Make sure that all sessions address and enhance the objectives of the conference and the specific objectives of each session.
 - You may consider holding concurrent sessions if you have a number of topics that you wish to be addressed, but not enough time and participants that may not want to attend all such sessions. This is a good time to present very specific data related to programs and interventions in policy, programmatic, and service delivery issues.
 - Set clear deadlines for presentations, speeches, and other materials. If you are putting presentations in binders and/or on CD-ROM, be sure to inform presenters that materials received after the deadlines may not be included.
- Prepare guidelines and a framework for small group exercises. See Annex 3 for an example.
 - Think through the expected outcomes of the conference. What is needed to get there? What work do the participants need to complete?
 - Develop instructions for small group exercises.
 - Design tables, grids, and forms to guide and facilitate participants' group work through each exercise and for the results if appropriate. Ensure that the commitment you are

- asking participants to make is part of the framework developed here and that there is a form of some sort that participants can refer back to after the conference.
- Develop a facilitator’s guide for group work so that facilitators understand the work they will be assisting participants to complete.
 - Depending on the target audience, you may wish to ask participant teams to prepare some background relevant to their situation prior to the conference. This is helpful in discussing opportunities, barriers, and challenges to family planning.
- Plan a press briefing and prepare selected partners to speak.
 - Draft a press release about the rationale and importance of the conference. Ensure consistency of language with the conference concept paper and objectives. Include all pertinent details – rationale, goals, partners, and expected outcomes.
 - Each partner should have a representative at the press briefing, and some representatives may need talking points. In most cases, the planning committee member from that organization will be most prepared to draft the talking points, which should focus on the Conference agenda and concerns and not on what the speaker organization is all about and what it does (unless this clarification add value to the topic of the press conference.).
 - It is important that each partner representative supports the goal of the conference while addressing it through that partner’s lens. For example, while a repositioning family planning conference focuses on the benefits of family planning, different partners might address family planning from a policy, programmatic, or service delivery perspective.
 - Consider carefully any supplemental informational sessions.
 - Schedule pre-conference meetings for facilitators and presenters to review the group work, presentations, expected outputs, etc.
 - Consider any specialized workshops or satellite sessions that may be relevant, for example:
 - A journalist workshop that discusses the benefits of family planning and enhances journalists’ skills in reproductive health reporting
 - A repositioning family planning workshop focused on youth or integration of family planning and HIV/AIDS
 - An evening satellite session that looks specifically at the role of religious leaders in family planning programming
 - Ensure that you stay on topic! This is very important. Because this is an opportunity to address a wide audience, others may wish to take advantage of the gathering to present something that is not relevant to the topic on which you want participants to focus.
 - If there are a number of topic areas that are relevant but do not fit into the timeframe of the conference, consider holding a poster session. This can be done either through a call for posters or through a targeted solicitation from projects or organizations that have pertinent experience. Posters can be done in a more open fashion with fewer restrictions than the plenary presentations.

- Work with partners to ensure that the conference will be evaluated properly. You may consider evaluating each session or conducting a final evaluation of the entire conference. Be sure to make time in the agenda for the evaluations so that participants will not leave the session(s) before filling out evaluation forms. Ensure that a sub-committee or partner has responsibility for collecting and analyzing the results.
- Key to the success is in the follow-up of the commitments made at the conference. If a follow-up plan or action plan is developed, ensure that the partners are committed to supporting participants and following up with the planning. This allows partners to assist with any barriers that may be encountered, keeps motivation going, and ensures the on-going commitment of partners as well.

Logistics

- Make arrangements for financial responsibility. Decide what each partner will be responsible for in terms of logistics and ensure that funds are available for deposits and materials as needed. Advance Africa found that it was useful to have one partner funding all logistical costs except for the sponsorship of participants. In most cases, different partners wished to sponsor a number of participants that were most pertinent to their activities. In the case of the regional conference, partners sponsored teams from different countries.
- Participant-related logistics:
 - o It is important to make clear the expectations of all partners on the target audience, priorities participants, and maximum numbers from the outset. This may also include the number of countries to be invited. Also make clear the expectation of sponsorship from each partner, if there is one.
 - o Once a date is set for the conference, send out a “save the date” announcement so that participants are aware of the upcoming event.
 - o At a time with further logistics and content are confirmed, send out invitations to the conference.
 - o A database or spreadsheet is useful to track the participants that plan on attending. Be sure to record their contact information, area of technical expertise, and sponsor.
 - o Communicate all needed information to participants so that they are well prepared for their arrival. However, in some cases, you may want to minimize the information disseminated if you are trying to maintain a smaller participant list.

Repositioning Family Planning in West Africa Website

<http://www.advanceafrica.org/RAC/index.html>

The World Wide Web is a tremendous information tool. However, when events are posted on the web, it is likely that you will have much more interest in your event than you may have anticipated. For the regional conference, it was the intention of the conference planners to provide comprehensive information to participants for their convenience. However, the website made it possible for more and more people to request participation.

Determine the best means of communicating with your target audience, and if you wish to limit the number of participants, be sure to include that message in the invitations.

After the conference, the website proved to be an invaluable tool for disseminating results. The website became something of a comprehensive conference description with all presentations, reports, and resources included for anyone interested in repositioning family planning.

