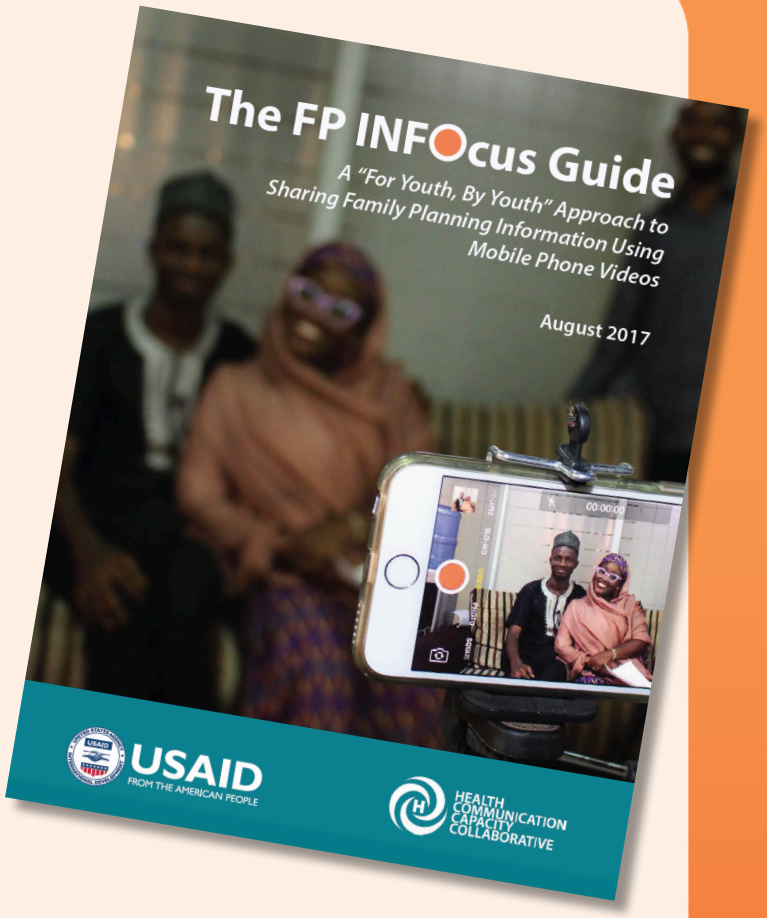
HEALTH COMMUNICATION CAPACITY COLLABORATIVE



FP INFOcus Guide

A "For Youth, By Youth" Approach to Sharing FP Information via Digital Storytelling

Presented by Cori Fordham
August 23, 2017

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Background: Unmet Contraceptive Need & Youth

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Focus on LARCs

COPPER-T IUD

- Small piece of plastic that fits inside the uterus
- Hormone free option that can work up to 12 years
- Chance of getting pregnant is less than 1%

IMPLANT

- Small soft rod that goes under the skin of the inner upper arm
- Hormone is released for three to five years
- Chance of getting pregnant is less than 0.05%

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Youth Face Several Barriers to Using and Accessing LARCs

- Lack knowledge of LARCs
- Beliefs and misconceptions
- Youth uncomfortable with and distrust providers
- Providers lack skills with method and communication

