

# USER JOURNEY ADVOCACY TOOL

## for Social and Behavior Change in Family Planning



Welcome to the Breakthrough ACTION User Journey Advocacy Tool for social and behavior change (SBC) in family planning (FP).

This tool is designed to help facilitate advocacy for SBC in FP with decision makers in an engaging and user-friendly way.

### WHAT IS A USER JOURNEY?

This user journey tool is an interactive, visual way of conveying the different steps, pain points, and opportunities during an FP journey, through the experience of a fictional character representing FP users (in this case, an adolescent girl).

The tool follows the FP journey of Nala, a fictional young woman who represents the experiences of many adolescent girls and young women like her around the world, highlighting key social and behavioral determinants along the FP continuum of care that influence Nala's FP journey as she considers becoming and staying an FP user.

This user journey also features key data about the positive impact of SBC in FP, practical tools, and evidence-based SBC interventions that decision-makers can support within their own country contexts and agendas.

### PURPOSE OF THIS GUIDE:

To help you navigate the tool and to offer tips on facilitating and contextualizing the tool when you use it to help advocate for SBC in FP with decision makers.

### HOW DO I USE IT?

There is no right or wrong way to navigate this tool.

With the help of this guide, you can decide how best to make use of it during your advocacy meetings, presentations and conversations with decision-makers.

### This Quick Tips Guide has 3 parts:

- 1. PRESENTATION:** an overview on the tool's structure and purpose to help you present the tool
- 2. PREPARATION:** checklists to help you prepare for your meeting
- 3. TOOL FACILITATION TIPS** How to contextualize the tool and guide the conversation.

## THE TOOL

**GENERAL STRUCTURE:** The user journey tool is structured into five main sections:

HOME JOURNEY MAP WHAT CAN YOU DO? CASE STUDIES RESOURCES

### 1. Home page

Introduction and data that show the evidence of the benefits of SBC in FP

### 2. Journey Map

Overview of the FP journey of Nala, the fictional FP user

### 3. What can you do?

Calls to Action for the decision-maker

### 4. Case Studies

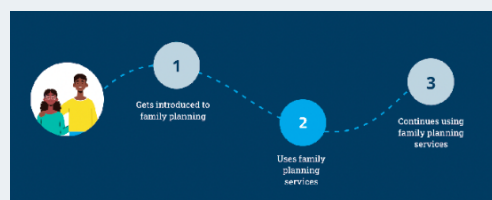
Quick, digestible overview of effective SBC interventions within FP worldwide

### 5. Resources

Practical tools, resources and additional data on SBC within FP

## NALA'S JOURNEY

Through the FP journey of a fictional character named Nala in this tool, the decision maker can explore the different needs, barriers, emotions, and people that influence adolescent girls' and young women's decisions to become and stay FP users.



Nala's family planning journey overview

Before starting Nala's journey, invite the decision maker to choose to explore the FP journey of an adolescent girl (Nala) who either marries or doesn't marry. If the decision maker does not have a preference, you may choose either journey. Both offer a compelling story, links to SBC evidence, and calls to action.

Once a journey path is chosen, invite the decision maker to choose an FP stage that is most relevant to them. If they do not have a preference, you could start at the first phase: Nala gets introduced to family planning. You can always return to this journey overview at any time to explore a different phase.

# PREPARATION CHECKLIST

**Before meeting with a decision maker**, you may want to check several elements and prepare them in order to get the best out of the session.

*Below you will find a checklist that can support you in:*

1. Preparing your advocacy plan for when you present this tool
2. Building the the case for SBC within FP when you use this tool
3. Following up on actions you may want to continue after your advocacy meeting

## 1 CREATE YOUR ADVOCACY PLAN

How will you engage the decision maker in order to achieve your objective?

- Collect information about the decision maker** (e.g., personality, time he/she has available, preferred way to have meetings, tech savvy).
- Understand what the decision maker knows, thinks, and feels** about SBC in FP.
- Identify the **barriers and drivers** for your decision maker regarding **investing in SBC in FP**
- Decide if you want to share the user journey tool in advance with the decision maker** (Will they have time to look at it before? Could they be overwhelmed?).
- Become familiar with the tool** and decide which parts you want to show the decision maker during the meeting.

**TIP:** Use a computer to guide the decision maker through the tool together in person. By doing so, you can have more control over the case you are trying to build for SBC in FP through this tool.

## 2 PREPARE YOUR CASE

What data or evidence currently exists that you can use to best contextualize the information in this tool?

- Collect data related to FP needs and gaps** specific to the country that you are advocating in.
- Identify the specific **emotions, needs, barriers, and actors which influence adolescent girls and young women in the country you are advocating in**, so you can link to these influencing factors as you walk through the tool.
- Explore whether there are existing SBC interventions in FP in the country you are advocating in** you can link or refer to, in addition to those featured in the tool.
- Among the SBC interventions in FP presented in the tool, **choose those which, according to the data you collected, would be useful to bring to the attention of the decision makers** you are advocating with.
- Choose the calls to action you would like the decision maker to take** and prepare **why these actions could be valuable** for them

**TIP:** Be prepared to answer questions from the decision maker about how the interventions in the tool are relevant to them. Linking the data or the SBC interventions elsewhere to similar challenges that are faced in your country context can be helpful in this preparation.

## 3 CONTINUE THE CONVERSATION

How can you encourage the decision maker to follow through on their commitments?

- Make sure to **share the link to the user journey tool** with the decision maker at the end of or right after your meeting.
- Plan an effective way to follow-up** with the decision maker.

**TIP:** Try to schedule a follow-up conversation at the end of your meeting so you have something in your agendas to look forward to.

**TIP:** Share the tool via email or WhatsApp with the decision maker after the meeting and encourage them to keep exploring it and become a champion among their colleagues in SBC in FP.

# UJ TOOL STRUCTURE

Below are several suggested parts of the user journey tool that can be helpful to do the following:

1. Contextualize (e.g., relate the data or information to the country context of the decision maker).
2. Pause for discussion (e.g., ask the decision maker if they have any questions or if what they are hearing is compelling).

<b>TOOL STRUCTURE</b>	<b>HOME PAGE</b> Introduction and data that show the evidence of the benefits of SBC in FP	<b>JOURNEY MAP</b> Overview of the FP journey of Nala, the fictional FP user	<b>CASE STUDIES &amp; RESOURCES</b> Quick, digestible overview of effective SBC interventions and data within FP worldwide	<b>WHAT CAN YOU DO?</b> Calls to action for the decision maker
	<b>DISCUSSION OPPORTUNITIES</b> Present data that are specific to the country your are advocating within.	Contextualize Nala's journey phases to the context within which you are advocating: what are the specific barriers, needs, emotions, and influencing actors that Nala experiences that could resonate with your decision maker?	Try to create connections between the goals and results of the SBC interventions in this tool and the health and development agenda of the country context in which you are advocating. Can the decision maker see these interventions being effective or adding value in their own country or context?	Be familiar with the context and the decision maker with whom you are advocating. You can then plan which call to action you would like to highlight the most and guide the decision maker to commit to taking this action.



## TALKING POINTS TO USE DURING THE TOOL'S FACILITATION

In the advocacy field, you know more than most that you need to prepare arguments that support the message you want to convey in order to influence decision making.

To help build these arguments, below is a space for you to list the gaps and opportunities that exist in the country where you are advocating, so you have them clearly outlined and ready to use for crafting your arguments.

<p><b>GAPS</b> in FP</p>	<p><b>OPPORTUNITIES</b> for SBC in FP</p>
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