- Travel-related logistics:
 - Consider the location of the conference and its convenience for participant travel; think about: availability of flights, proximity to other countries, need for visas, political stability, cost of venue and accommodation, etc.
 - Ensure that participants are aware of any visa requirements they may have and be sure to plan with enough time between the invitation and the conference itself so that people will be able to process visas.
 - If needed, arrange for travel clearance with the local authorities, especially USAID if it is a USAID-funded event.
 - Ensure that VIPs have the appropriate greeting, transport, and accommodation.
 - Depending on the location, you may wish to hire expeditors to assist with the arrival of participants, visas, and transport at the airport.
 - If there are a lot of participants traveling by air, you might hire a travel agency to re-confirm return flights for participants and assist with any problems or changes in ticketing.
 - Local transport will be necessary if you have large numbers arriving and departing from the airport and if you have participants staying at multiple hotels. Determine if shuttles are needed for participants to arrive at conference sessions in a timely manner.

- Accommodation-related logistics:
 - Ensure that there is a hotel or several hotels in close proximity that can accommodate the number of participants you are expecting.
 - You may wish to block off a number of rooms to make available to participants or arrange that the hotel makes special reservations specifically for conference participants (i.e. special room rates, especially at per diem if appropriate).
 - It is not recommended that the conference planners agree to make all accommodation arrangements for participants. The partners may decide to arrange for the participants they are sponsoring, however, managing a large number of hotel reservations with changing travel arrangements and cancellations is a big challenge.
 - Advance Africa recommends that, even at the national level, conference be held off-site. If the conference is conducted in the capital city, you may lose some of your participants to their offices and other obligations when you most wish to have them there. Of course, this is subject to funding, but having all participants seconded to a location that requires full attention and participation is ideal.

- Venue-related logistics:
 - Conference rooms – ensure you have enough for plenary and breakout sessions and that they can accommodate the number of participants. Also consider having a separate room to act as a secretariat and a separate meeting or holding room for VIPs.
 - Audio-visual equipment –
 - Sound system to make sure presentations can be heard. If you are using simultaneous translation, this may be the same equipment.

- Laptops, LCD projectors, and screens are needed for electronic presentations; if you are using transparencies, ensure that an overhead projector is available. In fact, in some cases, it may be good to have transparencies as a back up.
 - Flash drives (pen drives, data sticks, memory sticks, etc.) are an ideal way to ensure that presentations are loaded onto each computer, that documents are available as needed, and for participants and presenters to share resources.
 - Temperature control – it is often the case that rooms can be too stuffy or too cold. Try to work with the venue beforehand to develop a plan for changing the temperature. Know who to approach for changes and try to anticipate the needs of the room.
 - Meals – determine if you will provide meals, and if so, which ones.
 - Ensure that there is a convenient location for all participants to get their food and sit to enjoy it.
 - For large groups, buffets are usually more efficient.
 - In many conference centers, there are options for seating in other conference rooms or under tents set up on the grounds specifically for meals.
 - If there is a question of limiting meals only to participants (i.e. the hotel has other guests), you may wish to use meal tickets to keep track of your conference participants and staff.
 - Coffee and tea breaks – vary the menu for breaks if the conference is a multi-day event. Ensure that the venue staff are aware of the break times and be sure to notify staff of any last minute changes.
 - Be sure to factor in the staff you hire to work at the conference for meals. The secretaries, rapporteurs, and translators will need sustenance as well!
 - Special receptions – consider holding a purely social gathering one evening, especially if you are not providing dinners. This allows participants more time to network and become comfortable with one another and facilitates on-going relationships.
- Materials-related logistics:
 - Printing companies – find a printer you feel you can trust to meet your deadlines and produce good quality.
 - Materials –
 - Collect all partner logos to ensure that everyone is represented in the conference materials.
 - Welcome packets might include a letter of welcome, agenda at a glance, registration details, maps of the city and/or venue, restaurant guide, announcements of any changes or additional sessions, etc.
 - Conference binders should include the detailed agenda, background materials, and small group exercise guidelines. It may also include presentation handouts, abstracts of posters, a list of resources and tools available at the conference, bio-paragraphs of presenters and facilitators, etc.
 - Translation for materials is essential! If you have multi-lingual participants, plan ahead with plenty of time for translation of all materials. Also ensure that there is funding for translation.
 - Nametags should be printed in advance. This assists in identification and security.

- Banners are often used both outside of the conference venue to show who is meeting at the conference center as well as in the plenary hall of the conference.

In DR Congo, banners were hung throughout Kinshasa with key family planning and birth spacing messages during the time of the national advocacy conference.

- Decide if conference bags are needed for the audience and for toting materials.
 - CD-ROMs are an excellent means to provide all resources and presentations electronically for participants. People like the ease of returning with CD-ROMs as opposed to boxes of print materials.
 - Certificates are often appreciated upon completion of conferences, especially large conference in which participants are expected to work a lot. They are also a means of maintaining participant motivation upon return to work and in follow-up of activities.
- Supplies – ensure that you have a good source of office supplies both in your secretariat as well as in “emergency” situations.
 - Websites/web presence – determine if you would like to create a conference website or post conference information on a partner website. This can assist in dissemination of information and provide participant access to information. However development of a website takes time and effort, both for format and content. Translation of content may also be needed.
- In most cases, partners will want to disseminate institutional resources, papers, tools, and other materials. Plan a space for “Dissemination Tables” that will allow participants to wander through at their leisure to explore materials. Be sure to provide equal space to all partners, and locate the tables in an area that will not hold up registration or crowd other high traffic areas. Prepare guidelines for the dissemination tables, including means of shipping or transporting materials and set-up/take down times.
 - Simultaneous translation may be needed for regional or multiple-country conferences. Be sure to budget accordingly. Some things to consider in identifying and working with a simultaneous translator:
 - Meet with several translators well in advance to discuss languages, experience, agenda, and cost.
 - If you are having concurrent sessions and need translation in each session, ensure that the translator services have enough equipment as well as translators to handle the large workload. Most companies work with two translators for each session.
 - If possible, attend a meeting where the translators are currently working to explore their skill in translating technical information, sound equipment, and professionalism.
 - Be sure to test the headsets. Equipment may receive interference if it is of poor quality or if there are a lot of other wireless technologies in use. For example, it is possible that too many mobile phones may cause static and make it difficult for participants to hear the translator.
 - Provide the agenda, background information, and presentations to the translators prior to the event so that they can prepare themselves.

