

Punjab Population
Innovation Fund



Communications & Engagement Strategy

2017-2020



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FOREWORD: Why Seed, Speed & Spread Innovation?

PPIF is a standalone organization established by the Government of Punjab spearheading innovative solutions for family planning practices. We back out-of-the-box ideas to tackle the challenges posed by Punjab's spiraling population growth. To achieve this, we are funding ideas that are actionable, measure able and accessible in underserved areas with a view to scalability across Punjab and beyond but also measurable. Making use of existing knowledge and working towards aggregating, synthesizing and disseminating new knowledge, we envision shaping PPIF as a thought leader in the sector while positioning this organization as a hub for e-networking where conversations happen to deepen the debate on family planning.

We work in partnership with government, Non-Profit Organizations and academia to spark non-traditional ideas that are socially relevant and culturally adaptable projects; shape these into effective service delivery; thereby shifting the whole systems in a new direction.

Additionally, PPIF has started building partnerships to gather more technical input and to raise finances for its longer term sustainability. Thus, it is not only innovating to address population issues but also innovating in ways the government can create effective service delivery institutions that can leverage resource in a sustainable manner.

PPIF has a great comparative advantage to seed, speed and spread the e&m Health innovations to combat the mounting Family Planning challenge not being dealt with adequately either by Private sector or the existing apparatus of the government. While, not everything we do will be digital however PPIF aims to deepen its engagement with digital technologies at the forefront of innovation for the foreseeable future.

PPIF will undertake a three-year communication strategy to achieve its communication objectives as the cutting edge innovative organization in Family Planning. The idea is to not hype-up the jargons rather demystify innovation as a process and end goal. Wherever required PPIF will use multi-pronged communication channels to deepen its voice to ensure the message reaches a wide audience.

We are committed to achieving the goals described in this strategy over the next three years, while remaining open to new ideas and priorities. Thus, we expect the strategy to evolve and see it as a work in progress. We therefore welcome inputs and feedback.

Jawad Ahmed Qureshi
CEO, PPIF

EXECUTIVE SUMMARY

The Punjab Population Innovation Fund (PPIF) Communications Strategy (2017-2020) provides the overall strategic framework for raising the profile of the organization, adequately disseminating information about the PPIF interventions to ensure their uptake, lead the conversation on innovation for family planning services with the ultimate objective of increasing the use of contraceptives particularly in underserved communities in Punjab. A cohesive and consistent communication strategy would underscore PPIF efforts to mould service delivery environment in order to accommodate innovation. The strategy also seeks to harness the potential of the vibrant electronic and press media and the burgeoning social media, employing a multi-linguistic, multi-layered and multi-ethnic media to amplify communication messages for population development.

More specifically, this strategy consisting of several sub-strategies will be a guiding document that:

- Strategic objectives and corresponding Action Pillars
- Describes Communication Stakeholders
- Defines *Key Messaging* to spell-out PPIF mandate and consolidate impact
- Outlines phased-out *Communication Activities* to strengthen awareness-raising
- Maps *Key Communication Channels* to promote diffuse knowledge
- Describes how is the *Strategy Impact* measured and documents lessons learned

Marshaling of ideas is essential for innovation which is not possible without effective platforms for communication as outlined above. As the innovation leader, PPIF would aim to provide that structured platform and conduit for information that propels thinking and leads to new innovations. Innovative approaches to problem-solution will be cross-referenced with the communications and outreach efforts so that a dynamic narrative around innovation is developed and disseminated.

1. THE ORGANISATION

What Makes PPIF Unique?

A sustainable growth in population is essential for equitable and inclusive economic growth and social development of a country. To realize this vision, a ground-breaking non-profit *Punjab Population Innovation Fund (PPIF)* has been constituted by the Government of Punjab under Section 42. The PPIF renders financial and technical assistance to innovative projects for population planning and improving access and generating demand for family planning services in 8 districts of Punjab.

PPIF's raison d'être is its thrust on innovative solutions to combat persisting over-population and family planning issues and it is the only Fund within the public sector to have such a focus. PPIF defines innovation as accessible in underserved areas, with actionable and scalable interventions offering value for money. As an innovation fund it seeks contracts partners who pilot and scale-up non-traditional ideas for impact. Furthermore, PPIF envisages its future role as a sector thought leader by pioneering a Knowledge Management and Community of Practice.

Innovation for family planning has been deterred by the prevailing market perception of a lack of appetite; which is why building stakeholder confidence in the feasibility of innovation is critical. While developing the messages for stakeholders, a key concern will be to maximize synergies that would drive innovations in the sector.

Multiple communication channels, reaching across industrial divides will be established to reach the widest possible audience. These would include the traditional methods of interpersonal communications and print and electronic media as well as the more contemporary channels such as video blogs or podcasts.



Mission: To act as facilitator for innovative, entrepreneurial approaches to population planning, targeting the poorest and the most underserved communities, with a view to improving social indicators and accelerating economic growth in Punjab.

Vision: Creating an enabling environment for the achievement of population goals

Values:

- **Innovation** – accessible, scalable and responsive to needs
- **Collaboration** – working across disciplines with a variety of partners
- **Passion**- commitment to PPIF goals
- **Open** – fair, transparent & accountable

Purpose of the Strategy

The purpose of this strategy is to set out an agenda for communications for the PPIF over the next three years to support the achievement of its objectives. Effective communication can pave the way for a virtuous cycle: the more stakeholders will learn about the PPIF, the more involved they will with the work, paving the way for greater achievements in the sector. Establishing strong communication networks and channels is critical for creating an environment conducive to accelerating the impact of PPIF interventions.

Goal

PPIF perceived as the leader in Family Planning innovation in Punjab.

