

Appendix B: HACEY's FP INFOcus Sample Materials

- » *Sample Promotion Strategy*
- » *Sample Creative Brief*
- » *Sample Interview Guide*
- » *Sample Storyboard*

Sample Promotion Strategy

Promotion Plan

Promotion Goals

After viewing our videos, our intended audience will consider LARCs as viable contraceptive options – and will take steps to make an informed decision (e.g., seek out more information, talk to a partner/provider).

Calls to Action for Intended Audience

Our posts will encourage viewers to:

1. Share video(s)
2. “Like” video(s)
3. Comment
4. Subscribe to our social media account
5. Attend a virtual or face-to-face event

Promotion Timeline

We will promote our video(s) for three months, from Sept. 12 – Dec. 12, 2017.

- Key dates or events to consider: Sept. 26 (World Contraception Day)

Desired Promotion Activities

Pre-launch Channels and Activities	Launch Channels and Activities	Ongoing Promotion Channels and Activities
Social Media channels: <ul style="list-style-type: none"> • Facebook, Twitter, Instagram, WhatsApp In-person channels/activities: <ul style="list-style-type: none"> • N/A Additional activities: <ul style="list-style-type: none"> • N/A 	Social Media channels: <ul style="list-style-type: none"> • Facebook, Twitter, Instagram, WhatsApp In-person channels/activities: <ul style="list-style-type: none"> • Fliers at health center Additional activities: <ul style="list-style-type: none"> • Blog posts 	Social Media channels: <ul style="list-style-type: none"> • Facebook, Twitter, Instagram, WhatsApp In-person channels/activities: <ul style="list-style-type: none"> • Fliers at health center • Public screening at university youth center Additional activities: <ul style="list-style-type: none"> • Facebook Live event • Tweet chat • Blog posts

Are there any branding standards or procedures that must be followed?

- Everyone posting about this project will tag videos with #fpINFOCUS
- Videos will use the HACEY log – either top left corner or bottom center
- Social media posts from HACEY staff will be sent or reviewed by social media lead

What are your promotion objectives? How will you measure the success of your work?

Objective

By December 2017, our video(s) will provide key family planning information to young people through 1,000 unique interactions.

Metrics

For this project, we will track the following indicators:

- Facebook views, shares and likes
- Twitter views, tag impressions and retweets
- YouTube views, likes and shares
- Instagram views and likes

Our social media team will check our social media reports on a weekly basis, and will also note frequently asked questions and themes mentioned in the comments. Anyone who is sharing the video via WhatsApp will be asked to send screenshots of any questions, comments and reactions they received. This information will be used to determine if we need to adapt our promotion strategy or messages.

Sample Creative Brief: HACEY Demands Long-Acting Reversible Contraceptives

1. Intended audience

Young women and their partners who are:

- Between the ages of 18 and 24
- Interested in FP
- In possession of a smartphone and/or internet access

2. Call to action

“After seeing the videos, the viewer will understand that the implant or IUD is a contraceptive option for them, and will be motivated to seek more information about LARCs from an FP nurse.”

3. Barriers

- Conservative social and cultural beliefs. For example, IUDs are only for older, married women who have given birth.
- Misinformation about LARCs. For example, false rumors that they cause sterility, infection or sickness.
- Lack of information about contraceptive options and how to access them

4. Benefits

- LARCs are extremely effective at preventing unwanted pregnancy.
- LARCs provide the ability to focus on your dreams.
- LARCs do not require daily or monthly maintenance.
- LARCs are long-acting but reversible upon removal and can be removed at any time.

5. Key messages

- Young people need to be informed and empowered to protect themselves from unintended pregnancy in a way that fits their lifestyle.
- LARCs are safe for women of all ages.

