Over the last ten years, the fertility rate in Uganda has remained persistently high with an average of 6.7 births per woman. According to the Uganda Demographic Health Survey 2006, 41% of the women in Uganda would like to delay or stop having children but are not using modern family planning, and therefore, have an unmet need. The main reasons for non-use, according to that survey, were fear of health problems or side effects, and husband's disapproval. Working with the Ministry of Health with funding from the United States Agency of International Development, the Health Communication Partnership has worked to address underlying barriers to family planning use through two consecutive multi-channel communication campaigns:

1. The Fred and Bernard Campaign (2006 - 2009) was designed to increase the proportion of men who want to have smaller families and who discuss family planning with their partners. The campaign revolved around two characters—Fred, who had a large family and was struggling to provide for his family's needs, and Bernard, who had a small family and was able to provide for them. This campaign included the "Neighbors" mini-drama series, which was awarded Best Radio Drama Global Media Award from the Population Institute in 2009.

2. According to a secondary analysis of the 2006 UDHS conducted by Macro International Inc. in 2008, the unmet need for family planning in Uganda was the main reason for high fertility rates and rapid population growth. The report stated that even modest declines in the unmet need could have significant positive effects. So, HCP conducted qualitative research in 2010 to explore why some women adopted family planning while others continued to have an unmet need. The research showed that most women using modern family planning methods had spoken with a health worker, while those who did not use modern FP had not. And from this, the Nurse Mildred Unmet Need for Family Planning Campaign (2011 - 2012) was designed to bring the kindly Nurse Mildred into rural homes through radio drama, talk shows and spots, posters, and billboards.

This toolkit shares all the background resources, strategies, materials, research, monitoring tools and evaluation information for these two evidence-based campaigns, so they can be rolled out or
adapted for use in other areas of Uganda or in other countries.

**What are K4Health Toolkits?**

K4Health Toolkits are electronic collections of carefully selected information resources on a particular topic for health policy makers, program managers, and service providers. They are based on a continuous publishing principle that allows them to evolve after publication to capture additional resources and to identify and fill remaining information gaps.

**What is the purpose of this toolkit?**

This toolkit provides materials from the Fred and Bernard Campaign and the Nurse Mildred Unmet Need for Family Planning Campaign so they can be adapted for use in other areas of Uganda or in

**Who developed this toolkit?**

This toolkit was developed by the Health Communication Partnership, a project managed by Johns Hopkins University’s Center for Communication Programs. The campaigns were coordinated by the Uganda Ministry of Health.

**What types of resources are included?**

This toolkit includes materials related to the research, policies/guidelines, communication strategies, training, and monitoring and evaluation of family planning communication programming.

**Policies and Guidelines**

All campaigns are in line with and reinforce the information contained in Ministry of Health policies and donor guidelines. These documents are provided here.

**Resources:**

-

This National Population Action Plan (NPAP) was developed to guide effective implementation of the National Population Policy. This Action Plan facilitates the coordination and collaboration of key stakeholders for both public and private sectors including: development partners, non-governmental organizations and civil society organisations.

Communication Strategies

This section includes communication strategies for the two family planning communication campaigns that were designed and implemented by the MOH and its partners between 2009 and 2012 with assistance from HCP.

Resources:

- Communication Strategy - Unmet Need (Nurse Mildred Campaign)

The strategy for the unmet need campaign (Nurse Mildred) is to regulate the number and spacing of children in a family through encouraging the use of contraceptives or other methods of birth control. One of the key research findings was that the fear of side effects happeneded couples willingness to try modern contraception. The goal behind the Nurse Mildred campaign was to bring a trusted source of information into every home. The campaign empowers women and men by enabling them to plan their lives, plan manageable families and in addition, space childbearing.

- Family Planning Communication Strategy 2006/2007 - Male Involvement (Fred & Bernard Campaign)

This communication strategy guided the development of a communication campaign to increase male involvement in family planning. The campaign was called 'Fred and Bernard'.
Fred and Bernard- Male Involvement Campaign

The Fred and Bernard Campaign (2006 - 2009) was designed to increase the proportion of men who want to have smaller families and who discuss family planning with their partners. The campaign was conducted through radio talk shows, the "Neighbors" mini radio serial dramas, radio spots, TV spots, men-only community outreach activities, posters, street pole signs, billboards, and the Everyday Health Matters newsletter with basic family planning information. The campaign revolved around two characters—Bernard, who had a small family and was able to provide for his family's needs, and Fred, who had a large family and was struggling to provide for them. The Fred and Bernard campaign won a Global Media Award for Best Radio Drama from the Population Institute in 2009 for the ?Neighbors? mini drama series. All materials and messages directed the audience to family planning services labeled with the rainbow over the yellow flower. All campaign materials and tools are provided here in addition to the Communication Strategy for this family planning campaign.

Communication Goal

Smaller, healthier, more prosperous families in Uganda?

