

DMPA-SC advocacy pack overview

About the Advocacy Pack

The [DMPA-SC Advocacy Pack](#) is a set of unbranded materials that individuals and organizations across the world can adapt and use to support advocacy to increase access to the injectable contraceptive, subcutaneous DMPA (DMPA-SC or Sayana® Press).^{*} Originally released in 2017, the Advocacy Pack was most recently updated in 2023 to include the latest evidence and proven advocacy approaches.

The DMPA-SC Advocacy Pack is divided into two sets of materials:

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

Materials are organized 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 distribute any that may be of interest.

Tools to inform advocacy and communications

Advocacy planning

- ▶ Recommended actions for advocates to advance DMPA-SC, including self-injection
- ▶ Important policies for advancing access to DMPA-SC, including self-injection
- ▶ Advocacy strategy development template: Planning to achieve DMPA-SC policy change, including self-injection
- ▶ DMPA and HIV: What advocates need to know
- ▶ Increasing access to DMPA-SC in Uganda: An advocacy case study

Communications and media planning

- ▶ Messaging points on DMPA-SC
- ▶ Tips for engaging traditional and social media for advocacy on DMPA-SC
- ▶ Common terms for DMPA injectable contraception

Handouts for decision-makers

Product overview

- ▶ An overview of DMPA-SC: Injectable contraception that expands access and options

Making the case

- ▶ Evidence at-a-glance: What we know about DMPA-SC, a novel injectable contraceptive
 - Acceptability of DMPA-SC
 - Community-level distribution of DMPA-SC
 - Self-injection with DMPA-SC
 - Private-sector provision of DMPA-SC
- ▶ The case for DMPA-SC
- ▶ DMPA-SC self-injection: Advancing contraceptive access and use for women and girls
- ▶ Costs and cost-effectiveness of DMPA-SC through different delivery channels: What the evidence tells us
- ▶ DMPA-SC key facts: Answering questions and dispelling common myths

Templates

- ▶ Policy brief template: Scaling up self-injection of DMPA-SC to increase contraceptive access and options
- ▶ Slide template: Expanding options and access with DMPA-SC injectable contraception

^{*} DMPA stands for depot medroxyprogesterone acetate. Sayana Press is the current brand name and a registered trademark of Pfizer Inc.

Target audience and purpose

Tools to inform advocacy and communications

Target audience: Advocates

- ▶ This may include nongovernmental organizations, community-based organizations, civil society leaders, women's groups, young people, professional associations, 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.

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, professional society leaders, and other duty bearers.

Purpose:

- ▶ These handouts and resources are intended for you to share directly with decision-makers and their influencers 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 (e.g., the "Overview of DMPA-SC" or "Evidence at-a-glance" series).

Other resources are templates that you will customize before using (i.e., the advocacy strategy development template, policy brief template, and slide deck template).

Customization

The DMPA-SC Advocacy Pack 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 some of these materials.

How to format and brand the materials:

- ▶ To make handouts reflect your organization's brand, we recommend cutting and pasting the Advocacy Pack text into the template your organization uses for its public materials. You could also add your organization's logo directly to the Word versions of Advocacy Pack documents.

Acknowledgments

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www.FPoptions.org/advo-pack

Contact

Please send any questions or feedback to FPoptions@path.org or visit www.FPoptions.org.

Gratitude

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