6. Tone

- Friendly, confident, factual, supportive and encouraging

7. Media

- Series of short videos produced on mobile phones and shared via social media

8. Creative considerations

- English or Yoruba depending on language skill level, English subtitles

Sample Interview Guides

Take a moment to chat before you turn on the camera to help build rapport between you and the person being interviewed. Introduce yourselves, and make small talk. Have your participant read the consent form, and answer any questions he or she might have. Test your recording equipment. When everyone is ready, hit record and begin your interview.

FOR COUPLES:

Thank you for taking the time to speak with us. We are creating a series of videos featuring people from our community talking about their experiences with FP. Our goal is to connect young people with correct health information and motivate them to learn more about LARCs. We are so happy that you are willing to participate and share your story.

1. Let us start by having you share a little about yourselves.
 - » PROBE: For example, how did you two meet?
 - » PROBE: Tell me about your children/your interest in having children.
 - » PROBE: How do you imagine your future?
2. How did you become interested in your FP method?
 - » PROBE: What was happening in your life at that time?
 - » PROBE: How did you first hear about it (your method)?
 - » PROBE: What did you do next?
3. Describe how you decided on (refer to specific method they are using).
 - » PROBE: What considerations helped you decide?
 - » PROBE: Other methods, lifestyle factors, etc.?
 - » PROBE: If you talked to your partner, how did that conversation go?
 - » PROBE: If you talked to your friends, how did those conversations go?
4. What was it like to get your (refer to specific method they are using)?
 - » PROBE: Where did you get it?
 - » PROBE: What was it like on the day it was inserted?
 - » PROBE: How did the procedure go?
5. How do you feel about your implant now that you have had it for a while?
 - » PROBE: What do you like about it (your method)?
 - » PROBE: Is there anything that you wish you had known?
 - » PROBE: How has your relationship been since getting your method?
6. What advice do you have for others who are interested in an IUD or implant and would like to learn more?

FOR INDIVIDUAL:

Thank you for taking the time to speak with us. We are creating a series of videos featuring people from our community talking about their experiences with FP. Our goal is to connect young people with correct health information and motivate them to learn more about long-acting reversible contraception, or LARCs. We are so happy that you are willing to participate and share your story.

1. Let us start by having you tell me a little about yourself.
 - » PROBE: Tell me about your husband/boyfriend?
 - » PROBE: Tell me about your children/your interest in having children.
 - » PROBE: How do you imagine your future?
2. How did you become interested in your FP method?
 - » PROBE: What was happening in your life at that time?
 - » PROBE: How did you first hear about it (your method)?
 - » PROBE: What did you do next?
3. Describe how you decided on (refer to specific method they are using).
 - » PROBE: What considerations helped you decide?
 - » PROBE: Other methods, lifestyle factors, etc.?
 - » PROBE: If you talked to your partner, how did that conversation go?
4. What was it like to get (refer to specific method they are using)?
 - » PROBE: Where did you get it (your method)?
 - » PROBE: What was it like on the day it was inserted?
 - » PROBE: How did the procedure go?
5. How do you feel about your (refer to specific method they are using) now that you have had it for a while?
 - » PROBE: What do you like about it (your method)?
 - » PROBE: Is there anything that you wish you had known?
6. What advice do you have for others who are interested in an IUD or implant and would like to learn more?

FOR YOUTH OUTREACH WORKERS:

Thank you for taking the time to speak with us. We are creating a series of videos featuring people from our community talking about their experiences with FP. Our goal is to connect young people with correct health information and motivate them to learn more about long-acting reversible contraception, or LARCs. We are so happy that you are willing to participate and share your story.

1. Let us start by having you tell me a little about yourself.
 - » PROBE: For example, how long have you been a youth outreach worker for SRH?


2. How did you become interested in this type of work?
 - » PROBE: What were you seeing in your community at that time?
 - » PROBE: What dreams do you have for your community?
 - » PROBE: What motivates you to keep advocating for SRH?

