Maintaining momentum in family planning: How can social and behavior change programs adapt to the new reality of COVID-19?

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COVID-19 AND FAMILY PLANNING

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FAMILY PLANNING: ACCESS FOR GIRLS AND WOMEN

- Shortages of contraceptives, diversion of health care providers
- Preventing people from being able to seek FP
- Ebola outbreak
- Risk of violence
FAMILY PLANNING: ACCESS FOR GIRLS AND WOMEN

- The need for FP will not change
- Ensure women and girls have access to range of methods of their choice
- Ensure healthcare providers are still available
- Assure continuity of care
PROJECTIONS ACROSS 132 LMICs

- Annually 700 million women access modern contraceptive methods
- Projection: Modest 10% decline in access to provision of SRH services
- Results:
  - Additional 49 million women with and unmet need for contraception
  - Additional 15 million unintended pregnancies
FP2020 COVID-19 RESPONSE

FP2020 has developed a web-based resource:

http://familyplanning2020.org/covid-19
| Statement on FP as an essential service in countries’ COVID response plans | FP2020 Social Media Campaign: How are you working to protect #FPinCOVIDresponse? Share a video on social media! | Communications and Advocacy working group: creating a space to have shared messages across the community |
| Upcoming webinars on supply chain with RHSC, MSI, and UNFPA | Convening with WHO to ensure COVID-19 messaging is reaching young people | New weekly newsletter featuring key resources and country spotlights |
Social media campaign: How are you working to protect #FPinCOVIDresponse?
John Skibiak
Reproductive Health Supplies Coalition
Current Context: Information overload, rumors, fear
Current Context: Promoting multiple prevention behaviors

STOP THE SPREAD OF COVID-19

STAY AT HOME
To Avoid spread of the virus

AVOID TOUCHING
your eyes, nose, face and mouth.

AVOID CROWDED AREAS.
Stay at least 1.5 metres away from people.

WASH YOUR HANDS
Regularly with soap and water for at least 20 seconds.

USE ALCOHOL-BASED SANITIZER
for your hands and disinfect touched surfaces.

AVOID CLOSE CONTACT
with sick people. Call the official helpline if you're sick (WHO, National CDC).
Current Context: Change in typical patterns of communication
What does this mean for SBC for family planning?

• Ensure messages resonate with the audience’s current emotional state

• Provide calls to action that are practical in the reality of their new daily lives

• Find new ways of working that follow physical distancing guidelines while reaching audiences via trusted sources

**Continue to ensure that voluntarism and informed choice remain central to all family planning information and counseling**
Key considerations

• Coordination and partnerships
• Modifying existing digital and mobile family planning content
• Expanding use of non-contact channels (radio, TV, community broadcasts)
• Identifying new channels and opportunities to reach women and girls
• Promotion of self-care – including fertility-based awareness methods
• Consideration for special sub-populations
Illustrative messaging

certainty

gender-based-violence

young-people

empathy

efficacy

community-support

couple-communication

empowerment

positive-self-care

parent-child-communication
Questions?

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Thank You!

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