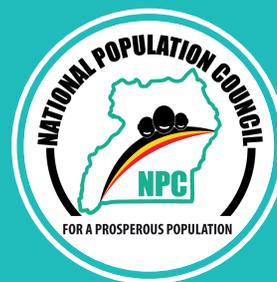




THE REPUBLIC OF UGANDA



NATIONAL COMMUNICATION AND ADVOCACY STRATEGY FOR POPULATION AND DEVELOPMENT 2020-2025

National Population Council

March 2020

Table of Contents

| | |
|--|-----|
| FOREWORD | ii |
| Acronyms | iii |
| Executive Summary | vi |
| 1.0 Introduction | 1 |
| 1.1 Rationale for developing the Advocacy and Communications Strategy | 1 |
| 1.2 Situation Analysis | 2 |
| 1.3 NPC Strengths, Weaknesses, Opportunities and Threats (SWOT) related to Advocacy and Communication | 12 |
| 2.0 Advocacy and Communications Strategy 2020/21 – 2025/26..... | 15 |
| 2.1 Advocacy and Communication Issues | 15 |
| 2.2 Advocacy and Communications Goal | 19 |
| 2.3 Advocacy and Communication Objectives | 19 |
| 2.4 Message Themes..... | 20 |
| 2.5 Approaches..... | 21 |
| 2.6 Target Audiences | 21 |
| 2.7 Advocacy and Communications Channels | 22 |
| 2.8 Communications Tools and Methods | 22 |
| 2.9 Activities to achieve strategic objectives | 23 |
| 3.0 Risks and Mitigations | 27 |
| 4.0 Implementation Plan..... | 27 |
| ANNEX 1: | 42 |
| ADVOCACY TARGET AUDIENCES AND ADVOCACY ASKS | 42 |

FOREWORD

Uganda has made remarkable progress in improving the socio-economic well-being of its people. However, the country continues to face challenges posed by population dynamics such as high fertility and mortality rates, a high child-dependency burden, unemployment, and environmental degradation. To mitigate the impact of such challenges on the well-being of Ugandans, the Government has updated the country's 1995 National Population Policy to ensure that it is kept abreast with the current population and development issues.

Cognizant that lasting change requires effective advocacy, the National Population Council, the lead agency mandated to coordinate the Implementation of the National Population Policy, developed an Advocacy and Communication Strategy 2020/21– 2025/26 to guide the advocacy and communication interventions in the implementation of the National Population Policy.

The development of this Advocacy & Communications Strategy was a collaborative effort of the National Population Council, Government Ministries, Agencies and Departments, Civil Society partners and development partners. I wish to take this opportunity to thank all those who contributed to the process and hope that the implementation of the Strategy will contribute towards the improved quality of life of all Ugandans and realization of Uganda's Vision 2040 aspirations. I appeal to all partners and stakeholders to support the government in implementing this Strategy.



Dr. Jotham Musinguzi

Director General

National Population Council

Acronyms

| | |
|----------|--|
| AU | African Union |
| BCC | Behavioral Change Communications |
| CEDAW | Convention on the Elimination of All Forms of Discrimination against Women |
| CRRF | Comprehensive Refugee Response Framework |
| CSOs | Civil Society Organizations |
| DD | Demographic Dividend |
| FP | Family Planning |
| GBV | Gender Based Violence |
| GDP | Gross Domestic Product |
| HIV/AIDS | Human Immunodeficiency Virus/Acquired Immunodeficiency Syndrome |
| ICPD | International Conference on Population and Development |
| ICT | Information and Communication Technology |
| IEC | Information, Education and Communication |
| IRCU | Inter-Religious Council of Uganda |
| KAP | Knowledge, Attitudes, Practice |
| LGs | Local Governments |
| MAAIF | Ministry of Agriculture, Animal Industry and Fisheries |
| MDAs | Ministries, Departments and Agencies |
| MDGs | Millennium Development Goals |
| M&E | Monitoring and Evaluation |
| MEACA | Ministry of East African Community Affairs |
| MGLSD | Ministry of Gender, Labour and Social Development |
| MOES | Ministry of Education and Sports |
| MOFPED | Ministry of Finance, Planning and Economic Development |
| MOH | Ministry of Health |
| MOLG | Ministry of Local Government |
| MWE | Ministry of Water and Environment |

| | |
|--------|--|
| MOTI | Ministry of Trade and Industry |
| NCDs | Non-Communicable Diseases |
| NITA | National Information Technology Authority |
| NPC | National Population Council |
| NPP | National Population Policy |
| NTDs | Neglected Tropical Diseases |
| PHE | Population, Health and Environment |
| RIA | Regulatory Impact Assessment |
| SACCOs | Savings and Credit Cooperative Organizations |
| SDGs | Sustainable Development Goals |
| SMS | Short Messaging Service |
| SRHR | Sexual and Reproductive Health and Rights |
| TBD | To be determined |
| UBOS | Uganda Bureau of Statistics |
| UDHS | Uganda Demographic and Health Survey |
| UN | United Nations |
| UNFPA | United Nations Population Fund |
| UNHS | Uganda National Household Survey |
| US | United States |
| USD | United States Dollars |

National Population Council

Vision

A hub of distinction for promoting and coordinating Population Policies and Programmes in Africa.

Mission

To improve the quality of life of the people of Uganda, by influencing Government policies and programmes to address population patterns and trends in a sustainable and inclusive manner.

Core Values

Teamwork

Mutual Respect

Reliability

Commitment

Honesty

Stewardship

Professionalism

Executive Summary

National Population Council (NPC) was established by an Act of Parliament in 2014 to promote and coordinate the implementation of the National Population Policy (NPP) and Population Programme. NPC was also set up to advocate for the integration of population factors in development planning in accordance with the National Development Plan Framework.

In 2018, a Regulatory Impact Assessment (RIA) on the National Population Policy was carried out to determine what actions should be undertaken on the policy. The assessment identified Uganda's main population problem as unsustainable high rate of population growth at 3.0% per annum caused mainly by high fertility and, to a lesser extent, migration.

The assessment further stated that the biggest issue in the population domain was a lack of awareness creation and sensitization. In addition, there was consensus that the socio-economic and development landscape has significantly changed. Some critical areas of development remain inadequately addressed, while new and emerging issues have arisen both at national level as well as globally. Consequently, two actions were authoritatively drawn from the RIA, namely; preparation of a revised and updated population policy, and secondly preparation of a multi-sectoral advocacy and communication strategy to accompany the new policy.

This advocacy and communications strategy is to be used to engage existing and potential stakeholders in order to achieve the objectives of the National Population Policy and programme. The need to define the NPC's target audience, key messages, and the most appropriate communication channels led to the development of this Advocacy and Communications Strategy. The Strategy identifies key issues that need to be addressed to achieve the National Population Policy objectives and guide on the key messages to be communicated.

Finally, this Advocacy and Communications Strategy outlines an implementation plan which includes a robust monitoring and evaluation framework to guide impact assessment over the next five (5) years.

