

TOOLS:

- CHECKLIST TO GUIDE IMPLEMENTATION OF THE “EACH ONE INVITES 3” CAMPAIGN
- “EACH ONE INVITES 3” – POWERPOINT PRESENTATION
- “EACH ONE INVITES 3” – CARD
- SNOWBALL EFFECT IMAGE



CHECKLIST TO GUIDE IMPLEMENTATION OF THE “EACH ONE INVITES 3” CAMPAIGN

Introduction

This protocol in the form of a checklist is to assist in the planning and implementation of the “**Each One Invites 3 (EOI3)**” campaign. An activity of the “Link Family Planning Providers with Influential Groups,” component, EOI3 starts about four months after the orientation of Catalyzers. The success of the approach depends on all members of the *Tékponon Jikuagou* group – men and women – in a village talking with friends and neighbors and share their personal experiences using a family planning method of their choice. The distribution of invitation cards allows people to talk about their personal experiences with family planning and helps break social norms about the taboo nature of family planning. If a group member is not a user, she/he can speak of family planning in general and of *Tékponon Jikuagou* discussions, sharing what they liked. At the end of these testimonies, each friend and neighbor will receive an invitation card that encourages them to go to the health center to get more information from providers. The success of this approach also depends on family planning service providers who are waiting to receive potential clients by offering them a warm welcome and good services.

The Stages of Implementation of the EOI3

One or two months before the start of the campaign:

- Collaborate with medical coordinators in the health zones you are working to help organize the EOI3 campaign. Seize this opportunity to introduce them to the EOI3 campaign and request support for the health zone. The health zone staff will inform and prepare providers to receive clients from communities who are seeking family planning-related services and information.
- Air radio spots at the same time to reinforce the significance of the cards that are beginning to circulate, encouraging people who receive the cards to seek information and services at the health center. If a project is interested, it is possible to advertise even more, for example, by speaking of EOI3 at community meetings in the villages.
- Work in harmony with the Ministry of Health, if it wishes to make community health workers part of the campaign; it is a great asset if these health workers are involved. Like group members and Influentials, community health workers can also give invitation cards to family planning users that they know, asking

The “Each One Invites 3” Approach

A positive testimonial about using family planning by someone in the community (the way she/he chose a method, the benefits/results) provides a real experience for the acceptance of family planning.

The invitation card helps the mobilizer initiate a conversation with his/her peer, and invites him/her to seek more information from a family planning provider.

To maximize the impact of the campaign and social diffusion among peers about positive experiences with family planning, all cards distributed at the village level should be available to non-users. It is not useful, and even opposes the concept of the campaign, to keep the cards for a future campaign.



SAMPLE EOI3 CARD

them to offer cards to friends and relatives who do not use family planning in order to encourage them to seek information and services.

To start activities:

- Facilitators orient Catalyzers and Influentials on expected roles and responsibilities for this campaign. This will take about 2 hours.
- Facilitators distribute cards to Catalyzers and Influentials who would like to participate. Invitation cards are then distributed by Catalyzers to group members who would like to participate. If community health workers supported by the Ministry of Health are motivated to participate, local health authorities will follow the same steps to distribute the invitation cards.

To monitor implementation:

- Community mobilization will continue for several months without any formal monitoring except to check in with Catalyzers about how card distribution is going.

To close out the campaign:

- The campaign will end after 3 to 6 months.

To evaluate the campaign:

- In addition to implementation visits, monitoring of the campaign is done according to a few simple indicators: number of EO13 invitation cards distributed to Catalyzers and Influentials by Facilitators, and number of cards distributed by Catalyzers to group members.

