

Messaging Work of the Resource Mobilization and Awareness Working Group.

While ample materials exist on the reproductive health supply issue (factsheets, issue briefs, presentations, reports, etc.) the RHSC itself has not gone through a process to identify key messages that reflect a shared vision, nor identified key target audiences that the group wishes to reach. Identifying key targets and discussing core messages is the first step towards designing effective ways of educating, convincing and motivating key audiences.

The RMA working group has proposed a plan for meeting the messaging and advocacy needs of the RHSC by implementing a series of activities for both RHSC as a whole and for the RMA Working Group members. These are:

- An RHSC Plenary Session on audience identification;
- A Workshop for RMA members and other representatives focusing on development of key messages aimed at the top audiences for the RHSC; and
- A Message and Advocacy Toolkit including power points on key issues related to each of the RHSC working groups.

During and immediately after the Bonn meeting, the RMA will conduct two group sessions on audience and message development, led by Tamar Abrams, Communications Director of PAI. The first session will be held on Friday during a plenary session of the RHSC meeting and will lead members through an audience identification process and end with some preliminary message development. The second session will be a workshop held on Saturday, October 21st for RMA members, representatives of country delegations and representatives of both the other working groups. This workshop will be a more in-depth session to take the outcome of Friday's session further, develop messages and review parts of the draft toolkit.

In order for the RHSC members to go through a process of endorsing and using key messages, the RMA must seek clarity on both RHSC key target audiences, identify core, overarching global messages that members have already been using, as well as seek content appropriate to both the MDA and SS working groups to be covered in specific and country-level messages. These sessions and preliminary work on the toolkit are the first steps towards the goal of providing RHSC members the tools, materials and skills to communicate messages effectively and be successful in advocacy on the supply issue.

1. Speaking of the RHSC: Friday, October 20th: RHSC plenary session: (For all RHSC members)

AGENDA

- Introduction: RMA Working Group Messaging Work in Context
 - What we have planned and why
 - Where we are now and where we are headed
 - Toolkit
- Why Your Audience Comes First
 - Importance of audience to RHSC's mission
 - Identify audiences critical to RHSC's success
 - Narrow list and justify

- Group consensus on top five audiences
- Finding Messages that Work with Target Audiences

2. Getting Your Message Out: Saturday, October 21st: Message Development Workshop
(For RMA Working Group members and country and working group representatives)

AGENDA

- Introductions and Expectations
- How to Develop Advocacy Messages
- Ensuring that Messages Resonate with Target Audience
- Small Group Exercises -- Creating Messages for Specific Audiences
- Group Discussion
- Next Steps and Wrap-up

3. Message and Advocacy Toolkit: Leading Voices in Securing Reproductive Health Supplies: An Advocacy Guide and Toolkit

The RMA working group identified as a priority activity, the development of a toolkit of materials and guidelines for advocacy on the RH supply issue that can be used by RHSC members. The first draft of the toolkit is being completed by Constella Futures Group/Health Policy Initiative with the support of RMA member USAID and in collaboration with RMA member Population Action International. Anne Jorgensen of the Health Policy Project will be joining both the RHSC meeting and the workshop as a guest of the RMA working group. Later drafts of the toolkit will be supported by PAI/Supply Initiative.

Included in the toolkit are materials such as:

- Factsheets
- Key messages
- Talking points
- Power point presentation templates
- Policy Briefs,
- Advocacy and communications guidelines, etc.

In addition, the toolkit will include a comprehensive information base which can be linked to and incorporated into the RHSC website when that is developed.

Next Steps

As part of the on-going actions outlined in the RMA workplan, RMA members and the USAID consultants will use what has been developed during the two sessions to continue to work on the toolkit, draft messages and design future sessions on messaging, communications and advocacy for RHSC members.

Three members of the RMA working group, PAI, IPPF, and DSW (German Foundation for World Population) have submitted a proposal to the Bill and Melinda Gates Foundation based on the RMA workplan. If funded it will support implementation of the RMA workplan over a three year period.