

# Advocacy Pack for Subcutaneous DMPA:

## An overview

### About the Advocacy Pack

The Advocacy Pack for Subcutaneous DMPA is a set of unbranded materials that individuals and organizations across the world can adapt and use to support advocacy to increase access to a new type of injectable contraception called subcutaneous DMPA (DMPA-SC, or Sayana® Press\*). All evidence and information included in the Advocacy Pack is current as of May 2017, and select resources were updated in April 2018.

### Content

The Advocacy Pack for Subcutaneous DMPA is divided into two sets of materials:

- **Tools to inform advocacy and communications**
- **Handouts for decision-makers**

Materials are separated this way to help you quickly identify the main target audience: advocates or decision-makers. Many of the tools to inform advocacy and communications may also be useful handouts for decision-makers in your country, so feel free to print and distribute any that may be of interest.

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### Tools to inform advocacy and communications

#### Advocacy planning

- Access staging tool for subcutaneous DMPA: Identify your country's stage
- Key actions for advocates to advance subcutaneous DMPA
- Important policies for advancing access to subcutaneous DMPA
- Increasing access to subcutaneous DMPA in Uganda: An advocacy case study
- DMPA and HIV: What advocates need to know

#### Communications and media planning

- Messaging points on subcutaneous DMPA
- Tips for engaging traditional and social media for advocacy on subcutaneous DMPA
- Common terms for DMPA injectable contraception
- Photo bank for advocacy on subcutaneous DMPA

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### Handouts for decision-makers

- An overview of subcutaneous DMPA: A new type of injectable contraception that expands access and options
- Evidence at-a-glance: What we know about subcutaneous DMPA, a new type of injectable contraception
- The case for subcutaneous DMPA
- Self-injected subcutaneous DMPA: A new frontier in advancing contraceptive access and use for women
- Costs and cost-effectiveness of subcutaneous DMPA through different delivery channels: What new evidence tells us
- Subcutaneous DMPA key facts: Answering questions and dispelling common myths about a new type of injectable contraception
- Policy brief template: A groundbreaking opportunity to increase contraceptive access and options
- PowerPoint template: Expanding options and access with subcutaneous DMPA, a new type of injectable contraception
- Resources: A list of references about subcutaneous DMPA

## Target audience and purpose

### Tools to inform advocacy and communications

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- **Target audience:** Advocates
  - ▶ This may include nongovernmental organizations, community-based organizations, civil society leaders, women's groups, young people, faith leaders, journalists, and champions within government.
- **Purpose:**
  - ▶ Advocacy planning materials are primarily for your own information and background. They will help you build an advocacy strategy, including identifying relevant policies and advocacy actions for your country.
  - ▶ Communication and media planning materials are for you to adapt and use in your external communication and media visibility efforts. Many of these materials are templates that you will need to customize before using.



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### Handouts for decision-makers

- **Target audience:** Decision-makers
  - ▶ This may include officials from your ministry of health or ministry of finance at the national and/or subnational levels, parliamentarians, and other duty bearers.
- **Purpose:**
  - ▶ These handouts and resources are intended for you to share directly with decision-makers to increase their knowledge and motivate them to take action. You may be able to use and print some of them without making any changes to the document (for example, the "Overview of subcutaneous DMPA" or the "Evidence at-a-glance"). Other resources are templates that you will need to customize before using (for example, the "Policy brief" and the "PowerPoint").



## Customization

The Advocacy Pack for Subcutaneous DMPA is designed to be used and owned by advocates, which is why the materials are customizable and unbranded.

- **How to customize templates:**
  - ▶ For materials that are templates, you will need to add country-specific information before you can share them. We have provided sources of country-specific data in many of these materials.
- **How to format and brand the materials:**
  - ▶ To make handouts reflect your organization's brand, we recommend cutting and pasting the text into the template your organization uses for its public materials. You could also add your organization's logo directly to the PDF file in the Advocacy Pack for Subcutaneous DMPA, though this may require software like Adobe Illustrator.

