

NURHI 2 Advocacy Plans in Oyo State

Context

NURHI Phase 1 advocacy strategy was premised on a number of critical issues and challenges militating against family planning in Oyo State. Among the issues are lack of clear policy and strategic plan (document) for family planning, inadequate political will at State and LGA levels, infrastructure and equipment to facilitate the delivery of family planning, few FP service providers, inadequate financial resources due to poor funding of family planning, lack of budget line for FP, recurring commodity stock-outs and lack of fund to support FP commodity procurement and supplies. At the community level were issues of prejudices, biases, myths and misconceptions that are fueled by religious and traditional beliefs mostly championed by both religious and traditional leaders. Specific key achievements/results of NURHI Project Phase 1 Advocacy Strategy included the following: the 5 project LGAs integrated FP into annual budget; funding for FP increased from zero to over 13million with FP budget line established at both state and LGA levels; and there was a significant reduction in resistance to family planning at the community level with many religious and community leaders openly making public pronouncements in favour of family planning.

The aim of the advocacy strategy of NURHI Phase 2 is creating and building a supportive environment for family planning in rural and urban Nigeria. Though in NURHI Phase 1, some significant achievements were recorded, however, those critical issues militating against family planning programs and services still exist including, but not limited to, poor funding at State and LGA levels, over-centralization of decisions on resource allocation which places FP at the rung of the ladder, the new budget framework that stifles the existence of a budget line for family planning, inadequate human resources to deliver quality services and weak infrastructure and supplies and logistics system.

Oyo State NURHI project team will operationalize this strategy to bring about: policy and opinion leaders making public statements in support of FP; increased funding for family planning at state and LGA levels - that family planning has a separate budget line, that fund allocated is released and used appropriately; pending RH/FP Bill is passed and assented to; and State government reviews its policy on embargo and employment of Nurses Midwives. The advocacy strategy will be delivered through systematic consultations and engagements with policy and law makers at State and LGA levels, media advocacy, and engagement with religious leaders, community advocacy and budget monitoring and tracking.

Advocacy Issues in Oyo State

1. Supportive Environment

- Lack of audience with the Executive Governor.
- Resistance from some religious groups (Issues with some religious sects (Catholic & Sumrah)
- Traditional leaders expecting gratification before they can speak in support of FP.

2. Funding

- The new funding code by the Federal Government to regularize budget pattern is limiting specific funding for FP.
- Dwindling funding from general economic meltdown.

3. Persistent myths and misconceptions about FP

4. Inadequate staffing

- Staff attrition
- Retirement without replacement

5. **RH/FP Draft Bill**: Reading and Passage (CIP (Blueprint): Printing and launching).

Objectives:

- Policy and opinion leaders in State and LGAs make at least two public statements yearly in support of FP.
- Create and increase budgetary allocation by 20% and release fund for FP program from 2015 baseline.
- Pending RH Bill in the House of Assembly is passed and assented to by June 2017.
- State Government to review its policy on embargo on employment and deployment of Nurse Midwives for both State and LGAs facilities by June 2017.

Decision Makers	Allies
The Governor LGA Chairmen Chief Imam, Ibadan Olubadan in Council LGA Chief Imam CAN Chairmen	Permanent Secretary, Ministry of Local Government and Chieftaincy Affairs Wife of Governor Chief of Staff Head of LG Admin Medical for Health Permanent Secretary, Ministry of Health
Policy and opinion leaders in State and LGAs make three public statements yearly in support of FP.	
The Executive Governor LG Chairmen Permanent Secretary, MOLGCM Director of Budget & Planning Head of LG Admin	Medical Officer for Health Budget Officer Executive Secretary SPHCDA Permanent Secretary, MOH
Pending RH Bill in the House of Assembly is passed and assented to by June 2017.	
Hon. Speaker Majority Leader Chairman, HCOH	Minority Leader Clerk of the House Special Adviser on Media (Speaker)
State Government to review its policy (embargo) on employment and deployment of Nurse Midwives for both State and LGAs facilities by June 2017.	
The Governor	Chairman LGSC Permanent Secretary, MOLGCM Special Adviser to Governor (Labor) Permanent Secretary, MOH
E-I-C, Proprietors, GM, Publishers	

The External Environmental Challenges/Opportunities

External Challenges	External Opportunities
<p>The prevailing economic situation</p> <ul style="list-style-type: none"> *Perceived unstable political situation *Security concerns / issues *Changing policy direction of donors. *Dearth of health workers. 	<ul style="list-style-type: none"> *The FP 2020 brings FP to the front burner. *SDGs present an opportunity to help us harness resources that will be available for FP program. *SOML *PHC under one roof *Pool of retired Midwives *Good media relationship *Good political will *Good community relationship

Advocacy Ask/Messaging

The Five-Point Message Box
Decision maker's Name: Executive Governor, Senator Isiaq Abiola Ajimobi
Decision maker's Core Concerns: Concerned about the well being of the people.
Objection: There are other competing programs needing attention and funding. Inadequate fund from Federal allocation.
SMART Ask: Over 260/100,000 maternal death occur annually in Oyo State. Making fund available for FP programs will help avert death of women by about 40%.
To What End?: The standard of living of people of Oyo State will improve and the State will achieve its SDGs.
Messenger: Dr. Ipadeola

