TECHNICAL WORKING GROUP ON POPULATION AND DEVELOPMENT COMMUNICATION AND ADVOCACY

Summary of the Seventh Quarterly Meeting (Retreat)

Livingstonia Beach Hotel Salima
9-10 October 2013
Summary
The Ministry of Economic Planning and Development (MEPD), in collaboration with the USAID-funded Health Policy Project (HPP), hosted the seventh quarterly meeting of the Technical Working Group (TWG) on Population and Development Communication and Advocacy at Livingstonia Beach Hotel in Salima from October 9-10, 2013. The main objective of the meeting was to advance implementation of the national communication and advocacy strategy on population and development, and draw on the TWG support for strengthening multisectoral engagement for its implementation, including greater involvement of ministries that have not participated in the TWG. Specific objectives of the meeting were to:

- review progress in implementing the 2012-2016 communication and advocacy strategy
- share partners’ population and development activities
- identify priority activities for next year and develop a multisectoral implementation plan
- discuss ways to strengthen the TWG’s functions, including increasing multisectoral involvement, and
- review progress against the communication strategy’s monitoring and evaluation plan.

Meeting Recap
Twenty-seven participants attended this seventh TWG meeting, representing various ministries, NGOs, faith-based organisations (FBOs), and implementing partners. See Annex 1 for the list of the members present. The following are key highlights of the discussions at the meeting, including those aimed at improving TWG functions:

- There needs to be a better link made between MEPD, TWG members, and sectoral ministries to engage them on the urgency of slowing population growth and linkages between population growth and youth employment, deforestation, land availability, and climate change.
- MEPD should improve its communication with TWG members through use of a functional email list to provide TWG members with timely updates and a calendar of institutional activities for better coordination. This would involve improving internet connectivity at MEPD.
- Continue with regular quarterly meetings and provide a calendar of the meetings in advance for better planning and participation.
- There needs to be well-defined focal persons at MEPD for TWG activities for ease of following activities by partners, for the focal person to better coordinate partner activities, and for improved collaboration among partners.
- To adopt the Population Malawi website which HPP drafted for MEPD and TWG.
- To consider capacity building as another approach for the advocacy and communication strategy for population and development.
- MEPD finalizing the implementation plan for the national population policy and planning to jointly disseminate it with the communication and advocacy strategy.
**Meeting Agenda**
The agenda of the meeting included: welcoming remarks by MEPD; review of the retreat objectives and planned outcomes; review of the communication and advocacy strategy objectives; an update on population issues and key upcoming events; a short history of the TWG and the strategy; review of progress to date and analysis of what is working, what is not, and where gaps lie; determination of priority activities for the next year and opportunities for collaboration; discussion of ways to improve the TWG; solicitation of ideas for how to increase multisectoral representation and collaboration on implementing the communication strategy; training on messaging and role plays on engaging Principal Secretaries of various ministries; discussion of a new TWG information “hub” website; ideas for a MEPD social media strategy that TWG could support; discussion of how to refine the monitoring and evaluation framework; and determination of action items for the next TWG meeting.

**Retreat on Implementation of the Communication and Advocacy Strategy for Population and Development**

**Welcoming Remarks**
MEPD introduced the retreat by reflecting on the importance of population issues to the quality of life, noting that rapid population growth contributes to poverty in Malawi, environmental degradation, and an inadequate supply of social services, such as health and education. Such problems exacerbate the status of vulnerable groups, including women and children.

MEPD also acknowledged the success of the August “Population Weekend” and thanked the religious community for their active participation and support.

*Mr. Jollam Banda, Deputy Director of the Population and Development Planning Unit, MEPD, welcomed TWG members in an introductory speech.*
Expectations for the Retreat
TWG members noted their hopes and expectations for the two-day meeting, namely:
- Reflection on the program and successes of the communications strategy
- Development of future plans for TWG and strategy implementation
- Sharing best practices with each other
- Platform for future collaborations; identify areas of multisectoral collaboration
- Improved communication and relationship between religious mother bodies and others working to slow population growth in Malawi
- Comparison of what is being done and the M&E framework/ action plan
- Vision and inspiration for going forward

Expected Outcomes of the Retreat
MEPD shared with the members the expected outcomes of the retreat which were similar to the participants’ expectations:
- A report on progress made on the advocacy and communication strategy including successes and challenges
- Prioritized activities for next year
- Actionable ideas for improving the TWG
- Commitments to more collaboration with relevant groups

Update on Key Events in Population and Development
MEPD provided the members with an update on important recent and upcoming events, including:
- MEPD launched the National Population Policy in February 2013 and the Vice President was the guest of honour, demonstrating high-level political support.
- MEPD recently launched UNFPA’s State of the World Population Report.
  - Those activities that were not yet implemented by 2013 should be carried on into 2014 and beyond. The main focus has been on enhancing Information, Education and Communication about population dynamics in relation to development for vulnerable groups, especially women and children.
- International Conference on Family Planning: The November 2013 ICFP will be represented by the Ministers of Health and Economic Planning and Development. Her Excellencethe President of Malawi will deliver a speech for both the conference and the High-Level Meeting.
- World Population Day Commemoration: the day was commemorated on 11th July, 2013 to remind citizens of the impact of population dynamics on development. The 2013 theme was adolescent pregnancy, with Malawi promoting the message, ‘No children by children.’
• Population Weekend with Religious Leaders: The main event was held 23rd to 25th August, with the six religious mother bodies actively participated in organizing the event. With support from the USAID-funded Health Policy Project, they jointly developed religion-specific, tailored information/education/communication materials that were disseminated during sermons in mosques and churches. TWG members expressed keen interest in learning more about the efforts to organize a national population weekend. Preparations included meetings among all religions in north, south and central Malawi, and the development of IEC materials for Muslim and Christian groups. TWG members who were involved felt the effort was well targeted and was well accepted. The members discussed the need going forward to expand or replicate the population weekend, and include an even broader group of religious organizations and stakeholders, as well as reach into religious media when promoting the event. A presentation on the Population Weekend will be made by a representative of the mother bodies at the next TWG meeting.

“Using the same Bible, groups including the conservative faiths have come together to talk,” explained Rev. Innocent Chikomo. “Religious society says it [family planning and slowing population growth] is a felt need. These are issues that are very practical. We are not talking about Mars or Jupiter, we are talking about Malawi. These things are real, they are not alien.”

One of the news articles featured after the population weekend.

