



**NIGERIAN URBAN REPRODUCTIVE  
HEALTH INITIATIVE**

## **NURHI Social Mobilizer Orientation Guidelines**



*Get it together*

**KNOW. TALK. GO.**

**April 2013**

## **Day 1 and 2 (For ALL Mobilizers)**

### 1. NURHI and GIT introduction

- NURHI is Nigerian Urban Reproductive Health Initiative.
- NURHI is a project supporting the State government to promote FP/CBS
- Immediately link NURHI to GIT; ask the group what GIT means to them and process feedback written out on a flip chart
- Link the English GIT with the local translation
- Emphasize the colours of the 3 puzzle pieces as Blue, Yellow and Orange and explain the tagline (Know about FP, Talk about FP and Go for FP)
- Explain what GIT means i.e.
  - Families or couples 'getting it together' and planning their families,
  - Religious & Community leaders supporting families to get it together.
- Stress that GIT is the name and identity of the FP campaign that community members should know, identify, remember and use as a linkage to adopt FP services
- Explain that the reason for promoting FP and the need for their involvement is to improve quality of lives of members of the community and to prevent deaths of women and children in the communities.

### 2. Overview of GIT activities

- Explain the different communication components of the GIT campaign; what they are and where they can be found or viewed
- TV and radio spots promoting FP among men and women. They include barbers, hairdressers, artisans and business men and women
- Radio program on FP: This is a combination of radio drama, magazine segment and a live segment. Audience can call in, answer the weekly questions and win prizes. They are also opportuned to call and ask questions they have about FP.
- Radio listening groups: Moderators who are selected social mobilizers anchor these. They promote the radio, remind people to listen, gather them in a public place, ask questions after the program following a guide
- Knowledge and visibility parades: These are held in adherence to a pre-approved schedule. Social mobilizers play an active role, they talk to people about the benefits of FP, and refer them for service using the Go Cards. A vital component of these outreaches is the provision of on the spot FP services

### 3. Modern FP methods and benefits of FP

- Display FP commodities
- Give out FP methods leaflet
- Explain each method using the simplified information in the FP leaflet ONLY
- Give out 'Be Beautiful and Be Successful' leaflet
- Explain the benefits of FP using the beautiful and successful leaflets
- Trainer explains how and when these leaflets can be used.

### 4. Mobilizer TOR and tools (Refer to mobilizer TOR)

- Share and discuss TOR and tools
- Explain what each role entails

### 5. BCC Materials

- Introduction and use of BCC materials
  - FP Methods leaflet
  - Beautiful
  - Be Successful
  - Souvenirs
  - Life events package
  - SM kits
- Allow time for role play on the correct use of these materials.

### 6. Myths and Misconception, side effect of FP methods

- Explain that FP use has been shrouded in a lot of rumors/myths and misconceptions. However, the users and potential users need correct and adequate information so they can be confident enough to go and adopt FP
- It is important to reiterate that there are trained service providers who will provide correct information, address their health concerns and give adequate counseling about side effects. Explain that there is a difference between side effects
- Ask them to write down questions they themselves or people like them have about FP. They should provide these comments starting with the sentence... Is it true that.....? The trainer then writes down all these concerns

- Introduce the FAQ and explain how these can be used; use the FAQ to address concerns of participants.
- Remember that we want all participants to have all their concerns addressed and fears about FP use allayed so they can in turn be excellent FP ambassadors

## 7. Social Mobilization events and activities

- Highlight the events and activities as follows
  - Life events celebration
  - FP talk at social gatherings
  - Knowledge and visibility parades
  - Community dialogue
  - Door to door
- Allow participants to share experience of the events and activities
- Give a brief description of events and discuss what each activity entails
- Describe the techniques involved in carrying out the activities
- Use role plays to aid the description of the activities.
- Share some pictures or videos of past social mobilization events and activities
- Discuss the SMS methodology as;
  - Used to remind listeners to tune into the radio program?
  - Send out simple messages on FP
  - An avenue to send messages to the mobilizers to remind them of meetings
- Reiterate that during all events, we seize every available opportunity to collect and document phone numbers so we can build a robust telephone database
- A telephone database of all mobilizers must be updated and given to each slum mobilizer representative for easy access.

