



# Communicating to decision-makers

DELA NAI, PHD  
STAFF ASSOCIATE  
POPULATION COUNCIL

USAID/PEER CONFERENCE

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# The beginning and the end

- ▶ **How will the data be useful to them?**
  - ▶ Be a necessary piece of a larger apparatus (value)
  - ▶ Distill the information, but don't dumb it down
  - ▶ Avoid becoming a "shelf statistic"
- ▶ **Involve decision-makers from the beginning**
  - ▶ Yes, a good product sells itself... but...
    - ▶ Go where they work
    - ▶ Bring them to where you work
    - ▶ Budget these activities

# Experience: Sayana Press self-injection study

- ▶ Implementer: Ghana Health Service
- ▶ Research Lead: Population Council
  
- ▶ Broader goal:
  - ▶ Increase acceptor rates
  - ▶ Contribute to mCPR
  
- ▶ **Objective:** conduct a pilot study to assess the feasibility and acceptability of Sayana Press and self-injection family planning service providers and users in Ghana

# Experience: Sayana Press self-injection study

- ▶ Technical Advisory Group formed months before study began:
  - ▶ contributions to study design
  - ▶ Ownership of process and findings
- ▶ Data Part 1: training of service providers
- ▶ Data Part 2: 3-time surveys among clients
- ▶ Seek wider audience
- ▶ Data to inform national policy for provision of new contraceptive in public and private sector