Strategic Objectives

There are two strategic objectives which are further divided into respective Action Pillars:

Strategic Objective 1: Establish PPIF as a key actor in Family Planning in Punjab

Action Pillar 1: Profile the Fund:

- ❖ Establish unified identity and voice

Action Pillar 2: Position the Fund:

- ❖ Build trust in the brand

Strategic Objective 2: Create an enabling environment for PPIF objectives

Action Pillar 3: Call to Action

- ❖ Engage, encourage and mobilize key stakeholders
- ❖ Develop effective awareness campaigns for the target audience
- ❖ Ensure broad coverage of project partner interventions

Approach

The PPIF will approach these objectives by adopting a phased approach, breaking down the objectives into yearly targets.

Year One (2017-18) will focus on Action Pillar 1 by introducing the PPIF to stakeholders. Under Pillar 2, PPIF being a start-up company, will reach out to the prospective stakeholders to stimulate their interest in the organization and to communicate the potential it has of partnering with relevant organizations, particularly from the private sector, to deliver positive results for population development.

While consolidating Action Pillar 1&2, the *Second Year (2018-19)* will be devoted to Action Pillar 3 by reinforcing PPIF as the innovation leader in the sector. In the second year, the engagement with the stakeholders will be strengthened and deepened with outcome-based planning of activities. Specific communications messages will be designed and disseminated through multi-pronged awareness campaigning. The success dissemination of PPIF's program will be provided a broad coverage through highlighting the partner interventions.

In the *Third Year (2019-20)* with several of the PPIF's projects underway, the communications will further augment its profile and scale, cementing PPIF firmly established as the leading brand for innovative projects aimed at optimizing FP choices for communities in the province.

2. THE GOAL

How Would Communication Benefit PPIF?

The communication activities carried out by PPIF would aim to reflect the organization's innovation-mindedness and seek to highlight initiatives that set the PPIF apart from other organizations. Innovative approaches to problem-solution would be cross-referenced with the communications and marketing efforts by the PPIF so that a narrative of successful innovation is developed and disseminated.

The outreach through advertising and marketing would enhance credibility of PPIF within the sector providing competitive advantage based on its excellence. A comprehensive communication strategy would therefore benefit this organization, by providing greater visibility to PPIF as a brand thereby boosting confidence of potential beneficiaries and donors.

Goal of the Communications Strategy:

PPIF perceived as the leader in Family Planning innovation in Punjab.

Attributes of the Communications Strategy:

- **Innovative:**

Formally establishing multiple communication channels reaching across the sector divides is essential for generating innovative solutions. This is all the more essential as the current service delivery environment has to adapt in order to accommodate innovation; and spearheading this change requires a cohesive and consistent communication strategy.

Effective communication leads to effective collaboration between innovators, which in turn lead to optimal performance outcomes. Marshaling of ideas is essential for innovation which is not possible without effective platforms for communication. As the innovation leader, PPIF would aim to provide that structured platform and conduit for information that propels thinking and leads to new innovations.

- **Audience-driven**

It is imperative to reach the widest possible audience, ranging from top-down to bottoms-up utilizing a variety of communication channels as PPIF stakeholders not homogenous given the variation of interests, income, education levels, ethnicity, religion and age groups. Hence, a singular approach, activity or message will neither be effective nor accepted and sustained.

- **Program Support**

Communication is a management function, vital for the implementation of the PPIF innovation goals. Outreach forms an integral part of our implementation plan and aims to ensure that project

communications are well coordinated, effectively managed and responsive to the information needs of the stakeholders. Thus, establishing strong communication networks and channels is critical for creating a culture of innovation that would accelerate the process of implementing innovations.

- **Success Indicators**

PPIF believes in demonstrating what it is achieving rather than highlighting how it is achieving. Hence, PPIF will gauge its intervention success by the changes wrought in society and the levels of awareness, attitudes and behaviors.

Strategic Objectives of the Communications Strategy:

The two main strategy objectives are listed below:

Strategic Objective 1: Establish PPIF as a key actor in Family Planning in Punjab

This objective will be achieved through two Action Pillars:

Action Pillar 1 will be aimed at developing and raising the 'Profile of the Fund'. The purpose of profiling PPIF will be to 'establish a unified identity and voice' which will be achieved by undertaken by prioritizing these areas:

- Develop Publications
- Develop audio-visual content
- Develop social media presence
- Relaunch website
- Develop Public Promotional Collaterals

Through Action Pillar 2 the communication thrust will be to 'Position the Fund' as it is imperative that PPIF being a new entity is well recognized. Hence implementation of the following Priority Areas will help 'build trust in the brand:'

- Link the PPIF Goals to FP2020, Punjab Population Policy and SDGs
- Differentiate the Fund and promote in the media and public forums
- Develop linkages with potential stakeholders across Pakistan and contribute to the debate Family Planning
- Develop campaigns with added sustainability benefits such as socio-economic development, public health, human security etc.
- Proactive disclosure of public documents through website
- Showcase the result-oriented, output-driven & transformational nature of the Fund

Strategic Objective 2: Create an enabling environment for PPIF objectives

The Action Pillar 3 will focus on specific 'Call to Action' to:

- Engage, encourage and mobilize key stakeholders through dissemination events to amplify and accelerate PPIF FP agenda
- Develop & disseminate effective awareness campaigns for service providers, target beneficiaries and general public
- Ensure broad coverage of project partner interventions
- Strengthen evaluation of partner communications

3. THE FRAMEWORK

Defining Stakeholders

The stakeholders for the strategy are the group of people with whom the PPIF would like to form a coalition for maximizing the productivity of its initiatives.