“It [Population Weekend] was a good weekend,” one TWG member stated. “But we have left it in suspense: there are question about how we continue, and how we reach the masses in the rural areas, how we maintain and sustain the program. All the religious groups are in acceptance of the program.”
Condomize Malawi Campaign: The campaign targeted Malawian youth to scale up the access to and usage of condoms to prevent STI/HIV and pregnancy in youth. It was rolled out in Zomba by the Ministry of Youth (MOY) and other partners with support from UNFPA and will last a year. TWG members held a lively discussion of the campaign, requesting broader stakeholder involvement to ensure consistency in messaging, avoid duplication, and increase impact. MEPD plans to confer with the Ministry of Youth and the other stakeholders on how to ensure greater coordination and collaboration, especially given various messages provided on condoms for use in family planning and HIV prevention. The MOY and Malawi National Youth Council will present details on the Condomize campaign at the next TWG meeting.

Brenda Sulamoyo of Ministry of Youth showing the condomize campaign attire shared with the youth during the launch. Photo by Elizabeth T. Robinson/HPP

Dezio Macheso (centre) explaining the Condomize campaign.
- Social Media Initiative: MEPD is piloting a social media campaign to reach out to urban youth with FP messages and also get their views on population/FP needs.

Marian Jumbe, MEPD, who chaired Day Two of the TWG retreat, presented updates on population events to members.

**History of the TWG**

MEPD presented a short history of the TWG, explaining that MEPD’s role is to coordinate the implementation of the activities and provide overall guidance to steer the implementation process. Members were reminded that the TWG was instituted to ensure that all the efforts are streamlined, to promote collaboration among sectors and partners, including civil society and faith-based organisations. A small group within the TWG, working with MEPD and with the support of the USAID-funded Health Policy Project, developed the communication and advocacy strategy on population and development, and the TWG’s key role since its development has been to contribute to achieving the specific objectives and common goal of the strategy.

**Status of the National Communication and Advocacy Strategy on Population and Development 2012-2016**

MEPD briefed TWG members on the status of the strategy, which was finalized in 2012. In March 2013, the National Population Policy was launched, providing a framework for communication and advocacy, among other elements needed to guide population issues. Subsequently, an implementation plan for the national policy was drafted, and is in the process of being refined with UNFPA support. The implementation plan has drawn on objectives, activities, and ideas contained within the communication and advocacy strategy, and is
harmonized with it. Once the implementation plan is completed near the end of 2013, MEPD will launch it together with the communication and advocacy strategy.

**Update on Progress of Implementing the Communication and Advocacy Strategy**

TWG members agreed that considerable progress had already been made implementing the strategy, notably:

- The National Population Policy has been approved, with input and review from various TWG members.
- Parliamentarians trained in advocacy successfully pushed for inclusion of a line item in the Ministry of Health budget for family planning.
- The Essential Health Package now includes FP: when women go to a clinic, they should be able to access FP services.
- There has been a lot done to reach out to the faith community, and religious leaders have come on board. One member said, “There has been a paradigm shift, because talking with youth on these issues [family planning] is considered a taboo in our country. We are now talking to the young.”
- There is a real sense that the tides have shifted in terms of political will, with important social groups striving to convey the relationship between population and development. As one TWG member said, “This is a significant milestone: without that, the other activities won’t move.”
- TWG members have engaged in a variety of communication activities related to family planning, including radio programs, billboards, open days, and workshops for journalists.
- Many groups are developing IEC materials and messaging. The constant messaging and branding, as well as positive coverage by news media, have contributed to a shift in acceptance of family planning as a key population intervention to promote development.
- The TWG has provided a platform for collaboration on population and development issues and has been useful to members to build their own technical expertise.

“*We now have buy-in, and we have FP in all the districts,*” said Joyce Wachepa. “*Perhaps the next activity is to mobilise funds for sustainability purposes.*”

TWG members shared detailed updates on activities by posting yellow sticky notes on wall posters listing objectives and the key activities under each. Information was shared on those planned activities, and it was noted that many groups were working on reaching decision makers at the district level, and building political will, but fewer on gender issues, education of girls, population and the environment, and population and youth employment. See Annex 2, a grid organized by each of the ten objectives of the communication strategy, which shows which activities have been carried out, where, by which organizations. The grid shows that nearly **100 activities have been carried out, with some for each of the ten objectives.**
Remaining Gaps

- TWG members expressed concern that the Ministry of Education was not attending TWG meetings, as linkages between education and the well-being of youth are paramount.
- IEC materials are not being adequately shared among groups that could use them.
- Little is being done to address the Office of the President and Cabinet (OPC).
- Not enough is being done multi-sectorally about gender, although the Ministry of Gender has conducted some research to identify priority needs, including reducing harmful traditional practices and gender-based violence.

“Very little is being done on gender equity,” one TWG member said. “It is a critical issue and if we ignore gender disparities, progress on all other development issues will be a challenge.”

Father Kaufo and Rev. Innocent Chikomo of the Seventh Day Adventist Church post activities related to promoting the education of girls.
Priority Activities for the Next Year and Opportunities for Collaboration

Participants in the retreat proposed continuance of many ongoing activities, and also prioritized new ones. For a full list of activities suggested by the TWG, see Annex 3.

Overall, the **TWG members agreed on the following priorities:**

- Put more effort into Population Weekends.
- Engage religious media to focus on event days, not just population weekends.
- Integrate population messages in commemoration and event days, for example during the tree planting season in January.
- Train national champions to be spokespersons for population and development.
- Increase collaboration among stakeholders, especially ministries that have not yet engaged fully.

Steps to Improve the TWG

Participants were asked to write one recommendation to improve the functions of the TWG on small paper and unanimously share. The list of recommendations was compiled and recommendations mostly focused on improving communication between MEPD and TWG members, and among members. Participants recommended improving communication in terms of ensuring timelines, regular and functional distribution of emails, and sharing updates and a calendar of institutional activities. They also suggested regularly scheduled meetings (beyond the quarterly TWG meetings) between various stakeholders and MEPD, and to assign a focal
person at MEPD for smooth follow-up of activities by partners and better coordination and collaboration by members.

**Increasing Multisectoral Representation and Collaboration on Implementing the Communication and Advocacy Strategy**

- To implement communication and advocacy activities relevant to population and the environment, TWG members recommended that the ministries that deal with education, climate change, and agricultural issues become engaged.
- Plan ahead at quarterly meetings to engage media in synchronistic ways for more coverage. Use the calendar on page 13 of the communication strategy to plan ahead for coordination around event days. See who is doing something for a given event and who wants to collaborate.

