



**SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS (SRHR) CAMPAIGN PLAN—  
MATERNAL HEALTH**

**ZIMBABWE  
8 NOVEMBER 2018**

**Maternal Health**



**GUIDANCE ON MESSAGES:**

- The group should first decide on and record the specific objectives for the country/council.
- Who are these targeted at?
- What messages/slogans are appropriate to these target groups?
- What are some of the hashtags in country you can leverage on or create? This includes in local languages
- How can they link to regional/global hashtags
- What are some of the Twitter handles you will tag – refer to the Alliance social media handles

<b>SPECIFIC OBJECTIVES</b>	<b>TARGET GROUPS</b>	<b>MESSAGES/SLOGANS</b>	<b>HASHTAGS LOCAL</b>	<b>HASHTAGS REGIONAL/ GLOBAL</b>	<b>Social media tagging</b>
Creating community awareness for early ante-natal booking.	-Women of child bearing age (15-49 yrs)  -Spouses  -Influential Community Leaders	"Early booking for safe delivery"  "Early booking makes sense"  "Early booking, Healthy Child"  "Book early, Save Lives"	#SafeDelivery  #NyoresaiMese	#VoiceandChoice  #SafeDelivery	@GenderLinks
Encourage Institutional deliveries.	-Women of child bearing age (15-49 yrs)  -Influential community leaders  -Spouses	"No to home deliveries"  "Zvarira kuChipatara"  "To avoid complications, Hospital is best"	#ZvariraKuChipatara  #SafeDelivery	#SADCGenderBarometer10	@GenderProtocol
To strengthen male involvement in maternal health.	-Spouses	"Love her, Accompany her"  "Together We Care"	#SpouseInvolvementIsCaring	#SheDecidesSADC	@SAfAIDS

Community sensitization on PMTCT.	-Community at large	"Prevention is Better than Cure" "Chirere Chigokurerawo"	#PMTCT #Dzivirirwa	#RightbyHer	@AmplifyFund @naczim @uw_itech
Administration of Post-Natal Education	-Women (15-49 yrs) -Spouses	"Kuterera kunokunda chibairo" "Follow the processes for a healthy child"	#VanaKuskero #Immunize	#InfantImmunization	@MoHCCZim @CareChiedza

#### **GUIDANCE ON PLANNING FRAMEWORK:**

- Specific objectives should be recorded in the planning framework.
- Actions and activities are suggestions. Please customise as appropriate. Please be very specific about the activities to be undertaken.
- Delete any suggested activities that are not relevant to your campaign
- Which members of your consortium will be responsible for each activity?
- By When?
- What will be the main outputs?
- What resources will this require, human, financial, other? What synergies can be forged with existing activities? Are there fund raising possibilities?

OBJECTIVES AND ACTIONS	ACTIVITIES	WHO RESPONSIBLE	TIME FRAME	OUTPUTS	RESOURCES
<b>Strategic objective</b>	To eliminate maternal mortality in line with the SADC Protocol on Gender and Development and SDG 5 that commit to universal access to Sexual and Reproductive Health and Reproductive Rights in accordance with the Programme of Action of the ICPD.				
<b>Specific objectives:</b> What is the maternal mortality ratio in your country? What needs to be done? 614/ 100 000 live births					
1	Creating community awareness for early ante-natal booking.				
2	Encourage Institutional deliveries.				
3	Community sensitization on PMTCT.				
<i>1. Obtain buy-in from key stakeholders</i>	1.1 Meeting with key officials (who?)	Health and Social Workers	By Dec 2018	Co-operation of key stake holders.	Travel and sustenance costs (approx \$500)
	1.2. Meetings with parliamentarians (who?)	Health Workers and local authority officials	By January 2019	Policy review and change	Travel and sustenance costs (approx \$500)
	1.3 Meetings with statutory bodies – eg law reform commissions – who?)	Health practitioners and Parliamentarians	By February 2019	Policy review and change	Travel and sustenance costs (approx \$500)
	1.4 Meeting with social actors – eg religious groups – who?	Health practitioners	By February 2019	Community sensitization	Travel and sustenance costs (approx \$100)
<i>2. Launch the campaign and gain maximum publicity for it</i>	2.1 Agree date and venue for launch, ensuring synergy with other campaigns	Consortium focal person, Media, Promoters and entertainers (musicians, actors etc.)	By February 2019	Expecting to come up with a date for the campaign launch	Cost of meeting (approx \$200)
	2.2 Logistics and planning for the	Responsible	By February	Committees will be	Cost of