- Identify partners that can lend administrative and secretarial staff to support the conference.
- Determine if you would like to hire a rapporteur to produce conference proceedings.
- Protocol is highly important. The last thing you want to do is to offend a high-ranking decision-maker in the way s/he is treated. Be sure to speak with protocol managers and advisors, often found in large hotels and conference centers as well as in many ministries and government agencies. Be prepared with the introductions to speeches and ceremonial protocols ahead of time.
- Media-related logistics:
 - Press offices – many partners will have press officers, including USAID, US Embassies, WHO, UN agencies, ministries, and governments. Be sure to bring them into the process from the beginning. They may have some secrets to working with the local press.
 - Invite press from regional agencies and/or other countries. You may even consider sponsoring some journalists from regional reproductive health media networks.
 - For identification purposes, “certification” or press badges are helpful and often bring more legitimacy to the conference. When sending out invitations, ask the media to register for the conference so that they can be pre-certified and so that you know how many individuals to expect.
 - Prepare a press briefing – officially invite the media, secure a room, ensure the speakers are well informed of briefing logistics, ensure audio systems are set up. Provide refreshments.
 - Draft a press release with all of the pertinent details (see content above). Use local media offices, networks, and the press briefing to disseminate the press release.
 - Put together a briefing packet for the press briefing. These folders should include the press release, informational materials from each partner, clear and concise data related to the topic, a list of speakers (with organizational affiliation), and a list of further resources.
 - The media will likely cover specific sessions or the conference overall. Many will simply cover the sessions with high-ranking speakers, such as opening and closing ceremonies. However, if there are sessions in particular to which you wish to invite the media, you might emphasize them at the press briefing or speak individually with journalists to highlight those.
 - Assist the media in arranging individual interviews with key speakers. This will allow journalist to get more in-depth information and quotes for their stories.
 - In some contexts, the media are accustomed to receiving a per diem or transport expenses for their attendance. Plan ahead with local partners and ensure that the funds are available.

Phase II: Implementation

At this time, you have done all of your preparation work, so the implementation should flow fairly easily. The key to implementation is always being one step ahead of the agenda and anticipating the needs of speakers, presenters, staff, and participants.

Participant arrival and lodging prior to the conference debut

- One critical issue to bear in mind is the welcoming and transport of participants coming from outside the country. Well laid out arrangements need to be made for transport from the airport to the hotels and the allocation of rooms.
- The organization committee must make sure that everyone arriving from outside the country has a confirmed room reservation, is welcomed, transported to the hotel, and assisted with check in. This is serious source of frustration and unhappiness for the participants if not well done.

Conference Management, Coordination, and Communication

- Ensure that all partners and staff have a copy of the final agenda and know the details and flow of each day. Not only will they need the information themselves, but they will be able to answer any questions from speakers and participants.
- Managing the agenda and flow of the conference:
 - Identify an “emcee” for the conference who will take responsibility throughout for introducing speakers and sessions, ensuring participants get instructions and special announcements, and informing staff of any issues that come up.
 - There should be one person that knows who to go to with any issues or problems. In big conferences, it is the key coordinator who has delegated responsibility to team members for various logistics and can ensure all problems are addressed efficiently.
 - Ensure that small group exercise facilitators are prepared for their work and know the agenda. They should be able to direct participants to continuing sessions or breaks.
- Responsibility for conference activities can be divided in various ways – specific themes, topics, presentations, facilitation, and small group work should be allocated and balanced among partners as appropriate.

Content

- Collect any remaining presentations, speeches, or materials needed for the sessions, binders, press briefing, dissemination tables, etc.
- Conduct preparation meetings

- o Work with facilitators – review the agenda, the small group exercises, and expected outcomes. Make sure that the exercises and any accompanying forms, tables, grids are clear.
- o Work with presenters – review the presentations one last time to ensure they are clear and there are no typographical errors.
- Conduct press briefing and any pre-conference workshops. Use this as an opportunity to test systems and logistics for the conference.
- Prepare handouts for presenters and facilitators, again if needed, that outline the session outlines with goals and objectives and small group exercises and frameworks
- Meet with the rapporteur to provide any updates and presentations that will assist in capturing the content of the sessions. Determine if there are any sessions the rapporteur will not be responsible for reporting, i.e. concurrent sessions or small group work.
- Ensure that systems are in place for on-site feedback. Be flexible to the needs of participants.
- Conduct and collect evaluation forms as planned. Gather and analyze the evaluation data from participants. Be sure to share these results with all of the partners.
- Meet with partners to finalize follow-up plans. Ensure that a strategy is in place that still makes sense according to the outcomes of the conference.
- Meet with partners to discuss the outcomes of the conference, lessons learned, and next steps in working together.

