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Engaging Faith Leaders for RH Advocacy using an ENGAGE multimedia presentation

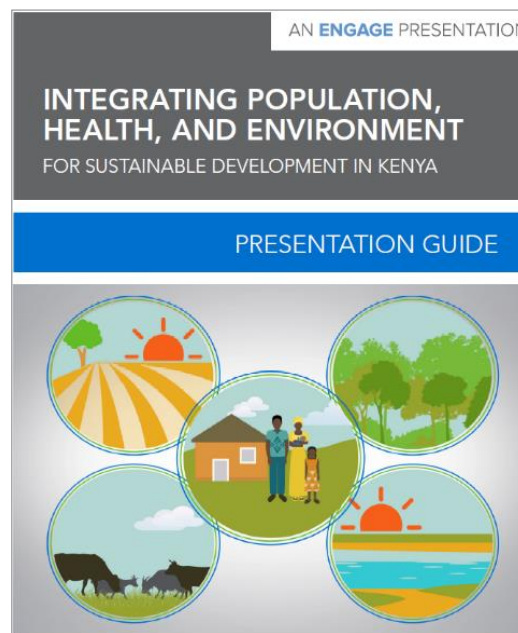
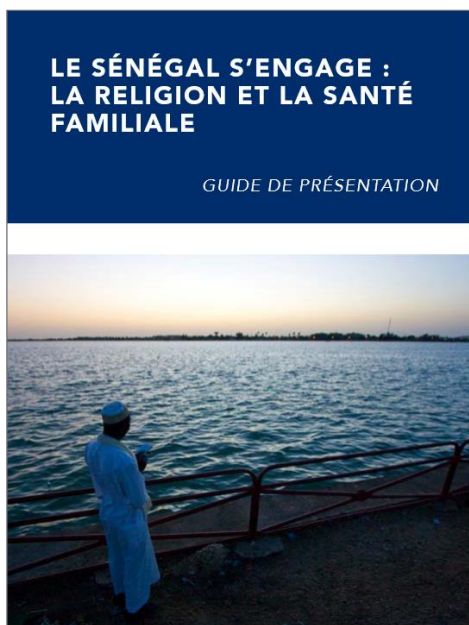
Jeffrey N. Jordan, *President and CEO*

May 2, 2018

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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

Nigeria

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

Senegal

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

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**



58



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Thank you

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