Planning and Responding to the Results of the ECHO Trial: A Checklist for Strategic Communication

## Action Planning Checklist

## Template

May 2019

**Instructions:** *Work with stakeholders to complete this Action Planning Checklist and guide implementation of the activities*.

The Action Planning checklist helps countries: 1) think through the activities that might need to take place to prepare for the results and 2) take action after the results are released. Some countries may choose to do all the activities, while others may pick and choose those that make the most sense in their country contexts.

The components of the checklist are explained below:

### Action

These include activities and materials, divided into three categories to help countries determine their priorities when there are limited resources and/or limited time:

1. Actions that are considered **critical** in responding to the ECHO trial.
2. Actions that, given time and resources, would be **important** to consider.
3. Other actions that may be useful in **planning or in the long term**.

### Intended Audience

Identify the group of people that the activity is designed to reach. Recommended audiences are included for each action, but they can be adapted or changed.

### Person/Group Responsible

List the person who will take leadership of this action, coordinate with others also working on it, and ensure that the action is completed.

### Collaborating Partners

Determine who can help you with this work. Is there an organization specializing in what needs to be done? Are there other people or groups that can assist with the work or with sharing information?

### Resources Required

Define the money or materials that will need to be in place to accomplish the activity. How will you get these resources?

### Existing Resources

Think about what you can use that already exists. Are there materials that could be adapted? Are there meetings that are already planned and that can be used for a different purpose? Some of the resources that are available on a global level are included in this Checklist. New resources are being developed all the time and will be posted to <https://resultsforinformedchoice.org/countryplanning/>. You should also consider what local resources are available.

### Time Frame

Define when each activity will be completed. Be as specific as possible.

|  |  |
| --- | --- |
|  | **Depending on the results of the ECHO trial, some of the activities that should take place after the release of the ECHO trial or after the release of WHO guidelines may not be relevant. Each country must assess their specific situation, the trial results, and WHO guidance or guidelines to determine what actions are relevant and important to complete.** |

# ACTIONS TO TAKE BEFORE THE RELEASE OF ECHO TRIAL RESULTS

## Before July 2019

## Critical Actions

| ✓ | Action | Target Audience | Person/Group Responsible | Collaborating Partners | Resources Required | Existing Resources | Time Frame |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Activity | | | | | | | |
|  | Undertake scenario planning for possible ECHO findings, including programmatic implications and alternative methods for women at high risk | n/a |  |  |  | Scenario Planning Template[1](#ScenarioPlanning) |  |
|  | Establish communication goals and objectives | n/a |  |  |  | Goals and Objectives Template[2](#GoalsObjectives) |  |
|  | Appoint media spokesperson(s) and prepare them for the trial results | n/a |  |  |  |  |  |
|  | Present background on the ECHO trial at existing platforms such as family planning and HIV technical working groups, including holding joint meetings with civil society organizations | Family planning and HIV implementing partners and civil society organizations |  |  |  | ECHO Fact Sheet[4](#ECHOFactSheet)  ECHO PowerPoint presentation[5](#ECHOPPT) |  |
| Materials to Develop or Adapt | | | | | | | |
|  | Brief on ECHO key facts translated into local languages as needed | Family planning and HIV implementing partners, civil society, and professional associations |  |  |  | ECHO Fact Sheet[4](#ECHOFactSheet) |  |
|  | PowerPoint presentation on ECHO key facts translated into local languages | Family planning and implementing partners, civil society, professional associations |  |  |  | ECHO PowerPoint presentation[5](#ECHOPPT) |  |
|  | Media talking points about the ECHO trial and the impact it has for the country (for each scenario) | General public |  |  |  | WHO messages (coming soon)[6](#WHOMsgs) |  |

## 

## Action Planning Checklist: Actions Important to Consider

| ✓ | Action | Target Audience | Person/Group Responsible | Collaborating Partners | Resources Required | Existing Resources | Time Frame |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Activity | | | | | | | |
|  | Map partners and champions to build commitment among stakeholders to play an active role and to serve as counter-voices | n/a |  |  |  |  |  |
|  | Conduct outreach to national professional associations to sensitize them on the ECHO trial, share results, and disseminate the results through their networks | Professional associations |  |  |  |  |  |

## Other Actions to Consider

| ✓ | Action | Target Audience | Person/Group Responsible | Collaborating Partners | Resources Required | Existing Resources | Time Frame |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Activity | | | | | | | |
|  | Identify and select spokespeople and influencers (for example, young leaders and users of contraceptives) | n/a |  |  |  |  |  |
|  | Identify how women prefer to receive information and who their trusted sources of information are | n/a |  |  |  | How-to Guide for Channel Mix[7](#HowtoGuide) |  |

