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*). The Advocacy Pack was originally written in May 2017 and updated in October 2019.

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 communciations may also be useful handouts for decision-makers in your country, so feel free to print and distribute any that may be of interest.

1 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

2 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 novel 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.

Handouts for decision-makers

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- **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

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Contact
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