The Five-Point Message Box
Decision maker's Name: Chief Imam of Ibadan
Decision maker's Core Concerns: The welfare of women and children in his constituency.
Objection: Fear of reducing Muslim population.
SMART Ask: Identify with modern FP methods and make positive statement that will promote acceptance among the Muslim community. This will further increase at least by 50% the number of women requesting for modern FP.
To What End?: It will help to manage the available resources within the family while promoting their health and standard of living.
Messenger: Shaikh Salahuddeen Busairi

The Five-Point Message Box

Decision maker's Name: Permanent Secretary, Ministry of Local Government and Chieftaincy Matters

Decision maker's Core Concerns: She wants development to spread to rural areas.

Objection: Donors preference for cities.

MART Ask: Identify with FP program and make funds available for FP activities at the LGAs.

To What End?: Availability of funds will make quality FP program accessible in all LGAs and further promote maternal and child health. This will help diffusion effect seen in all the other LGAs where NURHI is not working presently.

Messenger: Mrs. Adekitan Adeagbo.

The Five-Point Message Box

Decision maker's Name: Hon. Speaker of the House

Decision maker's Core Concerns: That many women are dying as a result of complications from pregnancies.

Objection: Bureaucracy entrenched in the legislative process will hinder him from achieving his desired goal.

SMART Ask: To hasten the passage of the RH Bill.

To What End?: The passage of the Bill into law will help to increase investment in FP and reduce maternal death by 40% in Oyo state. It will also make him a Champion for maternal health.

Messenger: Mrs. Adekitan Adeagbo

The Five-Point Message Box

Decision maker's Name: The Clerk of the House

Decision maker's Core Concerns: That many women are dying as a result of complications from pregnancies.

Objection: He is a civil servant and limited administratively to influence the passage of the Bill.

SMART Ask: Use your network and influence to hasten the passage of the Bill.

To What End?: He will be a champion of Maternal health and improve his profile.

Messenger: Pastor Wole Oladele

The Five-Point Message Box
Decision maker's Name: Permanent Secretary, MOH
Decision maker's Core Concerns: He is concerned about health issues of the citizens of the State.
Objection: He is very hierarchical and officious.
SMART Ask: To facilitate the process of lifting embargo on employment and deployment of medical personnel by making a presentation at Executive meeting and follow up with a memo to Chief of Staff.
To What End?: It will improve availability of staff and quality of service provision in the State.
Messenger: Alhaji Olaniyi

Workplan:

SMART Objective	Input Activities	Channel of Communication	Person(s)/Group Responsible	Timeline	Estimated Budget
Objective 1	Review and produce Oyo State advocacy kit (Fact sheet, policy brief)	Review meeting	NURHI, ANN, Media, MOH	May 2016	N350,000
Policy and opinion leaders in State and LGAs make at least two public statements yearly in support of FP.	Identify various opinion, and traditional leaders and community groups.	Phone calls, letters, one-on-one	PO-SBCCADG, POLA, Shaikh Busairi, Mrs. Awakan, Mrs. Adeagbo.	April 2016	NIL
	Formal and Informal meetings with allies.	Meetings, Calls, Text, letters	PO-SBCCADG, POLA, Shaikh Busairi, Mrs. Awakan.	May 2016	N50,000
	Conduct advocacy visit to Olubadan In Council	Letter, phone calls, visits	STL, PO-SBCCADG, POLA, Shaikh Busairi, Alhaji Dr. Titilope.	June 2016	N50,000
	Train Journalists / media personnel on FP issues.	Training	Alhaja Adedeji, Alhaji Adeniyi, STL, Mrs. Adeagbo, POLA.	May 2016	N370,000
	Train Journalists / media personnel on strategic advocacy skills.	Training	PO-SBCCADG, Facilitator, STL.	July 2016	N370,000

	Conduct advocacy visit to the Governor.	Visit	PO-SBCCADG, Facilitator, STL.	November 2016	N15,000
	Conduct advocacy visits to 15 LGA Chairmen and executives.	Calls, texts, visits	STL, Shaikh, Mrs. Adeagbo, PO-SBCCADG	August 2016	N15,000
	Organize interactive session between the media and opinion leaders.	Meetings	Shaikh, Alhaji Adeniyi, Mrs. Adeagbo, STL.	May-July 2016	N200,000
	Track and record statements of support by Policy and Opinion leaders.	Documents	Mrs. Adeagbo, PO-SBCCADG	Apr- Sept. 2016	NIL
	Mainstream FP issues on International events	TV / Radio Appearance, Print Media	Mrs. Adeagbo, PO-SBCCADG	April-Sept. 2016	N250,000
Objective 2 Create and increase budgetary allocation by 20% and release fund for FP program from 2015 baseline.	Conduct advocacy visit to PS & Director of budget & planning.	Calls, Text, visit	PO-SBCCADG, STL	Sept. 2016	N15,000
	Conduct advocacy visit to PS Ministry of Finance.	Calls, Text, visit	Shaikh, Alhaji Adeniyi, Mrs. Adeagbo, STL.	June 2016	N15,000
	Conduct advocacy visit to Director of Finance & Admin in LGAs.	Calls, Text, visit	PO-SBCCADG, POLA, Shaikh Busairi	April 2016	N15,000
	Sensitization meeting with DFA & HLGAs	Meetings	Mrs. Awakan, Mrs. Adeagbo.	June 2016	N215,000
Objective 3	Hold Media Brief on RH Bill.	Meeting	PO-SBCCADG, Facilitator, STL.	Sept 2016	N100,000

