

NURHI 2 Advocacy Plans in Lagos State

Context:

Lagos State is the commercial centre of Nigeria, though smallest in terms of expanse, it has the most dynamic population, representing practically all of the country's ethnic groups. The State has a population of about 23 million, with an annual growth rate of 3.5% . Almost all of its population resides in urban locations (92%) and it experiences a high level of rural-urban migration, and a large influx of people from other States in search of economic opportunities. The city of Lagos is one of the most densely populated and fastest growing cities in the world, with more than 100 slum communities.

Though government is funding Family Planning activities in the State, there is need for improvement as there are so many things such as infrastructure development, staffing, consumables that are not available. The State recently ordered that consumables must be provided free as against the past practice of paying for it before services are rendered. Majority of the Local Government Areas are however not funding family planning, which is making free services unattainable to residents as they have to pay for consumables. Transfer of trained FP staff in the LGAs to facilities where skills acquired would not be used is also militating against quality service for intenders.

Demand generation activities are limited in general, and only few leaders speak publicly in support of family planning, especially among the religious and traditional leadership communities. Child spacing/family planning is well accepted within the context of reduction of maternal mortality and stakeholders know of and recognize the importance.

The recent development of a costed implementation plan (CIP) by the State would go a long way once it is adopted, there should be an improved funding for FP and the hope of meeting 72% CPR by 2018 will be achieved.

Advocacy Issues in Lagos State

- Family Planning funds in Lagos state continue to be minimal, and have not increased since the FP budget line implementation in 2013
- FP funding in Lagos is not sustainable as most funding for FP programs come from foreign donors
- Although commodities are provided free of charge for FP methods, an additional barrier to accessing services is the cost of consumables at the public and private level

Objectives:

- Increased funding for Family Planning at the state level by 25%
- Create FP budget line in at least 50% of the LGAs/LCDAs by 2017
- Create a budget line for Family Planning at the PHC Board by 2017
- Create a pool of 100 FP champions from the 10 LGAs with at least 80% speak actively, openly and act as community voices by 2018
- Integrate 80% of existing private sector FP providers into the state's FP service delivery structure by 2020
- Build partnership with at least 20% state based media houses by 2018

Decision Makers

Honourable Commissioner for Health, Lagos State
Ministry of Health

Honourable Commissioner, Local Government & Community Affairs
SA PHC Board
Permanent Secretary, PHC Board
E-I-C, Proprietors, GM, Publishers

The External Environmental Challenges/Opportunities

External Opportunities	External Challenges
Existing budget line at the state level	No budget line at the LGAs
Presence of coordinated donor funding/Technical Assistance	Poor commitment at the LGAs toward health matters
Sustained commitment of the Hon.Commissioner	Hard to reach environment
Presence of MCC/Flagship PHC's	Family Planning not profit oriented in private sector
Existing functional WHC/CDC	Media highly commercialized
Good spread of private health facilities	Not enough media practitioners withadequate knowledge on Family Planning
Robust media presence	Political instability at the LGA level
Network of trained health media practitioners	

Advocacy Ask to the Decision Makers:

The Five-Point Message Box
Decision maker's Name: Dr. Jide Idris
Decision maker's Core Concerns: Reduction of maternal and child mortality
Objection: Inadequate funding
SMART Ask: To increase budget for FP at the state by 25% so as to move closer to achieving the projected CPR of 72% by 2018, which would have saved the state N11 billion on direct health care cost, prevented 2300 maternal death, 28000 under 5 death, 700,000 unintended pregnancies and 79,000 unsafe abortions
To What End?: Reduce maternal and child mortality
Messenger Name: Dr. Modele Osunkiyesi, Permanent Secretary, Ministry of Health

The Five-Point Message Box

Decision maker's Name: Hon. Segun Olulade

Decision maker's Core Concerns: He is politically ambitious, will do any thing that will boost his profile.

Objection: Conflicting priority

SMART Ask: To support the increase of budget for FP at the state by 25% so as to move closer to achieving the projected CPR of 72% by 2018, which would have saved the state N11 billion on direct health care cost, prevented 2300 maternal death, 28000 under 5 death, 700,000 unintended pregnancies and 79,000 unsafe abortions, with Epe LGA having second highest maternal death in the state in 2015

To What End?: To reduce maternal and child mortality in Lagos state

Messenger's Name: Lagos Advocacy Working Group

The Five-Point Message Box

Decision maker's Name: Hon. Folami Muslim Olohuntele

Decision maker's Core Concerns: Strong influence on the Executive Secretary

Objection: There are other political feasible priority areas

SMART Ask: To send a memo to all LGAs to create budget line for family planning, so that there will be access to family planning consumables.