1.0 Introduction

National Population Council (NPC) was established by an Act of Parliament in 2014 to promote and coordinate the implementation of the National Population Policy (NPP) and Population Programme. NPC was also set up to advocate for the integration of population factors in development planning in accordance with the National Development Plan Framework.

Furthermore, NPC is mandated to advocate for policies, programmes, and resources to address population issues; to analyze, interpret and document demographic trends and their implications on socio-economic development; build capacity at Central and Local Government level for the implementation of the population programme; promote strategic partnerships within Government, among development partners, with civil society organizations, private sector, cultural and religious leaders; monitor and evaluate the country's population programme; commission research to inform policy and programming; and to advise the President on population matters.¹

NPC transitioned from Population Secretariat which was established in 1988 as a semi-autonomous institution under the Ministry of Finance, Planning and Economic Development.

1.1 Rationale for developing the Advocacy and Communications Strategy

A Regulatory Impact Assessment (RIA) on the National Population Policy was carried out to determine what actions should be undertaken on the Policy. The assessment identified Uganda's main population problem as unsustainable high rate of population growth at 3.0% per annum caused mainly by high fertility and, to a lesser extent, migration. The assessment further stated that the biggest

¹ National Population Council Act, 2014

issue in the population domain was a lack of awareness creation and sensitization. In addition, there was consensus that the socio-economic and development landscape has significantly changed. Some critical areas of development remain inadequately addressed, while new and emerging issues have arisen both at national level as well as globally. Consequently, two actions were authoritatively drawn from the RIA, namely, preparation of a revised and updated Population Policy, and secondly preparation of a multi-sectoral Advocacy and Communication Strategy to accompany the new Policy.

This Advocacy and Communications Strategy is to be used to engage existing and potential stakeholders in order to achieve the objectives of the National Population Policy. The need to define the NPC's target audience, key messages, and the most appropriate communication channels led to the development of this Advocacy and Communications Strategy. The Strategy identifies key issues that need to be addressed to achieve NPC's objectives and guide on the key messages to be communicated.

This Advocacy and Communications Strategy also provides a yardstick to measure how well NPC's strategies are working. It includes benchmarks and an evaluation process. This Advocacy and Communications Strategy will guide advocacy and communication actions for the years 2020/21 – 2025/26. The strategy will facilitate the flow of timely information, foster positive perceptions, enhance accountability and strengthen regional, national and sub national collaborations.

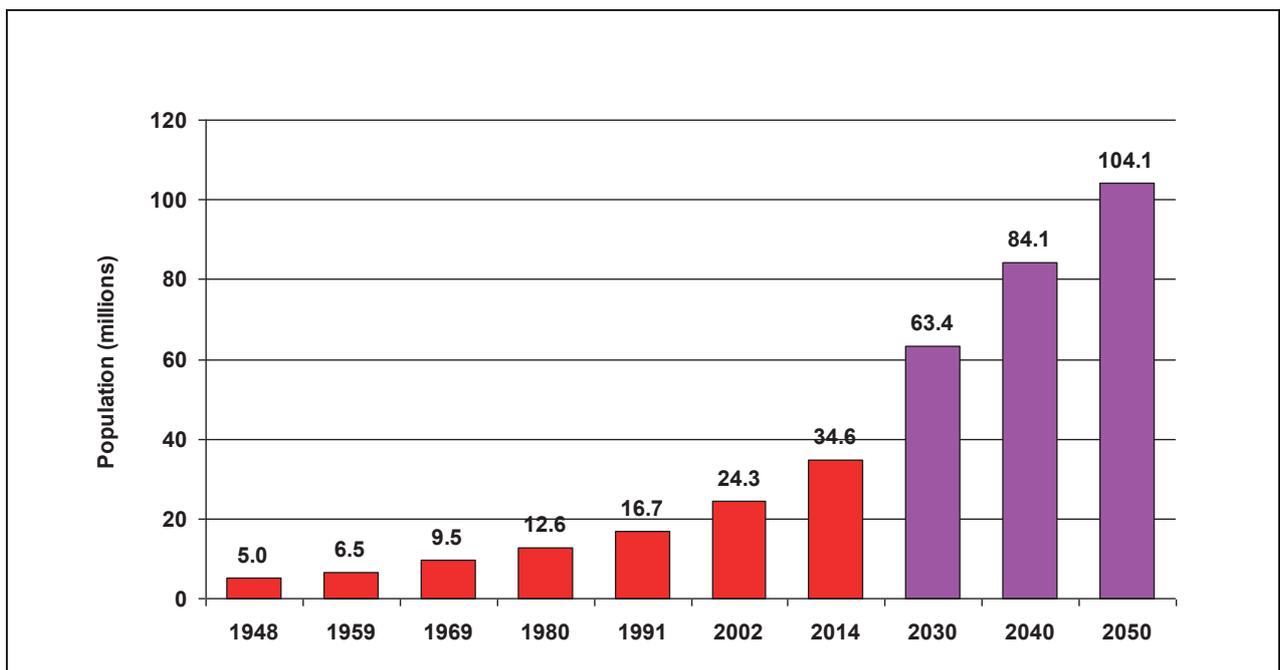
1.2 Situation Analysis

1.2.1 Population Trends and Patterns

Uganda is a country with a land area of 199,800 square kilometers with a population of 34.6 million (Census 2014) and she is currently ranked the 35th among the world's 50 most populous countries. Currently the population is projected at about 38 million with slightly more females than males; the

population is growing at an annual rate of about 3.0 per cent (UBOS 2014) - the third highest in the World. At this growth rate, the population is projected to reach 84.1 million by 2040 and 104.1 million by 2050 (World Statistics, 2015) as shown in figure 1 below. The high growth rate has been attributed to the high fertility rate of about 5.4 children per Ugandan woman.