A. Stakeholders for Action Pillar 1 & 2

- ❖ **Primary:** Local and Provincial Government Departments, Existing Partners and Donors, Influencers
- ❖ **Secondary:** Potential Donors, Partners and Media and Civil Society

Provincial and District Governments

To develop a synergy between the government's development activities and the PPIF interventions, regular communications will be maintained with the relevant provincial government departments as well as the district governments.

Governments at both tiers will be sensitized to the PPIF's areas of focus and the various interventions that are being introduced to bridge gaps in the delivery of services and lessen obstacles to information.

Potential and Existing Donors

The international community has shifted its focus towards a post-2015 development agenda that widens the lens from primarily micro-level social development to include macro-level economic, sustainability and governmental objectives. As the development framework becomes broader, the extensive ripple effect of Family Planning benefits remains clear. Evidence continues to confirm that family planning has an impact on global goals that have been included in the sustainable development goals (SDGs) – e.g. poverty reduction, gender equity, and improvements in education, health and environmental conservation.

The PPIF Communications Strategy would also aim to develop and sustain the interest of development partners, international institutions and INGOs with the aim of mobilizing resources for PPIF's FP interventions.

Selected Partners

PPIF would ensure that the flow of information to and from selected partners, occurs in a seamlessly so that any supportive or course correction actions required are undertaken in a timely manner. PPIF will also ensure that all communications activities for increasing the visibility of the projects or demonstrating their results are well-coordinated. PPIF will also take quality assurance measures for communications and behavior change activities undertaken by the project partners.

Potential Partners

Government institutions, non-governmental and nonprofit organizations, think tanks and universities and working for sexual and reproductive health, maternal and child health, family planning are the primary potential partners for the PPIF.

Internet and telecom-based applications represent a major opportunity for implementing projects that are both cost effective and easily scalable. PPIF would regularly reach out to leading technologists to explore the potential for such applications.

Media & Civil Society

The media and the burgeoning civil society can play a key role in highlighting the issue of population and forming public opinion that is conducive to the increase in the uptake of contraceptives which contributes to fertility decline. Population has to be highlighted as a key development concern with ramifications for all development activities. The perception of population control as a determinant of prosperity has to be carefully integrated into public opinion.

B. Stakeholders for Action Pillar 3

- ❖ **Primary:** Beneficiaries (MWRAs, Youth, Men), Existing Partners and Donors, Service Providers, District Government
- ❖ **Secondary:** General Public, Media & Civil Society, Potential Partners & Donors

Managing Beneficiary Communication

PPIF would ensure that all communications to the beneficiaries by the partners as well as through all media employed by the PPIF are based on ground realities and take into account not just the socio-cultural milieu but also resource limitations like limited mass media and social media access for underserved communities.

I. Married Women

Married women of reproductive age (15 to 49 years) are the most crucial audience for PPIF projects. Among these, potential users with unmet need, as well as users of traditional methods represent the 'low hanging fruit' not just for project implementation but for the communications campaign as well.

Uptake of FP services among women with unmet need would help diffuse the information further and these women would in effect be the champions of change that would not only drive the diffusion of information but also play a significant role in affecting the desired behavior change in the intervention areas.

Population Council's research indicates that the information barriers that most deter use of contraceptives is the lack of necessary information for method choice and side effect management. PPIF will ensure that the communication plans of project partners are responsive to beneficiary needs for specific information. Finally, communications will also be used as a tool for demand generation and as such would target households in intervention areas with information like the correlation between the adoption of family planning services and positive nutrition, health and education outcomes.

II. Men

There is a prevailing focus of women as the primary recipients of information on contraceptive knowledge and use. However, husbands strongly influence the family's decision-making in our cultural milieu and therefore constitute a primary audience for FP related messages.

A 2014 study indicates a change in men's attitudes in terms of their readiness to be involved in family planning choices compared to what it had been in the early 1990s.

III. Couples of Reproductive Age:

MWRAs or married couples dominate the list of potential beneficiaries for PPIF interventions, as they represent the end goal for which the company is striving and the attainment of which requires the participation of this crucial group. For successful implementation of its mandate, the PPIF has will create a compatible environment where information about its innovative ideas, services and access to them will engender sufficient interest.

Communications activities by the project partners would also target other members of the household such as parents and parents' in law as well as community influencers to bring about a cultural shift and the prevailing perception of moral impermissibility of

3.1 million married women of reproductive age in Punjab do not wish to become pregnant soon but are not using any contraception. Of the estimated 17.5 million married women of reproductive age (MWRA) in Punjab, only 7.1 million women are using any contraceptive method including modern methods. Discounting the 3.1 million with unmet need, there are leaves 7.3 million non-users that have to be persuaded to adopt FP services through behavior change communications

Couples say they want:

- Detailed, method-specific information, preferably through community workers, information materials, the Internet, social media, and mobile phone services
- Honest and informed communication to allay fears about side effects and highlight health benefits of contraceptive use, preferably through community meetings, mass media, and service providers

(Source: Population Council)

contraceptive use. Community influencers could include clerics, grass root officials, political leaders and change champions.

IV. Youth

Education of adolescent girls and boys with respect to sexual and reproductive health and rights is an important first step towards bringing about behavior change. In Punjab, where early marriage remains a prevailing trend, this ignorance can potentially lead to adverse outcomes such as early or unwanted pregnancies.

Awareness of adverse economic and environmental impacts of rapid population growth should also be a part of young people's education before they take on the responsibility of making major life decisions.

V. Service Providers

These stakeholders are the key audience for innovation-centric communication with the intent to implement innovative approaches to delivery of FP services and information. The PPIF communication strategy will actively engage the service providers through various activities focusing on provision of information and capacity building for effective counselling and communication.

VI. Existing Partners

Supporting partner communications activities to increase the visibility and the uptake of the projects are an important component of the PPIF Communications strategy.