**Messaging:** PRB provided a short training on key elements for developing and delivering messages effectively when advocating for specific requests of decisionmakers. The presentation recommended the following: 1) when developing a message, develop one to three statements that are short, simple, and positive, and 2) have a strategy to reinforce your message. The full PRB presentation, which members found useful for population advocacy as well as their own professional development, was subsequently sent by email to all TWG members.

Based on the PRB presentation, participants had a chance to work in groups on a role-play exercise designed to elicit ways to engage principal secretaries whose ministries have not participated actively in the TWG or implementation of the communication and advocacy strategy for population and development. The pictures below show some of the TWG members performing the role plays.

*Dan Gareta (right), role playing as the Principal Secretary for Education, with Darlington Harawa (left) as an advocate.*
Information “hub” website

In 2012 the TWG recommended that a centralized resource be created where members and other population and development stakeholders could locate government policies, IEC materials, examples of messages, TWG minutes and reports, and past studies conducted in Malawi on family planning and population. The Health Policy Project compiled TWG recommendations and presented a draft information “hub” website for the TWG to operate collectively. MEPD and TWG members made suggestions to include a calendar, a section to collect presentations, a section where the public could locate information on youth and population issues, and a list of upcoming events. Those were integrated during the TWG retreat into the draft web architecture.

Next steps will include discussing governance of the website, editorial policies, and the wording of a disclaimer so that readers will understand that the materials contained in the website reflect the views of the organizations that published them and are not endorsed by MEPD or other groups. It was proposed that published policies, strategies, reports, and guidance documents by sectoral ministries such as MEPD, and materials related to family planning or population and development that have been published by implementing partners who receive support from USAID, be posted on the web; as such materials are typically highly reviewed and are evidence-based. Members were asked to share any materials for the website with Dan Gareta at MEPD, with a cc to Olive Mtema at HPP.
An online TWG informational “hub” website containing Malawi-specific materials on population issues was demonstrated at the October retreat and revised with input from TWG members.

Social Media Strategy
MEPD presented initial thoughts on a social media initiative it may develop using Facebook and Twitter to better engage young people on population and development issues. The Health Policy Project also made a presentation on basic elements on social media strategies for the TWG members to consider, including specific objectives, preparation and follow-up, and resources needed.

Monitoring and Evaluation Framework
MEPD presented a proposed revised tool for capturing quantitative monitoring and evaluation (M&E) information (e.g., numbers of meetings held with district officials, or numbers of IEC materials developed) on activities conducted to implement the communication and advocacy strategy. The question MEPD posed was, “How can we measure our results in a way that is more uniform? Which results should we be tracking, and how?”

Given that not all activities can or should be evaluated, TWG members suggested that:
1) Any in-depth evaluation should focus on a few very specific priority activities.
2) The existing Action Plan in the communication and advocacy strategy (an annex which contains indicators and lists planned activities) could be used as a simple and practical scorecard for activities completed.
3) Considerations should be given to assessing changes, such as shifts in society’s perception of family planning, or strengthened political will to slow population growth, using qualitative approaches.
Next steps will include for MEPD to finalize the monitoring and evaluation framework (by the end of October 2013) and share for comments. A final draft will be presented at the next TWG for final consultation before finalization.

Robert Msuku, MEPD, presented a possible approach for counting the total number of activities conducted, compared to the number listed in the Action Plan of the communication and advocacy strategy.

**Action Items for the Next TWG Meeting**

At the next TWG quarterly meeting, members will:

- Examine issues discussed on the Condomize campaign and find collaborative solutions as a joint TWG. The Ministry of Youth and NYCOM will prepare a presentation on the campaign to share more detailed information.
- Get detailed information on population weekend by a representative from the religious mother bodies.
- Many groups are developing IEC materials, but not everyone knows what exists, or which tools to use for which purposes and audiences. Members will briefly review existing tools at the next TWG, e.g., why use RAPID in one case and ENGAGE in another? Copies of *Why Population Matters in Malawi* will be distributed to all members at next TWG meeting.
- Review MEPD’s final draft of the monitoring and evaluation framework for the communication and advocacy strategy.

TWG members will also discuss next steps on:

- Identifying district focal points.
- Addressing issues related to moving ahead to engage champions more fully.
Commemorative Days
TWG members are requested to inform other members about which ones they are taking the lead on or are actively involved in. The TWG can be a platform for what other organisations can do to contribute to event days. TWG members should share information on upcoming events and themes with the wider TWG.

Conclusion
The meeting was a success and helped to enhance the relationships among the TWG members and MEPD. The meeting helped clarify the new staff at MEPD’s responsibilities and also the new channels of communication for better coordination and collaboration with TWG members. TWG members who participated in the meeting were energized to recognize the extent of the progress to date in implementing the communication strategy. It is expected that the TWG members will be further motivated to continue working hard for more achievements in the coming year.
# Annex I: TWG members present

**TWG RETREAT**  
9th-10th October, 2013  
Livingstonia Beach Hotel, SALIMA

<table>
<thead>
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<th>Sex</th>
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Annnex 2: Updated Action Plan Showing Activities Carried Out to Implement the Communication and Advocacy Strategy for Population and Development

I. ACTIONS TAKEN TO IMPLEMENT COMMUNICATION/ADVOCACY STRATEGY

This action plan for the strategy specifies overarching outcomes and indicators for routine monitoring of progress against identified objectives and activities, and identifies the timing, lead agencies, and supporting partners needed to implement the activities.

<table>
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<tr>
<th>Activity</th>
<th>Indicators</th>
<th>Activities Undertaken to Implement TWG Strategy and Results (if known)</th>
<th>Lead Agency Other Partners</th>
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<tr>
<td><strong>Objective 1: Reinforce political will and support among national and local decision makers for prioritizing, managing, and resourcing efforts to address population issues</strong></td>
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<tr>
<td>Expected Results: Population issues are included in sectoral and district plans and budgets.</td>
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<tr>
<td>1.1 Advocate for the inclusion of population issues in all sectoral and district plans</td>
<td>• 28 district development plans and budgets that incorporate population issues • 10 sectoral development plans and budgets that incorporate population issues</td>
<td>• MEPD drafted a National Population Policy Implementation Plan with UNFPA support that adopted a number of objectives and ideas from the Malawi Population Communication and Advocacy for Development strategy, harmonizing the two at the national level. • Ministry of Information circulated the communication and advocacy strategy to departments. • FPAM conducted 27 district RAPID presentations and facilitated development of 27 district actions plans for inclusion of population activities in district implementation plans. • MEPD, UNFPA, and DPS trained district development officers in integrating population variables in DDPs. • MEPD with support from HPP engaged religious leaders to engage congregations on issues relating to FP and P&amp;D.</td>
<td>MEPD Population Unit NSO, DPS, IDEA, HPP, USAID, UNFPA, FPAM, MOH-RHU, College of Medicine</td>
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| 1.2 Support champions to disseminate evidence-based information that highlights the linkages between population and development to local and community decision makers to strengthen sustained support | • Number of champions recruited  
• Number of advocacy meetings held by champions  
• Number of public statements made by champions | • HPP/PPD-ARO trained parliamentarians in advocacy for FP, and they subsequently passed FP budget allocations; a communique was signed by TA Dzoole in Dowa to end early marriages.  
• HPP continued engaging MPs.  
• PRB conducted ENGAGE presentations with Lilongwe DEC, ADC, and selected NGOs.  
• USAID/Malawi supported delegates to African leadership meeting in Ethiopia on child survival.  
• PAWOC is developing commitment forms for aspiring MPs and councillors to advance SRH.  
• MEPD tabled the issue of district focal points and champions at management level but TWG will need to do more work around this area for the establishment of the posts and champions.  
• Catholic representatives held a meeting with Bishops for approval of the population weekends and increase understanding of the FP and P&D.  
• Conducted advocacy sessions on prioritization of social and behavioral change communication | MEPD Pop Unit  
TWG, QMAM,  
MIAA, MOH-HEU,  
DPS, UNFPA, IDEA,  
HPP;SSDI |