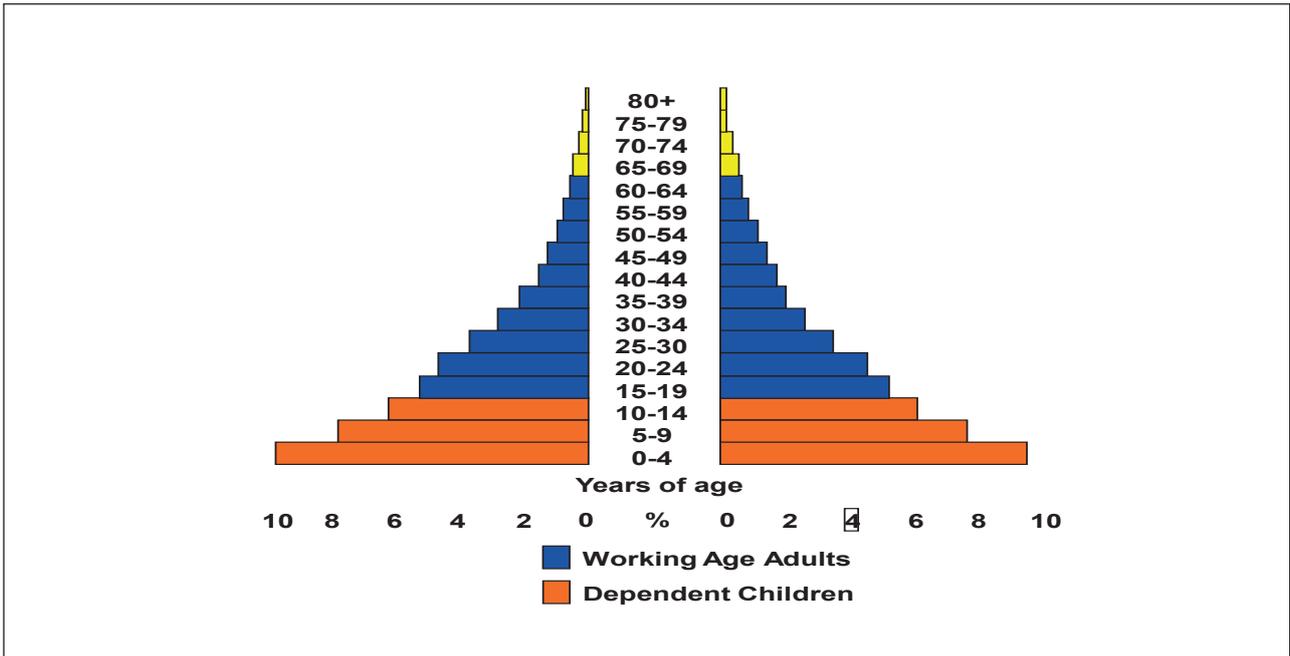
Figure 1: Uganda’s Actual and Projected Population – 1948 – 2014



Source: UBOS and World Statistics, 2016

The continued high birth and declining mortality rates in Uganda has resulted into having a young population, with 47.9% of the population aged below 15 years. Ugandans belonging to the working age population (15-64 years) constituted 49.2% and those aged 65 year and over were only 2.9% of the total population as shown in figure 2 below. The young age structure has created a high child dependency ratio. This situation has also constrained the ability of Government to provide basic needs and social services. The young population also means that there is an inbuilt population momentum for future growth.

Figure 2: Uganda’s Population Pyramid, 2014



Source: UBOS, 2015

1.2.2 Health and Nutrition

Having a healthy and productive population is instrumental in facilitating socio-economic transformation. Over the years, Uganda has made some progress in improving the health conditions of the population - especially key health indicators like life expectancy at birth improved from 48 years in 1990 to over 63 years in 2015, maternal mortality ratio reduced from 506 deaths per 100,000 live births in 1995 to 368 deaths per 100,000 live births in 2016, infant mortality rate reduced from 122 deaths per 1,000 live births in 1990 to 43 deaths per 1,000 live births in 2016. The newborn mortality rate was 33 deaths per 1,000 live births in 2000 and decreased to 22 deaths per 1,000 live births in 2016.

Between 1995 and 2016, under-weight prevalence reduced from 23% to 11%, stunted growth from 41% to 29% and wasting decreased from 6% (2005) to 4% (2016). Despite improvements, these indices remain high compared to other countries (UBOS, 2017). This is an indication of a poor quality of life, which can

be attributed to several causes such as frequent morbidity, high HIV/AIDS prevalence and poor access to health care, poor nutrition, poor access to safe water and sanitation and high levels of poverty at household levels.

Malaria, malnutrition, respiratory tract infections, AIDS, tuberculosis and perinatal and neonatal conditions remain the leading causes of morbidity and mortality. Seventy percent of overall child mortality is due to malaria (32%), perinatal and neonatal conditions (18%), meningitis (10%), pneumonia (8%), HIV and AIDS (5.6%) and malnutrition (4.6%).

Non-Communicable Diseases (NCDs) are an emerging problem due to multiple factors such as adoption of unhealthy lifestyles, increasing life expectancy and metabolic side effects resulting from lifelong antiretroviral treatment. Neglected Tropical Diseases (NTDs), including those targeted for eradication, are still occurring in Uganda. 75% of the disease burden in Uganda however is still preventable through health promotion and disease prevention. These problems call for intensive, focused and well-coordinated collaboration between the health sector and other stakeholders.

1.2.3 Education, Water and Sanitation

The literacy rate stood at 72.2% in 2016 compared to 70% in 2005; 92% of households now have access to latrine/ toilet facilities compared to 88% in 2005; pupil-classroom ratio in primary school improved to 63 in 2016, while pupil teacher ratio improved to 43 in 2016 down from 72 and 57 respectively in 2005. By 2016 79.8% of households had access to improved water sources compared to 67.6% in 2005.

1.2.4 Urbanization, Migration and Environment

The main flow of population movement is from rural to urban areas. 88% of Uganda's population lives in rural areas while 12% lives in urban areas. However by 2008, the country was experiencing a high urban population growth rate of 5.9% per annum.² Migration is mainly due to the search for better socio-economic opportunities. Rapid urbanization and migration put excessive pressure on limited infrastructure and services in urban areas especially in areas of health, sanitation, education, employment, social welfare and environment. Increased pressure on land in urban areas leads to environmental degradation such as encroachment and destruction of forests, wetlands and other environmental resources.

Uganda's environmental endowment is largely constituted by its water resources and wetlands, biodiversity and ecosystem, land resources, fisheries resources, forests and oil and gas resources. The state of these resources has been facing increasing challenges including: rapid deterioration of the quantity and quality of the natural resource base mainly due to increased pressure from high population growth and economic activities; poor disposal of solid and liquid waste from industries and human settlements among others. This has led to loss of biodiversity and environmental degradation in general.

The state of the environment directly or indirectly influences the health condition of the population in several ways. Foremost amongst them is the ability of the natural resources to generate invaluable resources including food supplies, water, medicine, energy and minerals to ensure a healthy survival of the population.

The environment also acts as a habitat for vector breeding and disease agents like mosquitoes, tsetse flies, flies and other germs which are partly responsible for high rates of morbidity and mortality in Uganda according to World Health Organization.

According to the 2010 burden of disease study in Uganda, over 30% of life years are lost as a result of premature death due to preventable diseases caused by environmental problems. Among these are malaria, diarrhoea, tuberculosis, preparatory infection and diseases, respiratory tract cancer, bilharzia and intestinal worms. Most of these deaths occur due to overcrowding, polluted water, poor environmental sanitation and hygiene. Poor sanitation coupled with unsafe water sources increases the risk of water-borne diseases and illnesses due to poor hygiene, contributing immensely to the disease burden in Uganda. Households without proper toilet facilities are more exposed to the risk of diseases such as dysentery and cholera.

1.2.5 Poverty, gender and other inequalities

Uganda's GDP per capita increased to 735USD in 2017 (UBOS, 2017) from 246USD per capita in 1990. However, Uganda's development is characterized by stark inequalities across gender, region or locality, class, ability or disability, and age. According to UBOS 2018, 21.4% of the population lives below the poverty line, which is higher than a decade ago. Women continue to bear the brunt of poverty with women making up the majority in the informal sector including subsistence agriculture than men.

Although young people make up more than 70% of the population, making Uganda one of the youngest countries in the world with the potential to reap the demographic dividend, young people in the country face rising unemployment, high rural-urban migration, high economic migration to foreign countries which

makes them vulnerable to human trafficking, exploitation and torture, especially girls and young women.