Logistics

- Protocols must be followed for ceremonies and throughout.
 - o If you have a high-ranking official (i.e. Minister of Health) speaking at the opening ceremony, delegate a partner to greet the individual and escort him or her to a holding room with refreshments until the time of the speech at which time s/he is escorted to the high table.
 - o Ensure that the speakers’ table on the dais is set up appropriately with nameplates and water. There may be protocols as to who should sit where depending on the other speakers. Work with the protocol officers to devise a seating plan.
 - o Ensure that greetings are appropriate and openings of speeches are planned. For example, in Ghana, the opening protocol required an ordering of officials’ names, the local tribal greetings “Nii-mei ke Naa-mei,” followed by “all protocols observed” to ensure that if you left anyone out, they couldn’t be too offended.
- Registration. This is your opportunity to welcome participants to the conference. Prepare the location with plenty of space and staff to assist with materials and questions.

- It is recommended that the participant records be divided for efficiency. Alphabetical order by last name is a viable option. Participant records and nametags should be divided into groups, and an overall participant list should be used to mark the arrival of each participant (separate from the participant record).
 - Participant record – if a database was used, it is helpful to print out each record for participants to review and correct when they arrive for registration.
 - Hand out materials – nametags, binders, bags, announcements, etc.
 - Provide meal tickets if they are being used.
 - If questions arise, have a special area with staff who can solve any problems or answer more complex questions so that no one participant holds up the regular registration line for too long.
- Devise a plan for collecting all presentations before the conference starts and ensuring they are on the laptops in the right rooms. Consider putting all presentations on a number of flash drives so that key people have them available if they are needed in an instant.
 - Ensure that all needed equipment is available in each room and that the room is set up as needed (podium, tables, chairs).
 - If you are using a variety of rooms, print out signs that will point participants in the right direction for each session. It is also helpful to have your “emcee” announce room assignments for various sessions and breaks.
 - Work with the hotels to ensure that there are designated staff to answer questions or help with any issues that arise.
 - Ensure that there is a venue staff person that will act as the main point person for any changes in agenda, timing, temperature, equipment needs, or other questions.
 - Check in with simultaneous translators to make sure they have the most recent agenda and presentations. Ensure that the sound quality and translation quality is satisfactory.
 - Be sure to let venue staff know if there are any changes in timing for breaks and meals. Also provide any immediate feedback if there are problems with the food or beverages.
 - If you have staff or hired an agency to coordinate travel requests, set up a separate area where participants can drop off tickets for flight confirmation, ask questions, and discuss problems.
 - If you hired shuttle buses, confirm that they are running on time and provide adequate space for participants.
 - Set up your secretariat prior to the conference.
 - Set up computers, printers, and copier if available.
 - Purchase needed office supplies for secretarial needs and working sessions.
 - Orient the secretaries as to their role in the conference and your expectations of them.

- Determine who has access to the secretariat, i.e. staff only; staff, facilitators, and presenters; or everyone, including participants.
- Use corrected participant records to finalize a participant list. You may have a secretary input any changes to the database as needed and then copy the required number of lists to distribute to participants.
- Corrected participant records are also critical for printing conference certificates. Once the database is updated, merge records with the certificates. Also, coordinate the signing of the certificates. Often times, there are various people who must sign, so be sure to provide ample time for each.
- CD-ROM content should be finalized with speeches, presentations, and resources and sent to be burned and replicated in time to be distributed before the end of the conference. Deadlines for these materials should enable time for this purpose.

Phase III: Implementation and Support of Follow-Up Plans

To achieve the outcomes envisioned for the conference, it is crucial to follow-up with participants and support on-going efforts to reposition family planning.

Management, Coordination, and Communication

- Coordinating follow-up requires persistence.
 - Maintain communications with partners to facilitate support and maintain momentum.
 - Ensure partners are continuing communication with participants to support activities to which they committed at the conference.
 - Provide any coaching or mentoring that will assist participants to follow-through with their commitments or overcome any challenges they encounter.
 - Develop a means to monitor progress regionally and locally.
- Develop a mechanism for recording follow-up activities that have been undertaken. This may be a database of activities or a grid outlining location/institution, objective, context, partners involved, status, and next steps. See Annex 4 for an example.
- Consider holding a follow-up meeting with partners to update each other on achievements and challenges and to discuss on-going collaboration.
- With partners, consider if there are other donors or agencies that might be drawn in to support follow-up actions.
- Share lessons learned with other countries and regions to expand upon the experience and build the momentum for repositioning family planning throughout sub-Saharan Africa!

Repositioning family planning advocacy efforts must be coordinated, consistent, and sustained over time. Donors, local governments and ministries, cooperating agencies, non-governmental organizations, and other collaborators must work together if we are going to achieve a collective vision of family planning as a health and development intervention.