**Objective 2: Strengthen national- and district-level understanding of linkages between population issues and development, especially the key role of FP**

Expected Results: Partners have greater access to sector-specific messages promoting the linkages between population and development; national and district stakeholders understand the linkages between population and development.

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</table>
| 2.1 Conduct workshops with key partners to update, create, and | • Annual message development workshop is held | • PRB trained news media to cover population issues, and one sees evidence of more frequent, positive, | SSDI-Communications  
TWG, MOH-RHU, |
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| unify messages and materials | • Messages and materials are continually updated to incorporate new thematic areas | and accurate coverage.  
• There is a new national perception of unity around population issues and the wider population and development agenda (as opposed to population being perceived as just pushing FP). Greater visibility of population issues among multisectoral groups.  
• SSDI launched an Essential Health Package communication campaign called Moyo ndi Mpamba that contains FP messaging.  
• MEPD with support from UNFPA developed standardised messaging. | MOH-HEU, DPS, NSO, USAID, IDEA, HPP, UNFPA, MENEPODE, MOYDS, FPAM, QMAM, YONECO;SSDI |
| 2.2 Disseminate evidence-based information on population issues to key audiences using approaches that foster engagement and dialogue | • Number of information packages disseminated, by type of target audience | SSDI has disseminated findings from their research on the Essential Health Package that now includes FP services.  
• Public lectures by DPS and MEPD at the community level on P&D.  
• Panel discussion following world population day 2013  
• Formative research on EHP including FP  
• Held district FP/Population mobilisation meeting following WPD 2013  
• QMAM and MAM participated in 2009 in the national conference on FP and HIV/AIDS that resolved to develop materials on FP in the context of Islam for dissemination through Radio Islam, Islamic Bureaus, madrassas, Daw groups, etc. In 2013, QMAM and MAM updated and developed new Islamic-friendly messages, which they disseminated during the Aug 2013 Population Weekend. | Development partners  
MOH-RHU, MOH-HEU, DPS, NSO, USAID, IDEA, HPP, UNFPA, MEPD, MENEPODE, MOICE;SSDI;PRB; HPP |
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<tr>
<td>QMAM and MAM implemented the post-conference action plan in 2011 in Balaka and Mangochi, where conference resolutions, Islam-friendly advocacy, and IEC materials were disseminated; selected Muslim leaders (men, youth, sheikhs) were trained to further disseminate the messages in their routine gatherings, including Friday sermons; conferences and other related work are on-going.</td>
<td>FPAM MEPD, DCs, DECs, SSDI, DPS, TWG, UNFPA, MOH-RHU, MOYDS,</td>
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<td>Min of Info played a key role in publicising the May 2012 National Leaders Conference on FP, Population and Development.</td>
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<td>PRB worked with FPAM to train trainers of FPAM district managers, BLM, PSI, UNFPA, DHOs, DYO on ENGAGE toolkit; similar support to MHEN partners for USAID Deliver.</td>
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<td>DPS published report on youth SRH data with NSO</td>
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<td>PSI integrated FP messages in its Zokonda Amayi programme.</td>
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<td>NYCOM conducted Youth Parliament to debate raising marriage age to 21 and conducted trainings for UNFPA district officers on FP &amp; SRH.</td>
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<td>ADRA has conducted demand-creation activities in three districts with support of JSI funding in districts with low uptake on FP using the ENGAGEpresentation to mobilise communities and establish linkages between FP and development.</td>
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<td>HPP trained religious leaders to integrate FP messages in their sermons and routine gatherings.</td>
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<td>2.3 Hold district-level meetings to strengthen understanding of the linkages between</td>
<td>Number of meetings held</td>
<td>There is now the positive involvement of broad spectrum of religious community in population issues. RAPID and Engage presentations were made in most districts (HPP and PRB).</td>
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| population and development    |                                                                             | - YONECO held lobbying meeting with DHO Mangochi and Chikwawa for mobile clinics for adolescent girls.  
- FPAM disseminated RAPID presentation to 28 districts and ENGAGE to 15 districts with communities developing or updating by-laws on access to information and services of FP; keeping girls in schools; curbing early marriage; Civic action by chiefs demanding FP services from DHOs in their communities; Civic action from communities demanding audiences with MPs on population policy; formation of population committees.  
- BLM conducted community sensitization on FP.  
- Integrated FP/Pop in routine gatherings                                                                                                                                  | FPAM; MAM                  |
| 2.4 Implement campaigns for population days | Number of campaigns held  
Population-related messages are included in commemorative days and events | - PRB has trained news media to cover population issues, and one sees evidence of more frequent, positive, and accurate coverage.  
- PRB commissioned two population articles with the Nation and Daily Times newspapers for World Population Day.  
- MEPD with support from UNFPA and TWG members implemented the WPD 2013 in Dowa District. PRB developed advocacy materials to support MEPD's WPD efforts.  
- FPAM led a contraceptive launch in September 2013.  
- BLM provided free contraceptives to youth on World Population Day 2013.  
- HPP supported implementation of August Population Weekend, including development of multiple brochures for different religious groups, held a briefing for news media, and held pre-weekend sensitization meetings for religious leaders in Mzuzu, Blantyre, and Lilongwe. | Relevant sectors MEPD, TWG, champions, MOH-RHU, MOH-HEU, MOYDS, MOICE |
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</table>
| 2.5 Use existing and new audience-specific advocacy materials to support population days | • Number of audience-specific advocacy materials used at population days (e.g., RAPID, ENGAGE)  
• Number of new audience-specific materials developed                              | • RAPID and ENGAGE presentations were made in most districts.  
• Centralized website on population issues, a hub for multisectoral resources, was drafted Oct. 2013 (TWG/HPP).  
• FPAM using infotainment district specific data sheets to magnify demographic indicators in 15 districts.  
• YONECO developed youth related IEC materials  
• HPP with Religious leaders developed Youth awareness leaflet.  
• Health promotion messages | MEPD, HPP, MOH-HEU, MOYDS, MOGCSW, TWG, FPAM, YONECO |

