

Reimagining the future: Health, Wellbeing and People's Engagement

WISH2ACTION
International Planned Parenthood Federation
(IPPF)

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OVERVIEW OF THE WISH PROGRAMME

The WISH project is the UK Government's flagship programme to **scale up its support to integrated sexual and reproductive health and rights (SRHR)** services in a range of FP2020 commitment countries across **Africa and Asia by 2021**

WISH targets are supported by progress towards 4 cross cutting outputs:



Individual choice

Strengthening individual knowledge, choice and building community support for SRHR.



National Ownership

Driving sustainability and national ownership of SRH programmes.



Access to services

Improving access to and expand choice of voluntary FP and other SRHR services.



Global goods

Increasing women's choice and access to SRHR services through evidence-based innovations and best practice.



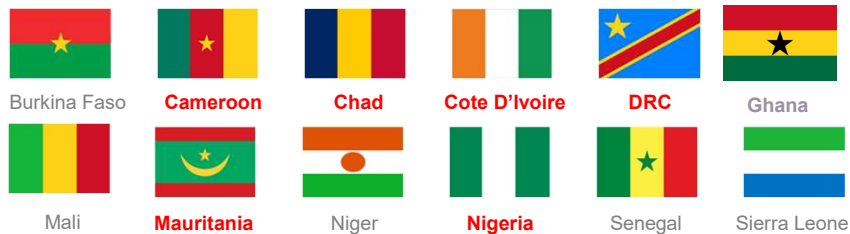
SERVICE DELIVERY UNDER WISH

WISH is implemented through **two 'Lots'** with different consortium structures:

Lot One



Marie Stopes International (MSI) leads the WISH Lot 1 consortium



Lot Two



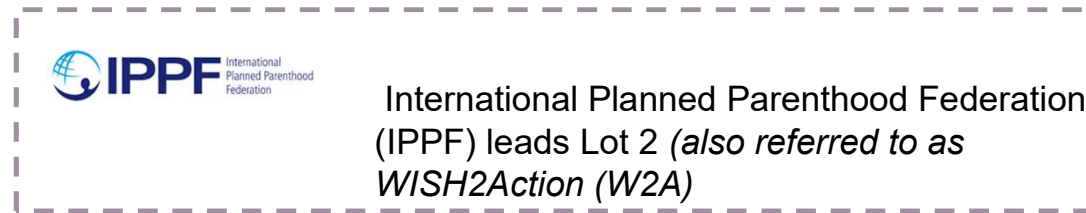
International Planned Parenthood Federation (IPPF) leads Lot 2 (also referred to as WISH2Action (W2A))



Leads
Partners
Countries

SERVICE DELIVERY UNDER WISH

Lot 2 Core IPPF Countries:



Burundi
Abubef



Ethiopia
FGAE



Malawi
FPAM



Mozambique
Amodefa



South Sudan
RHASS



Pakistan
FPAP



Sudan
SFPA



Zambia
PPAZ



Tanzania
UMATI



Uganda
RHRU



Leads

Partners

Countries

SBCC as a key component of WISH

SBCC is an interactive, researched and planned process

SBCC requires a socio-ecological model for analysis to find the tipping point for change

SBCC operates through three main strategies, namely:

Advocacy

Social mobilization

Mass media

Key audiences for WISH

- People living in poverty
- Young people and adolescents
- People living with disabilities



Research

Social Norms Research

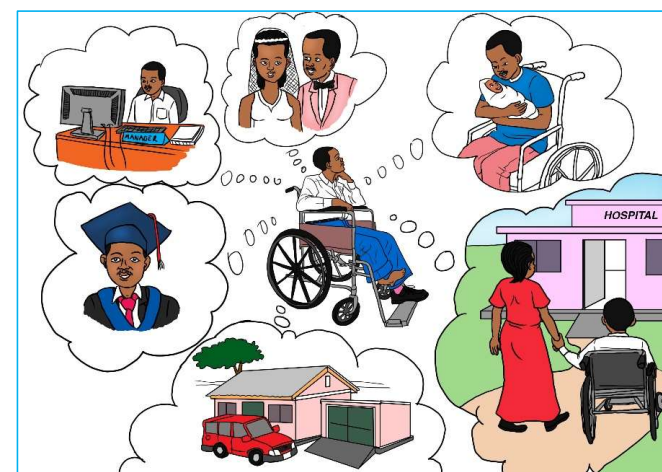
- WISH have examined how social norms can be measured and recommended specific interventions to integrate into the have embarked on research which aims to explore social norms

Action Media Research

- **HI** are conducting participative research to understand how people (including men and boys) living with disabilities are interfacing with FP.
 - The research showcases people living with disabilities but also the role of men and boys within this scenario

Pre-testing

- **DMI** - Pre-testing / post-testing of scripts reception with target audiences



Job aid produced by HI for CHVs in countries



How is WISH2ACTION Responding to COVID19?



