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

## Terms of Reference: National ECHO Task Force

## Template

May 2019

**Instructions:** *Review and adapt the Terms of Reference below to guide work of a national ECHO Task Force.*

**Background**

The Evidence for Contraceptive Options and HIV Outcomes (ECHO) trial was launched in 2015 to test the comparative risk of HIV acquisition among women using one of the following three contraceptive methods: depo-medroxyprogesterone acetate intramuscular (DMPA-IM), also known as Depo-Provera, two-rod levonorgestrel sub-dermal implant (LNG-Implant), branded as Jadelle, and the copper intrauterine device (Copper-IUD). The trial enrolled 7,830 women across Eswatini, Kenya, South Africa, and Zambia, who agreed to be randomized by computer to one of the three methods. Results are anticipated in July 2019 and updated World Health Organization (WHO) guidelines are expected in late-August 2019. There exists a real danger of miscommunication to the public and confusion among providers during and after the release of the results.

[*Add in information about the country’s family planning context and data, epidemiology of the country’s HIV epidemic and other country specific background information*]

[*Add in information as to why the Task Force was formed – e.g. to facilitate coordinated cohesive communication and interventions following the release of the EHO results*.]

**The ECHO Task Force will have the following responsibilities:** [*find examples below: these can be adapted, or deleted as necessary and additional responsibilities added]*

* Prepare the country for the release of the ECHO results.
* Develop a costed work plan with key interventions needed prior, during and after the release of ECHO results.
* Coordinate partnerships and resource mobilization efforts needed for the implementation of the work plan.
* Establish Task Force subcommittees on relevant thematic areas including communication and media engagement.
* Identify opportunities for sustainable strengthening of integration of family planning and HIV.
* Develop an ECHO communication and media engagement strategy.
* Identify possible implications of the ECHO results.
* Develop messages for possible ECHO results scenarios and audiences.
* Identify and prepare spokespersons prior to the release of the ECHO results.
* Guide dissemination of ECHO results and emerging issues.
* Sensitize key stakeholders at national and county level.
* Provide guidance on family planning commodity security implications for the different scenarios.
* Provide guidance on health worker capacity to respond to the implications of the ECHO results.
* Inform adaptation of any new global guidance as a result of the ECHO results.
* Create linkages with the global mechanisms on ECHO to enhance synergy and coordination.
* Provide regular briefings to [*fill in here]*

**Leadership and Timeframe**

The Task Force will identify Co-Chairs drawn from the [*fill in here*].

The Task Force will directly report to the [*fill in here*].

The Task Force will continue through [*fill in time period here*]. The timeframe may be extended at the discretion of the [*fill in here*].

**Key Deliverables** [*find examples below: these can be adapted, or deleted as necessary and additional deliverables added]*

1. Costed work plan to inform and guide ECHO results related activities.
2. Communication and media engagement strategy including messages for the ECHO results scenarios tailored for specific target audiences.
3. Updates and recommendation briefs.
4. Implementation report(s) for the preparatory and post-ECHO results interventions.