## Acknowledgment

The Advocacy Pack for Subcutaneous DMPA was developed by PATH in collaboration with international and national family planning organizations. Capital for Good provided generous support for this project.

The Advocacy Pack for Subcutaneous DMPA was written by Kimberly Whipkey, Jennifer Drake, Kristy Kade, and Beth Balderston of PATH.

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PATH would like to thank the following individuals and organizations for their review and support of the Advocacy Pack:

- Advance Family Planning: Kathryn Barrett, Aaron Brose, Beth Fredrick, Sabrina Karklins
- Association for Reproductive and Family Health: Kehinde Osinowo
- Bill & Melinda Gates Foundation: Ryan Cherlin, Jennifer Daves, Laura Dickinson, Nomi Fuchs-Montgomery, Maryjane Lacoste, Kirsten Vogelsong, Trisha Wood Santos
- Cadre Permanent de Concertation de la Femme Congolaise: Rose Mutombo Kiese
- Children's Investment Fund Foundation: Miles Kempplay, Erin McCarthy, Linda Weisert
- ChildFund International Zambia: Lydia Jumbe
- The David and Lucile Packard Foundation: Kristina Kastler
- DKT International Nigeria: Dimosthenis Sakellaridis
- Equilibres & Populations: Brigitte Syan
- FHI 360: Angela Akol, Holly McClain Burke, John Stanback, Leigh Wynne
- HealthKeepers Network: Daniel Ekow Mensah
- IntraHealth International: Roy Jacobstein
- Jhpiego: Sam Mulyanga
- John Snow, Inc.: Laila Akhlaghi, Maggie Murphy
- Management Sciences for Health: Onisoa Ralidera
- Marie Stopes International: Megan Elliott, Sarah Shaw
- OSV Jordan: Josephat Avoce
- Palladium Group: Sada Danmusa, Erin McGinn, Rivo Noelson
- PATH: Maymouna Ba, George William Barigye, Emma Bradford, Martha Brady, Jane Cover, Patience Dapaah, Katelin Gray, Kelly Healy, Babeth Katumbo, Marie-Louise Mbo, Rosemarie Muganda, Monica Mutesa, Hasifa Naluyiga, Marguerite Ndour, Jerry Parks, Anna Stout, Sara Tift, Fiona Walugembe, Siri Wood
- Pathfinder International: Farouk Jega
- Planned Parenthood Association of Ghana: Benjamin Anang Sowah
- Performance Monitoring and Accountability 2020: Shani Turke
- Population Action International: Dilly Severin, Wendy Turnbull
- Population Council: Dela Nai, Laura Reichenbach
- Population Services International: Ilda Kuleba, Ashley Jackson, Pritpal Marjara, Cheswa Vwalika
- National Population Council Uganda: Betty Kyaddondo
- Reproductive Health Supplies Coalition: Aminatou Sar
- Reproductive Health Uganda: Jackson Chekweko
- SOS/Jeunesse: Célestin Compaoré
- Tulane University: Jane Bertrand, Arsene Binanga
- United Nations Population Fund: Olanike Adedeji
- United States Agency for International Development: Saad Abdulmumin
- University of California, San Francisco: Jenny Liu
- The William and Flora Hewlett Foundation: Margot Fahnestock
- World Health Organization: James Kiarie
- Unaffiliated individuals: Janie Hayes (independent consultant), Carol Odula-Obonyo (OB/GYN)

PATH would like to provide special recognition to:

- Tony Frye Design, for graphic design of the Advocacy Pack
- Geneviève Haines, for providing French translation of the Advocacy Pack

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## Citation

Suggested citation: PATH. Advocacy Pack for Subcutaneous DMPA. Washington, DC: PATH; 2017.

## Contact

Please direct any questions, comments, or feedback on the Advocacy Pack for Subcutaneous DMPA to [FPoptions@path.org](mailto:FPoptions@path.org).