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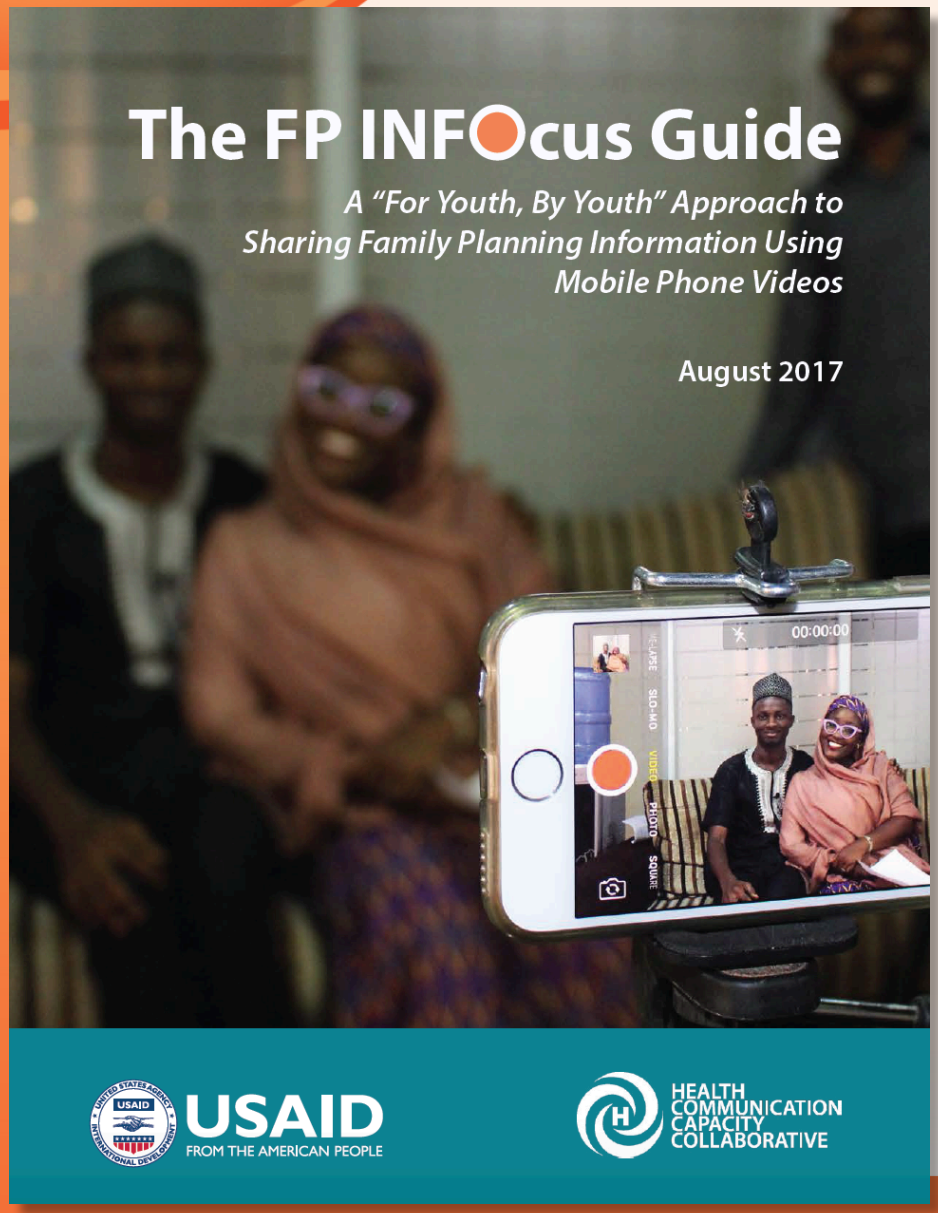

Introducing the FP INFOcus Guide . . .

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Tip #1: Go Mobile First

- More youth use mobile phones to get information
- Format matches for way youth are viewing content
- Going mobile means more can participate & view

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Tip #2: Use Participatory Video

- Bring together groups to explore an issue
- Identify local perspectives and solutions
- Ensure messages connect with intended audience
- Build group of champions who can mobilize others

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FP INFOcus Strengthens Teams' Skills & Viewers' FP Knowledge

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The FP INFOcus Guide

PREPARE → PRODUCE → PROMOTE

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- Assemble Team
- Identify Local Issues & Stories
- Draft a Creative Brief
- Develop an Interview Guide or Script
- Get Consent
- Complete a Storyboard
- Create a Pre-Production Plan