# ACTIONS TO TAKE IMMEDIATELY AFTER THE RELEASE OF ECHO TRIAL RESULTS

## From July to August 2019

## Critical Actions

| ✓ | Action | Target Audience | Person/Group Responsible | Collaborating Partners | Resources Required | Existing Resources | Time Frame |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Activity | | | | | | | |
|  | Conduct one-on-one meetings with key ministry staff to brief them on the results | Policymakers |  |  |  |  |  |
|  | Develop a communication strategy, building on scenario planning, including a clear and comprehensive dissemination plan for messages and information | n/a |  |  |  | Global Strategic Communication Framework[8](#GlobalStratFramework) |  |
|  | Prepare media spokesperson(s) with updated messaging | n/a |  |  |  | WHO messages (coming soon)[6](#WHOMsgs) |  |
|  | Hold a press briefing for journalists | Media |  |  |  |  |  |
|  | Review existing family planning guidelines and consider recommendations for updates, including integration of HIV risk assessment (pending WHO guidelines) | n/a |  |  |  | HIV risk assessment tool (coming September 2019)[9](#HIVRiskAssess) |  |
|  | Hold sub-national meetings to plan dissemination at district-level. | District-level health officers |  |  |  |  |  |
| Materials to Develop or Adapt | | | | | | | |
|  | Develop or adapt country-specific policy briefs on the trial results and their implications | Policymakers |  |  |  | WHO messages (coming soon)[6](#WHOMsgs) |  |
|  | Adapt and translate information briefs for providers with facts on the ECHO trial, the results, and, when available, the WHO guidelines | Providers |  |  |  |  |  |

## Actions Important to Consider

| ✓ | Action | Target Audience | Person/Group Responsible | Collaborating Partners | Resources Required | Existing Resources | Time Frame |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Activity | | | | | | | |
|  | Conduct outreach to national professional associations to sensitize them on the ECHO trial, share results, and disseminate them through their networks | Professional associations |  |  |  |  |  |
|  | Activate national-level advocate networks to provide information on the trial and monitor information | n/a |  |  |  |  |  |
|  | Develop a draft training plan for providers and master trainers on the outcome of the ECHO trial (pending WHO guidelines) | Government trainers, district officers |  |  |  |  |  |
| Materials to Develop or Adapt | | | | | | | |
|  | Adapt global advocacy briefs to country-specific contexts to promote increased investment in an expanded method mix | Policymakers |  |  |  |  |  |

# ACTIONS TO TAKE AFTER THE RELEASE OF WHO GUIDELINES

## After September 2019

## Critical Actions

| ✓ | Action | Target Audience | Person/Group Responsible | Collaborating Partners | Resources Required | Existing Resources | Time Frame |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Activity | | | | | | | |
|  | Update and finalize existing family planning guidelines | n/a |  |  |  |  |  |
|  | Update national communication strategy for family planning (if applicable) | n/a |  |  |  |  |  |
|  | Train master trainers and providers (if applicable) | Providers, community health workers |  |  |  | Training package (available end of 2019)[10](#TrainingPackage) |  |
|  | Integrate new messaging into existing pre- and in-service trainings (if applicable) | Providers, community health workers |  |  |  | Training package (available end of 2019)[10](#TrainingPackage)  WHO messages (coming soon)[6](#WHOMsgs) |  |
|  | Adapt and translate low-literacy materials for community health workers (if applicable) | Community health workers |  |  |  |  |  |
|  | Adapt counseling tools and job aids based on the country context (if applicable) | Providers and community health workers |  |  |  | Available materials available and new ones coming in 2020[11](#AvailableNewMats) |  |
| Materials to Develop or Adapt | | | | | | | |
|  | Adapt existing materials for clients/women, including simple, easy-to-read brochures or pamphlets that clearly explain the trial results and what they mean for a woman (if applicable) | Women |  |  |  | Available materials and new ones coming in 2020[11](#AvailableNewMats) |  |
|  | Update information briefs with facts on the ECHO trial, the results, and WHO guidelines (if applicable) | Providers |  |  |  |  |  |
|  | Adapt a standardized HIV risk assessment tool for women to assess their individual risk (should be made available in printed and digital formats) | Women |  |  |  | HIV risk assessment tool (coming September 2019)[9](#HIVRiskAssess) |  |
|  | Adapt counseling tools and job aids (if applicable) | Providers and community health workers |  |  |  |  |  |

## Actions Important to Consider

| ✓ | Action | Target Audience | Person/Group Responsible | Collaborating Partners | Resources Required | Existing Resources | Time Frame |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Activity | | | | | | | |
|  | Adapt add-on training module and materials for different groups of health workers (if applicable) | Providers and community health workers |  |  |  |  |  |
|  | Integrate ECHO information into existing work and trainings with community influencers such as community health workers, traditional birth attendants, parenting groups, and religious groups to disseminate information to women (if applicable) | Community health workers and religious leaders |  |  |  |  |  |
|  | Integrate key messages into existing radio/TV call-in shows and serial drama storylines, especially modeling provider-client dialogue and couple communication | Women, male partners |  |  |  | WHO messages (coming soon)[6](#WHOMsgs) |  |
|  | Integrate messages into existing e-learning materials for providers such as training and counseling videos or create new provider training materials as needed | Providers and community health workers |  |  |  | WHO messages (coming soon)[6](#WHOMsgs) |  |
|  | Hold community dialogues in forums where women, men, and adolescents gather | Women, male partners |  |  |  |  |  |
|  | Leverage social media channels to explain ECHO trial results and why it matters (if applicable) | Women, male partners, other key influencers |  |  |  |  |  |

## Other Actions to Consider

| ✓ | Action | Target Audience | Person/Group Responsible | Collaborating Partners | Resources Required | Existing Resources | Time Frame |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Activity | | | | | | | |
|  | Integrate key messages into existing family planning mobile health and web-based platforms (if applicable) | Women, male partners |  |  |  | WHO messages (coming soon)[6](#WHOMsgs) |  |
|  | Monitor media reports to counter misinformation and ensure accurate reporting focusing on known opposition (if applicable) | n/a |  |  |  |  |  |