



TERMS OF REFERENCE

Session Title	Plenary Session #3: Demand creation/SBC in OP countries	Session Room	Plenary room
Session Length	Plenary session 3a: 1h30 for 4 countries Plenary Session 3b; 1h30 for 4 countries		
Background	<p>Background points:</p> <p>In reference to the main theme of the Meeting (<i>We Demand More: Youth and Social Behavior Change</i>), Session 3 will focus on sharing countries' experiences in the specific area of demand creation and social and behavior change in FP as a strategic focus for action to accelerate their progress towards the achievement of the objectives established in the CIPs and the regional and global plans.</p> <p>Specifically, the presentations will highlight the following key points for each country:</p> <ul style="list-style-type: none">▪ The place of FP in national political priorities and the main commitments and strategic actions of the country in this area;▪ A review of the country's FP objectives and their contribution to the achievement of the objectives of OP/FP2020 and the SDGs;▪ Major challenges to achieving these goals and those specifically related to demand creation and social and behavior change, such as social and gender norms that act as barriers to FP, provider behavior, parent-child communication, communication between partners, customer/service provider interaction, rumors about methods; support in the family/from partner in managing side effects, etc.▪ The activities carried out and the achievements in terms of demand creation and the target groups concerned, in particular for young people;▪ Prospects for demand creation and social and behavior change in FP by target group <p>Methodology</p> <ul style="list-style-type: none">• The session will be split into two parts<ul style="list-style-type: none">› During Session 3a, there will be exchanges in relation to the experiences of a first group of four OP countries, namely Senegal, Guinea, Niger and Togo› During Session 3b, the experiences of the other four countries (Burkina Faso, Côte d'Ivoire, Mali and Mauritania) will be shared• The session will be organized in two consecutive panels in which each country will give a brief overview of the aspects of SBC and demand creation discussed		



	<p>above. Exchanges will take place during the second part in relation to country presentations, followed by a summary by the moderator</p> <p>Moderators</p> <ul style="list-style-type: none"> • Session 3a: Dr. Atamo, Amplify FP Technical Advisor, Pathfinder International • Session 3b: Akua Kwateng Ado, Health Director, USAID Regional West Africa <p>Speakers:</p> <ul style="list-style-type: none"> • Country presentations will be made by a representative identified by each national delegation. Ideally, this person should be from the government, because of the government's leadership role in designing and coordinating the implementation of FP policies, programs and projects in the countries. The speakers are the following by country: <ul style="list-style-type: none"> > Burkina Faso: Dr. Ida Kagoné > Côte d'Ivoire: Dr. Gnou Tanoh > Guinea: Dr. Diény Fadima Kaba > Mali: Dr. Boré Saran Diakite > Mauritania: Dr. Sidi Mohamed Abdel Aziz > Niger: Dr. Issoufa Harou > Senegal: Dr. Marieme Dia > Togo: Dr. Agossou Abram Amétépé
<p>Expected Results</p>	<ol style="list-style-type: none"> 1. The experiences of OP countries in creating FP demand and social and behavioral change in RH/FP are shared. 2. Participants have a better understanding of the challenges and needs of the countries in creating demand for FP and social and behavioral change in favor of RH/FP as well as the groups to prioritize for accelerating the achievement of the OP countries' goals. 3. Strategic directions are identified for each country and for the OP to strengthen demand creation, meet FP demand for all targets and improve the quality of client-provider interaction to increase the adoption and maintenance of the use of FP methods.
<p>Equipment and Materials Needed</p>	<p>Microphones Projector</p>
<p>Other Needs or Considerations</p>	<p>Two reporters for each of the two sub-sessions</p>

PROPOSED FORMAT (For each of the two sub-sessions)



Time	Lead	Activity/Articulation	Description
5 mins	Moderator	Session introduction	Brief presentation of the ToR of the session
40 mins (10 mins per country)	Speakers	Country reports/presentations	Interactive moderator-led presentations on various aspects of SBC and demand creation
40 mins	Moderator	Exchanges on country presentations	Q&A to clarify the SBC and demand creation situation in each country
5 mins	Moderator	Session summary and adjournment	Summary of findings and/or recommendations based on the discussions