1.2.6 Efforts towards harnessing the Demographic Dividend

Uganda has a large young population with the dependency ratio at an all-time high of 103 dependents per 100 workers. This puts a heavy burden on the working population as well as puts pressure on the limited government resources, particularly in social services.

The Demographic Dividend refers to the accelerated economic growth that may result from the decline in a country's fertility and mortality levels. In order for Uganda to reap from the Demographic Dividend, the country must invest in Policies that accelerate a decline in fertility and mortality, and transform the resulting young population into a productive human capital through investments that will create a labour force that is well educated, healthy, well skilled and economically engaged.³ Uganda is committed to fast tracking skills development and harnessing the Demographic Dividend as a key development strategy in the National Development Plan II, 2015/16 – 2019/20.⁴ Investing in harnessing the DD will transform the age structure, thereby reducing dependency to 58 from 103, create a youth bulge with more people in the working age group and increase GDP to \$9,650 by 2040.⁵

NPC developed Uganda's Demographic Dividend Roadmap in 2018 to guide the country's Implementation of strategic actions that would enable the country to harness the demographic dividend.

³ Uganda's Demographic Dividend Roadmap, "Transforming Uganda's Economy: Opportunities to Harness the Demographic Dividend for Sustainable Development", National Population Council, 2018

⁴ National Development Plan II, 2015/16-2019/20, Government of Uganda

⁵ NPC 2018

1.2.7 International and regional legal and policy frameworks affecting population and development

Since the last National Population Policy was adopted in 2008, a lot has changed in the policy landscape around population and development, at national level as well as regional and international level. Uganda is a signatory to a number of international and regional policies and legal frameworks (cited below) and is committed to domesticating and implementing them.

At international level, in 2015 the world's nations adopted a new 15-year development framework called the Sustainable Development Goals and Agenda 2030 to replace the Millennium Development Goals (MDGs) that expired in 2015. The SDGs recognize the centrality of sexual and reproductive health, gender equality, universal health coverage, as well as broader goals towards building a quality population such as inclusive growth to reduce poverty, unemployment and hunger. The SDGs⁶ are aligned to Uganda's demographic dividend roadmap as well as the National Development Plan, Vision 2040 and other national development policies and laws.

The International Conference on Population and Development (ICPD) and its Plan of Action remains as relevant today to the changing dynamics in population and development as it was when it was adopted in 1994. In November 2019, 25 years of the ICPD framework were reviewed.

The Beijing Platform of Action (1995), the United Nations Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) and the Convention on Children's Rights are some of the international frameworks that protect rights of vulnerable groups including women, children and young people.

⁶ See UNDP Sustainable Development Goals (SDGs) Booklet accessed at https://www.undp.org/content/dam/undp/library/corporate/brochure/SDGs_Booklet_Web_En.pdf on 16.9.2019

In 2020, the UN will spearhead the Beijing +25 review where states and regional bodies will review progress on women's rights, challenges encountered, highlight emerging issues towards the realization of gender equality and empowerment of women and girls, and its contribution to the achievement of the 2030 Agenda for Sustainable Development.⁷

At regional level, the Addis Ababa Declaration on Population and Development in Africa beyond 2014⁸ reiterated Africa's commitment to the centrality of human rights to population and development. As part of the ICPD+20 Review, the Addis Ababa Declaration highlighted the unfinished business of the ICPD and the action areas that the region wanted to focus on to realize sustainable population growth and development. These included meaningful youth participation, leadership as well as access to youth friendly SRHR services, gender equality and women's empowerment including challenging harmful masculinities and discriminatory socio-cultural practices, provision of integrated family planning, HIV and SRHR services, sustainable migration, good governance, the importance of utilizing timely data, and harnessing the demographic dividend by among other things, investing in creating a supportive environment for human capital development especially of young people on the continent.

The African Union (AU) Agenda 2063 is the continent's long-term development framework that will be implemented in 10-year cycles.⁹ Agenda 2063 places people at the heart of its aspirations. It aspires for a continent where African people have a high standard of living, quality of life, sound health and well being; well educated and skilled citizens; science and innovation driven society; all children are educated; people have access to decent housing, basic necessities and well planned settlements; inclusive economic growth with economic

⁷<https://www.unwomen.org/en/csw/csw64-2020>

⁸ Accessed at https://www.unfpa.org/sites/default/files/resource-pdf/addis_declaration_english_final_e1351225_1.pdf on 16.9.2019

⁹ The current AU 10-year implementation plan of Agenda 2063 runs up to 2023

opportunities for all; and Africa’s environment is valued and protected.¹⁰These aspirations resonate with Uganda’s own national policies on population and development.

Finally, Uganda hosts 1.4 million refugees which is one of the largest refugee numbers in the world, with numbers likely to grow over the next few years. Uganda’s integrated refugee response where refugees are integrated into host communities was named as the model for the Comprehensive Refugee Response Framework (CRRF)¹¹also known as the New York Declaration on Refugees and Migrants that was adopted by 193 UN member states at the Summit for Refugees and Migrants in New York in September 2016. The Framework reaffirms the commitment of states to respect the human rights of refugees and migrants and support the countries that welcome them.

1.2.8 National legal and policy frameworks affecting population and development

NPC’s core mandate is to develop, promote and coordinate the implementation of the National Population Policy (NPP). In 2019, NPC revised the 2008 NPP to reflect emerging issues and the changing landscape on population and development at national, regional and international level.

Among the frameworks to address emerging issues is Uganda’s Demographic Dividend Road Map that was finalized in 2018 by a multi-sectoral National Demographic Dividend Steering Committee spearheaded by NPC. The Road Map embraces national and international policy documents such as the Uganda Vision 2040, the National Development Plan II, the African Union Demographic Dividend Road Map, the AU Agenda 2063 and the 2030 Agenda for Sustainable

¹⁰ “Agenda 2063: The Africa We Want”, Popular Version, African Union, May 2016

¹¹<https://www.unocha.org/southern-and-eastern-africa-rosea/uganda> accessed on 16.9.2019

Development. The Uganda DD Road Map’s objectives are to 1) Transform the population age structure to reduce the dependency ratio; 2) Promote a healthy and productive labour force; 3) Promote a well-educated, skilled, productive, entrepreneurial and innovative workforce; 4) Strengthen investments in high job multiplier industries; and 5) Strengthen service delivery across all sectors. The Road Map is meant to guide MDAs and Local Governments in integrating DD interventions into their respective development plans.

1.3 NPC Strengths, Weaknesses, Opportunities and Threats (SWOT) related to Advocacy and Communication

This section outlines the strengths, weaknesses, opportunities and threats related to advocacy and communication efforts at NPC.