**Objective 3: Foster collaboration, coordination, and networking among all stakeholders**

Expected Results: Population communication activities are wellcoordinated at the sector and district levels; activities are coordinated across partners and stakeholders.

| 3.1 Conduct a mapping exercise of population-related communication interventions | • Number of mapping exercises conducted (four/year)  
• Number of sectoral and development focal points reached | • TWG collected quarterly data on members’ activities, and these were attached to quarterly e-newsletter distributed to all.  
• SSDI has conducted research on the Essential Health Package that now includes FP services.  
• BLM conducting a mapping exercise on outreach services, i.e., which stakeholders are working on population issues, where.  
• SHOPS has just mapped private public partnerships (PPPs), a directory of services in the country, which are private vs. public. | MEPD Development partners and the TWG |
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| 3.2 Hold coordination meetings to harmonise communication approaches | - Number of MEPD annual and/or quarterly meetings held that include population issues on the agenda  
- Number of TWG meetings held  
- Number of sector meetings held that include sector-related population issues on the agenda | - TWG members meet quarterly and actively share ideas; members collaborate more frequently; there is broader representation of groups and a multiplier effect of activities as TWG partners leverage events and opportunities.  
- Gates Foundation is now funding FPAM to replicate the Population Weekend model with religious leaders in communities where they are supporting construction of maternity waiting homes for safe motherhood.  
- New messages have been developed with broad input, and with interagency coordination to avoid conflicting messages.  
- Two day workshop for media practitioners on youth policy and SRH/FP | MEPD  
Development partners and the TWG |
| 3.3 Obtain OPC approval to establish sector- and district-level population focal points to facilitate coordination | - OPC letter of approval  
- 28 district focal points established  
- 10 focal points established in key ministries/sectors | | MEPD  
Champions, DPS, select youth NGOs, YONECO, NYCOM, development partners |
| 3.4 Use standardised messages in population communication activities | - Annual message development workshop is held  
- Messages and materials are continually updated to incorporate new thematic areas | - Malawi Health Equity Network (MHEN) collaborated with MEPD on World Population Day to reach people at district level.  
- PRB developed infotainment factsheets with FPAM for Lilongwe, Kasungu, Dowa, Dedza, Ntcheu, Chitipa, Karonga, Nkhotakota, Salima, Balaka, Mangochi, Machinga, Zomba, Chikhwawa, and | Development partners  
MEPD, TWG, USAID, HPP, IDEA, SSDI, Johns Hopkins University Center for Communication |
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<td>NsanjeDistricts (Eng/Chichewa), and with MEPD developed an advocacy primer -- <em>Why Population Matters</em> (Eng/Chichewa); 2012 Wall Chart, and ENGAGE presentation and leaflets (Eng/Chichewa).</td>
<td>3.5 Conduct an annual review of the National Communication and Advocacy Strategy for Population and Development</td>
<td>SSDI has radio spots on maternal health and another cheni-cheni rchiti programme over Living Waters, ABC, and Zodiac radio.</td>
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<td>Objective 4: Support the MOH-RHU and other partners to promote FP as a development issue in Malawi and overcome barriers to access by promoting messages about the impact of unmanaged population growth on families and communities</td>
<td>3.5 Conduct an annual review of the National Communication and Advocacy Strategy for Population and Development</td>
<td>October 2013 TWG meeting will take stock of progress and the way forward.</td>
<td>MEPD Population Unit and other development partners TWG, USAID, HPP, UNFPA, MOH-HEU</td>
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<tr>
<td>Expected Results: Community leaders have increased access to FP information; there is increased collaboration between MEPD and the MOH-RHU.</td>
<td>4.1 Work with traditional and religious leaders to plan frequent population weekends</td>
<td>QMAM, MAM, the Catholic Health Commission, MCC, the Seventh Day Adventist Church, and the Evangelical Association of Malawi, with HPP support, implemented the first Population Weekend in Aug 2013. This included training 108 religious leaders. HPP also worked with mother bodies to develop IEC materials for each major faith group. FPAM reports that district-level leaders, including traditional leaders, are showing greater interest in</td>
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<td>TWG MEPD, MOH-RHU, MOH-HEU, MIAA, MAM, QMAM, MCC, Seventh-day Adventists, CHC; YONECO; HPP MoGCSW; DPS</td>
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<td>traditional leaders through district structures</td>
<td>having FP services at the community level.</td>
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<td>4.2 Commemorate population-related days</td>
<td>- Number of campaigns held</td>
<td>- PSI helped mobilize communities for event days.</td>
<td>MEPD, TWG Relevant sectors, NGOs, YONECO, MOH-HEU</td>
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<td>- Population-related messages are included in commemorative days and events</td>
<td>- WHO celebrated World Prematurity Day.</td>
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<td>4.3 Use existing and new IEC materials and messages during population</td>
<td>- Number of information packages that link FP and population disseminated,</td>
<td>Ministry of Youth held open days on sexuality education in Nkhata Bay, Mchinji, Dedza, Mangochi, and Chiradzulu.</td>
<td>MOH-RHU, MOH-HEU, FBOs, FPA, MEPD</td>
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<td>weekends and open days</td>
<td>- by type of target audience</td>
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<td>4.4 Re-introduce the community-based (CB) population education</td>
<td>- Booklets from the CB education programme updated and reproduced</td>
<td>MoGis implementing community-based programmes focused on education in the district without a population bias due to lack of resources. The TWG is encouraged to partner with MoG to initiate the population programme.</td>
<td>MOGCSW, MEPD, MOLG, DEC, MOH, TWG, DPS</td>
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<td>programme at the district level, working with relevant sectoral</td>
<td>- Number of districts with CB population education interventions</td>
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<td>ministries</td>
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<td>4.5 Support district-level family planning open days in areas with the</td>
<td>- Number of open days that provide messaging on FP as a development</td>
<td>Launch on World Population Day 2013.</td>
<td>TBD, FPA, MEPD, MOLG, YONECO, DEC, MOH HEU, TWG, QMAM, USAID, Jhpiego, SSDI</td>
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<td>highest population growth, in coordination with relevant ministries</td>
<td>- intervention</td>
<td>- Eight special reports/feature radio slots on FP and development; numerous radio bulletins; several newspaper and electronic articles on FP and development from journalists trained on FP and development.</td>
