

Introduction to AFP News

Identifying Breaking/Quick Win News
& How to Write Them

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Bill & Melinda Gates Institute for
Population and Reproductive Health

Outline

- **Breaking News & Quick Win News: what are they, their differences, and similarities?**
- **What is the reporting process?**
- **What goes into a first draft?**

1. Identify the news

2. Share the news with your Baltimore backstop

3. Write a draft

4. Share the draft with your Baltimore backstop

5. Share with AFP Communications Officer for editing and translation

6. Share with partners on the AFP listserv

7. AFP shares with donors

8. AFP shares with wider networks via website, social media, newsletter

What is Breaking News?

- **A recent change in the family planning environment – either positive or negative**
- **Recognizing a champion**
- **Update on problem solving**

Breaking News Example

Kenya family planning funding gap for 2015/2016 fully secured with new commitments from USAID and DFID

- Change in Kenya's family planning environment
- Not specific to an advocacy win
- Written with a positive perspective



What is a Quick Win News?

- **Reporting a recent advocacy outcome**
- **A significant update on a previous quick win**

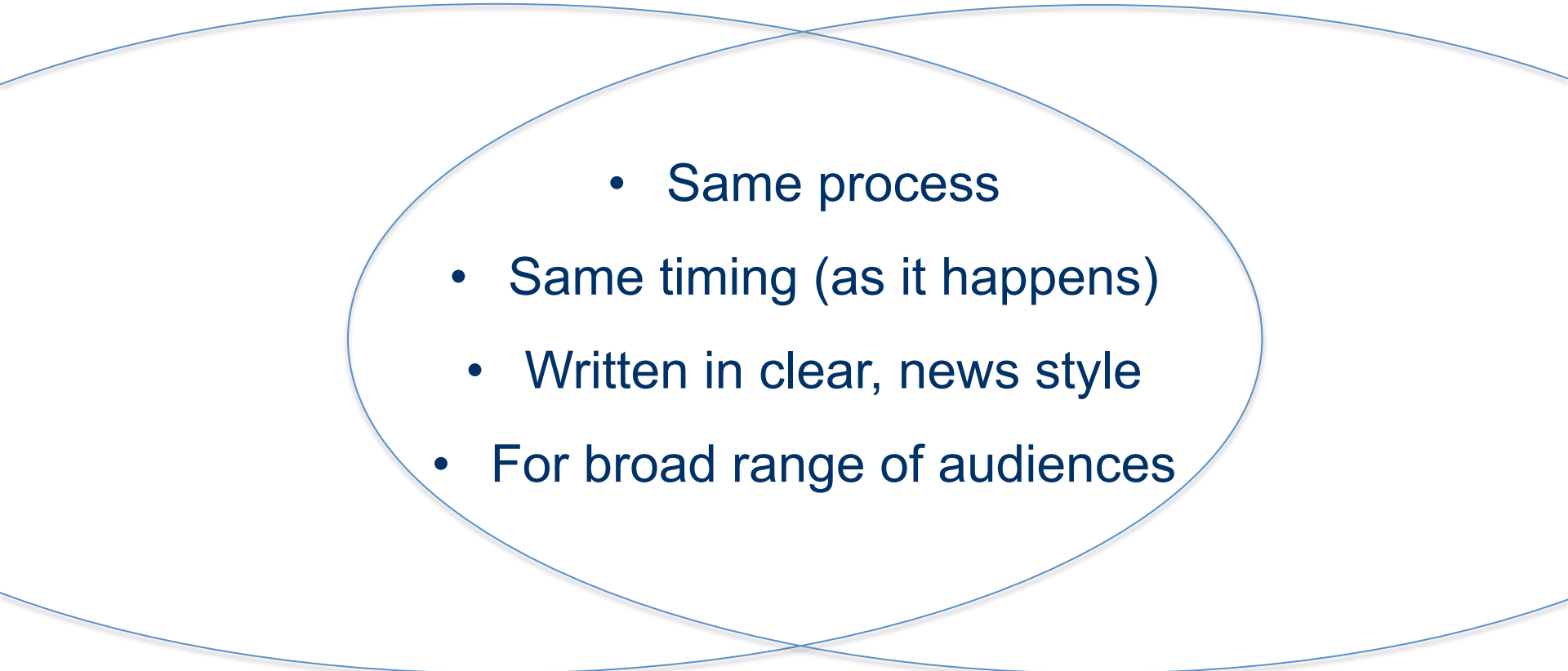
Quick Win News Example

Tanzania Commission for Universities commits to mandate sexual and reproductive health service provision at all higher learning institutions

- Significant outcome from advocacy strategy
- Explains why it is significant and how it came about
- Outlines next steps



What do they both have in common?

- 
- Same process
 - Same timing (as it happens)
 - Written in clear, news style
 - For broad range of audiences

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Rewind:

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Tips to Write Simply & Effectively

- Approximately 350 words total
- Order info from most important to least important
- Easy to understand for someone outside of AFP
- Use quotes when appropriate

Elements of News

Headline: clear and concise

1st ¶: summary of significant change

2nd ¶: relevance to family planning goals

3rd ¶: summary of advocacy process

4th ¶: recognition

5th ¶: next steps

Attachments: documentation to validate change

Headline

1. What is the most important change you're reporting?
2. State briefly and clearly.

AFP hosts meeting for partners in Nairobi

AFP partners strengthen advocacy capacity at annual meeting

1st ¶

1. What is the significant change you're reporting? Describe in one or two sentences.
2. Avoid jargon.
3. What date did it occur? How long did the process take?

2nd ¶

1. Why is it important?

- Why is it important to the family planning field/country?
- Why was it an advocacy objective?
- If possible, provide data or statistics to show context.

2. Avoid jargon.

3rd

- What advocacy took place to achieve the outcome?
- What was the effective strategy?

4th 

Breaking News: Nepalese High-Level Delegation Observes Family Planning Advocacy Approach in Indonesia

... **“We were, in a matter of days, able to get a breadth of understanding of the national family planning programs in Indonesia,”** said Pranab Rajbhandari, Nepal’s Health Communication Capacity Collaborative Deputy Chief of Party. **“We observed the implementation, coordination, and collaboration at the local level, which is crucial to getting the family planning agenda on the district radar.”**

5th ¶

- What are the next steps for the partner team?
- What implications does this win have going forward?

Draft complete!
What's the next step?

Reviewing Steps

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Questions?

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