Communication Objective

To increase the proportion of married men who discuss FP with their partners because they believe it is the best way to a healthier and more prosperous life.
Results

HCP conducted household surveys in 2008 and 2010 that included questions about the Fred and Bernard campaign. According to the 2010 HCP Survey, one quarter (25%) of the respondents aged 15 - 49 years had heard or seen Fred and Bernard messages during the 24 months prior to survey. Most respondents had heard about the campaign through radio and posters, only a small proportion had seen or heard F&B messages through church or mosque, community level meetings and local drama performances. Among those who had heard or seen campaign messages, "Fred has a small family and is happy, while Bernard has a large family that he cannot afford and is unhappy? was the most common message recalled (44%). Some 60% of men and women who were exposed to the campaign said they had taken some kind of action as a result.

Overall, exposure to the Fred and Bernard campaign was independently associated with many FP related behavioural outcomes. Respondents who had been exposed were more likely to have positive attitudes towards FP, advocate for use of FP services, prefer a smaller family, discuss FP with their partners, intend to use FP, and use modern FP methods.

Communication Strategy

Resources:

- Family Planning Communication Strategy 2006/2007 - Male Involvement (Fred & Bernard Campaign)

This communication strategy guided the development of a communication campaign to increase male involvement in family planning. The campaign was called 'Fred and Bernard'.

Neighbours Mini-Drama

Resources:

-
**FP Neighbours Radio Series**

The Neighbours radio mini-series is a series of short dramas featuring Fred (who has not planned his large family) and Bernard (who has planned his family and has a few children). Developed to appeal to rural married men, the drama uses an entertaining approach to address key issues of population growth, benefits of family planning, male involvement and the importance of couple communication. The series was awarded the 2009 Global Media Award for Best Serial Drama by the Population Institute.

**Men Only Seminars**

Men's championships-Increasing male involvement in family planning.

Resources:

- **Men's Championship-Concept**

  This section describes the concept of the men only seminars, aimed at increasing male involvement in family planning.

- **Men Only Seminar- Briefing Sheet**

  This three page document provides guidance on how to prepare for a men only seminar.

**Radio Spots**

Three Fred and Bernard radio spots were produced in English and Ugandan dialects: Ateso, Luganda, Luo, Runyankole-Rukiga (RR1) and Runyoro-Rutoro (RR2).

Resources:
TV Spots

Three Fred and Bernard television spots were produced in English and Ugandan dialects: Luganda, Ateso, Luo, Runyankole-Rukiga (RR1) and Runyoro-Rutoro (RR2).

Resources:

- Television Spots

IEC Materials

Resources:

- Calendar

The calendar encouraged the audience to seek family planning advice and services at a health facility with the sign of the rainbow over the yellow flower.

- Key holders and pens

Promotional materials
Grainsack Flipchart and Discussion Guide

Family Planning: What Every Man Should Know. The Grainsack flipchart and discussion guide was developed for community health workers to use in a community setting.

- **Placards**

  Showing availability of family planning services at health facilities.

- **Posters**

  Comparing Fred's and Bernard's lifestyles.

- **Roadstars**

  Comparing Fred's and Bernard's lifestyles.

- **Sign post**

  Showing availability of family planning services at a health facility.

- **Standees**

  Showing the community where to access family planning services.

- **T-shirts**

  T-shirts with the campaign slogan.
Billboards

Comparing Fred's and Bernard's lifestyles and encouraging the audience to seek family planning advice and services.

• Bucket hat

The bucket huts were produced with the campaign slogan encouraging the audience to plan a small manageable family for a better life.

Nurse Mildred-Unmet Need Campaign

The Nurse Mildred Campaign (2011 - 2012) targeted rural and peri-urban women with unmet need for family planning and their partners, with the aim of convincing them of the safety and effectiveness of modern family planning methods.

According to qualitative research conducted by HCP in 2010, most women using modern family planning methods had spoken with a health worker, unlike women with unmet need who usually got information about family planning from friends and family. Based on this research finding, the campaign brings the kindly nurse Mildred into rural homes through radio drama, talk shows and spots, posters, and billboards. All materials focus on countering the most common misconceptions and fears about modern family planning, and direct couples to health facilities labeled with the rainbow of the yellow flower or the National Health Hotline for information, counselling and services. This section of the toolkit also includes the following materials: campaign communication strategy, radio drama supporting documents, and training resources.

Communication Goal
To contribute to the reduction of the unmet FP need in Uganda.

**Communication Objective**

*To convince rural women with unmet need for family planning and their partners that modern FP methods are safe and are the most effective way of preventing unwanted pregnancies.*

This campaign will be formally evaluated through the 2012 USAID Joint BCC Survey, which will be begin in May, 2012.

**Communication Strategy**

**Resources:**

- Communication Strategy - Unmet Need (Nurse Mildred Campaign)

  The strategy for the unmet need campaign (Nurse Mildred) is to regulate the number and spacing of children in a family through encouraging the use of contraceptives or other methods of birth control. One of the key research findings was that the fear of side effects happened couples willingness to try modern contraception. The goal behind the Nurse Mildred campaign was to bring a trusted source of information into every home. The campaign empowers women and men by enabling them to plan their lives, plan manageable families and in addition, space childbearing.

