Tupange Communication Strategy

Tupange will embrace an inclusive dynamic community mobilization approach to reach out to the poor in urban settings. Tupange will engage local implementing partners on its “Celebrate Life! Use Family Planning” approach which identifies key times in a person’s life (adolescence, newlyweds, antenatal, postnatal, end of child bearing) and use these opportunities to introduce appropriate FP/RH information and messages for different target audiences including men and women of reproductive age.

“Celebrate Life! Use Family Planning” will develop a mass media program (either TV and/or radio) and low literate print materials. Message concepts will be consistent across strategic approaches and channels. The approach will target heroes and heroines (community and youth FP champions) and will also be carried over to the supply side as the project trains service providers to screen clients around key life events and through the lens of MCH service provision. The “Celebrate Life! Use Family Planning” communication strategy will:

- Foster dialogue around family planning in the home, on the street, at work, in the media;
- Increase understanding, appreciation and social approval for family planning;
- Address gender norms and issues concerning men’s attitudes towards women and the social structures designed to protect women;
- Reinforce existing contraceptive use (reduce discontinuation) and encourage new users;
- Improve knowledge and perceptions of family planning methods and the fertility cycle;
- Position FP as a natural part of life.

Messages will be integrally linked through a logo/slogan that captures the essence of the “Celebrate Life! Use Family Planning” approach and serves as a unifying concept for project materials and interventions, including the work with the private sector. The materials and activities – be they in the media, community-based, or clinic-based – will be designed around this key life event/life cycle concept, ensuring they are pervasive – the audiences will receive reinforcing messaging from all channels that are relevant to their needs and circumstances.

Tupange will also implement communication activities that support and generate demand for in/outreach activities such as FP camps, health services, pharmacies and drug shops in Tupange sites. Health services, pharmacies, and drug shops will be stocked with client education and counselling support materials. All materials produced by Tupange will be branded with the Tupange logo. Print materials and other items designed to increase awareness of the Tupange
Brand and the family planning message include, but are not limited to, stickers, posters, caps, vitenge, umbrellas, t-shirts, badges, fliers, and booklets that incorporate the same messages, as well as images, colours, and branding that will be seen/heard in the mass media. These will be placed and used strategically in public transport in and around the cities, market places, pharmacies, shops/bars/ religious centres, and educational institutions in the three Tupange cities and for other project activities.

Tupange, therefore, will become more than a symbol for services and information. Through well -designed communication strategies, Tupange will give the brand meaning so it comes to represent a value or attitude. Tupange communities will represent people working together to increase access and the uptake of family planning services. Communication at all levels will contribute to one vision: people working together to promote family planning, improve their health and their quality of life.

Tupange will harness the power of mass communication for social change aimed at making family planning a societal norm for youth and the promotion of a better quality and healthier lifestyle. Tupange radio/TV programs for youth will embrace "edutainment" -- education plus entertainment -- as an enriched version of traditional media. Peer education and life skills training will be implemented by local partners and will take place at all youth events. Print materials will be used to reinforce the broad messages conveyed by the electronic media and to supplement knowledge with more detailed information. Tupange will engage local radio stations in the three key cities and deliver a radio drama series that is linked to social media such as Facebook and SMS. There will also be radio talk shows, call-ins, public service announcements and additional content for both media (fillers and leveraging of popular programs). Youth family planning champions and role models will be used to convey messages, motivate non-users and encourage the youth to delay the onset of sexual activity, to encourage girls to stay in school and to practice and sustain family planning (if they are young and married). FP promotion will be highlighted at sports events, which especially target young people and males. In addition, competitions, variety and reality shows will be held in and across cities to create local interest and encourage participation in community-level activities. As with print materials, the variety shows will incorporate the same key messages, images, colors, and branding.

Information and Communication Technology (ICT) will be integrated into the project’s approach for young people. ICT will include the use of SMS and other mobile technologies for BCC messages for youth, and young men and women of reproductive age.

To ensure a unified approach to materials and communication strategies, Tupange has added a new component purpose in Objective 4 to capture communication support for Tupange objectives and activities.
In order to support Tupange objectives and activities and to implement a standardized approach in and across cities and project activities, Tupange will prepare and implement a multi-media approach which will, in turn, support and complement the Maisha Bora approach and which will increase the adoption and utilization of FP among the urban poor. This will include print and mass media to ensure a large turnout at in-reaches and outreaches (FP camps); efforts to target youth participation in these camps will be prioritized (see Objectives 1 and 3).

Building on past experience, and through stakeholders’ consultative meetings (with target populations: youth, men, women) Tupange will adapt and brand materials for clients to take home with them for sharing with friends, neighbours and relatives in their communities. These materials will include “Friend Referral Cards.” Clients who share this information will be incentivized with mobile phone air time or some other reward.

Service providers will be reoriented to adopt a more positive attitude to their clients and will be provided with badges with a “smiley face” reading “I care about you.”

The communication support package for the FP camps – including all materials – will align with the guidelines developed by the Division of Reproductive Health. Service providers at FP camps and outreach activities will use FP tool kits, communication packs and job aids adapted/developed by Tupange.

Mobile technologies will also be used to support project activities, including the use of SMS-messaging for appointment recording and follow-up, and linkages with other service providers.

In addition, workplace programs in small and light industries as well as major industries in the three cities (Nairobi, Mombasa and Kisumu) will be established to make FP more available as well as promote male involvement in family planning. Industry staff will be trained to offer FP services on site and will be equipped with skills, commodities and IEC materials to facilitate the implementation of FP. Pharmacies in the implementation sites will be empowered to offer FP contraception. Staff at the selected pharmacies will be trained on how to counsel potential clients. They will also have IEC materials to give to clients to take away.