Before the award of contracts, project partners are expected to develop and share their communications plans in order to ensure that partners were taking adequate measures to propagate their messages to the beneficiaries to ensure maximum uptake among the target audience. PPIF would support the communications initiatives by providing technical support in the finalization of IEC material, media plan and content for the behaviour change components of the project. Socio-economic and cultural realities would provide the backdrop against which behavior change activities targeting households and communities will be planned.

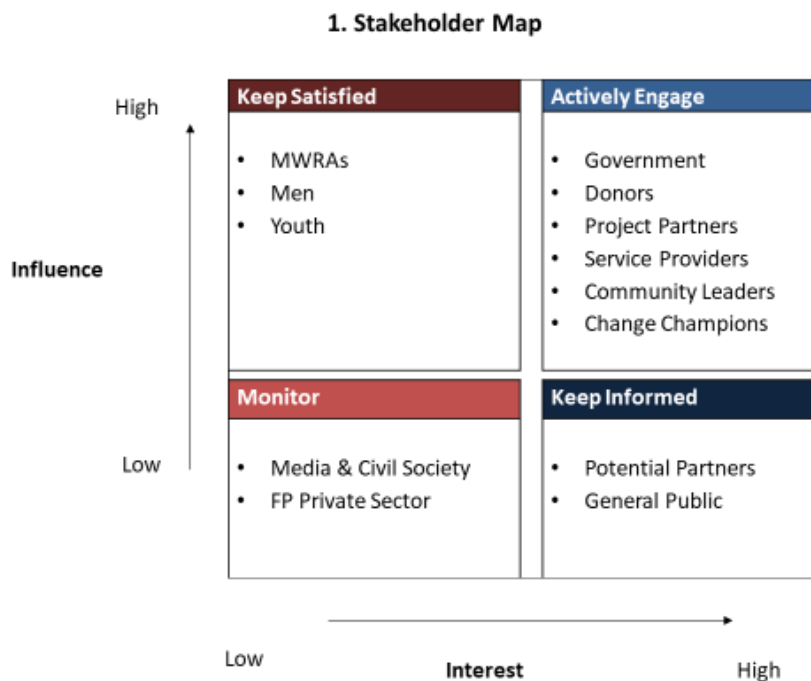
The project support communications activities will be conducted with the information needs of the intended beneficiaries of the project. These primarily include the married Women of Reproductive Age (MWRAs), their husbands and the family and community influencers. Depending on the scale and scope of the project, PPIF partners with support from the PPIF, will design and implement behavior change and social mobilization activities aimed at these intended beneficiaries.

Audience Segmentation

Audience	Psychographic Profile	Current Behavior	Desired Behavior	Barriers to Behavior Change
MWRAs	<ul style="list-style-type: none"> ● Urban-Rural Divide ● Low Information on FP Methods ● Lack of Decision-Making Power ● Lack of Mobility 	<ul style="list-style-type: none"> ● Not using FP methods due to fear of side-effects ● Non-Permissibility of using contraception by Husbands ● Using Limited FP Methods 	<ul style="list-style-type: none"> • Assessing side effect management information • Aware of service delivery points 	<ul style="list-style-type: none"> ● Inadequate side effect management ● Lack of communication channels for accessing information about side effect management
Men	<ul style="list-style-type: none"> ● Literacy Level ● Reluctance to practice FP due to stigma associated with it 	<ul style="list-style-type: none"> ● Perception of Family Planning as women's business ● Limiting wife's use of FP Methods because of Lack of Information 	<ul style="list-style-type: none"> • Increased use of modern contraception • Greater involvement in family planning choices 	<ul style="list-style-type: none"> ● Scarcity of FP programs for male engagement ● Moral impermissibility
Youth	<ul style="list-style-type: none"> ● Early marriage resulting in high fertility ● Lack of Couple Communication on family - size ● Adverse health outcomes 	<ul style="list-style-type: none"> ● Not using FP methods due to social stigma ● Accessing Reproductive Health Information from less reliable Channels ● Making Uninformed and Self-Harming Decisions 	<ul style="list-style-type: none"> ● Making Informed Decisions ● Increased Awareness of Method Mix ● Increased Couple Communication 	<ul style="list-style-type: none"> ● Social Taboo on having a discussion on FP Methods ● Lack of Appropriate and Accessible Channels of Information
Influencers		<ul style="list-style-type: none"> ● Perceive contraceptive use as morally impermissible 	<ul style="list-style-type: none"> ● Supportive of couples' choice to avail FP services 	
Service Providers	<ul style="list-style-type: none"> ● Public and Private sectors ● Profit motive (private sector) ● Resource constraints ● Capacity constraints ● Provider Bias 	<ul style="list-style-type: none"> ● Large share in delivery of healthcare services (other than FP) ● Lack of willingness to deliver FP services ● Lack of client centred approach ● Providing limited options to consumers from contraceptive methods 	<ul style="list-style-type: none"> ● Delivering FP services in previously uncovered areas ● Delivering a wider range of services ● Delivering client centered high quality services 	<ul style="list-style-type: none"> ● Prevailing perception of a lack of demand for FP services ● Prevailing perception of cultural impermissibility ● Perception of high cost of doing business in FP sector ● Lack of awareness of client needs

4. Mapping of Stakeholders

The strategy also defines the level of discourse the PPIF needs to maintain with the groups of people identified as stakeholders for this purpose. The stakeholders for all three action pillars have been further categorized according to the level of influence on positive outcomes for the PPIF and the interest they have in the success of the organization.