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<td>and organisations</td>
<td>- Number of information packages disseminated during open days</td>
<td>- BLM has had several open day events relating to FP and P&amp;D.</td>
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<td>- Number of newspaper articles, radio and TV</td>
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| 4.6 Support the MOH and other partners to conduct multimedia campaigns to overcome barriers to FP use | Features addressing linkages between FP and development | - Number of multimedia campaigns addressing barriers to FP  
- Increased multisectoral involvement in FP campaigns to address barriers  
- PRB has trained news media to cover population issues, and one sees evidence of more frequent, positive, and accurate coverage.  
- Six northern region PRB trained journalists (linking now with southern and central region journalists) created a journalist web page on population and development: [http://www.populationchallengemediamalawi.wordpress.com](http://www.populationchallengemediamalawi.wordpress.com). Topics include poverty, environment, health, agriculture, effects of rapid population growth, human rights, human trafficking and others.  
- UNFPA has supported training of news editors to improve SRH reporting, and has conducted the OneLove campaign.  
- YONECO provided SRH information online via TNM and MTL operates an SMS system for young people to ask questions on SRH issues, and developed radio programme promoting youth SRH services.  
- YONECO conducted outreach activities in Mangochi and Chikwawa for adolescent girls, and community SRH campaigns through cultural troops, and training of parents in SRH, as well as theatre on SRH.  
- Min of Youth strengthened SRH elements of girls-only clubs.  
- CHANCO launched community radio to help disseminate population messages.  
- Condomize Campaign by MoYS and support from UNFPA and NAC targeting college students. Campaign will run for one year. | TBD MOICE, media, MOH-RHU, MOH-HEU, MEPD, TWG, USAID, IDEA, SSDI |
<p>| 4.7 Communicate the | Meetings conducted by | | TWG and MEPD |</p>
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| importance of the government increasing access to and quality of services, especially in underserved and rural areas, and for underserved populations | MEPD with the Chief Secretary, Secretary to the Treasury, PS MOH and other relevant PSs about the importance of increasing the number of service delivery points  
• Number of newspaper articles and radio and TV features highlighting the importance of increasing access to FP services | Min of Youth and Sports included FP messages in their training manual for youth with disabilities.  
MoYSD has included issues of access to SRHR in the newly approved National Youth Policy  
YONECO shared a paper on youth counselling needs at ECSACON.  
MoH-RHU involved stakeholders in final objectives and protocols for the Evaluation exercise on YFHS with support from RESPOND.  
FPAM and BLM offering services to youth with BLM offering free contraception and STI treatment to youth under 25 years.  
YONECO offering male and female condoms to youth at their outreach sites.  
PRB trains journalists who do field reporting and write stories around YFHS vis-à-vis population and development.  
MOI are doing publicity around YFHS issues.  
NYCOM was coordinating around SRH youth issues.  
Malawi Council of Churches and MOY are supporting youth-friendly health services. | Population Unit: MEPD, BLM, MOH-RHU, MOH-HEU, USAID, HPP, IDEA, SSDI, UNFPA, FPAM, DPS, NSO |
| 4.8 Communicate the importance of increasing access to youth-friendly health services as a population issue | • Information package emphasising the importance of increasing access to youth-friendly health services developed, including information targeting both relevant sectors and youth themselves  
• Number of meetings held with service delivery partners, encouraging them to reach out to youth  
• Number of service-provider organisations offering youth-friendly services | | MEPD, MOYDS, BLM, NYCOM, MOH-RHU, MOH-HEU, YONECO |
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<td>• RHU with support from RESPOND and PATH (USAID), and the UN family (UNFPA and WHO) are conducting an evaluation of YFHS nationally.</td>
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<td>Objective 5: Enhance understanding of the linkages between gender dynamics and population issues among individuals, couples, and communities</td>
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<td>Expected Results: Community leaders educate their constituents about the linkages between gender dynamics and population issues.</td>
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<td>5.1 Support the development and use of advocacy materials at the local level</td>
<td>• Annual message development workshop is held</td>
<td>• Malawi Association of Girl Guides launched a video on “Ending Child Marriage in Malawi” (March 2012).</td>
<td>TBD MEPD, MOGCSW, MOH-HEU, MCC, QMAM, TWG</td>
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<td>• Messages and materials are continually updated to incorporate new thematic areas</td>
<td>• With its grantees (Development Broadcasting Unit, Girls Empowerment Network [GENET]), MAGG advocates seek to raise the legal age of marriage from 15 to 18 years.</td>
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<td>• PRB trained journalists to report on dangers of early marriage.</td>
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<td>5.2 Support efforts to engage traditional and religious leaders through multiple channels on the link between gender dynamics and population issues</td>
<td>• Number of meetings with traditional and religious leaders where the dynamics between population and gender are discussed</td>
<td>Churches and Mosques implemented apopulation weekend.</td>
<td>TBD Religious leaders, MIAA, traditional authorities, DECs, TWG, media, QMAM, MOH-HEU, MCC</td>
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<td>• Number of newspaper articles and radio or TV features (e.g., panel discussions) describing links between population and gender dynamics</td>
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<td>• Number of meetings in which the champions are engaged</td>
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| 5.3Work with the key gender stakeholders to promote the inclusion of population issues in their gender strategies, plans of action, materials, and messages | • Number of meetings with traditional and religious leaders where the dynamics between population and gender are discussed  
• Number of newspaper articles and radio or TV features (e.g., panel discussions) describing links between population and gender dynamics  
• Number of meetings in which the champions are engaged | • YONECO is working with IEC and radio programs  
• MoGender is developing IEC materials and have tie-ins with gender  
• Churches do population weekends. | TBD  
TWG, MOGCSW, MEPD, MOH-HEU, CHAM, Adventist Health Service |

### Objective 6: Promote education, especially for girls, as a crucial population intervention

Expected Results: National and community leaders are educated about the linkages between population and female education issues, and the linkages between population and female education issues are included in the national curriculum.

