

Step 4: Design Message Strategy**PRIMARY AUDIENCE 1: WOMEN OF REPRODUCTIVE AGE****OBJECTIVES**

By 2015, increase the percentage of women (15-49), at all levels of parity and marital status, who:

- 1) Recognize implants as a comfortable, healthy, affordable, and safe method of family planning for all kinds of women, including young women
- 2) Know where to access quality counseling and services for implants
- 3) Understand potential side effects of implants and feel confident to manage them or seek support from a health worker
- 4) Talk to their partner about fertility and family planning, including implants
- 5) Talk to friends and family about implants
- 6) Choose implants as a family planning method

POSITIONING

Freedom is a central positioning for implants for all segments of women. Implants can be positioned as liberating women in a variety of ways, sensitive to the country context:

- Freedom from worry about getting pregnant because of the high reliability of this method
- Freedom from thinking about family planning for 3-5 years due to the long effectiveness of this method
- Freedom from need to return to a facility to restock as implants only require a one-time action every 3-5 years
- Freedom from having a pelvic exam as this is not required to provide implants

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- Freedom to change one’s mind and expect immediate return to fertility upon removal
- Freedom to pursue life goals. Older women who use implants may be identified as “wise”, while younger women may be identified as “savvy” women who are planning for their future.
- Freedom to be spontaneous in sexual relations as implants require no interruption of sexual activity.

Other key positioning possibilities are:

Implants are **flexible** - they meet women where they are at all different stages of their life. They are an excellent choice for all kinds of women in all stages of parity. Young women (including adolescents) and those with no children can use implants to delay first birth but still preserve their fertility; low parity women can use to space the birth of their next child; implants are one of the few good options available to breastfeeding women; women who are living with HIV can use implants; women who just had an abortion can use implants; and, implants are good for women thinking about or deciding to limit births, with the option to remove if they change their minds.

Implants may also be positioned as **affordable**, depending on the country context and whether they are available free of charge or at cost, or whether cost is considered a key barrier to family planning use. Implants are a one-time cost which, when spread out over the 3-5 year effective period, makes them an extremely cheap option compared to short-acting methods.

KEY PROMISE

If you choose to use the implant, you can safely and affordably avoid unintended and mistimed pregnancies, allowing you to achieve key goals for yourself and your family.

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SUPPORT STATEMENT
Implants are a highly effective method of family planning that are long acting, reversible, and convenient to use.
KEY MESSAGES
<p>Key messages for implants should focus on the benefits. Key information should also be provided in a simple, easy-to-understand and non-threatening way, including information about real side effects.</p> <p>In line with the “Freedom” positioning, key messages for women of child-bearing age, segmented by life-cycle, may include:</p> <p>Young unmarried woman, pre-childbearing:</p> <ul style="list-style-type: none">• Talk to your friends about implants, the safe, easy, affordable method that gives you the freedom to be you (Knowledge: benefits).• Ask your provider about implants, the safe, easy, affordable method that gives you the freedom to plan your life (Knowledge: benefits; Provider bias).• Implants are a safe method of family planning, including for young pre-childbearing women. Talk to your provider about how to manage possible side effects (Fear of side effects).• Choose implants, and give yourself the time to achieve your dreams (Knowledge of benefits: long-acting).• Choose implants; once it is inserted, you don't have to think about family planning and can be spontaneous (Knowledge of benefits: ease).• Choose implants; they offer at least three years of protection against unintended pregnancy for a one-time insertion fee (Knowledge

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of benefits: affordability).

- Implants are quickly reversible and do not affect return to fertility (Knowledge: benefits)

Married woman, pre-childbearing:

- Talk to your partner about implants, the safe, easy, affordable method that gives you the freedom to plan your life together (Partner communication).
- Ask your provider about implants, the safe, easy, affordable method that gives you the freedom to plan your life (Knowledge: benefits).
- Implants are a safe method of family planning. Talk to your provider about how to manage possible side effects (Fear of side effects).
- Choose implants, and give yourself the time to build your life as a couple (Knowledge of benefits: long-acting).
- Choose implants; once it is inserted, you don't have to think about family planning and can be spontaneous (Knowledge of benefits: ease).
- Choose implants; they offer at least three years of protection against unintended pregnancy for a one-time insertion fee (Knowledge of benefits: affordability).
- Implants are quickly reversible and do not affect return to fertility (Knowledge: benefits)

