Engaging champions to Reposition Family Planning

Tanzania Experience in working with FP champions

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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
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 and 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
The religious leaders
The artists
Satisfied clients
And many more!
End