| 6.1Identify and develop advocacy materials that demonstrate the linkages between population and education for use at the local level | • Number of advocacy materials demonstrating the linkages between population and education developed at local levels  
• Number of stakeholders identified with an interest in education for youth (CSOs and media) | • MOE supports the Life Skills Programme, which includes FP and population in school curricula for children. | MOEST  
MEPD, TWG, MOH-HEU, MOYDS, MOGCSW youth groups, NYCOM, QMAM, YONECO |
| 6.2 Support the Ministry of Education, Science and Technology to engage the education | • Number of meetings with community education experts/parents/community leaders (chiefs and | • Malawi team developed an action plan on advocacy for integrating population issues in to MOE’s curriculum for schools. Women champions will lobby MPs to allocate funds to the MOEST to incorporate | TBD  
MIAA, MOEST, MOGCSW, MOH-RHU, MOH-HEU, |
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| community and education experts on the link between female education and population issues through multiple channels | religious leaders) and women’s group leaders that link female education and population issues  
- Inclusion of linkages between population and development in national curriculum  
- Number of newspaper articles and radio or TV features linking female education and population issues | population issues in its curriculum.  
- Number of articles, radio reports, and features on youth and education with “keeping girls in schools” as the central messages from journalists trained in youth and education by PRB.  
- Trained journalists cover and report on the Global Education campaign with support from PRB at ActionAid request.  
- YONECO conducted media workshops on youth and education  
- MDG acceleration framework | TWG, MOYDS, teachers’ unions, faculty, education institute;YONECO; PRB |
| 6.3 Support MOGCSW to engage with community leaders on the link between female education and population issues through multiple channels |  
- Number of meetings with community leaders by MOGCSW with education experts/parents/community leaders (chiefs and religious leaders) that link female education and population issues  
- Media coverage of linkages between female education and population issues | MOGCSW conducts a community-based SHR program, provides bursaries for girl children, and operates a women and girl child HIV/AIDS programme. Is there a communication element to these that engages community leaders?  
- NYCOM participated in the commemoration day of the Girl Child. | TBD MOGCSW, MOEST, YONECO, MOYDS, MIAA, QMAM, media, MEPD, DPS, religious leaders, chiefs council, Men for Gender Equity, MOH-HEU |

**Objective 7: Increase knowledge among individuals, couples, and communities about the linkages between population growth and future employment opportunities for youth**

Expected Results: Increased collaboration among relevant sectors to raise community-level awareness of the urgency of addressing population issues to safeguard future education and employment opportunities for youth.

| 7.1 Conduct campaigns on the link between current population |  
- Number of advocacy meetings with partner ministries/organisations | PRB trained journalists on youth and development (North, Centre, and South).  
- DPS published paper on youth and unemployment in | TBD MEPD, MOYDS, DPS, UNFPA, |
<table>
<thead>
<tr>
<th>Activity</th>
<th>Indicators</th>
<th>Activities Undertaken to Implement TWG Strategy and Results (if known)</th>
<th>Lead Agency Other Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>growth and future employment opportunities for youth</td>
<td>working on employment issues • Number of campaigns held addressing population growth and the economy/job creation • Messages on population and employment are developed and disseminated (see Activity 2.1)</td>
<td>Malawi, and plans to present it to Parliament. • MoYSD has a programme on youth and employment.</td>
<td>MOLG, MOH-HEU</td>
</tr>
</tbody>
</table>

### Objective 8: Foster individuals’, couples’, and communities’ understanding of the important linkages between population growth and the environment

**Expected Results:** Increased collaboration among relevant sectors to raise community-level awareness of the benefits of addressing population issues to the environment.

8.1 Conduct campaigns on the connections between current population growth and the environment, including linkages between population and agriculture and food security; population and water; population and land; and population and climate change

- Number of advocacy meetings with partner ministries/organisations working on environmental issues
- Number of campaigns held addressing population growth and the environment (agriculture, food security, water, land, waste management, climate change)
- Messages on population and environment are developed and disseminated (see Activity 2.1)

- Ministry of Lands, Housing, Urban Dvpt worked with DFID and European Union to develop messages on the land effects of rapid population growth.
- PRB trained journalists on food security and climate change (North, Centre, and South).
- LEED launches climate change radio station in Zomba (broadcast nationally) and covers programmes on FP and development.
- MoYSD have developed a module on youth and climate change that has been presented to the core groups for input and will be presented for stakeholder review in October.

| MEPD, others TBD |
### Objective 9: Strengthen the institutional and individual capacity of leading governmental agencies to coordinate communication and advocacy efforts on population issues

**Expected Results:** MEPD has increased human, financial, and technical capacity to implement population and development communication and advocacy activities.

<table>
<thead>
<tr>
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</thead>
</table>
| 9.1 Lobby for increased human and financial resources for the MEPD Population Unit | • Number of additional staff for the MEPD Population Unit  
• Percent increase in financial allocation for the MEPD Population Unit | • Two new staff hired at MEPD/Population Unit. | MEPD Population Unit  
MOH-RHU, Malawi Institute of Management, TWG, development partners, DPS, Staff Development Institute |
| 9.2 Train the staff of MEPD, MOH-HEU, MOH-RHU, and MOYDS in advocacy and communication | • Capacity assessment conducted (baseline and endline)  
• Number of staff trained in advocacy and communication | • One staff member at MEPD and 14 other stakeholder staff (MoYSD, NYCOM, DPS, BLM, UNFPA, YPU, MIAA, CRH, NSO, JournAIDS,) trained on policy and communications (2 week course in Blantyre)  
• SSDI Systems working on leadership capacity with RHU and other ministries. | IDEA, College of Medicine (CRH)  
MEPD, MOH-RHU, MOH-HEU, DPS, USAID, IDEA, MIAA, MOYDS |
| 9.3 Build support for the establishment of a national population council | • Concept note justifying the need for a national population council shared with relevant officials (interim)  
• National Council for Population and Development established (longer term) | • PRB-IDEA organized a study tour to the Kenya National Population and Development Council (NPDC) to learn how the Kenya NCPD coordinates population and development activities. PRB, MEPD, UNFPA, HPP, and USAID participated. | MEPD Population Unit  
USAID, HPP, IDEA, Office of the Vice President, media, TWG, MOICE, UNFPA, MOYDS |

**Objective 10: Enhance monitoring and evaluation systems to measure the impact of communication and advocacy activities**
### Expected Results

The impact of communication and advocacy activities is determined.

<table>
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<tr>
<td>M&amp;E frameworks are developed for specific activities</td>
<td>TBD</td>
<td>MEPD and HPP organized a one-day M&amp;E workshop (Nov 2012) to develop this M&amp;E framework/ action plan.</td>
</tr>
</tbody>
</table>

**Lead Agency**

Partners implementing activities
Annex 3: Priority Activities for the Next Year and Opportunities for Collaboration

The following list represents proposals by TWG members for both ongoing and new activities to implement the national communication and advocacy strategy for population and development.