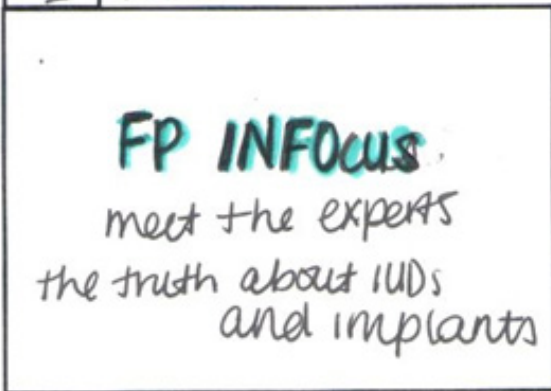
3. How do people in this community learn about FP? How do they learn about the IUD or implant?

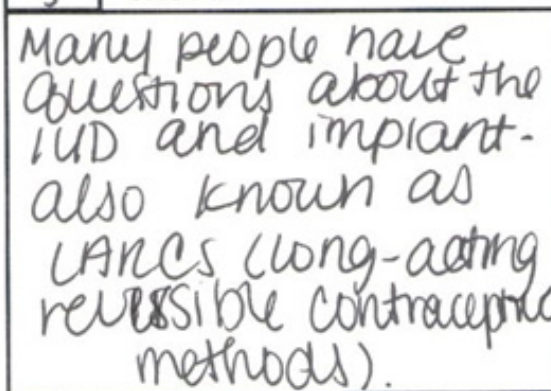
4. Tell me about a recent time you spoke with a young person about an IUD or implant.
 - » PROBE: What, if any, are some of the concerns and considerations young people discuss with you when talking about the IUD or implant?
 - » PROBE: How do you respond?
 - * PROBE: Benefits? Solutions to challenges? Resources?

5. What advice do you have for others who are interested in the IUD or implant and would like to learn more?

Sample Storyboard

1	SHOT #	ACTION	still slide.
		DIALOGUE	HACEY logo
		FX opening	MUSIC

2	SHOT #	ACTION	still slide
		DIALOGUE	title (unspoken)
		FX opening	MUSIC

3	SHOT #	ACTION	still slide.
		DIALOGUE	see slide language (unspoken)
		FX opening	MUSIC

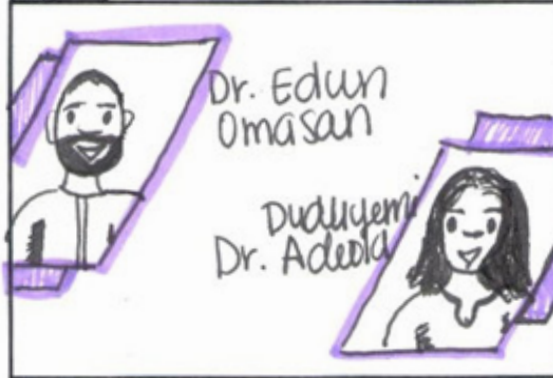
Source: University of Texas at Dallas. (2017). Storyboards. Retrieved from: <https://www.utdallas.edu/atec/midori/Handouts/storyboard.htm>

4 SHOT #
We asked family planning doctors from Lagos to answer questions that young people posted on Twitter/WhatsApp.

ACTION
still slide

DIALOGUE
see slide language (unspoken)