- The first quintile ‘Actively Engage’ consists of those stakeholders that can influence decision-making at the PPIF and hence have to be given enough information that can build their confidence in the organization at this early stage. Provincial government departments and donors being conduit for PPIF funding fall under this group. These include selected project partners as their implementation of their projects directly affects the PPIF impact on the ground as well as its image as the leading investor in innovations in the sector. The success of the PPIF initiatives is also dependent on service providers’ motivation for delivering FP services making engagement with these stakeholders of crucial importance for the PPIF. Community leader and change champions also fall under this category as their engagement will be vital for dissemination and eventual acceptability of the family planning messages.
- The second quintile consists of stakeholders who have been listed according to their high influence on success but low interest in PPIF performance against its stated objectives. The beneficiary men and women and youth have been included in this category and these have to be kept satisfied with information dissemination that matched their requirements.

- In the third quintile 'Keep Informed' are those stakeholders who have low influence but high interest in the performance and information provided by PPIF. Potential partners and General Public are listed in this category as their feedback may directly impact outcomes for the PPIF.
- The last quintile consists of those stakeholders whose interest in the organization has to be invited and nurtured as their interest and influence will be relatively the lowest among all stakeholders. These include the media and the civil society as well as the Family Planning sector.

5. ACTIVITIES AND OUTCOMES

The activities will be undertaken in a phased approach implemented over three years for stakeholder engagement at the local and provincial level. The defined activities will be carried out within the three Action Pillars listed enabling the PPIF to reach its communications goal for this period. While the nature of the activities for different stakeholders may be similar, the intensity of these activities would vary according to the level of influence or interest a particular stakeholder has in the PPIF's program objectives.

Action Pillar 1 & 2

Phase One - Profile & Position the Fund:

These activities have been broadly defined and phased over a period of three years with key outcomes defined for each period to enable PPIF to track its progression towards the goal of the strategy. Activities and outcomes have been further described in detail in the activity matrices included in this chapter. The PPIF communications will diffuse its activities by employing three kinds of media.

Print media will be chosen as the primary medium and PPIF Newsletter will be shared for stakeholder knowledge. In tandem, the PPIF and partner website and social media platforms will be used to share success and information. PPIF Senior Management will undertake nationwide Public Relation meetings to raise the profile of the organization within the sector. Multiple PPIF-specific brand building events will be organized to highlight the vision and mandate of the organization while other mid-media activities such as participating in sector events will also be partaken.

Phase Two: Establish PPIF as a Key Actor in FP

The PPIF communication will accelerate its print activities by publishing reports, factsheets and other Information, Education and Communications materials to the relevant stakeholders. To widen the network of audience, it will engage Campaigners, Change Champions, Brand Ambassador and Bloggers for the social media and web dissemination activities. Furthermore, policy roundtables and stakeholder workshops will be organized along with showcasing events and experience tours will be organized for respective stakeholders to disseminate success and also encourage and directly engage the stakeholders to PPIF's objectives, to diffuse its mandate, to engender a common understanding of the objectives inherent in that mandate and to bring stakeholders together so that the implementation of the mandate may be undertaken.

	Phase 1		Phase 2	
	Activities	Outcome	Activities	Outcome
Mass Media	Print Media <ul style="list-style-type: none"> • Newsletters • Factsheets 	Profile and Position the Fund	Print Media <ul style="list-style-type: none"> • Newsletters • Factsheets • Reports 	PPIF established as a key actor in Family Planning in Punjab
Digital Media	Web & Social Media <ul style="list-style-type: none"> • PPIF & Partners Website and Social Media 		Web & Social Media <ul style="list-style-type: none"> • PPIF & Partners Website and Social Media • Blogs • Brand Ambassador PSAs & Social Media 	
Mid Media	<ul style="list-style-type: none"> • PR Meetings with Nationwide & International Potential Donors • PPIF Kiosks at FP Forums • PPIF Brand building Events 		<ul style="list-style-type: none"> • PR Meetings with Nationwide & International Potential Donors • PPIF Brand building Events • Experience Tours • Showcasing Events • Policy Roundtables/ stakeholder workshops 	

Action Pillar 3: PPIF Visibility, Acceptance of The Message And Uptake Of Services

The activities for Action Pillar 3 will be carried out simultaneously with the Action Pillar 1&2 with implementation ranging from Local to Provincial level. These will be broadly employing a media mix to create PPIF and associated partner visibility at the Local level and establish PPIF as a well-recognized entity at the Provincial level. The other envisaged outcomes are increased awareness of the family planning messages, debunked myths leading to wider social acceptance and the increased uptake of services.

	LOCAL	PROVINCIAL
	Outcomes: <ul style="list-style-type: none"> • PPIF & Partner Visibility • Increased Awareness • Acceptability & Uptake 	Outcomes: <ul style="list-style-type: none"> • PPIF a Well-Established Brand • Increased Awareness • Acceptability & Uptake
	ACTIVITIES	ACTIVITIES
FOLK MEDIA	1. Interpersonal <ul style="list-style-type: none"> • Community Theatre • Support Groups • Brand Ambassador Appearance at Cultural Events 2. Public Spaces <ul style="list-style-type: none"> • Transit (Rickshaws + Bus Routes) • Banners (Shops, Provider Clinics) • Street Streamers (Bazars, Shops, Clinics) 	1. Interpersonal <ul style="list-style-type: none"> • Brand Ambassador Appearances • Campus Events • Alhamra Annual Play • Competitions 2. Public Spaces <ul style="list-style-type: none"> • Mass Transit (Routes + Terminals) • Billboards (Roadside)
MASS MEDIA	1. Print Media (Local Papers) <ul style="list-style-type: none"> • IEC • Advertising • Campaigning 2. Electronic Media (Cable) <ul style="list-style-type: none"> • Public Service Announcements (PSA) 3. Community Radio <ul style="list-style-type: none"> • Announcements • Spots • Awareness Programs 	1. Print Media (National Papers) <ul style="list-style-type: none"> • Advertising • Campaigning • Features 2. Electronic Media (Cable + PVT+ Terrestrial) <ul style="list-style-type: none"> • Drama Serials • PSAs and TV Programs 3. Pakistan Radio, Community FM <ul style="list-style-type: none"> • Announcements & Spots • Awareness Program • Dramas
DIGITAL MEDIA	1. Social Media <ul style="list-style-type: none"> • Facebook campaigns 2. Cell Phone <ul style="list-style-type: none"> • Short Videos • Mobile Apps 	1. Web & Social Media <ul style="list-style-type: none"> • PPIF & Partner Website & Social Media • Blogs • Brand Ambassador PSAs & Social Media 2. Cell Phone <ul style="list-style-type: none"> • Mobile Apps & Viral Videos