Objective 1. Reinforce political will and support among national and local decisionmakers for prioritizing, managing, and resourcing efforts to address population issues

Advocate for inclusion of population issues in sectoral and District Implementation Plans, Engage upcoming counsellors and new MPs in the inclusion of population issues in their constituency plans

1.2 Support champions to disseminate evidence-based information
   • Identify the champions first
   • Support the champions (train and equip them with information) using already existing materials and/or develop additional ones.

Objective 2. Strengthen national and district-level understanding of linkages between population issues and development, especially the key role of family planning

   • 2.1 Conduct workshops with key partners on messages and materials
      – Standardised and contextualised booklet
      – Reproduction of existing IEC materials
   • 2.4 Implement campaigns for population days
      – Identify particular days within the year to focus within the year
   2.5 Use existing and new audience-specific advocacy materials to support population days

      -- Create a central repository for IEC materials (this would be the TWG informational website)

Objective 3. Foster collaboration, coordination, and networking among all stakeholders

Activities:
1. Conduct mapping exercise of population-related communication interventions. This will enhance coordination in terms of messaging and targeting. (ongoing)
2. Hold coordination meetings to harmonize communication approaches. (ongoing)
3. Obtain OPC approval to establish sector-and-direct level population focal points to facilitate coordination.
   – Contact PS-MEPD, PS-MoLGRD
4. Conduct annual message development/review meeting to foster use of standardized messages in population communication activities.

**Objective 4. Support the Ministry of Health’s Reproductive Health Unit and other partners to promote family planning as a development issue in Malawi and overcome barriers to access by promoting messages about the impact of unmanaged population growth on families and communities**

**Activity 4.1. Work with traditional and religious leaders to plan frequent population weekends**
- Put more effort into this. Expand the scope (number) of religious groups involved nationwide.
- Involve indigenous religious groups that do not allow members to access health services, traditional healers, and religious groups that are not part of the mainstream religious bodies (e.g., rastas).

**Activity 4.3. Use existing and new IEC materials and messages during population weekends and open days**
- Test existing IEC materials and messages to see if there are gaps. Involve HEU.
- Produce more with supportive scripture, and more in vernacular languages, simplified, with lots of illustrations and less text.

**Activity 4.6. Support the MOH and other partners to conduct multimedia campaigns to overcome barriers to FP use**
- Make the website public so news media can find information; promote website among trained journalists.
- Collaborate more within TWG members around event days so media can get involved; plan ahead at quarterly meetings to engage media in synchronistic ways for more coverage. Use the calendar on page 13 of the CS to plan ahead for coordination around event days. See who is doing something for a given event and who wants to collaborate.
- Engage religious media to focus on event days, not just population weekends.
- Analyse the position that political candidates running in upcoming elections have on population and promote media coverage of positive positions.
- Engage champions so they can serve as spokespersons.

**Activity 4.8. Communicate the importance of increasing access to youth-friendly health services as a population issue**
- Better engage the MOE: Update them on what is happening on the TWG. MOGender works closely with MOE and could approach them. Address issues like GBV, return to school of pregnant girls, better sanitary facilities for girls in schools. Joseph might talk to
MEPD about how to change the situation and make the contact more effective. Have two people from the TWG go over to MOE and meet them.

- We should encourage FBOs to introduce in Sunday school and madrasas how to address SRH issues.
- Faith sector runs many schools. They should be addressed to provide content that supports population issues. Make presentation to these groups to influence religious school curricula and church teachings.

**Objective 5. Enhance understanding of the linkages between gender dynamics (gender equity, equality, and empowerment of women) and population issues among individuals, couples, and communities**

- Participate, collaborate and networking in the Gender TWG and linkages with Population and Development TWG meeting
- Conduct community and district dialogue meetings with young people, women and Youth led and servicing organisation
- Capacity building for religious leaders; youth groups on gender dynamics and population
- Community score card processes on gender and population
- Radio programmes (radio listen clubs, and call in programmes), Population Weekend; using trained champions

**Objective 6. Promote education, especially for girls, as a crucial population intervention**

- Facilitate the formulation and strengthening of communitystructures and by-laws that promote education for the girl child and counter child marriages
- Documentation of child rights violations (teacher and pupil relationship) with necessary follow-up lobbying and advocacy on the rules and regulations (media involvement)
- Conduct sensitisation meetings with PEAs and adult initiation and religious counsellors on Population and Development issues

**Objective 7. Increase knowledge among individuals, couples, and communities about the linkages between population growth and future employment opportunities for youth**

**Activity 7.1. Conduct campaigns on the link between current population growth and future employment opportunities for youth**

- Gap in leadership within TWG on how to address youth issues. Develop approach to involve the Min of Labour, partnering with the Ministry of Youth Development and Sports (MOYDS). Ministries need to think about how they can engage the youth more.
- Population weekend faith groups need to engage their youth structures and talk about youth employment.
• Take better advantage of major national days. Develop a calendar of campaigns (when, who, where), and clarify roles and responsibilities to maximise coordination and impact.
• If MEPD creates a social media presence, engage youth.
• Deliver messages at village level at dances, etc., furnish community libraries.
• Engage champions at community and national levels to support the strategy through public pronouncements, interviews, and interpersonal dialogue with decision makers at various levels, using and updating audience-specific materials.

Objective 8. Foster individuals’, couples’, and communities’ understanding of the important linkages between population growth and the environment

Activities:
1. Conduct campaigns on connections between pop growth & environment.
   – Develop and disseminate messages during tree planting season and World Int’l days i.e. World Water Day, World Environment Day, World Food Day, International Day for the Eradication of Poverty, etc.

Objective 9. Strengthen the institutional and individual capacity of leading governmental agencies to coordinate communication and advocacy efforts on population issues

• Activity 9.1: lobby for increased human and financial resources for the MEPD
  – Staff increased by 100%: Does population unit need more staff?
  • Conduct capacity assessment in the unit
• Activity 9.2: Train the staff of MEPD, HEU, RHU and MOYDS in advocacy and communication
  – Training of staff should include TWG members
• Activity 9.3: Build support for the establishment of a national population council
  – Explore the efficiency of the population unit to carry out activities of population council

Objective 10. Enhance monitoring and evaluation systems to measure the impact of communication and advocacy activities

• Engage MEPD M&E to come up with a standardised framework for monitoring indicators and evaluating activities
• Monitor DIPs and make sure they actually put aside resources for carrying out population and development-related activities