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none"> • Visibility from advocacy based events • Established institutional framework i.e. NPC Act, Population Policy • Strong and respected leadership • Setting the Agenda and taking the lead on population matters • Strong partnerships with many partners e.g. MDAs, Parliamentarians, Development Partners, CSOs, Academia, Religious and Cultural institutions, Local governments. • Media engagement • Identifying and working with Population and Development champions especially in Parliament • Ability to influence policy • Commendable IEC materials • Demographic Dividend roadmap • Capacity building of stakeholders like local governments • Good website with relevant material | <ul style="list-style-type: none"> • NPC mandate and population messages are not well understood and appreciated by the public • Limited production and dissemination of user-friendly population material including in local languages • World Population Day is held in 1 district per year which leaves out other districts. • Limited funding and human resources • Inadequate internal coordination within departments • Grassroots and district level engagement is lacking • Communication not integrated in programming • No branding strategy • Limited multi-sectoral engagement |

| | |
|---|--|
| <ul style="list-style-type: none"> • Activities at district level through World Population Day and partnership with local governments • Evidence based advocacy through strong link with National Planning Authority (NPA) | <ul style="list-style-type: none"> • Limited coverage of population programme in the country • NPC is not consistently visible in the media • Lack of consistent engagement with stakeholders (cultural and traditional leaders, civil society, academia, etc) • Internal staff has not appreciated role of communication, ICT and new media especially to target young people |
| <p>Opportunities</p> | <p>Threats</p> |
| <ul style="list-style-type: none"> • Increased funding for NPC from Government (more than doubled since 2015/16) • Ready access to data from major population players in the country e.g. UBOS, NPA, etc • Confidence of funders • Direct links to policy makers due to NPC mandate • Uganda's young population • Supportive global, regional and national policy environment including sustainable development goals (SDGs), National Development Plan (NDP) • ICPD+25 review; Beijing+25 review • MOFPED new strategic plan process (current plan expires in 2021) • New financial year budgets, government plans and other major events that can influence actual change • The lack of proper coordination in the country between different partners. This creates a vacuum NPC can fill • Ministry of Health BCC forum • Demographic Dividend roadmap • Census statistics can be used by local | <ul style="list-style-type: none"> • The proposed merger between NPA & NPC. • Negative policies of current US government have negatively affected foreign funding on SRHR and population issues. • NPC resources are not independently adequate to reach all districts. • Political agenda of key stakeholders • High fertility rate • High rate of teenage pregnancy • Youth unemployment • High population growth • High dependency ratio • Climate change and Environmental degradation • Unplanned migration and urbanization • Limited human capital development especially of young people (skilling, employment, health, education, etc) • Competition with other agencies. • Drug Stock outs limiting choice especially in Family Planning |

| | |
|---|---|
| <p>governments for effective planning</p> <ul style="list-style-type: none"> • Taking advantage of partners e.g. NPA has mandate over the certificate of compliance which government agencies that need funds are required to have. Population matters can be incorporated into these funding projects as a requirement for the certificate. • Population is on the agenda at district, national and international level e.g. districts now want to integrate population issues in district plans • Development of National Development Plan III (process is on in 2019) • Good will amongst stakeholders/partners • Government appreciates e-governance and ICT – NITA willing to help MDA who want to use ICT • Review of National Population Policy (2008) which was done in 2018 – yet to be discussed by Cabinet before approval • Population officers are being phased out to be planning officers at local government level – requirements/duties of a planner should have both demography and population | <ul style="list-style-type: none"> • Disease (Mortality) rate • Government budget allocation is prioritizing infrastructure with low priority to social sectors • Negative social-cultural norms and harmful traditional practices • Sexual and gender based violence (GBV) • Gender inequality • Rising Poverty • Many people don't see the problem with high population growth. Needs a cultural shift at individual, family level and among decision makers |
|---|---|

2.0 Advocacy and Communications Strategy 2020/21 – 2025/26

2.1 Advocacy and Communication Issues

This Strategy will address the following population and development issues over the next five (5) years through advocacy and communications.

2.1.1 High fertility and mortality rate

As stated previously, although Uganda has made progress in reducing its fertility rate, it is still unacceptably high at 5.4% (UDHS 2016). The effect is a high population growth rate that if left unchecked will lead to increased pressure on social services, increased poverty levels and overall low development indicators, all of which will threaten the achievement of the Uganda's Vision to reach middle income status by 2040.

High fertility rate is caused by low contraceptive uptake, early marriages, and teenage pregnancies. The drivers of low contraceptive rate include myths and misconceptions around family planning, inadequate FP counseling, inadequate availability of FP method mix at facility level and limited capacity of service providers in FP and SRHR counseling.

On the other hand, drivers of high teenage pregnancy include early sexual debut due to limited access to youth friendly SRHR information and services by both girls and boys, low parental knowledge and involvement in adolescent and youth sexuality education, negative socio-cultural practices, low status of girls and women due to patriarchal attitudes and norms, as well as low education completion levels of girls. (Promote family planning, child survival, prevent child marriages)

2.1.2 High dependency burden

Uganda's high annual population growth rate of 3.0 per cent has resulted into having a young population, with 47.9% of the population aged below 15 years. The young age structure has created a high child dependency burden. Unwanted pregnancy, unsafe induced abortions and associated high morbidity and mortality among women are attributed to low contraceptive use.

Promoting contraceptive use will help address the high dependence burden, unwanted pregnancy, unsafe abortions and high morbidity and mortality among women this communications strategy promotes contraceptive use.

2.1.3 Youth unemployment

Uganda has a predominately young population which if harnessed can reap a demographic dividend. If the country invested in reducing fertility, improving economic reforms, prioritized skilling the youth and created employment opportunities, this would transform more young people into a productive working population that would reduce the dependency ratio and increase per capita income to USD 9,650 by 2040.¹²

Currently, Uganda's youth face high unemployment and they do not possess the right skills for the job creation market. Additionally, parents, teachers and young people themselves have limited appreciation for the importance of technical and vocation education to the changing future of work.

¹² Ibid

2.1.4 Unplanned urbanization

The percentage of people living in urban areas doubled between 2002 and 2014 from 12.3% to 24.3%. This rapid urbanization is projected to increase from 8.4 million in 2014 to 20 million in 2040.¹³ Rural-urban migration plays a major role in this rapid urban growth and is caused by among other things, limited socio-economic opportunities in rural areas.

Rural-urban migration when not planned has resulted in growing informal settlements like slums, increased economic inequalities, negative environmental impacts and pressure on available social and physical infrastructure.

2.1.5 Limited citizen participation, accountability and transparency

Good governance is key to ensuring that citizens get the services they are entitled to from their government and leaders, and that returns from available resources are maximized. Good governance comprises mechanisms and processes through which citizens and interested groups can articulate their interests, exercise their rights, meet their obligations and mediate their differences. It is a prerequisite for DD and sustainable inclusive development.

Accountability, a strong legislative framework, strong oversight, equity, participation and inclusion are cornerstones of good governance. However, limited citizen participation in governance processes, limited transparency of systems have negatively affected accountability mechanisms including for population policies and programs.

¹³ Uganda Demographic Dividend Road Map

2.1.6 Poor sanitation

Having a healthy and productive population is instrumental in facilitating socio-economic transformation. Poor sanitation coupled with unsafe water sources increase the risk of diseases such as diarrhoea, dysentery and cholera. It is therefore important to promote hand washing, latrine use, and boiling drinking water.