Woman who wants to space her births:

- Talk to your partner about implants, the safe, easy, affordable method that gives you the freedom to focus on your family (Partner communication).
- Ask your provider about implants, the safe, easy, affordable method that gives you the freedom to focus on your family (Knowledge: benefits; Provider bias).
- Implants are a safe method of family planning. Talk to your provider about how to manage possible side effects (Fear of side effects).
- Choose implants, and give yourself the time to focus on your family (Knowledge of benefits: long-acting).
- Choose implants; once it is inserted, you don't have to think about family planning and can focus on what's important to you (Knowledge of benefits: ease).
- Choose implants; they offer at least three years of protection against unintended pregnancy for a one-time insertion fee (Knowledge of benefits: affordability).
- Implants are quickly reversible and do not affect return to fertility (Knowledge: benefits)

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- Implants: a safe family planning method for breastfeeding women (Knowledge: benefits)

Woman who has completed her family:

- Talk to your partner about implants, the safe, easy, affordable, long-lasting method that ensures the completion of your family. (Knowledge: benefits).
- Ask your provider about implants, the safe, easy, affordable method that gives you the freedom to complete your family (Knowledge: benefits).
- Implants are a safe method of family planning. Talk to your provider about how to manage possible side effects (Fear of side effects).
- Choose implants, and give yourself the time to focus on your family (Knowledge of benefits: long-acting).
- Choose implants; once it is inserted, you don't have to think about family planning and can focus on what's important to you (Knowledge of benefits: ease).
- Choose implants; they offer at least three years of protection against unintended pregnancy for a one-time insertion fee (Knowledge of benefits: affordability)

Basic information about implants to support key messages should also be communicated. This includes:

- Hormonal implants consist of 1-2 small, thin, flexible plastic rods, each about the size of a matchstick.
- Implants are inserted under the skin of a woman's upper arm.
- Implants should be inserted and removed by a skilled provider.
- Implants prevent pregnancy for 3-5 years.
- Implants are a safe, highly effective, and quickly reversible long-acting method that requires little attention after insertion.
- No regular action by the user and no routine clinical follow-up are required.
- Just as there are changes in a woman's body when she is pregnant, users of implants are likely to experience changes which are completely normal, safe, have no effect on fertility and tend to diminish over time. Changes to normal menstrual bleeding patterns is the most common, including irregular bleeding, prolonged bleeding or spotting, heavy bleeding, bleeding or spotting between periods, no bleeding at all or a combination of these patterns. Other possible side effects include headache, acne and weight gain, though again these tend to diminish over time. It's important to remember that most side effects lessen or completely stop within three months of starting a new method. Not all women have these side effects, and these side effects are not a sign of illness.
- Implants are provided at _____ (e.g. any facility where you see this sign....)

PRIMARY AUDIENCE 2: CLINICAL PROVIDERS	
OBJECTIVES	<p>By the year 2015, increase the percentage of clinical providers who:</p> <ol style="list-style-type: none"> 1) Demonstrate accurate knowledge of implants, including benefits and side effects. 2) Effectively counsel and present impartial information on implants including eligibility criteria, side effects, procedure, and effectiveness. 3) Respect clients’ right to choose the method that suits them best, regardless of the providers’ own values or perceptions of male partner preferences. 4) Report the confidence and resources they need to provide implants.
POSITIONING	<p>The overall positioning for clinical providers will be based on promoting proud, professional providers. This will be operationalized as:</p> <ul style="list-style-type: none"> • Pride in position and providing long term solutions to clients • Pride in having more skills • Prestige in being seen as knowledgeable and helpful • Satisfaction in helping women and families in improving their health • (for private sector)—Satisfied clients will return and refer friends/family • (for public sector)—Providing quality services reduces patients returning with problems (thereby decreasing work load)
KEY PROMISE	

PRIMARY AUDIENCE 2: CLINICAL PROVIDERS

For clinical providers, implants are a highly effective, safe and long acting family planning option that only specially trained clinical providers offer.

SUPPORT STATEMENT

You will gain prestige through satisfied clients who are able to plan their families and reach their goals.

KEY MESSAGES

Key messages for providers should be focused on confident, capable providers that can believe in the safety and efficacy of implants and embrace the concept of helping women (and couples) choose a family planning method that “suits them best”.

