**Empowering Evidence-Driven Advocacy**

**Family Planning Advocacy Resource Hub**

**Family Planning Advocacy Communications Support for Youth-Led Organizations:**

Request for Applications

[Population Reference Bureau](https://www.prb.org/) (PRB) is pleased to announce a request for applications from **youth-led organizations** with existing family planning advocacy efforts to partner with us on a short-term basis to create data-rich, visually compelling, and actionable communications materials.

Policy environments are always changing, and as the COVID-19 pandemic affects countries around the world, we have seen a shift in health policy priorities to address its effects. At the same time, the need remains for policy audiences to continue to prioritize family planning and reproductive health to support their population’s general health. Evidence-driven communication materials paired with effective advocacy strategies can maximize impact of increasingly limited resources. As part of the [Empowering Evidence-Driven Advocacy (EEDA) project](https://www.prb.org/program/empowering-evidence-driven-advocacy/), the [Family Planning Advocacy Resource Hub](https://www.prb.org/family-planning-resource-hub/) supports family planning organizations by working together to create **customized advocacy materials** that interpret and communicate data and evidence **for local policymakers and influencers**.

During this four- to five-month partnership, PRB works with partners to identify their priorities for evidence-based family planning messages and develop materials collaboratively to meet their advocacy needs. Examples of materials created under past partnerships include:

* [Short video](https://youtu.be/tayicumnmW4) (three to five minutes).
* [Infographic](https://www.prb.org/wp-content/uploads/2019/04/fesade-cameroon-fact-sheet.pdf).
* [Policy brief](https://www.prb.org/wp-content/uploads/2018/11/EEDA_F2A_Brief.pdf).
* [Multimedia presentation](https://youtu.be/8U7q1r2H44I).
* [Factsheet](https://www.prb.org/wp-content/uploads/2020/05/eeda-zambia-fact-sheet.pdf).
* [Handheld brochure](https://www.prb.org/wp-content/uploads/2020/04/serac-bangladesh-brochure.pdf).

(Follow the links above to see previous youth family planning materials.)

In consultation with partner organizations, PRB advises on the ideal combination of materials to communicate data-driven messages creatively and clearly to the targeted audience.

*This initiative does not support the development of behavior-change materials such as information, communication, and education products like posters and flyers.*

**Which Organizations Are Eligible to Apply?**

* Youth-led organizations with an established record of family planning advocacy or policy work and outcomes, as well as limited capacity to produce quality communications materials independently.
* At least 25% of the youth-led organization’s existing advocacy work must be related to family planning and/or reproductive health.
* Youth-led organizations must be based in a low- or lower-middle-income country, according to the [World Bank country classifications](https://datahelpdesk.worldbank.org/knowledgebase/articles/906519-world-bank-country-and-lending-groups).
* Preference will be given to youth-led organizations from countries in Africa and Asia.
* Individuals and government organizations/agencies are not eligible to apply.

**Partnership Details**

Support will be offered to youth-led organizations with strong advocacy objectives and strategies and demonstrated communications capacity needs. PRB staff will lead the design and production of the communications materials in close and continuous consultation with the partner organization to ensure each package matches their needs.

PRB will meet virtually with your team during for a series of co-creation meetings to discuss concepts for the materials and may provide some communications training. The materials-development process takes approximately three to four months for each package, during which the partner organization is expected to regularly collaborate with PRB. Materials are often produced in either English or French. Requests for materials in other languages will be considered on a case-by-case basis. **PRB covers all production costs and turns over final products to the partner organization for their ongoing use. Final products may not be subsequently altered without PRB’s approval. PRB will not provide direct funding to partner organizations.**

**Application Process**

Interested youth-led organizations should complete the attached application form and send it to Jill Chanley at [jchanley@prb.org](mailto:jchanley@prb.org). All applications are due by close of business **August 28, 2020**. PRB will send a confirmation email once your application has been received.

Applications will be assessed on the:

* Nature of existing policy advocacy work related to family planning and reproductive health.
* Clarity and timeline of the advocacy objectives that could be supported by Advocacy Resource Hub materials.
* Strength of plan for material use within the context of the COVID-19 pandemic.

Advocacy Resource Hub finalists will be contacted to schedule an informal interview with PRB staff. This interview will allow PRB to learn more about the organization’s capacity and advocacy initiatives and assess the potential for partnership. The final selection will be made in mid-September 2020.

Please contact Jill Chanley with any questions.

**About PRB**

Population Reference Bureau informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations. Find out more at [www.prb.org](http://www.prb.org/). Follow us on Twitter [@PRBdata](https://twitter.com/PRBdata).

The [Family Planning Advocacy Resource Hub](https://www.prb.org/family-planning-resource-hub/) was created by PRB through the [Empowering Evidence-Driven Advocacy](https://www.prb.org/program/empowering-evidence-driven-advocacy/) project to assist family planning advocacy partners in meeting their needs for tailored, effective communications products in a timely manner. Each product is customized for the user, the local advocacy initiative, and the targeted audiences.

**[APPLICATION FORM BEGINS ON THE NEXT PAGE]**

**Empowering Evidence-Driven Advocacy**

Family Planning Advocacy Resource Hub Application Form

**General Information**

Organization Name:

Year Established:

Application Point of Contact (name):

Title:

Address:

Email Address:

Telephone Number:

Website:

Organization Country:

Country of Organization Headquarters (if applicable):

Where did you learn about this opportunity?

Family Planning Advocacy Resource Hub Application Form

1. **Describe the advocacy communications materials you would like to create. This description should include the target audience, examples of key messages, and preferred language(s).**
2. **Describe the short-term family planning policy advocacy objectives the communication materials would support. This description should include the context, measurable advocacy objectives, timeline, advocacy targets, and any planned activities.** (Remember: The Family Planning Advocacy Resource Hub produces policy communication materials, so your target audience must include decisionmakers). Response should be 8 to 15 sentences.
3. **List three to five ideal advocacy outcomes that might result from the communications materials. (Are you advocating for a policy change? Budget line increase? Public support from a high-level family planning champion?)**
4. **Is there a specific date by which you would need the materials to be completed? If yes, please explain.**
5. **List three to five advocacy opportunities or events where the materials could be used in the future. (This could be an event or activity where the materials will be distributed or shown.) If you already have specific events planned, please include the dates.**
6. **Describe the mission of your organization and your current family planning advocacy efforts**

**(7 to 10 sentences).**

1. **Describe a recent policy change outcome brought about by your family planning advocacy efforts (3 to 5 sentences).**
2. **What are examples of policy communications materials you’ve used in the past and how have you used them to enhance your advocacy? Did you partner with another organization to create these materials? If possible, please attach an example of one of your organization’s materials to your application.**
3. **What are the biggest constraints you face in developing communications materials to support your advocacy? (1 to 3 sentences.)**
4. **Describe how your organization ensures commitment to youth leadership (e.g. What is your governance structure? Is there an age limit for staff/executives/members?).**