## 8. Scope of Work

- Facilitator to dwell on the characteristics for mobilizer selection
- Emphasize that they are honorable volunteers contributing to a worthy cause for the benefit of humanity; Mention that the entire state team of NURHI staff, NGO team, BCC consultant, Mobilizers, FPPN and ACG all make up this formidable team.
- Describe how we work together and complement each other
- Describe the linkages

- Describe how mobilizer performance is measured (Refer to checklist for mobilizer recognition)
  - Showcase SMs who have received awards or have been recognized for their good work.
- What support do we give to the mobilizers?
  - Provide information on the transport and feeding during events and meetings. The materials and kits they get, the training they receive, the recognition of their efforts and the prominence and popularity that comes to them as a result of this work

## 9. Referrals and linkages

- Start by introducing this session as the most important as it is the element that measures how well we have done as a team
- Explain what referrals mean
- Explain the mobilizer's role in referrals
- Give examples using outstanding SMs
- Explain that SM must have a GO card on them all the time, because you don't know when the referral opportunity will come up
- Introduce the FPPN concept
- Explain how important SMs are; Friends of the FPPN
- Share the list of FPPN sites and their address
- Reiterate importance of referrals
- Explain that meetings with FPPN will be held.
- Conduct role play

## 10. Use of Go card

- Introduce them to the Go cards and explain how it is used
- Reiterate that the Go Card is very instrumental to the success of the project because we need to know the number of people that actually received services
  - Record details at the back of the "KNOW" referral card
  - Record your name and the client's name at the back of the "TALK" and "GO"
  - Detach the "KNOW" card and keep
- Distinguish between referrals and COMPLETE referrals

- Managing referrals
  - Request GO Referral Cards from NGO
  - Keep stock of referral cards and issue to client on needs basis
- Discuss the need to keep the Go card stumps safe and always hand over to NGO making sure they request for another booklet before it gets exhausted.

#### 11. How to use and manage BCC materials

- Set up gallery of all materials including the provider materials and the publicity materials for radio etc
  - Show them the TV Spots
  - Camera and audio recorder, megaphones
- Keep stock (Inventory)
- Maintain proper storage of materials
- Describe who uses the different materials and where to use them
- Hand out leaflets to individuals
- Paste posters in correct order (Know, Talk, Go) in strategic locations (using starch)
- Monitor condition of posters monthly and replace when necessary
- Avoid wastage of materials
- Replenish material as required
- Discuss the local slangs in your site. Limit only to ONE....
  - Tell them this is used in community events for people to better link GIT with FP and appreciate the FP concept. Also since the slangs are well known, it makes it easier to identify with our campaign
  - Reiterate that the slangs do NOT replace our GIT (KTG) identity.
- Facilitator should have a practical demonstration session on how to use the equipments; camera, recorder, megaphone etc

#### 12. Managing linkages

- Play an active role in all community events
- Attend all meetings
- Be in possession of FPPN members list at all times
- Provide information to clients on how to connect with FPPN
- Be in possession of contacts of FP champions
- Quarterly meeting with FPPN

- Preparation for events
  - Identify participants/targets for event
  - Identify venue for event
  - Compile and source materials needed
  - Identify resource persons if needed
  - Clarify roles and responsibilities
  - Prepare a plan
  - Send invitation at least 2 weeks before event and follow up (include media if required)

### 13. Documentation (Refer to Guide to documenting success stories and testimonials)

- Explain that they need to also identify people or families who are willing to share their testimonies
- Capture some events as they happen
- Support the development of a contact inventory
- Support the team to document success stories and testimonials
  - To do the above, they help to get consent forms
- Explain the concept of consent forms
- Take them through the content and how they will help to secure consent
- Reiterate the importance of documentation.