COVID-19 PANDEMIC AND PROGRAM IMPLEMENTATION



- FP/SRHR not considered an essential service
 - Decline in SRH service provision
 - Especially for young people, who are not being reached through traditional channels (e.g. static facilities)
 - Low client flow at facilities
 - Adapted service delivery to reduce risk of transmission to all staff
- Youth events have stalled
- School closures
- Lack of mobilization

Developed Risk Communication and Community Engagement (RCCE)

- WISH developed a Risk Communication and Community Engagement guidance –
 - Key principles to guide community engagement and communications during COVID-19.
 - The steps for preparing and responding to the outbreak from a community engagement and communications perspective.
 - The types of community engagement activities and approaches that might be appropriate at different stages of the epidemic.
 - The types of messaging related to COVID-19 and sexual health rights and services during the epidemic that may be appropriate for general messaging, and the type of messaging considerations that may be required for specific target audiences (e.g. youth, people living with a disability, etc).



Key Principles of our RCCE Guidance

- **IPPF and W2A focus remains SRHR:** what are the information needs of clients and communities about SRHR during COVID-19; but prepare staff and volunteers to respond about COVID-19.
- Equip staff, volunteers and communities including Disabled People Organizations (DPOs), youth peer educators and community leaders with accurate and accessible information on COVID-19, whilst keeping SRHR at the forefront of communications efforts.



Platforms utilised

× Mass Media:

- Worked closely with our media partners in the consortium - DMI to assess and adapt PSAs for broadcast in all our broadcast countries

× Digital Outreach:

- Procurement for digital sms/data tools to communicate with CHVs and key target audiences

× CHV Training:

- Adapted face to face CHV training on communication
- This is now being transferred as an online train the trainer for MA SBCC focal points in country
- Focal points will cascade down to CHVs



Adapted - SBCC Strategies

- Each country had developed a strategic plan for SBCC – this strategy was then reviewed and adapted for a COVID approach.
- All target audiences (in all strategies) feature boys and men within all outreach activities as well as within social mobilization and inter-personal communication
 - Specifically to address issues related to gender equity and more especially during COVID when we have experienced high levels of GBV



Mass media:

DMI

- DMI have 32 master scripts developed / in production in 20+ languages speaking to key messaging (the different scenarios / scripts
- At least 12 of these scripts were adapted to meet the needs of COVID in the W2A countries



The link to services

- Increasingly we have seen scaling back of SRHR services in countries where COVID restrictions are in place.
- In WISH2ACTION – all our communication across platforms are geared towards:
 - Our Services are still available
 - All social distancing is being observed in all centres
 - Our key frontline workers have all the protection gear available
 - Where possible please call before coming / make an appointment
 - Your SRH is very important and we can still serve you
- The consortium has prioritized COVID messaging but also integrated our SRHR messages

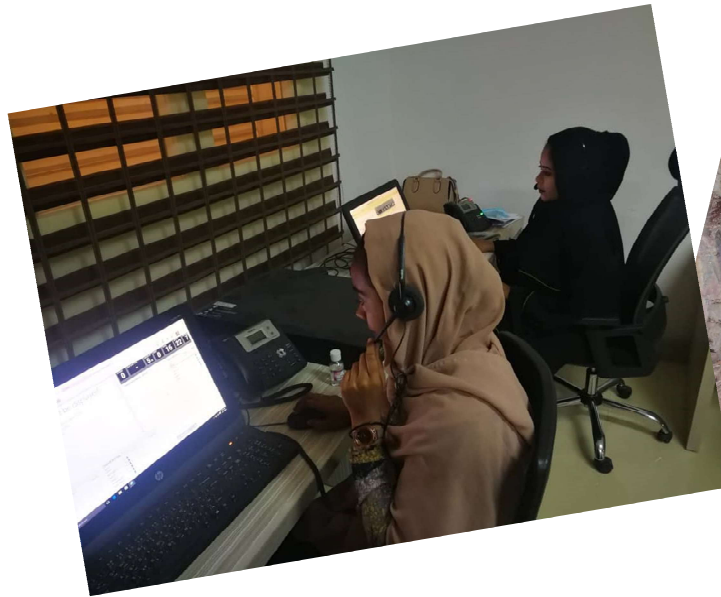


Key country adaptations:

Tanzania: Week-end clinics adapted for smaller groups of young people



Sudan: Call Centre and hotline established



Key Recommendations for adapting communications

- Have a plan as early as possible
- Be prepared to move quickly and to adapt as you move along (ie. Build the plane as you fly)
- **Listen first:** Taking time to understand what individuals and communities are saying and asking to help us better understand and adapt our communications to meet primary and secondary target audiences.
- **Keep it simple:**
 - Use clear, non-technical terms to communicate simple messages in the language used by communities where we work ensure where we use technical terms.
 - Use the same terminology as other agencies and the government.
 - Check people's understanding by asking questions and using local definitions as introduced and used by local authorities.
 - Make the information and messages **accessible** for everyone, including illiterate, persons with disabilities (through easy language, pictorial, sign language, large printing colour contrast etc.)
- **Adapt fast:** Prepare for the likelihood that the situation will change fast and that communication modalities, activities and messages will need to keep pace.
- Be ready to continuously identify and eliminate obstacles and barriers to accessibility in health information and services



THANK YOU FOR LISTENING



Staff from one of Rahnuma's clinics in Pakistan ask people to stay at home

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