- Ensure that you have accurate and up-to-date knowledge of implants, including both benefits and side effects; your clients rely upon you as an excellent provider to keep them informed! (Knowledge of benefits: safety/side effects).
- A woman’s family planning needs – and method preferences – often change across her lifetime. Taking the time to speak to your clients about their intentions and preferences, and helping them choose the method that is best for them, is the mark of an expert provider (Knowledge: method benefits and changing needs; attitudes: clients’ right to choose).
- Implants are a highly effective, safe, and convenient long-term method for timing and spacing pregnancies. Well-timed pregnancies help improve the health and well-being of women and their families (Knowledge of benefits).

PRIMARY AUDIENCE 2: CLINICAL PROVIDERS

- Present appropriate family planning options to each client based on their life-stage, clearly describing method benefits and side effects, then allow the client to choose the method that is best for her. Confident providers support their clients rather than direct them. (Attitudes: clients' right to choose)
- Implants are a safe and appropriate contraceptive choice for young women, including those women who have not yet had children. (Attitudes: appropriate method for young women)
- Speak to clients and their partners about family planning. Many men support their wives in spacing and limiting pregnancies, and appreciate safe, affordable, long-term methods such as implants. (Attitudes: male support for family planning generally and implants specifically)
- As an experienced provider, you can speak to your clients about implants, including benefits and side effects. Providing clear and comprehensible information, and listening to client preferences, will help clients make decisions that are right for them (Self efficacy to counsel).
- You have the training and the experience to correctly insert implants. Your abilities help ensure that your clients have a quick and easy insertion, and are able to access the family planning method they have chosen (Self efficacy to insert after provider training).

As with women, basic information about implants should also be communicated. This includes:

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- Implants are inserted under the skin of a woman's upper arm.
- Implants should be inserted and removed by a skilled provider.
- Implants prevent pregnancy for 3-5 years.
- Implants are a safe, highly effective, and quickly reversible long-acting method that requires little attention after insertion.
- No regular action by the user and no routine clinical follow-up are required.
- Just as there are changes in a woman's body when she is pregnant, users of implants are likely to experience changes which are completely normal, safe, have no effect on fertility and tend to diminish over time. Changes to normal menstrual bleeding patterns is the most common, including irregular bleeding, prolonged bleeding or spotting, heavy bleeding, bleeding or spotting between periods, no bleeding at all or a combination of these patterns. Other possible side effects include headache, acne and weight gain, though again these tend to diminish over time. It's important to remember that most side effects lessen or completely stop within three months of starting a new method. Not all women have these side effects, and these side effects are not a sign of illness.
- Implants are provided at _____ (e.g. any facility where you see this sign....)

PRIMARY AUDIENCE 3: NON-CLINICAL PROVIDERS

OBJECTIVES

By the year 2015, increase the percentage of non-clinical providers who:

- 1) Demonstrate accurate knowledge of implants, including benefits and side effects.
- 2) Have the confidence and resources they need to effectively introduce implants to community members.
- 3) Facilitate community dialogue around family planning and long-acting methods.
- 4) Effectively counsel and present impartial information on implants including benefits, side effects, and effectiveness.
- 5) Refer clients for more information, insertion/removal, and dealing with side effects.

POSITIONING

The key positioning for non-clinical providers will be that providing information and referral for implants will increase the pride in themselves, prestige among the community and satisfaction in the service they provide:

- Pride in position and providing long term solutions to clients
- Prestige in having the latest knowledge and information about family planning
- Satisfaction in helping women and families in improving their health

KEY PROMISE

PRIMARY AUDIENCE 3: NON-CLINICAL PROVIDERS

If you choose to provide community members with information about long acting family planning, such as implants, you will be seen as a knowledgeable leader in your community.

SUPPORT STATEMENT

Satisfied community members will look to you for information on new methods of family planning and will refer their friends and family members.

KEY MESSAGES

Key messages for providers should be focused on confident, capable providers that can believe in the safety and efficacy of implants and embrace the concept of helping women choose a family planning method that “suits them best”.

