

DISSEMINATION PLAN OF THE POLICY BRIEF

Infertility remains a neglected area in sexual and reproductive health and rights. In order to address this issue a policy brief (PB) has been formulated that has recommend the development of a dissemination plan to identify influential people and groups that can raise awareness among policy makers, researchers, and concerned institutions to break the silence on Infertility.

The policy brief is intentionally made with a broader perspective so that countries disseminate among the appropriate stakeholders in order to fulfill the overarching objective.

OBJECTIVE OF THE DISSEMINATION PLAN

The objective of the dissemination plan is to identify stakeholders and suggest dissemination approaches to promote the policy brief evidence-based knowledge and approaches to influence decision on fertility management to a wide range of existing or potential stakeholders.

It is also intended to encourage individuals (policy makers at various decision-making levels (national, regional, local), professional organisations and the scientific communities and networks to use the information in PB to implement appropriate and relevant plans to create awareness on infertility.

It has to be noted that, complementary to this Policy Brief on Infertility, there is a short video developed *which is titled "Speak out -- Break the Silence around Sub/infertility!"*. Click [HERE](#) to watch the video.

STEPS IN PLANNING

Step 1: Stakeholder analysis

The aim of this step is to identify the stakeholders as part of the dissemination plan. Stakeholder analysis resulted in identifying three levels of partners according to their level of involvement and influential power in the infertility governance, management and evaluation.



Table 1: Stakeholders' list and contacts

| Primary stakeholders with contact | Secondary stakeholders with contact | Tertiary stakeholders with contact |
|--|--|---|
| <ul style="list-style-type: none"> World Health Organisation (https://www.who.int/) World Health Organisation, Human Reproduction Programme (shrcfc@who.int) UNFPA (https://www.unfpa.org/) International Federation of Fertility Societies (IFFS) (https://www.iffsreproduction.org/, secretariat@iffs-reproduction.org) African Federation of Fertility Societies (AFFS) (https://affs-africa.org/) International Society for Fertility Preservation (http://www.isfp-fertility.org/) American Society of Reproductive Medicine (ASRM) (education@asrm.org) European Society of Human Reproduction and Embryology (ESHRE) (info@eshre.eu) Europe Fertility (https://www.fertilityeurope.eu) Society for Reproductive Investigation (info@sri-online.org) International Committee for Monitoring Assisted Reproductive Technologies (ICMART) (secretariat@icmartivf.org) International Federation of Obstetrics and Gynaecology (FIGO) (JenniferC@figo.org) International Confederation of Midwives (https://www.internationalmidwives.org/) Centers for Disease Control and Prevention, Reproductive Health Branch (https://www.cdc.gov/reproductivehealth/index.html) Guttmacher Institute (https://www.guttmacher.org/) | <ul style="list-style-type: none"> International Planned Parenthood Federation (IPPF), Central Office in London (www.ippf.org) <p>IPPF's six regional office:</p> <ul style="list-style-type: none"> Africa (Nairobi) info@ippfaro.org Arab World (Tunis) infoawr@ippf.org ao@ippf.org.tn East and South East Asia and Oceania (Kuala Lumpur) ippfklro@ippfeseaor.org European Network (Brussels) info@ippfen.org South Asia (Bangkok hub and Delhi sub-office) infosar@ippf.org Americas and the Caribbean (ACRO, Colombia and Trinidad) Population Services International (PSI) https://www.psi.org/ Marie Stopes (MSI) https://www.msichoices.org/ Pathfinder International (communications@pathfinder.org) Population Council https://www.popcouncil.org/ CARE (info@care.org) (specific country emails on website) Partnership for Maternal, Newborn and Child Health (PMNCH) https://pmnch.who.int/ Women Deliver https://womendeliver.org/ Asian-Pacific Resource & Research Centre for Women (ARROW) (arrow@arrow.org.my) African Population and Health Research Center | <ul style="list-style-type: none"> Members of all Share-Net hubs Participants in CCC2019 Selected academicians, researchers, practitioners <p>Specific types of professions to identify stakeholders or professional organizations (in addition to professional organizations mentioned in column 1)</p> <ul style="list-style-type: none"> Neonatologists <p>International Neonatologist Association (info@worldneonatology.org)</p> <p>Specialists in sexually transmitted diseases/infections</p> <ul style="list-style-type: none"> International Union against Sexually Transmitted Infections (IUSTI) https://iusti.org/contact/ Maternal-fetal medicine specialist; <p>Society for Maternal Fetal Medicine (https://www.smfm.org/)</p> <p>Society for Assisted Reproductive Technology (https://www.sart.org/)</p> <ul style="list-style-type: none"> Pediatricians; Medical geneticists; Maternal/child health specialists; <p>Maternal and Child Health Centers of Excellence, USA, e.g. www.hsph.harvard.edu/mch-center-excellence/</p> |

| Primary stakeholders with contact | Secondary stakeholders with contact | Tertiary stakeholders with contact |
|--|--|------------------------------------|
| <ul style="list-style-type: none"> Center for Reproductive Rights: (https://reproductiverights.org/) Selected policy makers of all Share-Net hubs (info@share-netinternational.org) | <p>(APHRC) https://aphrc.org/</p> <ul style="list-style-type: none"> UNU - International Institute for Global Health (IIHG) https://iigh.unu.edu/ JHPIEGO (Johns Hopkins University affiliate) info@jhpiego.org IDEAS London School of Hygiene and Tropical Medicine ideas@lshtm.ac.uk B&M Gates Institute for Population and Reproductive Health, Johns Hopkins https://www.gatesinstitute.org/ B&M Gates Foundation, Family Planning Program https://www.gatesfoundation.org/ IPPFWHR, incl. International Women's Health Coalition (IWHC) & Center for Health and Gender Equity (CHANGE) info@ippfwhr.org EngenderHealth info@engenderhealth.org Beibei Haven (Focused in Africa) info@beibehaven.org Jacaranda Health hello@jacarandahealth.org Wellbeing Foundation Africa info@wbfafrica.org Every Mother Counts- https://everymothercounts.org/ | |

Step 2: Modalities /methods of dissemination

Main communication channels will include direct and indirect communication channels:

1. Directly communication
 - Contacting health ministries/governmental organizations, WHO. UNFPA

- Conducting dissemination events specifically
 - International and countries national report
2. Indirect communication channels
- **Various events**, mainly scientific and professional events such as conferences, meetings of professional organizations, public awareness events
 - Meetings by invitation (e.g., parliament invitation)
 - Media/social media, Newspapers and magazines, Internet pages – organizational website, blogs, other websites - social media
 - E-Newsletters of the Share-Net country hubs
 - Emails to selected members, and organizations (emails above)
 - Social media (research appropriate hashtags, handles)
 - Academic activities
 - Academic journals
 - Curriculum dissemination
 - Presentation/Workshop/Training of HCP

Step 3: evaluation of dissemination plan

Evaluating the dissemination approaches is important. Share-Net in collaboration with countries need to measure the success of dissemination effort and create mechanisms for feedback to on most successful dissemination methods with stakeholders. We also suggest that the policy brief is translated in various recognised language so that it can reach wider audiences.



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