2.1.7 Malnutrition

Malnutrition is a major cause of morbidity and mortality in children in Uganda. Malnutrition severely affects children because it can lead to; stunting, inability to gain/maintain weight, frailty, a compromised immune system, cognitive impairments, and anemia. This communications strategy is to promote kitchen gardens and eating a balanced diet, and planting nitrogen fixing plants and crop rotation in order to maintain soil fertility.

2.1.8 Poverty

Poverty is a major problem in Uganda. According to the Uganda National Household Survey (UNHS) 2016/17 report poverty levels are rising with 27 per cent of Ugandans being below the poverty line. House hold poverty is a major contributing factor to domestic violence, malnutrition, and environmental degradation. To fight poverty, this strategy is to promote the establishment of SACCOS and engaging is livelihood projects.

2.1.9 Population, health, and environment sectors working independently

Experience has shown that vertical programmes and projects are not as effective as integrated ones. This communications strategy is to promote multi-sectoral

collaboration and coordination as well as private-public partnerships that enable delivery of multi-disciplinary interventions.

2.1.10 Gender inequality

The unequal power relations as well as unequal opportunities between men and women lead to gender inequality and discrimination against women. In Uganda, gender inequality manifests in high gender based violence, high maternal mortality rates, low contraceptive rates, low education and employment levels, inequalities in women's power and participation in decision-making at individual, household, community, economic and political level.

Gender inequality is caused by among other things, patriarchal culture perpetuated by negative and harmful socio-cultural norms and practices such as early marriages, teenage pregnancies, limited control and decision-making by girls and women over their bodies including around sex, sexuality and reproduction.

2.2 Advocacy and Communications Goal

To contribute to a high quality of life for the people of Uganda by influencing population policies and programmes

2.3 Advocacy and Communication Objectives

The identified advocacy and communications issues will be addressed through the following strategic objectives:

- Objective 1:** Reinforce political will and support among national and local decision makers for prioritizing, managing, and resourcing efforts to address population and development issues.
- Objective 2:** Strengthen national and district-level understanding of linkages between population issues and development.
- Objective 3:** Foster collaboration, coordination, and networking among all stakeholders.

- Objective 4:** Promote Family Planning as a development issue in Uganda and overcome barriers to access by promoting messages about the impact of unsustainable population growth rate on families and communities.
- Objective 5:** Enhance understanding of the linkages between gender dynamics (gender equity, equality, and empowerment of women), and population issues among individuals, couples, and communities.
- Objective 6:** Promote education, especially for girls, as a crucial population intervention to reduce fertility.
- Objective 7:** Increase knowledge among individuals, couples, and communities about the important linkages between population growth and future employment opportunities for the youth.
- Objective 8:** Foster individuals', couples', and communities' understanding of the important linkages between population, health, and the environment.
- Objective 9:** Strengthen the institutional and individual capacity of leading governmental agencies to coordinate advocacy and communications efforts on population and development issues.
- Objective 10:** Enhance monitoring and evaluation systems to measure the impact of advocacy and communications activities.
- Objective 11:** Strengthen NPC internal communication systems and processes.

2.4 Message Themes

Given the above identified issues, this Advocacy and Communications Strategy will focus on promoting;

- Education as a key driver for social-economic transformation
- Primary health care and preventive approaches to health care (including NCDs)
- Human capital development which is key to achieving Uganda's Vision 2040

- Family planning as a key intervention in accelerating a fertility decline and improving women's health
- The integration of population, health, and environment approaches and programmes for sustainable livelihoods
- Good governance as the key to ensuring that citizens get high quality services
- Planned urbanization and organized settlements for equitable and inclusive growth

2.5 Approaches

This Advocacy and Communications strategy takes into account and is geared towards the multiple drivers of rapid population growth. It conceives of population dynamics as being broader than family planning, and seeks to engage multiple decision makers and partners at different levels to arrive at the wider solutions that these issues require.

The two main approaches of the strategy are;

1. Advocacy and awareness creation to build political will, coalitions, and support among key actors and decision makers in national and local government.
2. Mobilization for the implementation of a national communications campaign among all sectors at national, district, and community levels.

Implementation of this Strategy will draw, in part, on existing resources and activities within each of the sectors that are working to achieve population-related objectives.

2.6 Target Audiences

2.6.1 Primary Audiences

- Cabinet
- Parliamentarians
- MDAs

- Local Government leaders
- Religious and Cultural leaders
- Government Agencies
- Community Leaders

2.6.2 Secondary Audiences

- Development partners
- International and regional partners
- Civil society organizations
- Media
- Academia
- The public (young people, adolescents, women, men and vulnerable groups)
- NPC staff and management

2.7 Advocacy and Communications Channels

All relevant channels will be used to advocate for and communicate the linkages between population and development and these include;

2.7.1 Electronic media (website, television, radio, newspapers, Magazines, public transit advertising, bulk SMS, social media, email, and mobile phone ring tones)

2.7.2 Print media (posters, brochures, calendars, quarterly newsletters, annual reports, stickers, T-shirts, arm bands, bulletin boards, and billboards)

2.7.3 Community-based channels (local health fairs, folk drama, concerts, rallies, meetings and workshops)

2.8 Communications Tools and Methods

The communication tools and methods which will be used include;

- Radio and TV messages and talk shows
- Social media messages
- Print messages
- Electronic messages
- Meetings (District planning meetings, Parliamentary fora, etc)
- Policy briefs
- Drama
- Behaviour change agents (Champions)

- Social clubs (School health clubs, Youth clubs, Male action groups, SACCOs, Women and men groups)
- Posters
- Internal memos
- Community dialogues
- Religious circulars and handbooks
- Cultural events

2.9 Activities to achieve strategic objectives

To achieve the overall Advocacy and Communications goal and strategic objectives, the following activities are identified. Specific advocacy asks to policy makers are detailed in Annex 1.

Objective 1: Reinforce political will and support among national and local decision makers for prioritizing, managing, and resourcing efforts to address population and development issues

1. Advocate for the inclusion of population issues in all sectoral and district work plans and budgets
2. Support champions to disseminate evidence-based information that highlights the linkages between population and development to local and community decision makers

Objective 2: Strengthen national and district-level understanding of linkages between population issues and development

1. Conduct workshops with key partners to update, create, and unify messages and materials
2. Disseminate evidence-based information on population issues to key audiences using approaches that foster engagement and dialogue
3. Hold district-level meetings to strengthen understanding of the Demographic Dividend and the linkages between population and development

Objective 3: Foster collaboration, coordination, and networking among all stakeholders

1. Conduct a mapping exercise of population-related advocacy and communication interventions
2. Hold coordination meetings to harmonize advocacy and communication approaches
3. Standardize population and development advocacy and communication messages
4. Conduct an annual review of the Advocacy and Communications Strategy for Population and Development

Objective 4: Promote Family Planning as a development issue in Uganda and overcome barriers to access by promoting messages about the impact of high population growth rate on families and communities