**Nurse Mildred Radio Drama Series**

A 15-episode radio drama series featuring Nurse Mildred discussing myths about FP methods and the benefits of planning one’s family. The drama series was produced in English and in Ugandan dialects: Luganda, Luo and Runyankole-Rukiga-Runyoro-Rutoro.

**Resources:**

- Radio Drama Series - English
- Radio Drama Series - Luganda

- Radio Drama Series - Luo

- Radio Drama Series - Runyankole-Rukiga-Runyoro-Rutoro

- Design Documents

These Design Documents which were developed by a team of stakeholders working in the field of family planning served as the reference for writing, producing, broadcasting and evaluating the Unmet Need Radio Drama series.

- Nurse Mildred Theme Song

Nurse Mildred Support Materials

Resources:
Nurse Mildred Radio Drama Series-Scripts

This section includes scripts for episodes of the Nurse Mildred radio drama series focusing on the unmet need for family planning.

- Nurse Mildred Radio Talk Shows -Talking Points

This section includes talking points that guided the Nurse Mildred Radio Talk Shows on each of the episodes of the Nurse Mildred Radio Drama Series. The content of the Nurse Mildred Radio Series as well as the talk shows are integrated across other health areas such as living positively with HIV, prevention of mother to child transmission, couple counselling and testing and safe male circumcision.

IEC Materials

This section contains Information, Education and Communication materials that can be used by program managers, family planning promoters and policy makers to create awareness about family planning and motivate individuals to seek and use family planning services.

Resources:

- Calendar

  Family Planning Calendar

- Newsletters

  Everyday Health Matters newsletter

- Billboards
Billboards encouraging the audience to seek family planning advice and services.

- **Fliers**

  Fliers encouraging the audience to tune in and listen to the Nurse Mildred radio drama series.

- **Posters**

  Posters encouraging the audience to talk to a qualified health worker about family planning.

**Training**

Training module for media representatives.

**Resources:**

- **Media Module for Family Planning**

  This training module has been prepared to equip key media house representatives with knowledge on Uganda’s population growth crisis and the need for family planning.

**Client Education Aids**

This section includes job aids to guide clinical providers and community health workers when discussing family planning with clients.

**Resources:**

-
Counseling Tools for Health Workers

Two counseling tools were developed: a counseling flipchart for community health workers (English and Ugandan dialects), and a flipchart with more technical content for clinical providers (English).

"What Every Man Should Know" Family Planning Brochure

This booklet explains the benefits of family planning and discusses a man's role in practicing family planning. The booklet was produced in English and Ugandan languages: Ateso, Luganda, Luo, Runyankore and Rutooro.

Research, Monitoring and Evaluation

The 2010 HCP-YEAH Survey found that as a result of exposure to the Fred and Bernard campaign, over 60% took some action towards family planning services.

![Actions Taken as a result of exposure to messages about Fred & Bernard](image)

In this section, there is more information about the survey cited above as well as pretesting reports and other key research documents.

Resources:
HCP 2010 Survey Results-Family Planning

This section highlights the results of the HCP survey carried out in 2010.

- **A Qualitative Study on Factors Affecting Unmet Need and Demand for Family Planning in Uganda**

  This section includes a report on a qualitative study on factors affecting unmet need and demand for family planning in Uganda.

- **Literature Review-Status of Family Planning in Uganda-2009**

  This section includes a literature review on the status of family planning in Uganda as of 2009.

**Reports**

**Resources:**

- **Pretest Reports**

  IEC materials pretest reports.

**Success Stories**

As part of the Fred & Bernard campaign, a mini-drama was developed called *Neighbours*. Below is a photo of HCP Deputy Chief of Party Barbara Katende (center), Neighbors scriptwriter George Gikundu (right), and CCP Programme Officer Judy Heck (left) receiving the Global Media Award from the Population Institute in 2009 for *Neighbors* as Best Radio Drama.
There are stories from around Uganda about how the Fred & Bernard and Nurse Mildred campaigns have impacted the lives of individuals. Here is a video testimonial of one such person.

Resources:

- Husband's Testimonial About Family Planning and Injectables

Communication Theories and Models

There are many communication theories and models. It is important to consider which theory or model underpins any communication strategy that you plan to develop. Here are a number of documents that briefly explain some of the theories and models.

Resources:

- Communication Theories and Models

This section includes models and theories used in the communication process, such as:

1. Theory of Behaviour and Social Change
2. Theory of Reasoned Action (Planned Behaviour)
3. Extended Parallel Processing Theory (Fear Management)
4. Observational Learning Theory
5. Diffusion Theory
Upcoming Events

The Ministry of Health will be utilizing this to inform people about upcoming events and meetings. Please feel free to take part in any of our upcoming events or request for further information. Event types include:

- conferences
- meetings
- debates
- launches and campaigns
- commemoration days
- status updates

Conferences

Meetings

Debates

Launches and Campaigns

Commemoration Days

Status Updates
Partners

As leaders in family planning, the organisations listed here have taken an active role in implementing and evaluating family planning interventions. This section provides a list of partners organised by district of implementation.

Resources:

- Mapping Family Planning Service Providers by District

  List of family planning service providers by district.

Source URL: https://www.k4health.org/toolkits/uganda-fpcommunication