

Family Planning Awareness Raising Campaign through Social Media

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RMNCAH Coordination Meeting

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Purpose

- Initiate public awareness and demand generation for family planning through social media campaign (Facebook)
- Reach broader and targeted audience to deliver information on FP methods
- Start two-way communication with public
- Reach to 1 million audience in year 2019

Contents of Message

- Generic FP IEC materials
- Information on each method
- Clarification on incorrect rumors and correct information about FP methods
- FP infographics from other partners
- Videos of TV interviews on FP topics
- Messages delivered in Dari and Pashto languages



با ایجاد فاصله حد اقل سه سال میان ولادت ها، صحت خود و اطفال تان را بهتر کرده و آرامش خانواده تان را حفظ کنید.

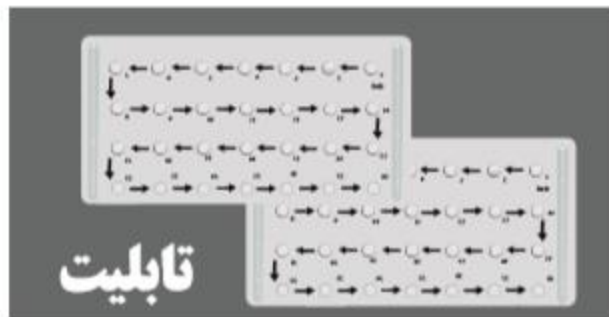
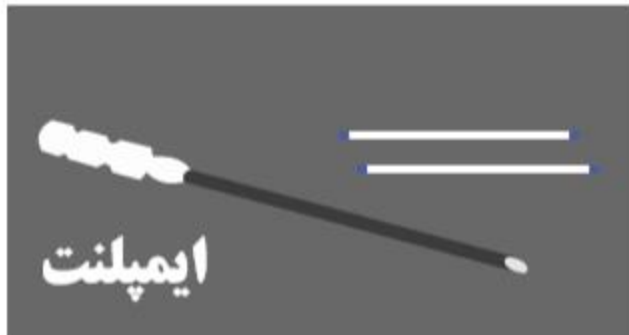
د زیرونوو تر منځ لږ تر لږه د درې کالو په واټن سره د ځان او ماشومانو روغتیا ښه کړئ او د خپلې کورنۍ سوکالي او آرامتیا وساتئ.



خانواده های محترم!
بگذارید تا مادران با ایجاد سه
سال فاصله بین ولادت های شان
توانایی روحی، جسمی و فیزیکی
خود را باز یابند.

درنو کورنیو!
پروردی چی میندی د زیرونونو ترمخ
د دری کالو واتن په رامنخته کولو سره
خپلی روحی، جسمانی او فیزیکی
وړتیاوې بیرته ترلاسه کړي.

روش های فاصله دهی میان ولادتها د ولادتونو تر منخ واین راوستلو طریقی





گولی (قرص یا تابلیت) مهلتی

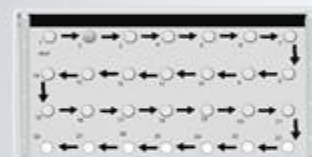
❖ گولی مهلتی برای جلوگیری از حمل مؤثر است

❖ روز یک دانه و در عین وقت، معمولا قبل از خواب خورده شود

❖ بعد از خوردن گولی مهلتی خصوصا در چند ماه اول، بعضی مادران ممکن سردردی، خون ریزی و درد معده پیدا کنند و یا بعضی مادران بی حوصله یا کمی چاق شوند.

❖ تقریبا برای همه مادران بی خطر میباشد.

❖ مادران در هر سن از این گولی ها خورده میتوانند.





لوپ (داخل رحمي آله)

❖ لوپ د ميندواري مخنيوي لپاره بې خطرې او ډيره اغيزمنه وسيله ده.



❖ لوپ کولاي شي د لسو کلونو لپاره د اميندواري مخنيوي وکړي خو که چيري ميندي وغواړي چې مخکي له دې نيتي نه حمل واخلي، هر وخت کوالي شي لوپ ليري کړي.



❖ د لوپ د تطبيق نه وروسته په ځانگړې توگه په لومړيو وختونو کې د ميرمنې مياشتني عادت کيداي شي اوږد شي يا يې د مياشتني عادت وينه بهيدنه زياته شي، يا شايد د لنډې مودې لپاره يو څه د خيټي درد پيدا کړي.