1. Support the partners to conduct multimedia campaigns to overcome barriers to FP use
2. Conduct sensitization meetings with religious and cultural leaders
3. Commemorate population-related days
4. Support district-level family planning open days in areas with the highest population growth, in coordination with relevant ministries and organizations
5. Promote the provision of youth friendly sexual and reproductive health services as a population issue
6. Sensitize the public about the importance of attending antenatal care and having skilled deliveries

Objective 5: Enhance understanding of the linkages between gender dynamics (gender equity, equality, and empowerment of women), and population issues among individuals, couples, and communities

1. Support efforts to engage traditional and religious leaders through multiple channels on the link between gender dynamics and population issues
2. Work with the key gender stakeholders to promote the inclusion of population issues in their gender strategies, plans of action, materials, and messages
3. Support the development and use of advocacy materials at the local level

Objective 6: Promote education, especially for girls, as a crucial population intervention to reduce fertility

1. Identify and develop advocacy materials that demonstrate the linkages between population development and education
2. Sensitize the public and advocate for early childhood development and keeping girls and boys in school until tertiary level
3. Promote technical and vocational education
4. Conduct advocacy and communications campaigns to address teenage pregnancy, early marriage, GBV and other harmful practices

Objective 7: Increase knowledge among individuals, couples, and communities about the linkages between population growth and future employment opportunities for the youth

1. Conduct multi-sectoral communication campaigns on the link between population growth and future employment opportunities for the youth

Objective 8: Foster individuals', couples', and communities' understanding of the important linkages between population, health and the environment

1. Conduct campaigns on the connections between population, health and the environment
2. Promote the PHE integrated approach at individual, household, and community level

3. Promote planned urbanization and settlements

Objective 9: Strengthen the institutional and individual capacity of leading governmental agencies to coordinate advocacy and communications efforts on population and development issues

1. Lobby for increased human and financial resources for NPC
2. Train key stakeholders in advocacy and communications
3. Coordinate partner advocacy and communications activities on population and development

Objective 10: Enhance monitoring and evaluation systems to measure the impact of communication and advocacy activities

1. Conduct monitoring and evaluation (M&E) of the Advocacy and Communications Strategy(annual, mid-review, and end review)
2. Conduct periodic Knowledge, Attitudes, Practice (KAP) surveys to measure impacts of the communications campaigns

Objective 11: Strengthen NPC internal communications systems and processes

1. Develop and implement NPC branding strategy
2. Develop and implement NPC social media strategy
3. Collaborate with media and communications experts to develop effective communications systems and campaigns
4. Capacity building of staff on advocacy and communications
5. Establish internal communication channels

3.0 Risks and Mitigations

There are a number of risks (external factors) that could impact on NPC’s ability to achieve its advocacy and communications objectives. These risks may affect the success of implementation. Therefore, their mitigating factors are considered and outlined in the table below. The table therefore highlights the risk management strategy that NPC will use to assess and manage the risks on an on-going basis.

| Risks | Mitigations |
|---|---|
| Misconceptions about population growth | Sensitize stakeholders on population growth and its implications to development |
| Lack of clear understanding of the Demographic Dividend | Increase knowledge of Demographic Dividend |
| Myths and misconceptions about Family Planning | Increase knowledge of the public about FP methods |
| Lack of a clear understanding of NPC’s mandate among stakeholders | Sensitize stakeholders about NPC’s mandate |
| Limited visibility of NPC | Brand NPC |
| High levels of illiteracy | Develop IEC materials in local languages |

4.0 Implementation Plan

The following section outlines the Implementation Plan for the five year Advocacy and Communications Strategy. The plan details the relationship between the goal, objectives, activities, implementing agencies and key partners. The implementation plan also outlines the monitoring and evaluation framework for the Strategy through its specification of outcome and activity indicators and time-frame.

It is recommended that NPC and partners conduct annual reviews of this Strategy as well as mid-term and end-term reviews to measure impact of its Advocacy and Communications interventions.

| Activity | Indicator | Implementation period | Lead agency | Other partners |
|--|---|-----------------------|-------------|----------------|
| Goal: To contribute to a high quality of life for the people of Uganda by influencing population policies and programmes. | | | | |
| Objective 1: Reinforce political will and support among national and local decision makers for prioritizing, managing, and resourcing efforts to address population and development issues. | | | | |
| Expected Outcome: Political will and support on population and development issues reinforced. | | | | |
| Outcome Indicator: 1. Increased resources for population and development issues 2. Population and development issues integrated in national and local policies, plans and budgets | | | | |
| 1. Advocate for the inclusion of population issues in all sectoral and district work plans and budgets | <ul style="list-style-type: none"> • Eight sectoral development plans and budgets that incorporate population issues • 50 district development plans and budgets that incorporate population issues | TBD | NPC | NPA DLGs |

| | | | | |
|---|--|------------------------------|--------------------|---|
| 2. Support champions to disseminate evidence-based information that highlights the linkages between population and development to community decision makers | <ul style="list-style-type: none"> • Number of champions recruited and oriented • Number of advocacy meetings held by the champions • Number of public statements made by the champions | TBD | NPC | UBOS NPA |
| Activity | Indicator | Implementation period | Lead agency | Other partners |
| Goal: To contribute to a high quality of life for the people of Uganda by influencing population policies and programmes. | | | | |
| Objective 2: Strengthen national and district-level understanding of linkages between population issues and development. | | | | |
| Expected Outcome: Understanding of linkages between population and development improved at national and district level. | | | | |
| Outcome Indicator: Population and development issues integrated in national and local policies, plans and budgets. | | | | |
| 1. Conduct workshops with key partners to update, create, and unify messages and materials | <ul style="list-style-type: none"> • Annual message development workshop is held • Messages and materials are continually updated to incorporate new thematic areas | TBD | NPC | MOH UBOS NPA MOES MGLSD MOLG MWE UNFPA |
| 2. Disseminate evidence-based information on | <ul style="list-style-type: none"> • Number of information packages disseminated | TBD | NPC | UBOS |

| | | | | |
|--|--|------------------------------|--------------------|----------------------------|
| population issues to key audiences using approaches that foster engagement and dialogue | | | | |
| 3. Hold district-level meetings to strengthen understanding of the linkages between population and development | <ul style="list-style-type: none"> Number of meetings held | TBD | NPC | NPA UNFPA |
| Activity | Indicator | Implementation period | Lead agency | Other partners |
| Goal: To contribute to a high quality of life for the people of Uganda by influencing population policies and programmes | | | | |
| Objective 3: Foster collaboration, coordination, and networking among all stakeholders | | | | |
| Expected Outcome: Collaboration, coordination and networking among stakeholders strengthened | | | | |
| Outcome Indicator: | | | | |
| <ol style="list-style-type: none"> Reduced duplication of efforts Increased synergies among stakeholders | | | | |
| 1. Conduct a mapping exercise of population-related advocacy and communication interventions | <ul style="list-style-type: none"> Number of mapping exercises conducted Number of sectoral and development focal points reached | TBD | NPC | UNFPA |
| 2. Hold coordination meetings to harmonize advocacy | <ul style="list-style-type: none"> Number of NPC annual and/or quarterly meetings held that | TBD | NPC | MOH UBOS NPA MOES |