CHECKLIST – PLANNING AND IMPLEMENTATION OF THE “EACH ONE INVITES 3” CAMPAIGN

✓	Prepare (one or two months before the start of the campaign)
	<p>Obtain approval from the Departmental Director of the Health</p> <ul style="list-style-type: none"> • Coordinators at the national level will meet with local authorities and those in charge of health at the departmental and health zone levels to explain the purpose and objectives of the EO13 and obtain their buy-in. • Leave a few copies of the invitation card to share with colleagues.
	<p>Notify the local village and district authorities of the upcoming campaign.</p> <ul style="list-style-type: none"> • Supervisors and Facilitators will benefit from all their travel to the villages to present the approach to local authorities (villages chiefs and district leaders). • Leave a few copies of the invitation card to share with colleagues.
	<p>Notify and seek agreement from providers at health centers to participate in the campaign and accept their roles and responsibilities in the campaign.</p> <ul style="list-style-type: none"> • Supervisors will travel to health centers to explain to service providers their roles and responsibilities during the campaign, focusing on the “warm welcome” for those who come to them with cards, either to obtain information or to adopt family planning methods. • Service providers will collect invitation cards in a yellow envelope, and will keep them until a Facilitator or Supervisor comes to collect the cards during a visit. • Leave a few copies of the invitation card to share with colleagues.



	<p>One month before the start of the year, begin broadcasting radio advertisements through a local station to announce the EO13 campaign and distribution of cards by Catalyzers at the community level.</p> <ul style="list-style-type: none"> Partnering radio stations will broadcast campaign advertisements one month prior to the start of the campaign, and throughout the campaign. These spots will allow people to learn about this campaign, encouraging them to discuss family planning with their friends and to seek additional information at health centers. One month before, and two months after the start of the campaign, call for a meeting in the villages to raise awareness of the campaign, encouraging people to discuss family planning with their friends and to seek additional information at health centers.
✓	<p>Begin campaign activities</p>
	<p>Orient the influential groups on their roles in the campaign and give them cards.</p> <ul style="list-style-type: none"> The month the campaign starts, Facilitators will visit Catalyzers to explain their role in the campaign. At this time, Facilitators will distribute invitation cards to Catalyzers. At the next group meeting (one month after receiving the cards), each Catalyzer will distribute the cards to group members who would like to participate. They have 3 or more cards to hand out to friends and relatives who do not use the family planning but may be interested. During the following month, members who distribute the cards are requested to speak to friends and relatives <i>who are not using family planning</i>, to share their experiences, and to offer an invitation card to those who they speak with. All cards should be handed out within one month of receiving the cards.
	<p>Orient Influentials on their roles in the campaign and give them cards.</p> <ul style="list-style-type: none"> The process is the same as for influential groups. The Facilitator may orient the Catalyzers and the Influentials at the same time. The month the campaign starts, Facilitators will visit the Influentials to explain their role in the campaign. At this time, Facilitators will distribute invitation cards to Influentials. Influentials who distribute the cards are requested to speak to friends and relatives <i>who are not using family planning</i>, to share their experiences, and to offer an invitation card to those who they speak with. All cards should be handed out within one month of receiving the cards.
	<p>Orient community health workers from health centers to their roles in the campaign and give them cards.</p> <ul style="list-style-type: none"> This step depends on the approval of the Ministry of Health. Either the health center providers or the health zone staff will guide and distribute the cards to the relays. Community health workers can distribute cards to friends or members of the community who are satisfied users of family planning and ask them to distribute invitation cards to friends and relatives who are non-users, but interested in talking about it. They can also distribute cards directly to individuals who do not use the family planning. Follow the steps above.



✓	Monitor implementation of the campaign
	<p>Keep track of all the individuals involved in EOI3 to make sure that implementation is going according to plan.</p> <ul style="list-style-type: none"> • During coaching visits in the village, Facilitators should ask Catalyzers and Influentials how the campaign is going. Are there difficulties to address? It is important to encourage Catalyzers to motivate group members to act. • Reinforce that the group members should give out all of their cards and not keep them. • If possible, it is good for the Facilitators and Supervisors to visit the health centers – at least once during the campaign – to ask how the campaign is going, identify challenges, and encourage the warm welcome of potential clients. • Check the number of cards distributed to group members/health workers. Check the number of cards received at health center.
✓	Wrap up the campaign
	<ul style="list-style-type: none"> • The campaign ends by the end date established by the project – 3 to 6 months after the launch of the campaign. • Facilitators will visit influential groups, Influentials, and health care providers to collect cards and thank the people who participated.

Card distributors should emphasize that services provided by health workers to the holders of the card during the campaign are not free.

Note : There is a short PowerPoint presentation to accompany this Checklist.