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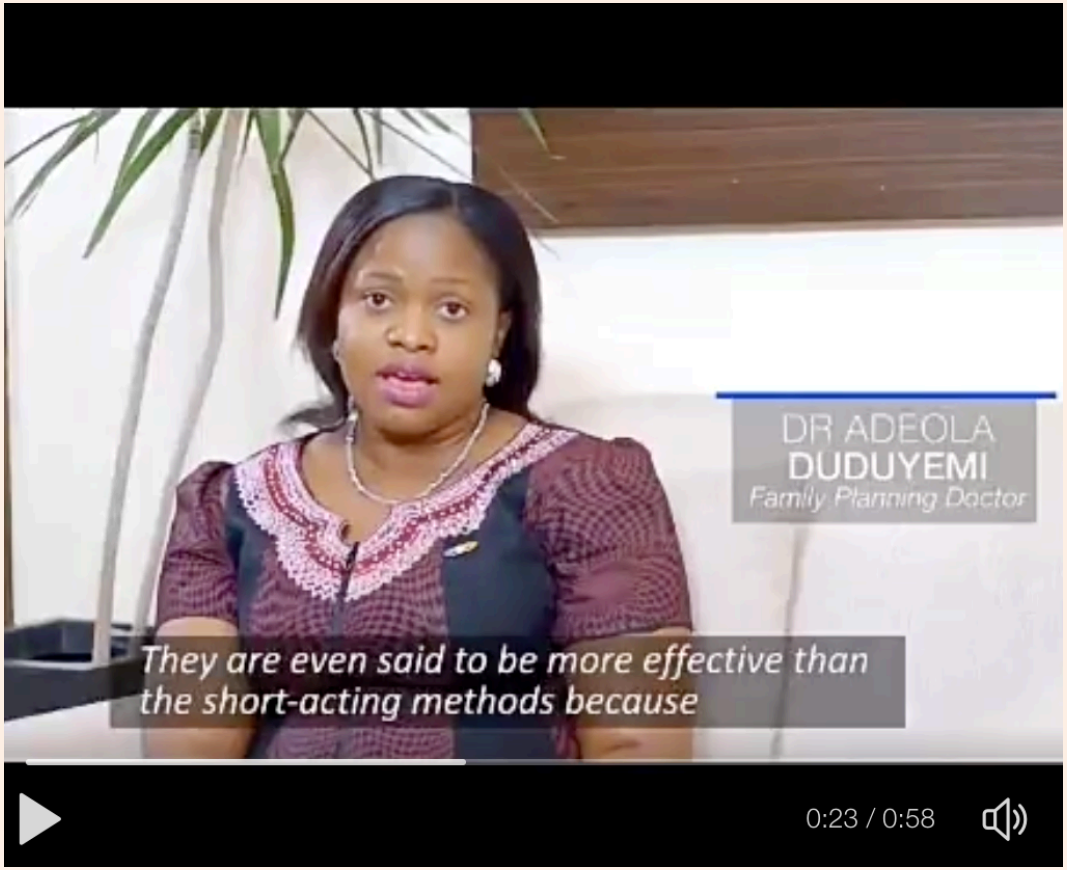
Tip #3: Go to the Source to Find Your Story!



- Young FP users
- Young couples who decided on an FP method together
- Older people who used FP when they were younger
- FP nurses and youth outreach workers
- Young people in your community

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- Film on Mobile Phones
- Edit on Phones or Computers

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Tip #4: Consider Multiple Phones
Tip #5: Put on Airplane Mode
Tip #6: Plan to Charge/Back up

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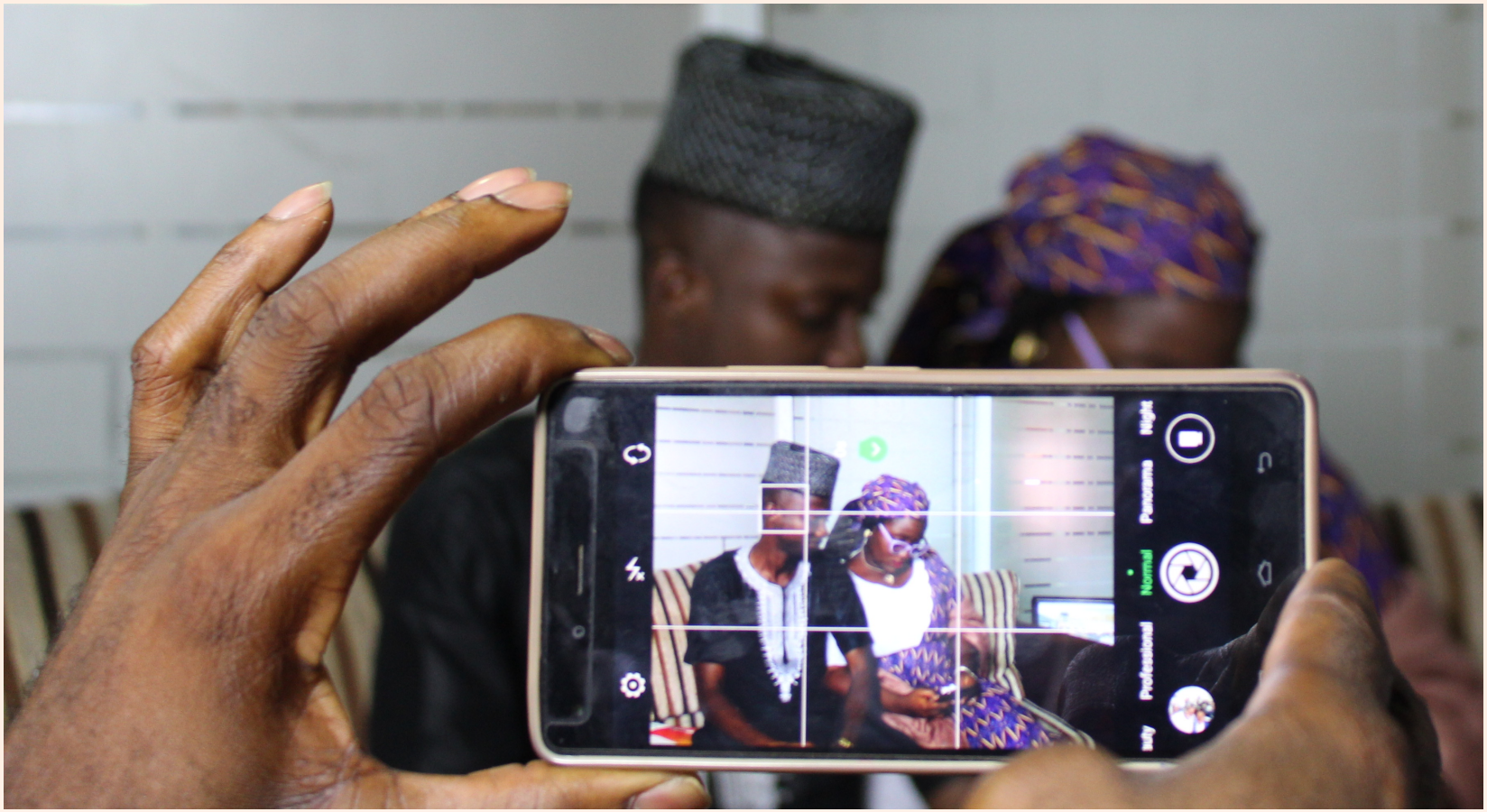
Tip #7: Record a Short Test Shot
Tip #8: Use the Rule of Thirds