6. KEY COMMUNICATIONS CHANNELS

PPIF communications strategy proposes a media-mix to cater to the multi-dimensional cluster of PPIF audience as only tailor-made communication can best inform, educate and engage the stakeholders effectively with twin-pronged objectives:

- To employ multiple channels to reach maximum target populations with specific Family Planning information
- Develop and disseminate religio-culturally-sensitive content to a diverse audience

In order to achieve the above, use of a mix of communication channels is encouraged as variance in the channels themselves will use all available means for information sharing, influencing and motivating the stakeholders.

Punjab's Media Landscape

The key communication channels in this strategy are divided into three categories namely; Mass media, Digital and Social Media and Interpersonal Media. The selection and categorization is largely determined by ascertaining the specific target audience and locally relevant communication tools available, to convey a variety of PPIF messages and build awareness about and support for its activities, through existing implementation partners within the available budget. The statistics cited are from Pakistan circa 2015-17 and indicative of Punjab based on its population and literacy levels.

- For the general citizenry, a mixed method approach will be followed with emphasis on electronic media and vernacular or Urdu press. Current weekly Television Viewership stands at 76.2% that is higher for urban areas at 89.3% and rural at 69.3%. Here the only terrestrial channel being the state-owned Pakistan Television with a monopoly of 11 channels will be the most effective medium to disseminate information to both urban and rural audience. It PTV Home attracts 55.57% viewership while a popular urban cable channel GEO has a mere 14.86% viewership. Waseb (4.64%), (Roohi 1.9%) and Punjab TV (0.9%) are among the most viewed local channels in the PPIF target districts. PTV's morning show *Jaago Pakistan* commands the highest ratings with 76% viewership largely

amongst the female audience who spend an average of 140 minutes watching television daily.

- Pakistan's various government and privately-owned radio channels are also information sources most significantly in rural areas. The state-owned Pakistan Broadcasting Corporation (PBC) continues to dominate by far the largest outreach with 31 stations covering 80% of Pakistan territory, reaching 96.5% of the radio population and 95.5 million listeners. Besides the state channel Radio Pakistan, a number of private radios most notably 40 FM Radio channels beaming popular music and entertainment. At an average 1 in 6 Pakistan tunes into Pakistani radio channels weekly, the highest estimated at 21.2% falling under 15 to 24 years of age. South Punjab radio listenership stands at 22%, Northern Punjab closely behind at 20% and Central Punjab at 12%. Hence, PBC and FM Channels would serve as an effective medium for Public Service Announcements, PPIF events coverage and to highlight achievements.
- Given an arguable 56% literacy rate in Pakistan and 61.7% in Punjab, Pakistan's Press circulation remains comparatively low. The total number of publications stands at 3,080, including 457 registered newspapers and 2,623 magazines. Highest circulation publications numbered at 11 are in Urdu and Sindhi with collective daily distribution at 6.2 million. *Jang* is the top daily newspaper with a circulation of 850,000, *Nawa-e-Waqt* holds second place with 500,000, followed by *Pakistan* (279,000) and *Khabrain* (232,000). Whereas English language *The News* have 120,000 copies in circulation and *Dawn* at 109,000. It is hence suggested below that these print sources are used for advertorials and information features.
- Hampered by the access and linguistic divide, Pakistan's Internet Access is currently under 20% with 42 million users who access online content in English (94.9%) and 68.8% of online users access it in Urdu. Nearly 61% of these users use the internet for Social Networking, 53% for emails, 35% for streamed shows and 34% for general news. Facebook alone draws 20 million Pakistanis to internet daily with the highest traffic from 6 of the 8 target districts of PPIF, namely Lahore 21%, Islamabad 19%, Faisalabad 4% and Rawalpindi, Multan and Gujranwala 3% each. This SNS will prove effective in digital campaigning while mailservs

containing PPIF Newsletters and advertising on News sites could also help broaden its outreach.

- Pakistan’s tele-density comprises staggering numbers with Mobile Ownership in Men (84.7%) and Women (24.3%) with 61.4% reporting access to a cellular handset. Cell Ownership is dominated by the youth, as 77% of 18-30-year olds own a handset with numbers dwindling and only noticeable PPIF target beneficiary under than 31-40 years of age with 12% ownership. Mobile technology can be harnessed by PPIF to develop a customized application to disseminate achievements, ensure two-way communications form stakeholders and if need be send customized messages.
- Bi-annual sensitization with PPIF stakeholders, Public Relation events, Media briefings, local intervention tours for donors and media, Stakeholder workshops and trainings could be among some interpersonal activities undertaken by PPIF to consolidate its name and message in the field.

Connecting Mediums

Following channels are being suggested to increase awareness, attitudes and influence behaviors across the diverse PPIF stakeholders.

