**Exercise Worksheet**

**Video Subject: Economic benefits of investing in family planning**

<https://www.youtube.com/watch?v=ZxXWSeSYYfA>

1. **Impetus:** What inspired the development of this deliverable?

K4Health wants to build on the success of our short video highlighting the role of family planning in achieving each of the 17 Sustainable Development Goals with a video of similar scope that makes the economic case for investment in family planning. There are a number of reasons we are focusing on this topic, including the fact that the theme of ICFP 2018 is “Investing for a Lifetime of Returns.”

1. **Intended audience:** Whom do you want to reach with this information?

Family planning program managers and service providers. We want to equip our audience with messages to make the case for investment in family planning to our secondary audience: the decision makers, donors, and stakeholders from other sectors that they encounter in their work and rely on for funding and policy support.

1. **Call to action:** What do you want your intended audience to do after they interact with your visual content?
* Primary audience: Share the video, or the key messages from the video, with the donors and decision makers with whom they have influence.
* Secondary audience: Begin, renew, or increase investments in family planning not just for health but for development. Develop and implement supportive policies.
1. **Barriers:** What beliefs, cultural factors, pressure, information gaps, or misinformation stand between your intended audience and your call to action?

Barriers for primary audience (family planning program managers and providers):

* 1. Complex subject matter/information overload
	2. Confusion about terminology (for example, “demographic dividend”)
	3. Need for data
	4. Balancing macro- and micro-level messaging
	5. Lack of opportunity to go beyond “preaching to the choir”

Barriers for secondary audience (donors, decision makers)

* 1. Amount of health and development funding is shrinking.
	2. Ideological opposition by governments and policy makers
	3. Restrictive policies
	4. Lack of understanding of impact of family planning on other development outcomes
	5. Siloed funding and decision making
1. **Benefits:** What might the intended audience perceive as the benefit of participating in your call to action?

Benefits for primary audience:

* 1. Influence donors and decision makers to fund and support access to comprehensive voluntary family planning information and services
	2. Foster a supportive environment by enabling multisectoral stakeholders, donors, and decision makers to value family planning programming
	3. Survival - helping make the case for the work they do in an era where the FP community has to fight for development dollars

Benefits for secondary audience:

* 1. Achieve more with less by allocating limited development funds to family planning, a proven low-cost development solution
	2. Better health, educational, social, and economic outcomes at the community and national level
1. **Key messages:** What are the reasons why the benefits outweigh the barriers? How is the information we are sharing beneficial to our intended audience?
* Macro: Family planning is a smart investment to make with shrinking development dollars; every dollar invested in family planning yields a $120 return, making it the #2 buy of the 169 targets of the Sustainable Development Goals.
* Micro: Impact of access to family planning information and services on a girl’s educational attainment, age at first birth, economic opportunity, etc.
1. **Tone:** What feeling or personality (e.g., authoritative, funny, emotional) should the video have?
* Looking at macro-level economic benefits, the tone should be authoritative.
* At the micro-level, perhaps we want to take an emotional tone, focusing on the individual.
* Can/should we attempt both?
1. **Media:** What format will the visual content take? What program or software could you consider using? (Photo essay, Infographic **,** Video (animated, live photo or photo stills, scripted story, interview, narrated, subtitle))
* This will most likely be an animated video with a narrator reading from a script. As a social media best practice, even the English version should have English captions/subtitles.
* We could take a mixed media approach, but the first animated video worked so well that we may want to stick to our proven formula.
1. **Any other creative considerations:** These might include language/translation.
* Language: English
* What if we just used photo stills rather than animation? Or could we combine?
* Narrator: TBD (but need to use high-quality mic) - Can we hire a voice actor?
* Technical experts