- Ensure that you have accurate and up-to-date knowledge of implants, including both benefits and side effects (Knowledge)
- Your community depends upon you as a trusted provider to give them information on the fullest choice of FP methods (Pride).
- Taking the time to speak to community members, both male and female, about their intentions and preferences, is an essential part of choosing the method that is best for them (Communication).
- Implants are a highly effective, safe, and convenient long-term method for timing and spacing pregnancies. Well-timed pregnancies help improve the health and well-being of women and their families (Knowledge of benefits).
- Implants are a safe and appropriate contraceptive choice for young women, including those women who have not yet had children. (Attitudes: appropriate method for young women)

PRIMARY AUDIENCE 3: NON-CLINICAL PROVIDERS

- Present information on available family planning options to women, clearly describing method benefits and side effects, then allow the woman to choose the method that is best for her. Confident providers support women rather than direct them. (Attitudes: women's right to choose)
- You can speak to people in your community about implants, including benefits and side effects. Providing clear and comprehensible information, and listening to women's preferences, will help women make decisions that are right for them (Self efficacy to make referrals and counsel).

As with women, basic information about implants should also be communicated. This includes:

- Hormonal implants consist of 1-2 small, thin, flexible plastic rods, each about the size of a matchstick.
- Implants are inserted under the skin of a woman's upper arm.
- Implants should be inserted and removed by a skilled provider.
- Implants prevent pregnancy for 3-5 years.
- Implants are a safe, highly effective, and quickly reversible long-acting method that requires little attention after insertion.
- No regular action by the user and no routine clinical follow-up are required.
- Just as there are changes in a woman's body when she is pregnant, users of implants are likely to experience changes which are completely normal, safe, have no effect on fertility and tend to diminish over time. Changes to normal menstrual bleeding patterns is the most common, including irregular bleeding, prolonged bleeding or spotting, heavy bleeding, bleeding or spotting between periods, no bleeding at all or a combination of these patterns. Other possible side effects include headache, acne and weight gain, though again these tend to diminish over time. It's important to remember that most side effects lessen or completely stop within three months of starting a new method. Not all women have these side effects, and these side effects are not a sign of illness.
- Implants are provided at _____ (e.g. any facility where you see this sign....)

INFLUENCING AUDIENCE 1: MALE PARTNERS

OBJECTIVES

By 2015, increase the percentage of men who:

- 1) Recognize implants as comfortable, healthy, affordable, socially acceptable and safe
- 2) Agree that their wife or partner should use implants, if that is her desired method
- 3) Talk to their partner about fertility and family planning, including implants

POSITIONING

Implants can be positioned as enabling male partners to fulfill their roles as “protector” and “provider” for their family. This can be operationalized in a variety of ways, sensitive to the country context and without reinforcing gender stereotypes. For example:

- Protect: Implants are an effective family planning method to ensure that couples time pregnancies in a way most beneficial to the mother’s and children’s health.
- Protect: Spacing births sufficiently gives each child a healthy start before the next child arrives and also gives the mother time to recover her strength.
- Provide: Spacing births also helps a couple to be able to provide food, education, and health care for each child.
- Provide: As for women, implants may also be positioned among male partners as affordable, depending on the country context and whether they are available free of charge or at cost, or whether cost is considered a key barrier.
- Care: The decision to get an implant isn’t always easy. Partners can make joint decisions and consider the desires of one another when

<p>INFLUENCING AUDIENCE 1: MALE PARTNERS</p>
<p>deciding if an implant is the right choice for the couple.</p> <p><i>*When positioning family planning to men, it is critical that marketing and communications campaigns do not reinforce negative gender stereotypes. While audience insight research points to men’s aspirations of being protectors and providers, communications should carefully portray men’s roles. Formative research and then pretest focus groups will be critical when developing materials targeted to men that promote positive behavior change without gender stereotyping.</i></p>
<p>KEY PROMISE</p>
<p>When you and your partner choose to use implants, you are choosing a safe method to help ensure the health of the mother and your children.</p>
<p>SUPPORT STATEMENT</p>
<p>By choosing implants or another method of family planning you and your partner will be better able to provide for the health and well-being of all your children.</p>
<p>KEY MESSAGES</p>
<p>As with women, key messages for male partners should focus on the benefits. In line with the “Provider” and “Protector” positioning, key messages may include:</p> <ul style="list-style-type: none"> • Family planning enables couples to time pregnancies in a way that is beneficial to the mother’s and children’s health. Speak to your

INFLUENCING AUDIENCE 1: MALE PARTNERS

partner about implants, an affordable way for you to ensure your family is healthy and well-cared for (Knowledge of benefits: affordability).