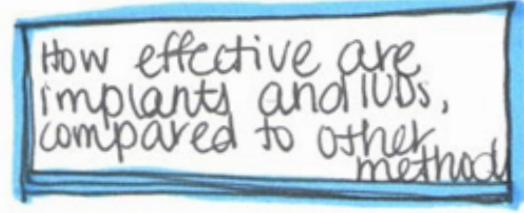
FX opening music

5 SHOT #


ACTION
reveal names and photos

DIALOGUE

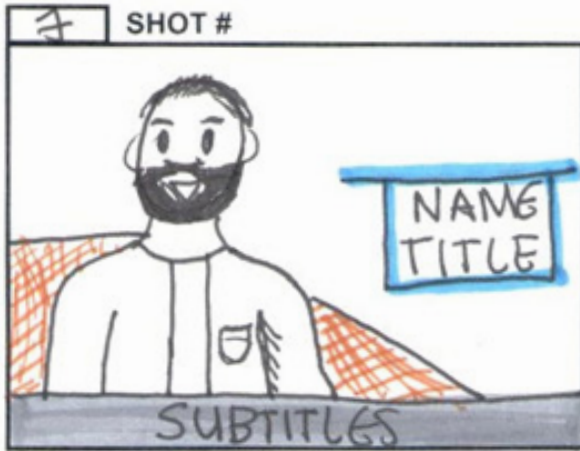
FX opening music

6 SHOT #
Twitter screenshot, Q1


ACTION
still slide with question 1

DIALOGUE

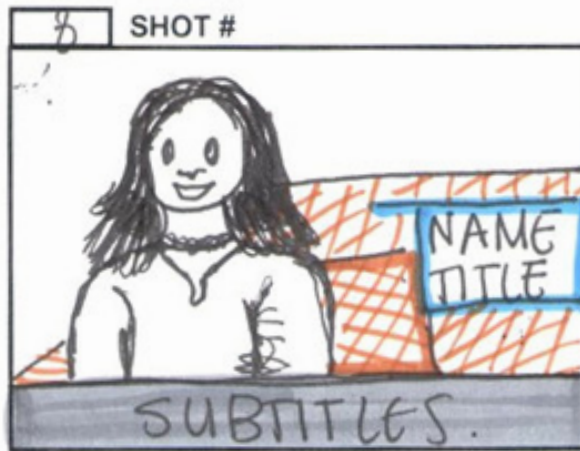
FX subtle music



ACTION
 Show doctor, sitting
 reveal name/title

DIALOGUE
 response to Q1

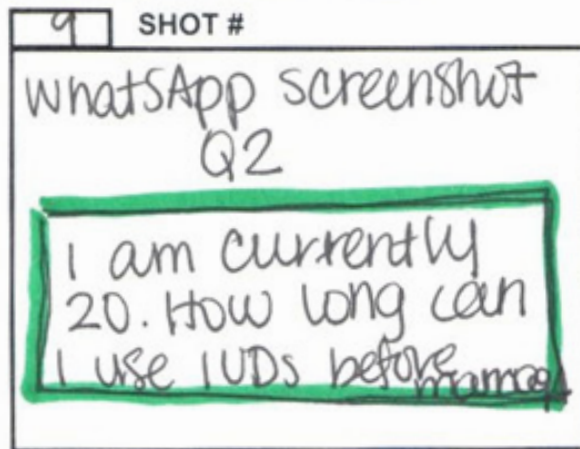
FX
 subtle music



ACTION
 Show doctor, sitting
 reveal name/title

DIALOGUE
 response to Q1

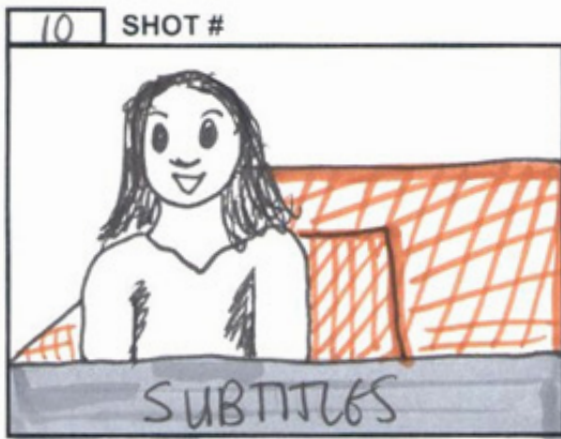
FX
 subtle music



ACTION
 Still slide with
 question 2