❖ لوپ د شيدو ورکونکو ميندو لپاره ښه طريقه بلل کيږي، لوپ (سامان) کيداي شي له زيږون شپږ اوونۍ وروسته تطبيق شي.

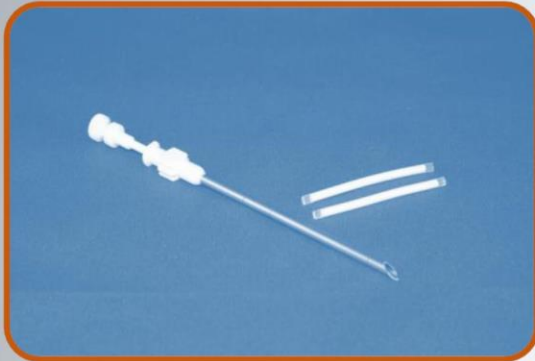
❖ لوپ بايد د يوې تکړه قابلي يا ډاکټر له خوا تطبيق شي.





روش غرسی یا امپلنت

❖ ساختمان میله یی کوچک یا کپسول مانند (مشابه به یک چوبک گوگرد) بوده که در تحت جلد تطبیق میگردد



❖ محافظت طولانی ۳ تا ۵ سال را در مقابل حاملگی ایجاد می نماید. مدت زمان این محافظت ارتباط به نوع روش غرسی دارد.



❖ امپلنت توسط کارمند صحتی آموزش دیده غرس و خارج میگردد.

❖ برای خانم های شیرده مصون می باشد و بعد از ولادت تطبیق شده می تواند.

❖ این روش بعضا سبب تغییرات در خونریزی عادات ماهوار (عدم موجودیت عادات ماهوار یا خونریزی به شکل موقتی) در جریان ماه های اول تطبیق میگردد.



INVEST IN FAMILY PLANNING AND REPRODUCTIVE HEALTH

225
MILLION

WOMEN IN DEVELOPING COUNTRIES HAVE AN **UNMET NEED FOR FAMILY PLANNING.**

BARRIERS TO CONTRACEPTION



FINANCIAL



SPOUSAL APPROVAL/
PARENTAL CONSENT



STOCKOUTS



STIGMA

IMPACT OF UNMET NEED

74
MILLION
UNPLANNED
PREGNANCIES

28
MILLION
UNPLANNED
BIRTHS

36
MILLION
ABORTIONS
EVERY YEAR

INVESTING IN FAMILY PLANNING

SPENDING **\$1** FOR CONTRACEPTIVE SERVICES REDUCES THE COST OF PREGNANCY-RELATED CARE BY **\$1.47**.



INVESTING **\$9.4 BILLION** ANNUALLY TO FULLY MEET THE NEED FOR MODERN CONTRACEPTIVE SERVICES WOULD...

Reduce unintended pregnancies by

70%

Reduce unsafe abortions by

74%

Decrease maternal deaths by

25%

Drop newborn deaths by

18%

{ As well as **improves educational opportunities for girls and women, reduces poverty** and **positively affects population dynamics.** }

WOMEN DELIVER

WHO WINS? **EVERYBODY.**



25% of women
in Afghanistan
can't access the modern
contraceptives THEY WANT

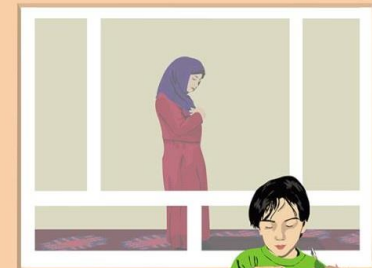


Source: Afghanistan Demographic Health Survey (DHS) 2015



خانواده های محترم !

با ایجاد فاصله حد اقل سه سال
میان ولادت ها ، صحت روانی ،
جسمی و اجتماعی اطفال ،
مادران و خانواده را بهبود بخشید.