To What End?: There would be improved maternal health indices at the LGAs

Messenger's Name: Commissioner for Health, Lagos Advocacy Working Group

The Five-Point Message Box

Decision maker's Name: Dr. Femi Onanuga

Decision maker's Core Concerns: Reduction of maternal and child mortality

Objection: There are so many conflicting priorities in the face of inadequate funding

SMART Ask: To increase budget for FP at the state by 25% so as to move closer to achieving the projected CPR of 72% by 2018, which would have saved the state N11 billion on direct health care cost, prevented 2300 maternal death, 28000 under 5 death, 700,000 unintended pregnancies and 79,000 unsafe abortions

To What End?: To reduce maternal and child mortality in Lagos state

Messenger Name: Director Family Health and Nutrition – Dr. F.F Oludara

The Five-Point Message Box

Decision maker's Name: Executive Secretaries

Decision maker's Core Concerns: They do not see health as campaign material as they are not feasible.

Objection: Conflicting priority

SMART Ask: To create budget line for FP services at the LGA level by 2017 and release N500,000 for FP consumables in 2017

To What End?: Reduce maternal and child mortality at LGA level

Messenger Name: Family Planning Champion in the LGA and supported by Lagos Advocacy Working Group

Workplan:

Objective	Input Activities	Channel of Communication	Person(s)/Group Responsible	Timeline	Estimated Budget
Increased funding for Family Planning at the state level by 25%	Conduct a resource assessment in the state MOH	Report of activity	SADGO – NURHI FP/RH Coordinator	April 4, 2016	Desk review
	Development of advocacy kit	Policy brief, legislature brief, traditional leaders brief, religious leaders brief developed	SADGO – NURHI STAA – NURHI HQ MOH - 2 LAWG – 2 Media - 2 Graphic Artist Facilitator/Consultant	May 2016	N600, 000. 00
	Advocacy visit to Honourable Commissioner MOH	Letter of request; Meeting and technical brief	STL LAWG X 5 RH/FP Coordinator Media X 3	May 2016	N60, 000. 00 X 5
	Advocacy visit to Chairman House Committee on Health	Letter of request; Meeting and technical brief	STL LAWG RH/FP Coordinator Media	May 2016 November/ December 2016	N60, 000. 00 X 5

	Advocacy visit to Chairman House Committee on Appropriation	Letter of request; Meeting and technical brief	STL LAWG RH/FP Coordinator Media	November/ December 2016	N60, 000. 00 X 2
	Advocacy visit to SA, PHC to the Governor	Letter of request; Meeting and technical brief	STL LAWG RH/FP Coordinator	May 2016	N25, 000. 00
	Advocacy visit to DA and budget officer LSMOH	Letter of request; Meeting and technical brief	STL LAWG RH/FP Coordinator	July 2016	N25, 000. 00
	Advocacy visit to Permanent Secretary Ministry of Health	Letter of request; Meeting and technical brief	STL LAWG RH/FP Coordinator	April 19 th	N25, 000. 00
	Advocacy visit to Director Family Health and Nutrition, MOH	Letter of request; Meeting and technical brief	STL LAWG	April 15, 2016	5 LAWG members @ 5,000 = N25,000 for transportation
Create FP budget line in at least 50% of the LGAs/LCDAs by 2017	Advocacy visit to Commissioner for Local Government and Community Affairs	Letter of request; Meeting and technical brief	STL LAWG RH/FP Coordinator Media	May 2016	N25,000 – LAWG N25,000 – Media
	Advocacy visit to Permanent Secretary, PHC Board	Letter of request; Meeting and technical brief	STL LAWG RH/FP focal person, PHC Board	May 2016	N25,000 – LAWG
	Advocacy visit to Executive Secretaries of the 10 focal LGAs	Letter of request; Meeting and technical brief	STL LAWG FP Champion MOH Media	June December	N25,000 – LAWG N25,000 – Media X 2

