

GUIDELINES ON SOCIAL MOBILIZATION

Face to Face/Interpersonal communication (IPC)

Face to face or interpersonal communication is a powerful communication tool. Studies show that many Nigerians seek health information from their friends and family in their communities. However, friends and family often don't have correct information and can spread misconceptions. The mobilizer will use face to face/IPC to provide correct information about FP to friends, neighbors, families, and communities using innovative, entertaining and inspiring methods to motivate them to seek FP services.

Group discussion/community dialogues

Mobilizers can organize discussions around FP within their own groups and in the communities (church, mosque, trade groups). Resource persons can be invited to the discussions to provide technical assistance and clarify issues.

Community outreach

Mobilizers can come together to conduct local public awareness activities through targeted community interaction. They are designed to educate the public about a particular issue using respected and locally relevant channels of communication. Successful community outreach focuses on the issues relevant to the community and acknowledges the challenges in addressing that issue. Town criers can be used to create awareness about the outreach at strategic places within the community such as markets, churches, mosques, and playgrounds. During these outreach, resource persons address family planning issues using public address systems and encourage the audience to ask questions. BCC materials are distributed at these events to reinforce the message that has been shared. Examples of activities include; gathering people to watch local dramas focused on the issue being addressed, presentation of local songs with themes on the issue, drumming/dancing to attract people, sporting events and at key life events.

Road show

Mobilizers can organize road shows using a vehicle made colorful with posters, balloons, ribbons etc to create awareness and visibility about family planning. The vehicle moves slowly with branded mobilizers singing, dancing, distributing leaflets and conducting IPC.