**با ایجاد فاصله دهی میان ولادت ها، آسایش بیشتر و زندگی
بهرتر را برای خود و خانواده تان فراهم نمایید.**

**د زیرونونو تر منخ په واټن سره ښه ژوند او
ډیره سوکالی تر لاسه کړئ.**

بهبود صحت
مادر و طفل



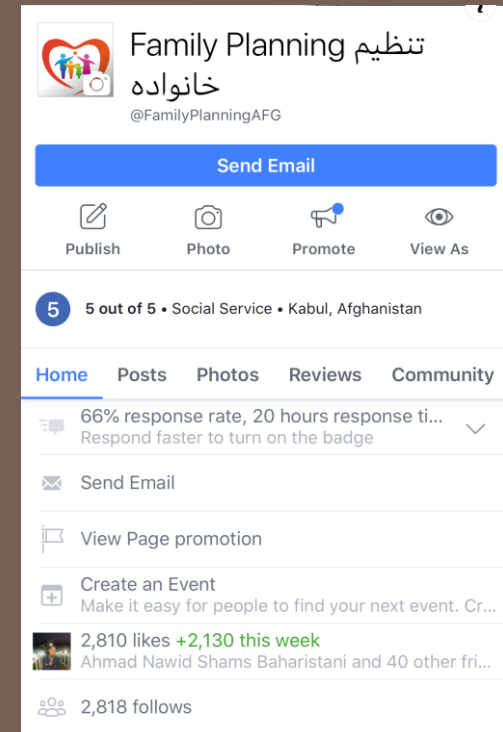
تنظیم
خانواده

با ایجاد فاصله حد اقل سه سال میان ولادت ها، صحت
خود و اطفال تان را بهتر کرده و آرامش خانواده تان را حفظ
کنید.

د زیرونونو تر منخ لږ تر لږه د درې کالو په واټن سره د خان او
ماشومانو روغتیا ښه کړئ او د خپلې کورنۍ سوکالي او ارامتیا
وساتئ.

Management

- Family planning unit colleagues of RMNCAH directorate are managing the page
- FP partners will support its widespread reach to public



facebook.com/FamilyPlanningAFG

Promotion

- Started with private promotion, with aim to continue its promotion for a longer duration through our FP partners

 **Family Planning خانواده تنظیم**
Sponsored

معلومات درباره برنامه های فاصله دهی میان ولادت ها و تنظیم خانواده

خانواده های محترم!
بگذارید تا مادران با ایجاد ۳ سال فاصله
بین ولادت های شان توانایی روحی، جسمی
و فیزیکی خود را باز یابند.

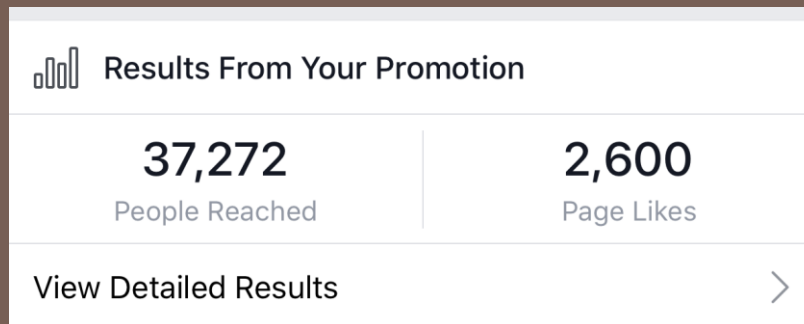


1,661 LIKES

Family Planning خانواده تنظیم
Social Service 

Promotion Results

- With initial budget of around 1.5USD daily, the page
 - **Reached to:** 37,000 audience in 1 week
 - **Liked by:** 2,600 people
- Direct Payment for facebook promotion rather than 3rd party Ad agency.
- Payment based on the actual reach of the page to the targeted audience



Promotion Results

Information package provided through promotion package

- Disaggregation of data by gender:

Gender	Reached	Liked	% Liked
Women	9,288	756	8.1%
Men	27,960	1,843	6.6%

Promotion Results

Information package provided through promotion package

- Disaggregation of data by age:

Age	Reached	Liked	% Liked
18-24	16,648	1,223	7.3%
25-34	18,360	1,251	6.8%
35-44	2,264	126	5.6%

Promotion Results

Information package provided through promotion package

- Disaggregation of data by province:

