Engaging Faith Leaders for RH Advocacy using an ENGAGE multimedia presentation

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What is an ENGAGE presentation?

An innovative multimedia presentation that uses reliable data, cutting-edge graphics, and stunning photos and videos to convey clear, compelling, and actionable messages on health and development.
ENGAGE in Action

- An ENGAGE can be used as an advocacy tool to raise awareness, initiate dialogue, and spur action among decisionmakers on critical policy or program issues.

- Our ENGAGE presentations have been viewed by thousands of decisionmakers in global, national, and subnational gatherings, and have been seen by six Heads of State.
ENGAGES Get Results

Kenya
First Lady quoted from the ENGAGE; advocacy with subnational leaders led to increased funding for nutrition in 3 county budgets

Senegal
High-level assessment recognized it as a tool that contributed to increased support for family planning

Nigeria
Featured to great applause in a plenary session at a National Summit on the Demographic Dividend

Ghana
National Population Council used it in 180 districts to help inform development planning
Typical ENGAGE Process

**Convene and lead a task force that will:**
- Decide on key advocacy goals and target audiences
- Guide development of the presentation and supplementary materials
- Identify champions who can present at high-level events
- Inform and support a comprehensive communication strategy

**The ENGAGE package includes:**
- “Clickable” presentation that narrator can deliver live
- Narrated video presentation
- User guide and key messages handout
- Duplicate languages as appropriate
ENGAGE and Faith Leaders

- Faith and Families for a Healthier Kenya
- Malawians Together: Family, Population, and Development
- Engaging Senegal: Religion and Family Health
Espacer les naissances peut permettre d’avoir des familles et des communautés saines et prospères.
Thank you

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