Annex 1. Conference Preparation Workplan and Timeline (Adapted from Implementing Best Practices Launch Workplan)

Subject	Task	Committee:	Advance Africa	Start Date	Compl Deadline	Sept				Oct					
		Focal Person	Focal Person			5	12	19	26	3	10	17	24	31	
1.0	Preliminary Planning														
Prelim Planning	Organize planning team meetings: AA will place calls and do follow-up emails.			2-Aug											
Prelim Planning	Identify partners and steering committee members			June	30 July										
Prelim Planning	Identify dates for steering committee conference calls			July	2 Aug	x				x	x	x	x	x	
Prelim Planning	Set overall schedule/workplan				30-Aug										
Prelim Planning	Confirm date with all partners			1-May	30-Jul										
Prelim Planning	Define TA and HR needs/define roles of committee members			15-Jul	30-Aug										
Prelim Planning	Assign roles/responsibilities: AA will send out an email requesting organizations to self-select for conference-specific tasks			15-Jul	30-Aug										
Prelim Planning	Identify profile of participants and attendance levels (int'l, regional, nat'l)				30-Aug										
Prelim Planning	Review potential travel possibilities from countries				30-Aug										
Prelim Planning	Clarify visa requirements			July	30-Aug										
Prelim Planning	Outline goals/objectives/outcomes			15-Jun	30-Aug										

Subject	Task	Committee:	Advance Africa	Start Date	Compl Deadline	Sept				Oct				
		Focal Person	Focal Person			5	12	19	26	3	10	17	24	31
Prelim Planning	Initiate contact and get approval/endorsement from MOH, officials, NGOs, etc.				31-Jul									
Prelim Planning	Discuss preliminary agenda (days, topics, number of participants)			1-Jul	30-Aug									
Prelim Planning	Prepare budget Proforma and funding possibilities			1-Jun	30-Aug									
Prelim Planning	Discuss country participation and initial participant list				30-Aug									
Prelim Planning	Set venue			may	30-Aug									
Prelim Planning	Send out Save the Date			1-Sep	15-Sep	x								
2.0	Logistics and Venue													
Venue	Determine venue and logistics committee				30-Aug									
Venue	View potential sites and finalize choice			20-Apr	30-Sep			x						
Venue	Summarize all room, meal plan, VIP rooms, meeting facilities, IT, equipment needs			15-Aug	30-Sep			x						
Venue	Negotiate best pricing			15-Aug	30-Sep			x						
Venue	Confirm location and sign agreement				30-Sep			x						
Venue	Review needs for transportation				30-Sep			x						
Venue	Plan all food events and arrange payment terms				30-Sep			x						
Venue	Arrange and finalize local transportation for invitees				30-Sep			x						
Venue	Plan emergency procedures/protocols				30-Sep			x						
Venue	Plan signage/banners for conference				30-Sep			x						
Venue	Prepare map of facilities for each packet				30-Sep			x						

Subject	Task	Committee:	Advance Africa	Start Date	Compl Deadline	Sept				Oct					
		Focal Person	Focal Person			5	12	19	26	3	10	17	24	31	
Venue	Meet with hotel and meeting facility one week before conference to finalize venue and logistics				1-Nov										x
3.0	Organization and Logistics														
Organization & Logistics	Prepare information sheet with all logistics summarized				15-Oct						x				
Organization & Logistics	Prepare information sheet with tourist options summarized				15-Oct						x				
Organization & Logistics	Select lead organizations				30-Sep				x						
Organization & Logistics	Finalize all forms, instructions, and database				30-Sep				x						
Organization & Logistics	Develop website or web page announcement for conference				30-Sep				x						
Organization & Logistics	Plan protocol for VIPs as needed				15-Oct						x				
Organization & Logistics	Plan all pre-meeting events and prepare summary				30-Sep				x						
Organization & Logistics	Prepare materials for those requested to arrive early (what/where/when)				30-Sep				x						
Organization & Logistics	In-country organization and preparation with planning committee				8-Nov										x
Organization & Logistics	Make timekeeping plan and assign				15-Oct								x		
Organization & Logistics	Arrange photographer				15-Oct								x		
Organization & Logistics	Arrange rapporteur/prepare instruction				15-Oct								x		
4.0	Agenda Development														

Subject	Task	Committee:	Advance Africa	Start Date	Compl Deadline	Sept				Oct						
		Focal Person	Focal Person			5	12	19	26	3	10	17	24	31		
Agenda	Hold preliminary discussions re agenda with agenda subcommittee				30-Aug											
Agenda	Discuss agenda with larger planning committee				8-Sep	x										
Agenda	Plan opening and closing ceremonies				30-Sep				x							
Agenda	Plan entertainment				30-Sep				x							
Agenda	Plan guest/VIP speakers and invite				30-Sep				x							
Agenda	Review and finalize agenda based on goals and objectives of conference				30-Sep				x							
Agenda	Review draft agenda for balance of presenters				15-Sep	x										
Agenda	Invite speakers - call for presentations and participation			1-Aug	30-Sep				x							
Agenda	Finalize preliminary agenda for invitation				30-Aug				x							
Agenda	Draft speeches/talking points where necessary				15-Oct								x			
Agenda	Make necessary adjustments based on speaker availability				30-Oct											x
Agenda	Finalize agenda				30-Oct											x
Agenda	Review/list conference material needs for each session				30-Oct											x
Agenda	Review/list equipment needs for each session				30-Oct											x
5.0	Small Group Exercises															
Group Work	Plan small group exercise framework based upon goals of meeting				30 Aug											
Group Work	Finalize number/duration of exercises				30 Sept				x							
Group Work	Discuss and finalize content				30 Oct											x
Group Work	Develop framework and instructions for both facilitators and participants															
Group Work	Identify small group facilitators				30 Aug											