- Family planning enables couples to time pregnancies in a way that is beneficial to the mother's and children's health. Speak to your partner about implants, a safe and effective method to plan your pregnancies and ensure the health of your family (Knowledge of benefits: safety).
- Be like other men in your community who support their wives to practice family planning.
- Encourage your partner to visit a health facility nearby that supplies implants at _____ (e.g. any facility where you see this sign....) (Knowledge: availability).
- Talk to your partner about implants; they offer at least three years of protection against unintended pregnancy for a one-time insertion fee (Knowledge of benefits: affordability).
- Implants are quickly reversible and do not affect return to fertility (Knowledge: benefits)

As with women, basic information about implants should also be communicated. This includes:

- Hormonal implants consist of 1-2 small, thin, flexible plastic rods, each about the size of a matchstick.
- Implants are inserted under the skin of a woman's upper arm.
- Implants should be inserted and removed by a skilled provider.
- Implants prevent pregnancy for 3-5 years.
- Implants are a safe, highly effective, and quickly reversible long-acting method that requires little attention after insertion.
- No regular action by the user and no routine clinical follow-up are required.
- Just as there are changes in a woman's body when she is pregnant, users of implants are likely to experience changes which are completely normal, safe, have no effect on fertility and tend to diminish over time. Changes to normal menstrual bleeding patterns is the most common, including irregular bleeding, prolonged bleeding or spotting, heavy bleeding, bleeding or spotting between periods, no bleeding at all or a combination of these patterns. Other possible side effects include headache, acne and weight gain, though again these tend to diminish over time. It's important to remember that most side effects lessen or completely stop within three months of starting a new method. Not all women have these side effects, and these side effects are not a sign of illness.
- Implants are provided at _____ (e.g. any facility where you see this sign....)

INFLUENCING AUDIENCE 2: EXTENDED FAMILY MEMBERS AND COMMUNITY MEMBERS

INFLUENCING AUDIENCE 1: MALE PARTNERS
OBJECTIVES
<p>By 2015, increase the percentage of extended family/community members who:</p> <ol style="list-style-type: none">1) Recognize implants as comfortable, healthy, affordable, socially acceptable and safe2) Agree that their daughters-in-law or women in their community should use implants, if that is her desired method
POSITIONING
<p>Implants are an excellent family planning method for the building of stronger and healthier families and communities.</p>
KEY PROMISE
<p>When families and communities support implants as an option for family planning, they support and positively influence the health of their children and mothers.</p>
SUPPORT STATEMENT

INFLUENCING AUDIENCE 1: MALE PARTNERS

By choosing implants or another method of family planning, families in the community will be better able to provide for the health and well-being of all the children.

KEY MESSAGES

As with women, key messages for extended families and community members should focus on the benefits. Key messages may include:

- Implants enable families to time pregnancies in a way that is beneficial to the mother's and children's health.
- Support women in your community who choose to use implants, an affordable/safe way to ensure your community is healthy and well-cared for (Knowledge of benefits: affordability/safety).
- Leaders in our community support women who practice family planning.
- Implants offer at least three years of protection against unintended pregnancy for a one-time insertion fee (Knowledge of benefits: affordability).
- Implants are quickly reversible and do not affect return to fertility (Knowledge: benefits)

As with women, basic information about implants should also be communicated. This includes:

- Hormonal implants consist of 1-2 small, thin, flexible plastic rods, each about the size of a matchstick.
- Implants are inserted under the skin of a woman's upper arm.
- Implants should be inserted and removed by a skilled provider.
- Implants prevent pregnancy for 3-5 years.
- Implants are a safe, highly effective, and quickly reversible long-acting method that requires little attention after insertion.

INFLUENCING AUDIENCE 1: MALE PARTNERS

- No regular action by the user and no routine clinical follow-up are required.
- Just as there are changes in a woman's body when she is pregnant, users of implants are likely to experience changes which are completely normal, safe, have no effect on fertility and tend to diminish over time. Changes to normal menstrual bleeding patterns is the most common, including irregular bleeding, prolonged bleeding or spotting, heavy bleeding, bleeding or spotting between periods, no bleeding at all or a combination of these patterns. Other possible side effects include headache, acne and weight gain, though again these tend to diminish over time. It's important to remember that most side effects lessen or completely stop within three months of starting a new method. Not all women have these side effects, and these side effects are not a sign of illness.
- Implants are provided at _____ (e.g. any facility where you see this sign....)