### 14. Conclusion and closing

- Identify the next steps
- Identify SM leaders in each slum
- Share potential workplan
- Agree on how best to reach one another

## Day 3

### (For Radio Listener Group Facilitators ONLY)

#### 15. Radio brief

- Present a brief recap of Phase 1 through to the Phase 2 fill-the-gap episodes.
- Highlight changes planned for Phase 3 radio program
  - Longer live phone/text-in segment
  - RDG of the week
  - Awards for RDG with best attendance at the end
- Round off with a feedback session for participants to share their different experiences of the radio magazine program

#### 16. Interpersonal Communication

- Explain the meaning of interpersonal communication
  - IPC is the face-to-face, one-on-one, verbal and non-verbal exchange of information or feelings between two or more people
- Use demonstrations to stress that people communicate on many levels, using verbal and non-verbal cues. These signals may be formal, culturally defined or very basic or subtle e.g. gestures, eye contact, body movement, facial expression, etc
- Demonstrate that in effective IPC the sender is sensitive to the many behaviours the receiver exhibits as a way of communicating their feelings, as well as his/her own verbal signs
- Highlight the factors that affect effective communication
  - Language
  - Method/Channel
  - Timing
  - Tone
  - Attitude of the presenter
  - Cultural understanding of the sender or receiver
- Point out that good listening habits, accurate reflection, and acknowledgement of feelings are necessary and critical to effective communication.
  - People will be more open and responsive to you if they know that their feelings, needs, and concerns are heard and understood.

#### 17. Effective facilitation

- Highlight the role of RDG facilitators
  - **During Sessions**
    - Introduce the topic
    - Lead discussions following the guide
    - Specify the task and give clear guidelines-keep group focused on task

- Create conducive atmosphere
- Develop ground rules
- Keep track of time
- Allow participation and experience sharing
- Clarify issues
- Exploration of beliefs, feelings and behaviour
- Helps people to be comfortable in discussing the issue
- Connect and link all sessions

**Outside sessions**

- promote the radio program
- Remind people to listen
- Gather them in a public place

- Highlight the qualities of a good RDG facilitator
  - Friendly
  - Understands the task at hand
  - Innovative
  - Draws out others
  - Affirms
  - Innovative
  - Articulate (sound, body, words)
  - Observant
  - Good time manager
  - Listens
  - Is approachable
  - Put his/her self in the audience shoes
  - Patient
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18. Experience sharing on facilitating RDGs

- Lead the group in an experience sharing session looking at what currently works in the RDGs and what needs to be improved.
- The session should round up with a clarification on how to 'correctly' run the RDGs.
  - Note the use of the phone cards in following up members.
  - Also note the distribution of RDG refreshment and souvenirs; remember that refreshments are alternated with souvenirs every other week
  - Tips on facilitation Skills (Refer to presentation)
  - Agree on day/time/venue for discussion group meeting
  - Ensure usage of guide at every radio discussion
  - Follow up on issues raised during discussion and report to NGO as required
  - Keep a monthly summary of register of Discussion Group and submit to the NGO at GIT crew meetings

- **Lead a discussion on what has worked well and what needs improvement; compile comments**

#### 19. Using the Radio Discussion Guide

- Take the group through the new radio discussion guide and emphasize the importance of:
  - Recording notes in the space provided in the guide
  - Noting down questions asked by members in the space provided
  - Recording attendance in the space provided in the guide
- \*Evaluate if there are potential challenges with the use of the guide\*

#### 20. Increasing membership and participation in Radio Discussion Groups

- Coordinate working groups to brainstorm on different ways of increasing membership and participation in RDGs
- The groups should present their recommendations in plenary.

#### 21. Promoting the radio program in communities

- Coordinate a plenary discussion session on how to better promote the radio program in the communities and note down recommendations.