

Step 5: Determine Activities and Interventions

Suggested approaches and activities are presented here as appropriate choices for communicating to primary and influencing audiences about ECPs. These suggestions are a starting point, and close collaboration with communication and creative professionals can help ensure that design and execution are innovative and compelling.

In crisis settings ECPs should be provided as part of a comprehensive programmatic intervention. For more information, consult the “Minimum Initial Service Package (MISP) for Reproductive Health in Crisis Situations by the Women’s Refugee Commission – distance learning module”.

<http://misp.rhrc.org/>

Mass Media

INTERVENTION AREA	ILLUSTRATIVE ACTIVITIES	PURPOSE	INTENDED AUDIENCE
Short-form mass media	<ul style="list-style-type: none"> TV or radio ad addressing major misconceptions on ECPs and benefits of using ECPs 	Awareness raising	Women of Reproductive Age (WRA) Male partners Peer/friend
Long-form mass media	<ul style="list-style-type: none"> Radio or TV drama 	Awareness and correct knowledge Change social norms	WRA Male partners Peer/friend
Print media	<ul style="list-style-type: none"> Photonovela Magazine or newspaper ad/story read by the intended audience 	Awareness and correct knowledge	WRA Male partners Peer/friend
Digital media and mHealth	<ul style="list-style-type: none"> Hotline number for one on one counseling Free texting for standard information. The MAMA partnership has developed adaptable 	Awareness and knowledge of correct timing and dosage/ mode of action and when to	WRA Male partners

	<p>messages that include emergency contraception and are based on WHO and UNICEF guidelines. MAMA messages located on the website are offered free of charge, and any organization can apply to adapt and use the messages in their own local programs. Messages are available through www.mobilemamaalliance.org.</p> <ul style="list-style-type: none"> • Informational websites • Facebook page 	use	
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Outlet-Based Interventions (pharmacies, drugstores)

INTERVENTION AREA	ILLUSTRATIVE ACTIVITIES	PURPOSE	INTENDED AUDIENCE
Pre-service training	<ul style="list-style-type: none"> • Integrate ECPs into pre-service training curricula 	Increase awareness	Pharmacy staff
Medical Detailing	<ul style="list-style-type: none"> • Visits to pharmacies by trained detailers on a regular basis to create relationship with outlet staff and change behaviors • Communication of key messages and information to help outlet staff counsel clients properly 	Increase accurate knowledge of ECPs Correct misconceptions Help answer questions	Pharmacy staff
Job aids	<ul style="list-style-type: none"> • “Cheat sheet” with dosage card that pharmacy staff can use to communicate key messages about ECPs to clients 	Ensure correct knowledge and key messages are covered for each client	Pharmacy staff
Digital/distance learning	<ul style="list-style-type: none"> • Hotline or SMS service. The MAMA partnership has developed adaptable messages that include emergency contraception and are based on 	Increase accurate knowledge Increase confidence for	Pharmacy staff

	<p>WHO and UNICEF guidelines. MAMA messages located on the website are offered free of charge, and any organization can apply to adapt and use the messages in their own local programs. Messages are available through www.mobilemamaalliance.org.</p> <ul style="list-style-type: none"> • Sharing latest research and practice • Publication / distribution of professional journals 	<p>administration of ECPs</p> <p>Address biases</p>	
Point of Sales material	<ul style="list-style-type: none"> • Brochure for clients to take home and read 	Increase knowledge among clients	<p>WRA</p> <p>Male partners</p> <p>Peers/friends</p>
In service training	<ul style="list-style-type: none"> • Integrate ECPs into existing curricula • Develop / refresh clinical guidelines for ECPs • Organize meetings with national or regional medical / pharmaceutical associations 	Increase accurate knowledge	Pharmacy staff
Social marketing of a low priced product	<ul style="list-style-type: none"> • Work with a social marketing organization to introduce a subsidized / low priced product and ensure distribution throughout the country 	Increase availability and affordability	<p>WRA</p> <p>Male partners</p>
Incentive scheme	<ul style="list-style-type: none"> • Reward pharmacies / outlets that carry the product with special offers or promotional materials 	Increase availability	Pharmacy staff

Clinic-Based Services

INTERVENTION AREA	ILLUSTRATIVE ACTIVITIES	PURPOSE	INTENDED AUDIENCE
Pre-service training	<ul style="list-style-type: none"> Integrate ECPs into pre-service training curricula for all providers, including doctors, nurses, midwives 	Increase awareness	All medical staff (physicians, nurses, midwives)
In-service training	<ul style="list-style-type: none"> Integrate ECPs into existing medical curricula Develop / refresh clinical guidelines for ECPs 	Increase accurate knowledge Increase confidence for administration of ECPs	All medical staff (physicians, nurses, midwives)
Clinic services	<ul style="list-style-type: none"> Introduce ECPs counseling and administration as part of comprehensive family planning services in clinics – through public, private or NGO sectors Train /refresh providers on ECPs administration and dosage Develop counseling job aides 	Increase access Facilitate link with other contraceptive methods Address provider bias	All medical staff (physicians, nurses, midwives)
Medical visits to clinics	<ul style="list-style-type: none"> Offer in-person support through supportive supervision visits and on-the-job training 	Address provider bias and knowledge Increase accurate knowledge	All medical staff (physicians, nurses, midwives)
Incentive scheme	<ul style="list-style-type: none"> Reward clinics that offer the product with special offers or promotional materials 	Increase availability	All medical staff
Digital/distance learning	<ul style="list-style-type: none"> Offer distance support for medical staff through a hotline or texting options with trained medical personnel 	Increase accurate knowledge Increase confidence	All medical staff (physicians, nurses, midwives)