Pending RH Bill in the House of Assembly is passed and assented to by June 2017.	Conduct advocacy visit to the Chairman House Committee on Health	Calls, Text, visit	PO-SBCCADG, Mrs. Adeagbo	August 2016	N15,000
	Advocacy visit to the Speaker	Calls, Text, visit	Shaikh, Alhaji Adeniyi,	June 2016	N15,000
	Advocacy visit to Clerk of the House.	Calls, Text, visit	Mrs. Adeagbo, STL.	July 2016	N15,000
	Advocacy visit to the Minority Leader of the House.	Calls, Text, visit	PO-SBCCADG, POLA, Shaikh Busairi, Mrs. Adeagbo, STL	June 2016	N15,000
	Conduct RAPID presentation to the House Committee on Health.	PowerPoint presentation	STL, PO-SBCCADG, POLA, Shaikh Busairi	June 2016	N15,000
Objective 4 State Government to review its policy on embargo on employment and deployment of Nurse Midwives for both State and LGAs facilities by June 2017	Advocacy visit to Commissioner / PS Ministry of Establishment & Training.	Calls, Text, visit	Shaikh, Alhaji Adeniyi, Mrs. Adeagbo, STL.	August 2016	N15,000
	Advocacy visit to the Chairman Civil Service Commission	Calls, Text, visit	PO-SBCCADG, POLA,	July 2016	N15,000
	Advocacy visit to Chairman LGSC.	Calls, Text, visit	Shaikh Busairi	Sept 2016	N15,000
	Advocacy visit to the Commissioner / PS Ministry of Health	Calls, Text, visit	STL, Shaikh, Mrs. Adekitan	August 2016	N15,000
	Facilitate Memo of request for emergency employment of Nurse / Midwives.	Memo Writing	STL	July 2016	NIL

Indicators of Progress

Objectives	Anticipated Outputs	Anticipated Outcomes
OBJ. 1	<ul style="list-style-type: none"> • State advocacy kit reviewed and produced • Christian Perspective on RH Policy produced. • Conducted advocacy visits to the Governor by Sept. 2016 • Conducted at least advocacy visits to PS MOLGCM • Conducted 5 advocacy visits to traditional leaders and 10 opinion leaders by end of June 2016 	<p>Statement in support of FP by Governor and opinion leaders.</p> <p>At least 2 traditional leaders and 2 religious leaders make statements in support of FP.</p>
OBJ. 2	<ul style="list-style-type: none"> • Conducted at least 2 advocacy visits each to PS & Director, Ministry of Finance, Budget & Planning before Dec 2016. • Quarterly advocacy visits conducted to all Project LGAs by end of Year 1. • 1-day sensitization for DFA and HLGA in Sept 2016. • Conducted 2-day FP and media advocacy skills training for journalists and media personnel by Nov. 2016 	<p>Budget line for FP created in 10 new LGAs and FP budget increased in State and released from N13 million to N20 million by June 2017.</p>
OBJ. 3	<ul style="list-style-type: none"> • Held 1 media brief on the imperative of RH Bill to SDGs and maternal health. • Conducted at least 1 advocacy visit each to Clerk of the House, Chairman Committee on Health. • Conducted 2 advocacy visits to the Speaker HASS. • Made RAPID presentation to House Committee on Health. • Conducted 2 advocacy visits to PS LGSC and Chairman LGA Commission. 	<p>RH Bill passed through the needed legislative process and assented to by the Governor.</p> <p>Governor lifts embargo on employment of Nurses/midwives.</p>

OBJ. 4	<ul style="list-style-type: none"> • Conducted 3 advocacy meetings to Commission and PS MOH. • Conducted at least 2 advocacy visits to PS MLGCM by Dec. 2016. • Facilitated the Memo of request by PS MOH on the urgent need for recruitment of Nurse/Midwives. 	<p>At least 30% of retired Nurses / Midwives replaced with new ones.</p> <p>LGSC redeployed trained Nurse / Midwives to both rural and urban facilities.</p>
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Media Focused Advocacy Strategy in Collaboration with DEVCOMS.

Objectives

1. To build institutional partnership with selected media organizations in Lagos, Oyo and Kaduna States for improved coverage of Family Planning in the Media space by the end of year 2016
2. To create and sustain a network of at least ten (10) Family Planning champions per state, among media practitioners from Lagos, Oyo and Kaduna States by end of year 2020
3. To increase driven discourse around Family Planning in the media space

Scope of Work

Oyo State

- Capacity building workshop for media practitioners (reporters, on-air-personalities) for 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