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- Promote Videos
- Engage with Viewers
- Monitor Reach & Impact
- Adapt Content

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Tip #8: Measure Reach & Impact

Want to hear some real talk about the IUD and implant? Check out our newest FP INFOcus video!

11:16 AM

Let me know what you think 🤔

11:17 AM

Thanks for asking. LARCs are safe and effective options for women of all reproductive ages, including adolescents and young people who have not yet had children.

11:42 AM

Winifred

Are LARCs readily available to young people and what about if my preference is an IUD but I only need it for a short period of time since my boyfriend and I are planning on starting a family pretty soon?

12:03 PM

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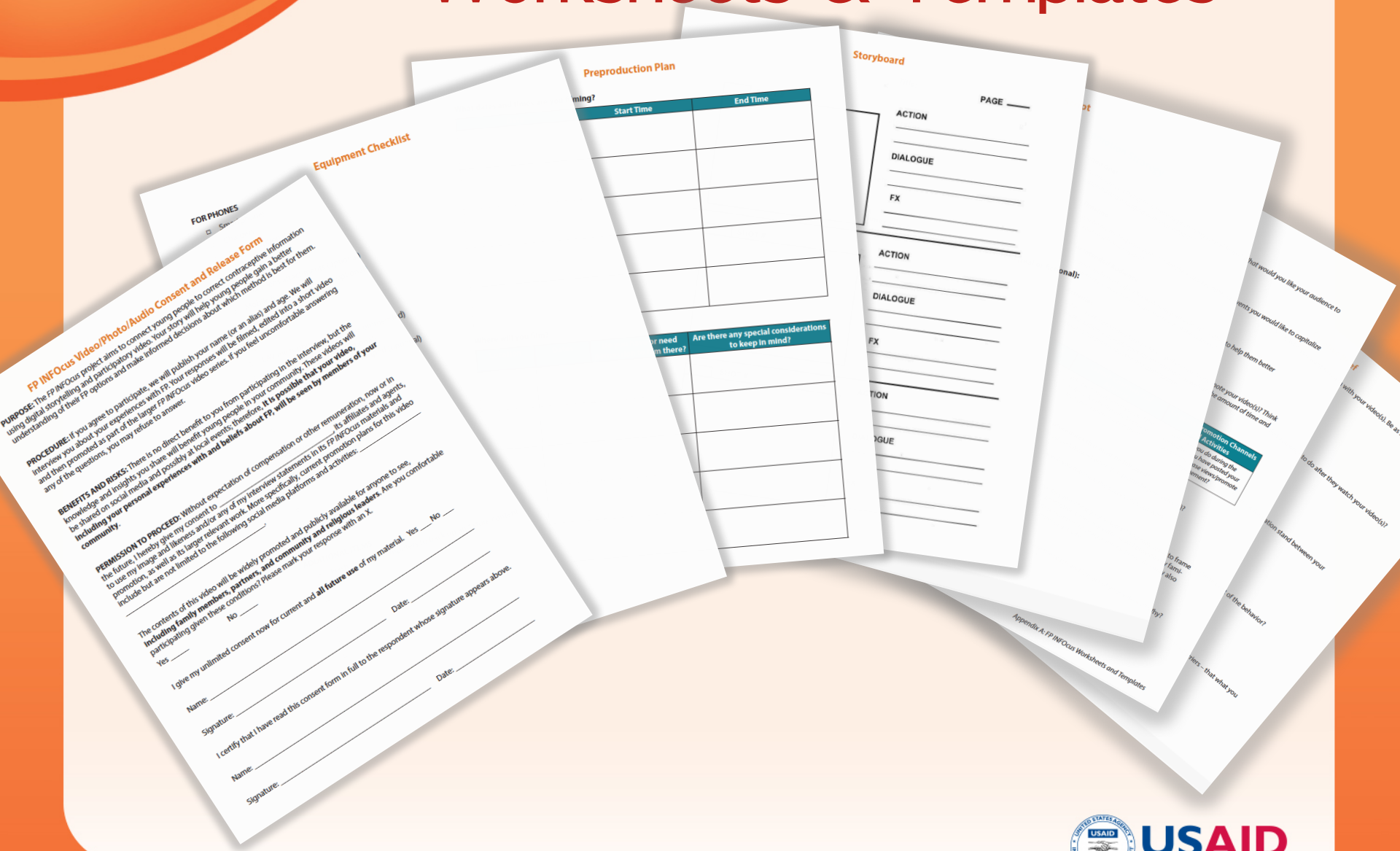
Worksheets & Templates



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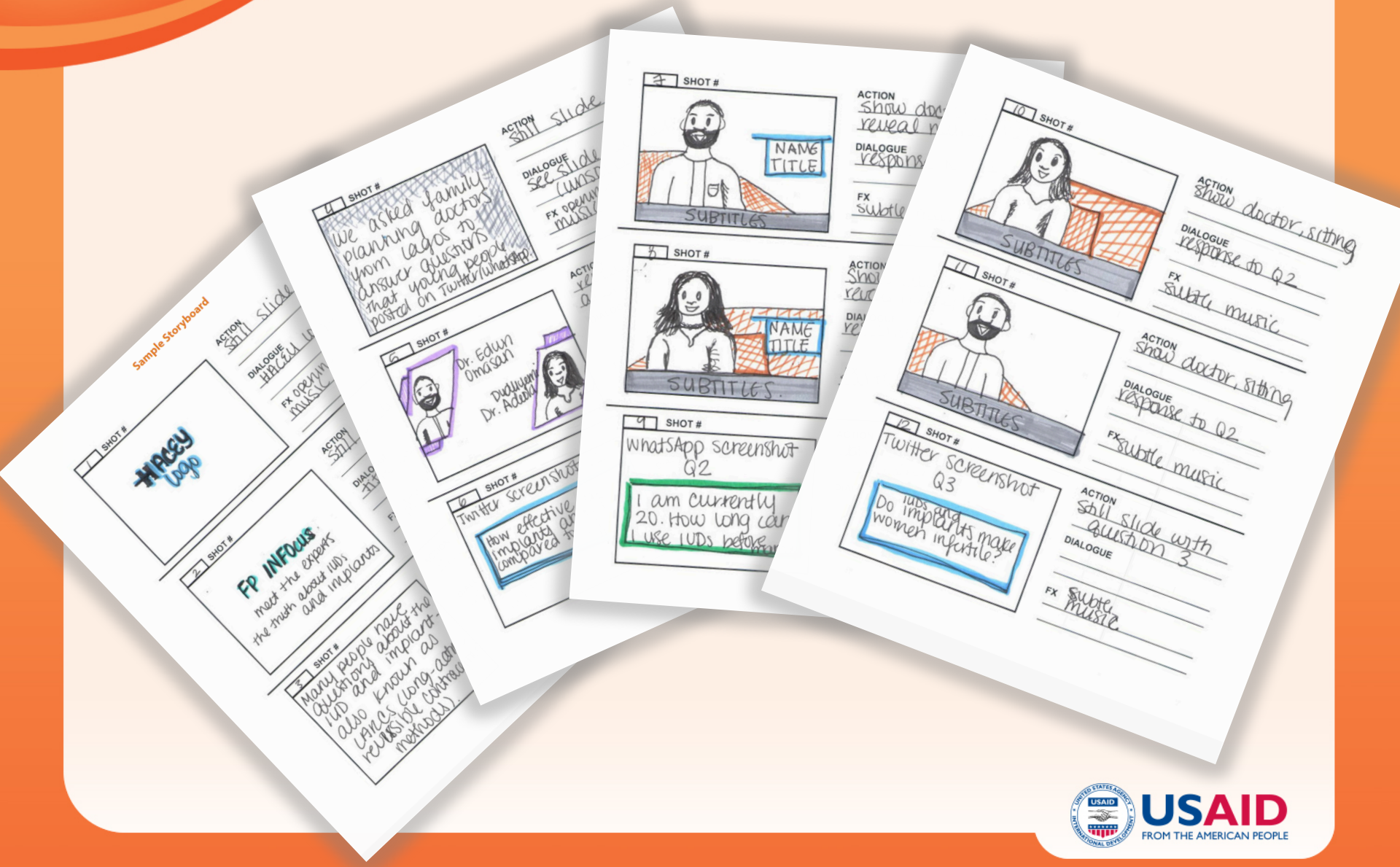
Worksheets & Templates