Province	Reached	Liked	% Liked
Kabul	20,554	1,433	7.0%
Balkh	4,897	388	7.9%
Herat	2,952	186	6.3%
Kunduz	936	56	6.0%
Nangarhar	872	51	5.8%
Kandahar	800	42	5.3%
Takhar	704	51	7.2%
Jawzjan	520	36	6.9%

Promotion Results

All Locations	
Afghanistan	
Country: Afghanistan	
Page Likes	2,600
Cost per Page Like	\$0.005
Reached	37,272
Kabul Province	
Page Likes	1,454
Cost per Page Like	\$0.005
Reached	20,904
Balkh Province	
Page Likes	396
Cost per Page Like	\$0.004
Reached	5,000
Herat Province	
Page Likes	190
Cost per Page Like	\$0.004
Reached	3,040
Kunduz Province	
Page Likes	56
Cost per Page Like	\$0.01
Reached	952
Takhar Province	
Page Likes	53

All Locations	
Takhar Province	
Page Likes	53
Cost per Page Like	\$0.004
Reached	720
Nangarhar Province	
Page Likes	51
Cost per Page Like	\$0.01
Reached	872
Kandahar Province	
Page Likes	42
Cost per Page Like	\$0.004
Reached	816
Ghazni Province	
Page Likes	37
Cost per Page Like	\$0.004
Reached	520
Jozjan Province	
Page Likes	36
Cost per Page Like	\$0.01
Reached	528
Baghlan Province	
Page Likes	35
Cost per Page Like	\$0.01
Reached	416

Overview

- Promotions
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Events
- Videos
- Stories
- People
- Messages
- API

Page Summary Last 7 days ▾

[Export Data](#)

Results from Jan 7, 2019 - Jan 13, 2019

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

Actions on Page i

January 7 - January 13

4

Total Actions on Page ▲100%



Page Views i

January 7 - January 13

957

Total Page Views ▲484%



Page Previews i

January 7 - January 13

7

Page Previews ▲600%



Page Likes i

January 7 - January 13

1,974

Page Likes ▲398%



Post Reach i

January 7 - January 13

7,557

People Reached ▲648%



Recommendations i

January 7 - January 13



We have insufficient data to show for the selected time period.

Post Engagements i

January 7 - January 13

3,808

Post Engagement ▲758%



Videos i

January 7 - January 13

298

Total Video Views ▲100%



Page Followers i

January 7 - January 13

1,988

Page Followers ▲403%



Overview

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Recent Promotions on Family Planning تنظیم خانواده

Ads activity is reported in the time zone of your ad account.

[+ Create New Promotion](#)



Page Promotion

بهات دربره برنامه های فاصله دهی میان ولادت ها و تنظیم خانواده
 Promoted by Mohammad Samim Soroush on J...
 Finishes in 10 days

38,157
People Reached

2,660
Page Likes

\$12.05
Spent at \$2.00 per ...

[View Results](#)

[Manage All Promotions](#) >

Your 5 Most Recent Posts

■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Reactions, Comments & Shares ⓘ

Published	Post	Type	Targeting	Reach ⓘ	Engagement	Promote
01/14/2019 9:00 AM	روش لوب بعد از ولادت برای فاصله دهی میان ولادت ها	📄	🌐	1.8K ■	379 163 ■ ■	Boost Post
01/13/2019 9:00 AM	روش فاصله دهی میان ولادت ها توسط شیر دهی خالص در 6 ماه بعد از ولادت	📄	🌐	1.2K ■	334 152 ■ ■	Boost Post
01/12/2019 9:00 AM	روش پوش یا کاندوم برای فاصله دهی میان ولادت ها	📄	🌐	925 ■	359 90 ■ ■	Boost Post
01/11/2019 9:00 AM	روش حرسی یا ایمپلنت برای فاصله دهی میان ولادت ها	📄	🌐	1.7K ■	244 123 ■ ■	Boost Post
01/10/2019 4:00 PM	سرمایه گذاری بالای برنامه های تنظیم خانواده و #womendeliverر صحت باروری	📄	🌐	530 ■	14 22 ■ ■	Boost Post

[See All Posts](#)

Further Promotion Estimation

- Spending of \$15 daily (\$450 monthly) on Ads in this platform will give us reach of 1.5 million audience per month with an estimated 8% of them actively interacting and engaging.

Thank You

For further information or inquiry you may contact:

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