Subject	Task	Committee:	Advance Africa	Start Date	Compl Deadline	Sept				Oct				
		Focal Person	Focal Person			5	12	19	26	3	10	17	24	31
Group Work	Review linkage between repositioning and action planning				30 Sept				x					
Group Work	Develop expectations for small group facilitators to ensure linkage with repositioning in follow-up plans				30-Sept				x					
Group Work	Prepare list of materials for each small group session				30 Oct									x
6.0	Participants and Invitations													
Participants and Invitations	Prepare participant profile				30 Aug									
Participants and Invitations	Determine sponsorship capacities from partner and participating organizations													
Participants and Invitations	Request potential participant list from country partners and CAs				30 Aug									
Participants and Invitations	Draft invitation letter			30 Aug	30-Sep									
Participants and Invitations	Develop participant database			30-Aug	30 Sep				x					
Participants and Invitations	Review list of potential invitees with partners to identify sponsorship				15 Sep	x								
Participants and Invitations	Finalize sponsorship arrangements per each participant													
Participants and Invitations	Finalize participant list with pre-registration data				30 Sep				x					
7.0	Printed Materials													
Printed Materials	Plan all printed materials and conference logo (folders, publications, bags)				30 Sep				x					
Printed Materials	Identify lowest cost printer/suppliers				30 Sep				x					
Printed Materials	Prepare/order banner for backdrop				15- Oct								x	

Subject	Task	Committee:	Advance Africa	Start Date	Compl Deadline	Sept				Oct				
		Focal Person	Focal Person			5	12	19	26	3	10	17	24	31
8.0	Supplies													
Other Supplies	Prepare list of supplies (tape, flip charts, markers, paper, pens)				30-Sep				x					
Other Supplies	Purchase all supplies				30 Oct									x
Other Supplies	Deliver all supplies to secretariat				10 Nov									
9.0	Registration													
Registration	Develop form for preliminary registration				20-Sep				x					
Registration	Collect data from potential participants (pax)				20-Sep				x					
Registration	Confirm participant data				30-Sep					x				
Registration	Prepare name badges				8-Nov									
Registration	Prepare printouts from participant database				30 Sept				x					
Registration	Plan registration process				30 Sept				x					
Registration	Lay out registration process to avoid bottlenecks				30 Oct									x
Registration	Plan necessary secretarial support/supplies for registration				30 Sept				x					
Registration	Prepare orientation materials for registration				30 Oct									x
Registration	Reconcile all participants				30 Oct									x
Registration	Print participant list from database for conference-wide distribution				15 Nov									
10.0	Displays and Dissemination Materials													
Display and Dissemination Materials	Plan location for dissemination tables				30-Sep				x					
Display and Dissemination Materials	Ensure venue logistics; i.e. display tables				10 Nov									

Subject	Task	Committee:	Advance Africa	Start Date	Compl Deadline	Sept				Oct				
		Focal Person	Focal Person			5	12	19	26	3	10	17	24	31
Display and Dissemination Materials	Invite organizations to participate				30-Sep				x					
Display and Dissemination Materials	Provide shipping instructions				30-Sep				x					
Display and Dissemination Materials	Arrange delivery/storage for materials				30-Oct									x
Display and Dissemination Materials	Organize set up and disassembling of materials/displays and removal from hotel				10-19 Nov									
11.0	Media and Promotion													
Media	Prepare press plan for various press opportunities				15-Oct								x	
Media	Finalize key messages for media				15-Oct								x	
Media	Prepare press release and clear - WHO/USAID/other?				10/30									x
Media	Plan fact sheets for press				15-Oct								x	
Media	Schedule press briefing and other press events													
Media	Plan press briefing speakers/messages				15-Oct								x	
Media	Identify other press opportunities				30-Sep				x					
Media	Identify media outlets (internet, prof associations/journals, etc.)				30-Sep				x					
Media	Identify suitable location				15-Oct								x	
Media	Prepare media briefing packets for conference				30-Oct									x

Subject	Task	Committee:	Advance Africa	Start Date	Compl Deadline	Sept				Oct					
		Focal Person	Focal Person			5	12	19	26	3	10	17	24	31	
Media	Link with USAID/US Embassy Press Office and WHO Office				15-Oct								x		
Media	Invite press to event				30-Oct								x		
Media	Make F/U calls to press														
12.0	Evaluation														
Evaluation-Mtg	Convene evaluation sub-committee				30-Sep				x						
Evaluation-Mtg	Review evaluation criteria				30-Sep			x							
Evaluation-Mtg	Develop evaluation tool (whole and components)				30 Oct							x			
Evaluation-Mtg	Prepare evaluation report				18 Nov										
Evaluation	Set up evaluation mechanism for F/U														
13.0	Meeting Report														
Mtg Report	Designate rapporteurs to attend meetings, take notes and summarize				Oct 15								x		
Mtg Report	Ensure rapporteurs are in specified meeting locations and breakout sessions				Nov 12-19										
Mtg Report	Edit and format report														
Mtg Report	Consolidate report (summary, photos, pax list, etc.)				19-Nov										
Mtg Report	Distribute report (CD Rom/Hard Copy)														
14.0	Poster Session														
Poster Session	<i>Decision: Should we invite participants and CAs to develop posters for presentation?</i>								x						

Annex 2. Country-Specific Repositioning Family Planning Conference Agenda

Wednesday, 12 May 2004

- 16:00 – 20:00
 - Registration for on site participants—Nganda Center
 - Distribution of conference materials