Stakeholders	Connecting Medium for Action Pillar 1 & 2		
	1: Mass Media	2. Digital Media	3. Mid Media
Government	Print <ul style="list-style-type: none"> • IEC • Press 	Web & Social Networking <ul style="list-style-type: none"> • PPIF & Partner • Websites & Social Media • Blog 	Interpersonal <ul style="list-style-type: none"> • Meetings • Forums
Existing Donors	Print <ul style="list-style-type: none"> • IEC • Press 	Web & Social Networking <ul style="list-style-type: none"> • PPIF & Partner • Websites • Blog 	Interpersonal <ul style="list-style-type: none"> • Meetings • Forums • Evaluation Conferences
Opinion Leaders	Print <ul style="list-style-type: none"> • IEC Leaflets/ Handouts 	Cellphone <ul style="list-style-type: none"> • SMS Notification 	Interpersonal <ul style="list-style-type: none"> • Local Community events • Capacity building and leadership platform sessions

The connecting mediums for the Action Pillar 1 & 2 include Print Media for official advertising, press statements and the IEC materials. The digital media will be used for web and social media campaigning for awareness raising and dissemination of PPIF and partner achievements. The PPIF website will be routinely updated with relevant news and incorporation of feedback. The Mid Media will include stakeholder meetings, forums, seminars and roundtables for success dissemination, consultations for effective design and dissemination of targeted information.

Audience	Connecting Medium for Action Pillar 3		
	1: Folk Media	2. Mass Media	3. Digital Media
<ul style="list-style-type: none"> • MWRAAs • Men • Youth 	<p>1. Interpersonal</p> <ul style="list-style-type: none"> • Community Theatre • Support Groups • Community Events • Cultural Fairs <p>2. Public Spaces</p> <ul style="list-style-type: none"> • Transit • Billboards • Shop Signs • Bazar Banners • Cinemas • Clinics • Fairs 	<p>1. Electronic Media</p> <p>a) Television</p> <ul style="list-style-type: none"> • Terrestrial Channels • Private Channels • Local Cable <p>b) Radio:</p> <ul style="list-style-type: none"> • Pakistan Radio • FM Channels • BBC Urdu <p>2. Print Media</p> <ul style="list-style-type: none"> • IEC • Press 	<p>1. Web & Social Networking</p> <ul style="list-style-type: none"> • PPIF & Partner Websites • PPIF & Partner Facebook, Twitter • Blog <p>2. Cell Phone</p> <ul style="list-style-type: none"> • SMS Text Messages • MMS Messages • Short Video Message
<p>Project Partners</p>	<ul style="list-style-type: none"> • News letters • Factsheets • Research Reports • Editorials 	<ul style="list-style-type: none"> • Regular Internal Emails • PPIF & Partner Website • PPIF & Partner Facebook, Twitter 	<ul style="list-style-type: none"> • PR Events • Joint Forums
<ul style="list-style-type: none"> • Media • Civil Society 	<ul style="list-style-type: none"> • Press Releases • Advertorials • Write-ups and Features • Political Speech (positioning and insights) 	<ul style="list-style-type: none"> • PPIF Website • PPIF Facebook, Twitter 	<ul style="list-style-type: none"> • Media Meet Events • Local Intervention Tours • Journalists Trainings and Incentives • Public Relation Follow-ups

For the Action Pillar 3, the main thrust will be on the community mobilization and interpersonal communication with potential and existing beneficiaries through PPIF and partner information and communication drives through community fairs, theatres and group sessions with the community gatekeepers as well as the beneficiaries. Public spaces like clinics, cinemas and drugstores will be utilized for effective campaigning to the public. The local, cable and terrestrial television and radio channels will be used for mass advertising and programming. Given the tele-density in Pakistan, SMS text messages and short video messages will be designed and disseminated for targeted and general awareness. The PPIF and partner websites and social media platforms will also be employed to reach the peri-urban audience.

7. CORE AND SUPPORTING MESSAGING

Communication objectives will be achieved by distributing and devising appropriate and relevant messages for each of the Primary and Secondary PPIF stakeholders. With each district and community being unique vi-a-vis current knowledge levels and nature of the collective social environment varying greatly from supportive to skeptical, a variety of locally relevant and culturally sensitive messaging approaches are required to effectively tackle the persisting myths and misconceptions about Family Planning.

Message Slant and Positioning:

Messages will be designed to inspire greater creative thought and enable a robust dialogue that will help create an enabling environment supporting the envisaged behavior change in the target audience. It is paramount that all stakeholders understand the interventions and its goals and values.

To implement a well-coordinated and streamlined communication to the external audiences, PPIF will adopt audience-segmented, locally-sensitive focused messaging to deliver targeted information through select fora and media. Segmenting these messages by audience will ensure the information is personalized and effective. PPIF would encourage varied communicators moving from top-down messaging to helping start conversation and dialogue within individual focus areas. At the outset, it is assumed that smaller the focus with the targeted population, the better the results of the communication initiative. Hence, no generalized messages will be developed to cover the population.

The core messages for the target stakeholders and relevant supporting messages for the general audience may vary from informative to aspirational, plugging common information gaps and misperceptions to create desired behaviors. The messages will be based on the segmented audience, activity, channel positioning and timing. A phased approach will be adopted to transmit these messages depending on the audience ability to process or remember information (most notably in low literacy areas).

The following *Strategic Message Framework* outlines the communications needs according to audience segmentation and delineates the key messages for each audience segment.