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Story Format Ideas

EASIER

- Sharing selfie videos
- Game with couples or friends

INTERMEDIATE

- Q&A video
- Quiz people on the street about a certain topic

COMPLEX

- Choreograph a dance
- Sing a song
- Share clips from a day in your life

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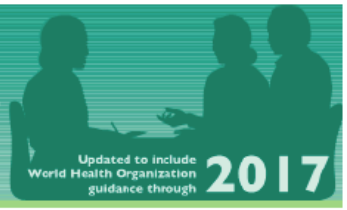
Family Planning Information

Do You Know Your Family Planning Choices?

Your family planning provider can help. Please ask!



Updated to include World Health Organization guidance through 2017

Contraceptive Implants

- One or two small rods or capsules placed under the skin of a woman's upper arm. Little to do once implants are in place.
- Very effective for 3 to 5 years, depending on which implant.
- Can be used at any age and whether or not a woman has had children.
- A woman can have a trained provider take out the implants at any time. Then she can become pregnant with no delay.
- Unexpected light bleeding or spotting may occur, or monthly bleeding may stop. Not harmful.
- Safe during breastfeeding.

Intrauterine Device (IUD)

- Small, flexible device with either copper or hormone, placed inside the womb.
- Very effective, reversible, long-term. Copper TCu-380A IUD can be used at least 12 years. Hormonal LNG-IUD can be used for 3 or 5 years.
- Can be inserted right after childbirth, as well as at other times.
- Some pain during insertion. With copper IUD monthly bleeding may be heavier and longer, especially at first. With LNG-IUD no heavier bleeding and helps prevent anemia.
- Serious complications are rare. Pelvic infection occasionally occurs if a woman has certain sexually transmitted infections when the IUD is inserted.
- Can come out on its own, especially at first.
- A woman can become pregnant with no delay after the IUD is removed.

Combined Oral Contraceptives

- Effective and reversible without delay.

Progestin-Only Oral

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Resources & Equipment

Production Software and Apps for Android and PC

	Free	Paid
Audio (Recording, Android)	Smart Voice Recorder http://recorder.smartmobdev.com	
Audio (Editing, Android)	WavePad Audio Editor Free https://wavepad.en.softonic.com/	
Audio (Editing, PC)	Audacity http://www.audacityteam.org/download/	
Video (Android)	WeVideo https://www.wevideo.com Cyberlink Power Director www.cyberlink.com/downloads/trials/index.html	KineMaster (up to $39) https://www.kinemaster.com
Video (PC)	Windows Movie Maker http://www.windows-movie-maker.org Davinci Resolve www.blackmagicdesign.com/products/davinciresolve	Adobe Premier ($19/month) www.adobe.com/products/premiere.html Adobe SpeedGrade www.adobe.com/products/speedgrade.html

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