Thursday, 13 May 2004

- 08:30 – 08:45
 - Registration for off site participants
 - Late registration
 - Distribution of conference materials
- 08:45 – 08:55
 - Participants and guests gather in conference room
- 08:55 – 09:00
 - Introductory speech – Facilitator

09:00 – 10:50

Session 1: *The Importance of Repositioning Family Planning in DR Congo*

Moderator :

Deputy Moderator :

Rapporteur:

<u>Time</u>	<u>Topic</u>	<u>Presenter</u>
09:00 – 09:15	Neonatal and maternal mortality issues and rate reduction strategies in DR Congo	
09:15 – 09:30	The history, evolution, and experience of family planning in DR Congo	
09:30 – 09:45	Issues of Contraceptive Prevalence in DR Congo: Perspectives on strategies, innovations, and improvements	
09:45 – 10:00	The Current Status of Family Planning: Judicial constraints and legal perspectives in DR Congo	
10:00 – 10:50	Discussion	

- 10:50 – 11:00
 - Set up for official opening ceremony by the Ministry of Health
- 11:00 – 11:30
 - Official opening ceremony
- 11:30 – 11:55
 - Coffee break

12:00 – 13:50

Session 2: *Birth Spacing: A Guarantee for Better Health for Mothers, Children, and Families*

Moderator :

Deputy Moderator :

Rapporteur:

Deputy Rapporteur:

<u>Time</u>	<u>Topic</u>	<u>Presenter</u>
12:00 – 12:15	Traditional Family Planning: Practices and needs in Africa, particularly in DR Congo	
12:15 – 12:30	Birth Spacing: Advantages of 3-5 year birth intervals from the perspective of maternal/child health	
12:30 – 12:45	Socioeconomic advantages of family planning	
12:45 – 13:00	Family Planning as a gender issue involving men and women	
13:00 – 13:50	Discussion	

- 13:50 – 14:25
 - Lunch break

14:30 – 16:00

Session 3: ***The Challenge of Promoting Integration of Family Planning Into the Minimum Package of Health Services and Education: The Fight Against Maternal and Neonatal Mortality***

Moderator:

Deputy moderator:

Rapporteur:

Deputy Rapporteur:

<u>Time</u>	<u>Topic</u>	<u>Presenter</u>
14:30 – 14:45	Integrating family planning into HIV/AIDS/STI activities	
14:45 – 15:00	Integrating family planning into primary health care programs as a component of the fight against maternal and neonatal mortality	
15:00 – 15:15	Family planning and life skills education	
15:15 – 16:00	Discussion	

16:00 – 17:00

Session 4: ***Financing Family Planning Programs: An Activities Roadmap and the Place of Family Planning in Reducing Maternal and Neonatal Mortality Rates***

Moderator:

Deputy moderator:

Rapporteur:

Deputy Rapporteur:

<u>Time</u>	<u>Topic</u>	<u>Presenter</u>
16:00 – 16:20	Local financing for current and future family planning projects in DR Congo	
16:20 – 16:40	Activities Roadmap to reducing maternal and neonatal mortality rates	
16:40 – 17:00	Discussion	

- 17:00 – 17:30
 - Formation of working groups for Friday's activities

Friday, 14 May 2004

- 8:30 – 12:15
 - Working group
- 12:15 – 12:30
 - Coffee break
- 12:30 – 14:30
 - Plenary working group presentations
 - Presentations: 20 minutes per group
 - Discussion: 40 minutes
- 14:30 – 15:15
 - Lunch break
- 15:15 – 16:15
 - Final report and resolutions hearings and adoption
- 16:15 – 16:30
 - Formation of follow-up committee
- 16:30 – 17:00
 - Closing ceremony
- 17:00 – 17:30
 - Cocktail

Suggested Working Groups

Group I: The place of family planning in strategies for reducing maternal and neonatal mortality and morbidity and improving socioeconomic conditions for DR Congo populations

Chairman:
Vice chairman:
Rapporteur:
Deputy Rapporteur:

Group II: Advocacy for ensuring the relevance of current family planning laws in DR Congo

Chairman:
Vice Chairman:
Rapporteur:
Deputy Rapporteur:

Group III: Integrating family planning into other programs and activities

Chairman:
Vice Chairman:
Rapporteur:
Deputy Rapporteur:

Group IV: Advocacy for external and local financing of family planning activities

Chairman:
Vice chairman:
Rapporteur:
Deputy Rapporteur:

Annex 3. Framework for Small Group Exercises – Discussion, Findings, Conclusions Priority Policy, Program, and Advocacy Actions

GUIDELINES FOR COUNTRY TEAMS

Repositioning Family Planning in West Africa 15-18 February 2005

Accra, Ghana

On days three and four of the conference, participants will work in country teams to discuss the issues presented in the first two days of the conference in the context of their own country, consider solutions, and develop follow-up plans. Participants will participate in concurrent sessions on selected topics aimed at helping them to analyze and reflect on key issues. Facilitators are assigned to assist country teams to achieve their objectives.

The underlying premise of country team deliberations is that they reflect the perspective of a selected group of people whose primary task is to return home and broaden input into and support for their findings, conclusions, and recommendations.

Purpose:

Prepare a practical plan for following up the conference with actions that country team members can realistically implement and that will advance FP on their national agenda.

