

# Engaging champions to Reposition Family Planning

## Tanzania Experience in working with FP champions

By Joyce Ishengoma  
Senior Technical Advisor - Advocacy



# Background



- Initial discussion on how to engage champions in repositioning of family planning in Tanzania started in early 2008
- In April 2008, the MOHW formed a task force to see how influential people or champions could be strategically used in FP repositioning efforts
- The task force consisted of MOHSW, POPC, EngenderHealth, FHI and UN- Joint program

Since then



# Some of the key tools for champions



A number of tools have been developed to guide this initiative

Engaging champions to reposition FP in Tanzania

- “A Framework and Action Guide”
- “A Training Guide”
- “An Advocacy Package”



# Achievements



- More than 300 champions have been recruited country wide
- Ranging from political leaders, persons with authority, health care providers, satisfied clients, religious leaders, journalists, celebrities etc
- Out of these 100 are from members of parliament
- 200 regional/district and community level champions



# Achievement



- Community level champions are very useful in mobilizing the community for FP services especially in outreach services
- Increased media coverage of FP issues
- Some products have been prepared by champions e.g. “FP in Islamic context”
- National level champions (MPs, First ladies) have played a big role in advocating for resource allocation for FP



# Lessons learned



- If well natured FP champions can play a big role in reposition of FP in Tanzania
- For champions to work effectively there is a need for both financial and non financial support
- Close follow up of trained champions for continuous commitment
- Link champions to service delivery to meet the comprehensive health needs of clients in SRH/FP
- Support innovative champions work plans
- Documentation and sharing lessons learnt for systematic scaling-up of SRH/FP initiatives



# The way forward



- Prepare inventory of active FP champions – where they are what they are doing
- Provide more tools for champions – fact sheets, IEC materials,
- Certification of active champions
- Link champions to service delivery
- Mobilize both financial and human resources for scaling-up the FP Champions Initiatives . Example, supporting innovative champions work plans/ activities



# Cerebrating champions





# The first Lady



# The Prime Minister



LANZANIA



EngenderHealth  
for a better life

# The religious leaders

we ni kweli ina sababu za msingi za kupangilia  
uzazi zinazokubaliwa kisharia  
engo liwe ni kuzuia mimba ili pawe na  
kupishana baina ya watoto

- ((والوالدات يرضعن أولادهن حولين كاملين لمن اراد ان يتم  
الرضاعة...))

ni jambo la makubaliano ya hiari baina ya  
wanandoa ((لاضرر ولا ضرار))

NGA KIMAISHA KATIKA  
ZI WA MPANGO



# The artists



# Satisfied clients



# And many more!



**End**