DIALOGUE

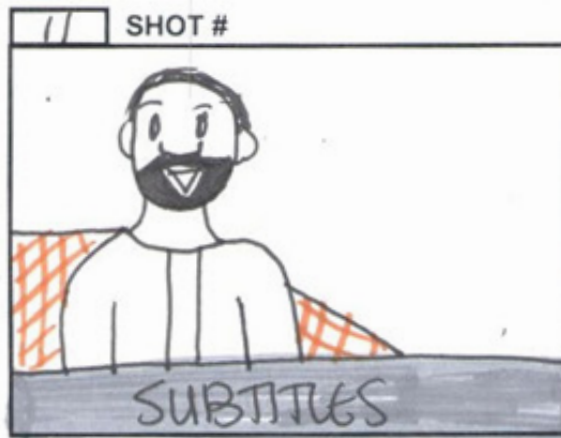
FX
 subtle
 music



ACTION
show doctor, sitting

DIALOGUE
response to Q2

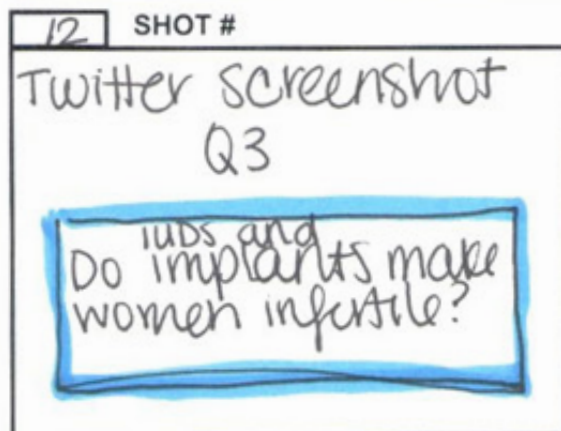
FX
subtle music



ACTION
show doctor, sitting

DIALOGUE
response to Q2

FX
subtle music



ACTION
still slide with
question 3

DIALOGUE

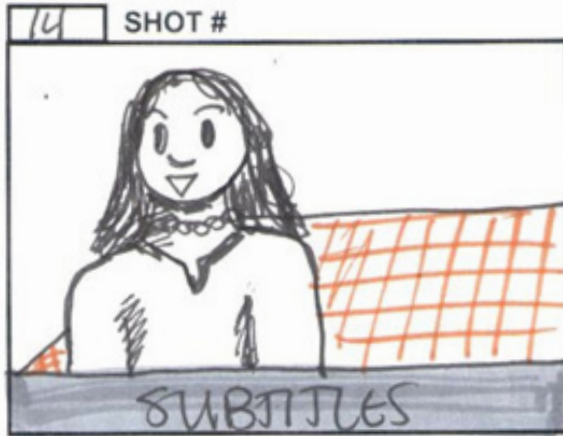
FX
subtle
music



ACTION
Show doctor, sitting

DIALOGUE
response to Q3

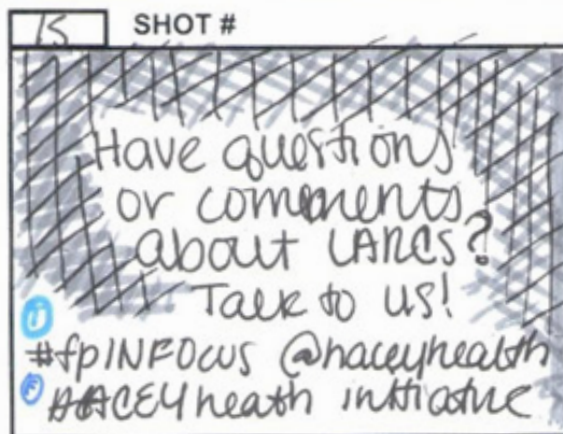
FX
subtle music



ACTION
Show doctor, sitting

DIALOGUE
response to Q3

FX



ACTION
end slide, still slide

DIALOGUE
unspoken closing text

FX
opening music