Objectives:

- Discuss the nature, dimensions, and impact of unmet need for FP in their country
- Identify and prioritize policy, program, and advocacy actions needed in their country for repositioning FP to reduce unmet need
- Agree on a specific plan that country team members will pursue to follow up the conference and further the agenda for FP
- Prepare written descriptions of their follow-up plan to share with other participants

Outputs:

- Recommendations for priority policy, program and advocacy actions to reposition FP in each country
- Follow-up plan with specific actions that country team members individually will take when they return home

Resources:

- Handouts from Days One and Two
- Reports of Breakout Groups
- Concurrent sessions on selected topics
- Plenary session on Advocacy

- Flip charts and other materials
- Framework for discussion, findings, conclusions on priority policy, program and advocacy actions (see attached)
- Template for “follow-up plan” (see attached)
- Computer assistance, flash drive

Activities:

Day Two of Conference:

4:30 – 5:00

Plenary Session: Introduction to Country Team Meetings

- purpose, expectations, schedule for days three and four

Day Three of Conference:

8:30 – 9:00

Plenary Session: “Change and the Diffusion of Information”

This session is designed to inspire country delegations to tackle the challenge of change itself and reversing the problem of high unmet FP need

9:00 – 10:30

Country Team Meetings – initiate reflection, organize activities

- Select one person to write on a flip chart during this session
- Review implications for their countries of first two days’ discussions
- Assign country team members to the concurrent sessions

11:00 – 1:00

Concurrent Sessions

2:00 – 4:00

Country Team Meetings: Discuss potential solutions for reducing unmet need in their country

- Discuss ways of addressing country-specific factors that prevent people from using FP
- Identify key multi-sectoral actors that must be involved in solutions

Note: Use the notes and the table presented in annex 1 “Framework for discussion, findings, conclusions, priority policy program and advocacy actions”.

4:00 –5:00

Plenary: How do we advocate to achieve these solutions?

This session is designed to equip participants with basic advocacy principles and offer some proven approaches they can integrate into their follow-up strategies.

Day Four of Conference:
8:30 – 1:00

Country Team Meetings: prepare follow-up plan

- Identify and prioritize the major policy, program, and advocacy actions the country should take to implement the solutions, gain commitment of key actors
- Agree on individual actions that each participant can undertake that will advance the achievement of major policy and program actions identified. These form the follow-up plan of practical, immediate next steps that country team members can take back home.
- Put synthesis of follow up plan on flip charts to share with other participants

Country Tour:

Team members view other country follow-up plans, rotating responsibility for responding to questions of other country teams

FRAMEWORK FOR DISCUSSION, FINDINGS, CONCLUSIONS
PRIORITY POLICY, PROGRAM, AND ADVOCACY ACTIONS

- Review plenary session discussions on Unmet FP Need in the context of the country.
- Identify program, socio-cultural and leadership weaknesses that present ***obstacles*** to use of FP and explain high unmet need in the country as well as ***enabling factors and opportunities***
- Discuss possible ***solutions*** to weaknesses and identify ***key multi sector actors***.
- Identify ***policy, program, and advocacy actions*** that would address the solutions and engage key actors.
- ***Prioritize*** the policy, program, and advocacy actions.

Obstacles	Enabling factors (Opportunities)	Solutions	Key actors (multi sector)	Policy, Program and Advocacy Actions	Priority rank

TEMPLATE FOR FOLLOW-UP PLAN

Step One:

In the follow-up plan chart below insert the priority policy, program, and advocacy actions from the framework above.. For each of these, assess the following factors using a rank of 1 (low) to 5 (high). Depending on the rank, identify the appropriate immediate action needed.

- Data: is there sufficient information available to implement actions?

Immediate actions needed might include

- gathering existing data into more effective formats
- conducting secondary analysis of existing data
- researching additional information.

- Level of support among decision makers: are decision makers ready to act on these priorities?

Immediate actions needed might include:

- presenting specific recommendations for actions to a supportive audience ready to act,
- developing policy dialogue to broaden the perspective on needed actions,
- advocacy targeted to specific decision makers for selected actions.

- Level of support among advocates: where advocacy is needed, are stakeholders organized and equipped to move forward and in agreement with these actions?

Immediate actions needed might include:

- presenting an advocacy strategy to an organized, supportive network
- broadening input into the identified priorities
- forming and training an advocacy network.

Follow up Plan

Priority Policy, Program & Advocacy Action	Data Needs	Level of support among decision makers	Level of support among advocates	Immediate Action Needed

Step Two:

For each immediate action needed in the follow-up plan, develop a practical timetable of activities using the chart below.

Immediate Action Needed	Activities	Timeline	Responsible	Source of Support

Annex 4. Example of a Follow-Up Matrix for Monitoring Achievements and Activity Status

Location	Obstacles to be Overcome or Avoided	Context in which Follow-up Plan to be Implemented*	Projects & Partners Involved	Next Steps
REGIONAL	Possible loss of momentum	Various	WHO/AFRO	Letter to country offices to follow-up, build on momentum
	Lack of coordination between partners		WHO/AFRO UNFPA USAID	Will share information on priorities in region for coordinated effort
COUNTRY	Lack of coordination among stakeholders	Continued support to parliamentarians in legislative reform and strengthening of alliances among parliamentarians, executive branch and civil society	POLICY Project MOH	Complete two guides: one that documents legal-regulatory reform efforts already in process, another that helps to translate laws into actions
	Lack of capacity	New population policy & National Population Council	MOH	Conduct training workshops at district level