

CREATIVE BRIEF
PASMO/Guatemala
USAID|PlanFam Project

MATERIAL/ACTIVITY:

Development of print materials to match and complement the animated videos developed for the campaign “**A Simple Understanding of the Family Planning Law**”.

1. Goal and audience:

General purpose of the communication

- To inform and socialize the Guatemalan Family Planning Law (Decree No. 87-2005), among rural indigenous population of the Guatemalan Western Highlands and prioritized areas of intervention.

USAID|PlanFam aims to improve access to quality family planning services for rural indigenous population in the prioritized departments (Quetzaltenango, Totonicapán, Huehuetenango, San Marcos, Quiché and Alta Verapaz). The project’s final goal is to help in the reduction of maternal mortality rates by increasing the use of modern family planning methods among rural indigenous women in reproductive age (15-49 years), and increase the number of health providers that offer and refer to quality family planning services.

Audience – communication strategy:

- **Primary:** women in reproductive age (15-49 years) and adolescents
- **Secondary:** Men (women’s partner), mothers in law, health providers, traditional birth attendants, religious and community leaders, and teachers.

2. Communication objectives:

Desire behavior change

- Primary audience: Understand that family planning is a right protected under Guatemalan law.
- Secondary audience: Supports primary audience and does not oppose family planning.

PSI’s approach to promoting women’s healthy behaviors is based on a behavior change framework called PERForM (i.e. Performance Framework for Social Marketing). This approach demonstrates how PSI (1) delivers information, products and services to enable (2) most vulnerable populations by (3) influencing the most pertinent behavioral determinants (4) of a specific identified risk, (5) helping them modify these behaviors (6) in order to enhance their quality of life. The PERForM framework connects the goal (improved health and quality of life) with the purpose (risk-reducing behaviors and use of products or services), outputs (e.g., the opportunity, ability and motivation to exercise a behavior), and activities (the social marketing intervention).

Influencers of desired behavior identified under the PERForM framework:

- Ability (knowledge, social support)
- Motivation (attitudes)
- Opportunity (social norms)

Obstacles/ barriers

- Lack of knowledge of Family Planning rights
- Lack of women's empowerment to advocate for their health rights
- Lack of adequate, relevant and integrated information that reaches primary and secondary audiences
- No formal or low formal education level of health services users impede their understanding of laws and regulations
- Family planning is a taboo subject due to the influence of religion and other cultural beliefs
- Myths and assumptions related to FP, combined with social and cultural norms
- Lack of adequate reproductive health education in schools

Key barriers to adopt the desired change

- Lack of knowledge of Family Planning rights
- Lack of women's empowerment to advocate for their health rights

3. Brief message to audience

The key promise is the benefit that the audience will receive if takes action and accepts the messages provided.

- The use of a family planning method will let you decide how many children you want, and when you want to be pregnant. This will let you build a healthier family: healthy mother and healthy children.
- Couples that use family planning methods are healthier and live better.
- If you need more information about the family planning law or different family planning methods, attend the nearest MoH health service facility.

Lasting message.

- Using family planning methods allows for healthier families, especially healthier mothers and children.

Perceptions.

- Couples using family planning methods are responsible persons that take care of the family health.

4. Key content for materials and promote behavior change

- Inform about the rights to family planning by knowing the Guatemalan Family Planning Law (Decree No. 87-2005).
- Inform about access to family planning services
- Inform that family planning access is universal
- Inform about the institutions that provide FP services
- Inform about the different FP methods that health providers should offer
- Inform that FP services contribute to avoid mothers and children's deaths
- Inform adolescents about their right to FP (vulnerable group)

Communication tone: The campaign should be interesting, coherent and compelling. Messages tone should be warm, funny, emotional, positive and very visual. All material developed to be attractive also to the primary and secondary audiences. All messages should be guided by the family planning law framework.

5. Media Set

Audio and printed materials should be developed as an integral campaign and media set.

- Coverage: 50% of women in the family planning clinic waiting to receive medical assistance or counseling

- Frequency:
 - At health service: possibility to be exposed to messages 2-3 times a year
 - At prenatal control: possibility to be exposed to messages 2-3 times a year
 - At children's control/vaccinations: possibility to be exposed to messages 2-3 times a year
 - Persons attending health services for other reasons: possibility to be exposed to messages 1-2 times a year

Opportunities, openings and creative considerations:

- Opportunities:
 - Health services and family planning clinics
 - PASMO PlanFam project Health Promoters (IPC activities)
 - Community meetings (local leaders and authorities)
 - Market days, health fairs
 - Activities with other USAID partners working in the region

- Creative considerations
 - Language: printed material should be developed in Spanish only. Indigenous population does not write/read in Mayan languages as these are primarily spoken. The Guatemalan education system teaches reading and writing in Spanish only.
 - Audience Education level: Elementary school level.
 - Images and illustration: Cartoons to be attractive to audience.
 - Audience Reading level: first to third grade, elementary school
 - Logos and branding: Ministry of Public Health and USAID|PlanFam, PASMO and PSI
 - Credits: Material funded with support of the US Agency for International Development (USAID), under cooperative agreement No. AID-0AA-A-10-0030.