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	launch	committees.	2019	set up.	meeting (\$50)
<i>3. Develop and disseminate campaign materials</i>	3.1 Pamphlets explaining Maternal Health/ where to get help; disseminated through committee members.	-Information and publicity committee.	End of Feb – First week of March	Production of IEC material.	\$500
	3.2 Posters disseminated through local networks and put up in strategic places, eg police stations; courts; all gvt. offices; hospitals, market places, community centres.	-Information and publicity committee.	End of Feb – First week of March	Production, distribution and dissemination of IEC material.	\$500
	3.3 Billboards located at strategic points to reach the broadest possible audience eg football stadiums	-Information and publicity committee. -Local Authorities.	End of Feb – First week of March	Production and installation of Billboards.	\$1000
	3.4 Radio: Docu/ drama disseminated via radio and taxis through the taxi association. Use of radio listening clubs to ensure maximum dissemination.	-Information and publicity committee. -Media	Entire year (2019)	Publicizing the campaign.	\$200
	3.5 Adverts using prominent entertainers eg soccer stars	-Information and publicity committee	Entire year (2019)	Publicizing the campaign.	\$2000
	3.6 Production of Video	-Information and publicity committee -Media	February 2019	Production of Maternal Health documentary and informative advert. Publicizing the campaign.	\$500
	3.7 Gathering/ disseminating materials produced outside	-Information and publicity committee	Entire year (2019)	Materials distributed.	\$100
<i>4. Engage key stakeholders and the general public</i>	4.1 Workshops in regions/ systematically- ensure all wards/ townships covered	-Logistics committee	Entire year (2019)	Community sensitized.	\$5000

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<i>in interactive public education encounters</i>	4.2 Drama using local actors, followed by discussion, that is systematically performed in all districts	Entertainment committee and drama groups	Entire year (2019) quarterly.	Community sensitized through drama.	\$2000
	4.3 Workshops with specific target groups Traditional leaders Local councillors Schools debates Medical and social worker	Health Information officer and team. Local authorities and relevant ministries.	June 2019	Meetings held. Information disseminated to leaders.	\$500
<i>5. Leverage on special dates in the calendar for promoting the campaign</i>	Sixteen days of activism	Local Authority gender focal person.	10 Dec – 26 Dec 2019	Community sensitized.	\$2000
	10 December- International Human rights day				
	1 March- Zero Discrimination Day				
	8 March International Women's Day	Ministry of Women Affairs, Gender and Community Development. Local Authority gender focal person.	8 March 2019	Community sensitized.	\$2000
	22 March- World Water Day				
	7 April- World Health Day	MoHCC	7 April 2019	Community sensitized.	\$2000
	15 October- International Day of Rural Women	Ministry of Women's Affairs, Gender and Community development.  Local Authority	15 October 2019	Rural women sensitized on Maternal Health	\$2000

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		Gender focal person			
<i>5. To launch mini campaigns around specific events/ test cases.</i>	5.1				

MONITORING AND EVALUATION
English: <a href="http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/">http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/</a>
French: <a href="http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/alliance-srhr-se/">http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/alliance-srhr-se/</a>
Portuguese: <a href="http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/alianca-srhr-me/">http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/alianca-srhr-me/</a>