	<ul style="list-style-type: none"> • Access to web-based information via cell phones • Sharing latest research and practice • Publication / distribution of professional journals • Organize clinical meetings with national or regional medical associations 	<p>Increase acceptability</p> <p>Increase coverage</p>	
Point of Sales material	<ul style="list-style-type: none"> • Brochure for clients to take home and read 	Increase accurate knowledge	<p>WRA</p> <p>Male partners</p> <p>Peers/friends</p>
Job aides	<ul style="list-style-type: none"> • “Cheat sheet” with dosage card to communicate key messages about ECPs to clients 	Ensure correct knowledge and key messages are covered for each client	All medical staff (physicians, nurses, midwives)

Community-Based Services, Outreach and Community Approaches

INTERVENTION AREA	ILLUSTRATIVE ACTIVITIES	PURPOSE	INTENDED AUDIENCE
CHW outreach	<ul style="list-style-type: none"> • Integrate key messages on ECPs into existing curriculum for CHWs • Develop/adapt materials and job aides to provide guidance on counseling and referral for ECPs • Provide CHWs with sample products • Allow CHW to distribute and administer ECPs • Develop formal referral system between CHW and clinics – non-monetary incentives such as 	<p>Increase awareness and accurate knowledge</p> <p>Increase access</p> <p>Address misconceptions</p>	Community-based providers

	<p>allowing referred clients to be seen quickly positively impacts on the prestige of the CHW in the community.</p> <ul style="list-style-type: none"> • Develop and produce radio distance learning program for community workers that model positive behaviors and relationships with communities and referral clinics • Establish CHW radio listening groups and/or peer support groups for distance learning program • Develop badges, buttons and other items that support the central positioning and promotion of quality. 		
Peer-to-peer interventions ¹	<ul style="list-style-type: none"> • Train young women who had an unintended pregnancy or know someone close who had an unintended pregnancy to counsel their peers about ECPs. • Leverage campus media and friendly marketed (soft-sell) magazines for youth. 	<p>Increase awareness and acceptability</p> <p>Change social norms</p>	Young women
Community approaches	<ul style="list-style-type: none"> • Hold community theatre and dialogues around reproductive health, maternal and child health, including ECPs and family planning, using 	Increase social support for ECPs	<p>WRA</p> <p>Male partners</p> <p>Peers/ friends</p>

¹ Peer education and outreach was a strategy used in the Aunties Project in Cameroon (Görge and Ndonko, 2006), in which adolescent mothers attended a training workshop that included information and counseling on reproductive health, ECPs and STIs. The young mothers then self-selected to be “Aunties” in their community to provide SRH education to other girls. The project found that this was a successful, but time-bound context specific intervention to rapidly increase awareness of ECPs and broader reproductive health, suggesting that short term interventions could have a ripple effect within a community to increase awareness and acceptability, especially of a new product.

	<p>satisfied users (and their partners) as key advocates</p> <ul style="list-style-type: none"> Organize discussion groups for men, women and/or couples and/or young people 		
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Police Stations and Crisis Settings

INTERVENTION AREA	ILLUSTRATIVE ACTIVITIES	PURPOSE	INTENDED AUDIENCE
Training and distribution	<ul style="list-style-type: none"> Train police officers on comprehensive care for sexual assault survivors and how they can provide women with the help and assistance they need Allow police officers to administer ECPs 	<p>Increase awareness</p> <p>Strengthen referral system to gender-based violence services</p>	Police officers
Referrals	<ul style="list-style-type: none"> Brief police officers to refer rape survivors to local hospitals or clinics for treatment 	<p>Increase awareness</p> <p>Improve access</p> <p>Strengthen referral system to gender-based violence services</p>	Police Officers
Information / Printed material	<ul style="list-style-type: none"> Develop flyers to inform women about why and where to access care for rape 	Increase awareness	<p>Women survivors of sexual assaults</p> <p>Peers/friends</p>
Referrals	<ul style="list-style-type: none"> Brief soldiers / aid workers to refer rape survivors to local clinics for treatment Use midwives/ TBAs as "focal points" or to deliver messages and encourage women to come confidentially and get referred as needed 	<p>Increase awareness</p> <p>Improve access</p> <p>Strengthen referral system to</p>	<p>Staff working in a crisis setting</p> <p>Women survivors of sexual assaults</p>

		gender-based violence services	
Women's centers	<ul style="list-style-type: none"> Establish safe care areas where women can come for advice and help confidentially 	Improve access	<p>Staff working in a crisis setting</p> <p>Women survivors of sexual assaults</p>