Audience	Key Communication Messages
MWRAs	<ul style="list-style-type: none"> • Importance of Couple Communication and Support • Information on Method Mix and Side-effects Management • Importance of spacing • Importance of Mother and Child Health
Men	<ul style="list-style-type: none"> • Accessing Advisory Services and Modern Family Planning Methods • Debunking adverse health related myths • Male Responsibility in Family Planning
Youth	<ul style="list-style-type: none"> • The appropriate age of marriage and child-bearing • Safeguarding against
Service Providers	<ul style="list-style-type: none"> • Missed opportunities • Clients' right to FP information • Countering provider bias
Media and Civil Society	<ul style="list-style-type: none"> • Support PPIF by spreading the call for action and need for innovation • Spotlight PPIF milestones to educate public about government efforts
Government	<ul style="list-style-type: none"> • Population interventions reduce governance challenges • Success stories
Donors	<ul style="list-style-type: none"> • PPIF's role in accelerated progress toward FP2020 and Sustainable Development Goals • Success stories

8. EVALUATING THE STRATEGY

We judge ourselves against many measures: from the direct impact of the programs we fund to our influence on public policy; from the growth of ventures we invest in to how much value people have gained from our events and publications. But our main aim is to provide people and organizations with tools which help them generate and use new ideas more effectively, and to remind people that the future is something we make, not something that happens to us.

All communications activities would have built-in evaluation mechanisms so that their success can be assessed and necessary course correction can take place. Evaluation would demonstrate how well an activity worked and if it could be further developed or enhanced. It should take place through the entire program – from the early planning stages through to final delivery.

PPIF will use a variety of ways to gauge the success of its communication activities including quantitative metrics like press monitoring for mentions of PPIF or the number of website hits, and qualitative measures such as event feedback and quotes from people.

Course Correction:

The PPIF will undertake a continuous assessment of the strategy to determine if any course correction is necessary. At the same time, any social or policy changes requiring communications response will be taken into account throughout the implementation period. Initially the focus would be on stakeholders' reactions to messages and whether or not these match expectations and the following indicators would be used to assess response:

- Suitability of communication channels for the messages being dispersed (Website and digital media, press and electronic media, sensitization meetings, consultative sessions et al)
- Level of engagement of project partners, government counterparts and donors
- Increase in beneficiary information about the PPIF interventions
- Quality of media coverage about PPIF interventions
- Feedback on PPIF campaigns

A detailed assessment of the strategy would follow to report on the following measures:

- Validity of the data available to assess the impact of the communications strategy
- Nation-wide recognition of PPIF as a key player in family planning
- Wide-scale dispersion of PPIF's mode of funding innovative stakeholders
- Increase in discourse on family planning needs among stakeholders
- Increase in providers motivation to deliver FP services
- Recognition and recall of PPIF-specific campaign messaging among beneficiaries

Campaign Evaluation

Each communications campaign undertaken to deliver a key message to a specific audience segment will undergo an independent assessment to assess the following:

A. Reach

Under this rubric, the efficacy of the communication channels and tools employed would be assessed in relation to the intended audience.

B. Awareness

Under this rubric the efficacy of the campaign message would be assessed to determine whether the intended audience found the information useful or whether it resulted in an increase in knowledge where such knowledge was previously lacking.

C. Acceptability

Under this rubric, the audience reaction to the message and actual or potential behavior change as a consequence of the campaign would be measured.

D. Cost Effectiveness

Under this rubric, the efficacy of the proposed course of action would be assessed to ascertain the value for money.

Evaluation Tools

PPIF will employ a variety of tools for evaluation of the communications strategy. Wherever necessary, the PPIF will engage external evaluators to assess where aspects of evaluation.

- The evaluation tools to assess beneficiary response will include:
 - I. Interviews
 - II. Focus groups
 - III. Surveys

- The evaluation tools for project partners, government and other stakeholders would include
 - I. Direct feedback at consultative sessions and other participatory forums
 - II. Verbal or written communications made to the PPIF
 - III. Analysis of content generated on population issues

- Media and general public perceptions can be assessed through the following:
 - I. Monitoring of press for news items and articles on innovation in population
 - II. Analysis of footfall and comments on the websites, blogs and other social networks

Evaluation Metric

Measuring the Reach	Measuring the Awareness	Measuring the Acceptability	Measuring the Cost Effectiveness
<p>Why Measure</p> <p>To track and measure the audience demographics and external interest in campaign reach</p>	<p>Why Measure</p> <p>To track and measure the audience knowledge levels and user satisfaction</p>	<p>Why Measure</p> <p>To demonstrate influence and uptake</p>	<p>Why Measure</p> <p>To ascertain value for money</p>
<p>How to Measure</p> <ul style="list-style-type: none"> • Indicators for audience size • Indicators for audience location • Indicators for audience interaction with the outputs • Indicators for outputs shared or reproduced 	<p>How to Measure</p> <ul style="list-style-type: none"> • Indicators for audience feedback • Indicators for the campaign usefulness 	<p>How to Measure</p> <ul style="list-style-type: none"> • Indicators for change in audience thinking • Indicators for the audience action 	<p>How to Measure</p> <ul style="list-style-type: none"> • Indicators for cost per output • Indicators for cost per beneficiary reached
<p>Measuring Tools</p> <ul style="list-style-type: none"> • Events: Observations & Informal Conversations, Feedback Forms, Interviews, Emails, Exit Surveys, Invites and Participation In Stakeholder Events • Publications: Citations • Mass & Digital Media: Readership & Viewership Analytics, Hashtracking 	<p>Measuring Tools</p> <ul style="list-style-type: none"> • Qualitative Methods: KAP Surveys, Structured Interviews • Quantitative Methods: Data Analysis of media campaigning, Event Turn Out 	<p>Measuring Tools</p> <ul style="list-style-type: none"> • Qualitative Methods: Focus Group Discussion, Structured Interviews • Quantitative Methods: Randomized Controlled Trial, KAP Surveys, Pharmacy Sales Data. 	<p>Measuring Tools</p> <ul style="list-style-type: none"> • Qualitative Methods: Focus Group Discussion, Beneficiary Feedback, Mechanism • Quantitative Methods: Exit Interviews, Beneficiary Survey