

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

Beth Schlachter, FP2020



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

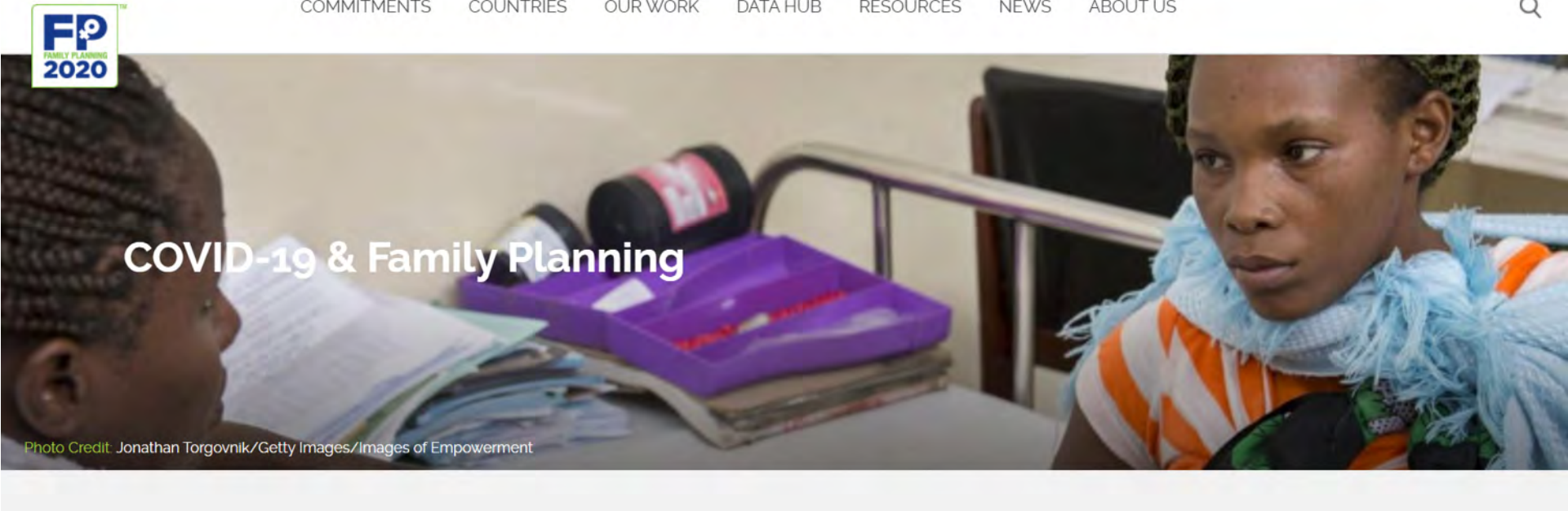


- The need for FP will not change
- Ensure women and girls have access to range of methods of their choice
- Ensure healthcare providers are still available
- Assure continuity of care

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>

FP2020 COVID-19 RESPONSE

Statement on FP as an essential service in countries' COVID response plans	FP2020 Social Media Campaign: How are <i>you</i> 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

FP2020 COVID-19 RESPONSE



Social media campaign: How are you working to protect #FPinCOVIDresponse?



John Skibiak
Reproductive Health Supplies Coalition

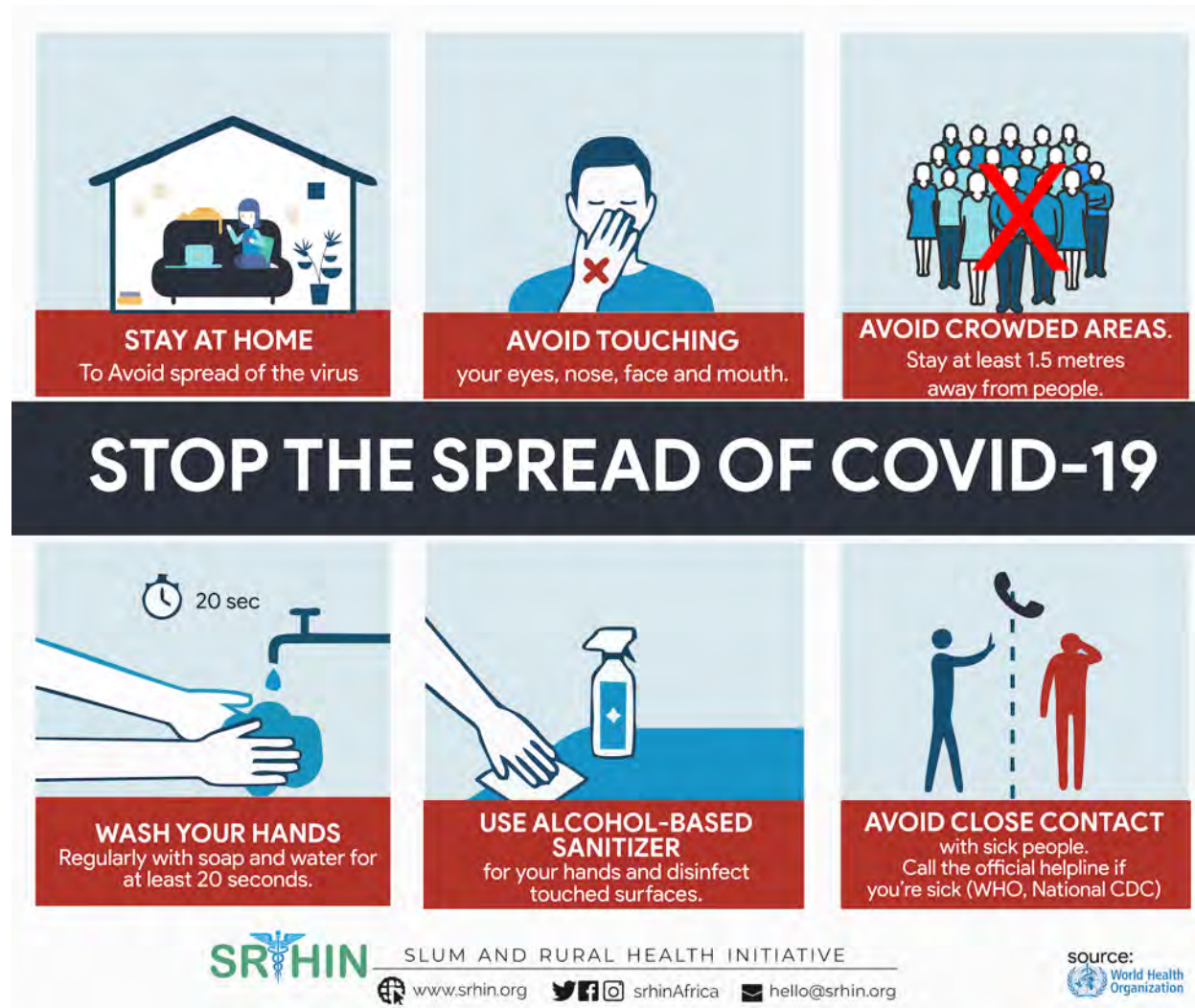


Joanna Skinner
Breakthrough ACTION

Current Context: Information overload, rumors, fear



Current Context: Promoting multiple prevention behaviors



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





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Questions?



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Thank You!



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