	Advocacy visit to Head of Administration of the 10 focal LGAs	Letter of request; Meeting and technical brief	STL LAWG FP Champion MOH	June	N40,000 – LAWG and champions
	Advocacy visit to Supervisory Councilors' on Health	Letter of request; Meeting and technical brief	STL LAWG FP Champion MOH	June 2016	N40,000 – LAWG and champions
	Advocacy visit to MOHs	Letter of request; Meeting and technical brief	STL LAWG FP Champion	April 27 th , 2016	N40,000 – LAWG and champions
	Presentation to the Community Development Advisory Council Executive meeting	Policy brief Meeting	STL LAWG FP Champion	3 rd week of July	N40,000 – LAWG and champions
Create a budget line for Family Planning at the PHC Board by 2017	Advocacy visit to PS PHCB Advocacy visit to DMS &DC Director of Account	Request letter Technical brief Meeting Report of meeting	STL, SADG LAWG STL, SADG LAWG	June November	N40,000 – LAWG and FP champions
Create a pool of 100 FP champions from the 10 LGAs with at least 80% speak actively, openly and act as community	Conduct Mapping of Champions at different levels from state, LGAs, Community level	Request letter to Ministry of Health, PHC Board	LAWG SADGO	April	N85,000
	Advocacy visit to identified high level champions	Advocacy Kit		2 nd week of July	N100,000

voices by 2018	Conduct orientation for champions on FP messaging (Community and State)	Advocacy kit Orientation	ADGO LAWG	April 25 th June 3 rd week	192,500
	Grand inauguration of FP Champions		PD, STAA, STL	August	
Integrate 80% of existing private sector FP providers into the state's FP service delivery structure by 2020	Advocacy visit to ES HEFAMAA	Request letter Meeting	STL, LAWG RH/FP Coordinator	April	
	Advocacy visit to Chairman AGPMPN	Request letter Meeting	STL, LAWG RH/FP Coordinator	May 2016	
	Advocacy visit to Chairman AGPNP	Request letter Meeting	STL, LAWG RH/FP Coordinator	May 2016	
	Develop technical brief on PPP	Policy brief	STL, LAWG RH/FP Coordinator	July 2016	
Build partnership with at least 20% state based media houses by 2018	Advocacy visit to key 10 state based media executives	Request Letter Visit	DEVCOM, SADGO	May – July 2016	DEVCOM
	Identify and train 20 health writers	Training	DEVCOM, SADGO	May 2016	DEVCOM
	Award to key stakeholders		SADGO	3 rd week September	DEVCOM/ End of year review

Anticipated Outputs	Anticipated Outcomes
<p>OBJECTIVE ONE: Report of resource analysis at state available Advocacy kit developed Statement of commitment to increase FP funding by key stakeholders; Commissioner for Health, Chairman, House Committee on Health</p> <p>OBJECTIVE TWO: Statement of commitment of key stakeholders to create budget line for FP at LGA/LCDA level by 2017 and make available at least N500,000 for consumable in 2016</p> <p>OBJECTIVE THREE: Statement of commitment of key stakeholders to create budget line for FP at PHC board by 2017</p> <p>OBJECTIVE FOUR: FP Champions identified at different levels from state, LGAs, Community level. A directory developed.</p> <p>OBJECTIVE FIVE: Policy document on PPP for Family Planning is developed Training work plan developed</p> <p>OBJECTIVE SIX: Media executive statement of commitment to improved reportage on FP Journalists trained on FP</p>	<p>OBJECTIVE ONE: Increased budget line for FP by 25%</p> <p>OBJECTIVE TWO: Budget line created for FP at LGA/LCDA level by at least 50% of the 10 focal LGAs and N500,000 released by each LGA for consumables</p> <p>OBJECTIVE THREE: Budget line created for FP at the PHC board by 2017</p> <p>OBJECTIVE FOUR: At least 80% of FP champions speak openly about FP</p> <p>OBJECTIVE FIVE The percentage of private providers trained</p> <p>OBJECTIVE SIX: Percentage of state based media houses reporting FP</p>

Scope of Work

Lagos State

- Sensitization/Capacity building workshop for media practitioners (reporters, on-air-personalities) on strategic advocacy skills for Family Planning
- Visit to chief executives of State based media organizations to build partnership for improved coverage of Family Planning
- Bi-annual media roundtable (for reporters) to discuss emerging issues on Family Planning
- Bi-annual Presenters' chatroom (for on-air-personalities) to discuss trending FP issues
- Feature write-up in newspapers every month
- Commentary on Family Planning on Radio, once a month on one radio station.
- Community Voices on Radio for one quarter (13 weeks).
- Media chats on Radio and/or Television on high point days to discuss Family Planning.
- GIT advertorials in newspapers
- Bi-annual field trip to communities and health facilities for first-hand information on Family Planning
- Coverage of NURHI events
- Tracking and documentation of media reports on Family Planning