| | | | | |
|---|--|------------------------------|--------------------|---|
| and communication approaches | <p>include population issues on the agenda</p> <ul style="list-style-type: none"> • Number of TWG meetings held • Number of sector meetings held that include sector related population issues on the agenda | | | MGLSD MOLG MWE UNFPA |
| 3. Standardize population and development advocacy and communication messages | <ul style="list-style-type: none"> • Annual message development workshop is held Messages and materials are continually updated to incorporate new thematic areas | TBD | NPC | MOH UBOS NPA MOES MGLSD MOLG MWE UNFPA |
| 4. Conduct an annual review of the Advocacy and Communications Strategy for Population and Development | <ul style="list-style-type: none"> • Annual review of the Advocacy and Communications Strategy • Number of copies of the Advocacy and Communications Strategy disseminated | TBD | NPC | MOH UBOS NPA MOES MGLSD MOLG MWE UNFPA |
| Activity | Indicator | Implementation period | Lead agency | Other partners |
| Goal: To contribute to a high quality of life for the people of Uganda by influencing population policies and programmes | | | | |
| Objective 4: Promote Family Planning as a development issue in Uganda and overcome barriers to access by promoting messages about the impact of high population growth rate on families and communities. | | | | |
| Expected Outcome: MOH, RH unit and other partners supported in promoting FP | | | | |

| Outcome Indicator: Increased uptake of FP | | | | |
|---|--|-----|-----|--------------------------------------|
| 1. Conduct multimedia campaigns to overcome barriers to FP use | <ul style="list-style-type: none"> • Number of multimedia campaigns addressing barriers to FP held • Increased multi-sectoral involvement in FP campaigns to address barriers | TBD | NPC | MOH |
| Conduct sensitization meetings with religious and cultural leaders | <ul style="list-style-type: none"> • Number of religious and cultural leaders engaged • Number of advocacy meetings held with mother bodies (religious leaders) | TBD | NPC | IRCU |
| 3. Commemorate population-related days | <ul style="list-style-type: none"> • Number of campaigns held • Population-related messages are included in commemorative days and events | TBD | NPC | MOH UBOS MGLSD MWE UNFPA |
| 4. Support district-level family planning open days in areas with the highest population growth, in coordination with relevant ministries and organizations | <ul style="list-style-type: none"> • Number of open days that provide messaging on FP as a development intervention • Number of information packages disseminated during open days • Number of newspaper articles, radio and TV features addressing | TBD | MOH | NPC UNFPA |

| | | | | |
|--|---|------------------------------|--------------------|-----------------------|
| | linkages between FP and development | | | |
| 5. Promote the provision of youth friendly health services as a population issue | <ul style="list-style-type: none"> Information packages emphasizing the importance of increasing access to youth-friendly health services developed, including information targeting both relevant sectors and youth themselves Number of meetings held with service delivery partners, encouraging them to reach out to youth Number of service-provider organizations offering youth-friendly services | TBD | MOH | NPC UNFPA |
| Activity | Indicator | Implementation period | Lead agency | Other partners |
| Goal: To contribute to a high quality of life for the people of Uganda by influencing population policies and programmes | | | | |
| Objective 5: Enhance understanding of the linkages between gender dynamics (gender equity, equality, and empowerment of women), and population issues among individuals, couples, and communities | | | | |
| Expected Outcome: Understanding of the linkages between gender dynamics and population issues enhanced | | | | |
| Outcome Indicator: Integration of gender and population issues in strategies and plans | | | | |
| 1. Support efforts to engage traditional and religious | <ul style="list-style-type: none"> Number of meetings with religious and cultural leaders where the | TBD | NPC | MGLSD |

| | | | | |
|---|--|------------------------------|--------------------|-----------------------|
| leaders through multiple channels on the link between gender dynamics and population issues | <p>dynamics between population and gender are discussed</p> <ul style="list-style-type: none"> • Number of newspaper articles and radio or TV features (e.g., panel discussions) describing links between population and gender dynamics • Number of meetings in which champions are engaged | | | |
| 2. Work with the key gender stakeholders to promote the inclusion of population issues in their gender strategies, plans of action, materials, and messages | <ul style="list-style-type: none"> • Number of sectoral development plans and budgets that incorporate population issues • Number of district development plans and budgets that incorporate population issues | TBD | NPC | MGLSD |
| 3. Support the development and use of advocacy materials at the local level | <ul style="list-style-type: none"> • Annual message development workshop is held • Messages and materials are continually updated to incorporate new thematic areas | TBD | NPC | UNFPA |
| Activity | Indicator | Implementation period | Lead agency | Other partners |

| | | | | |
|---|--|-----|-----|----------------------|
| Goal: To contribute to a high quality of life for the people of Uganda by influencing population policies and programmes | | | | |
| Objective 6: Promote education, especially for girls, as a crucial population intervention to reduce fertility | | | | |
| Expected Outcome: Girl-child education promoted | | | | |
| Outcome Indicator: School completion of girls (13 years in school) | | | | |
| 1. Identify and develop advocacy materials that demonstrate the linkages between population and education | <ul style="list-style-type: none"> • Number of advocacy materials demonstrating the linkages between population and education developed at local levels • Number of stakeholders identified with an interest in education for youth (CSOs and media) | TBD | NPC | MOES |
| 2. Sensitize the public and advocate for early childhood development and keeping girls and boys in school until tertiary level | <ul style="list-style-type: none"> • Number of sensitization campaigns held | TBD | NPC | MOES MGLSD |
| 3. Promote technical and vocational education | <ul style="list-style-type: none"> • Number of sensitization campaigns held | TBD | NPC | MOES |
| 4. Conduct advocacy and communications campaigns to address teenage pregnancy, early marriage, GBV and | <ul style="list-style-type: none"> • Number of advocacy campaigns held | TBD | NPC | MOH MGLSD MOES |

| | | | | |
|---|--|------------------------------|--------------------|---|
| other harmful practices | | | | |
| Activity | Indicator | Implementation period | Lead agency | Other partners |
| Goal: To contribute to a high quality of life for the people of Uganda by influencing population policies and programmes | | | | |
| Objective 7: Increase knowledge among individuals, couples, and communities about the important linkages between population growth and future employment opportunities for the youth | | | | |
| Expected Outcome: Knowledge on the linkages between population growth and future employment opportunities for the youth increased | | | | |
| Outcome Indicator: Reduced population growth rate | | | | |
| Conduct multi-sectoral communication campaigns on the link between population growth and future employment opportunities for the youth | <ul style="list-style-type: none"> • Number of advocacy meetings with partner ministries/organizations working on employment issues • Number of campaigns held addressing population growth and the economy/job creation • Messages on population and employment are developed and disseminated | TBD | NPC | UBOS MAAIF NPA MOES MGLSD MOTI |
| Activity | Indicator | Implementation period | Lead agency | Other partners |
| Goal: To contribute to a high quality of life for the people of Uganda by influencing population policies and programmes | | | | |
| Objective 8: Foster individuals', couples', and communities' understanding of the important linkages between population, health, and the environment. | | | | |
| Expected Outcome: Increased integration of population, health and environment approaches and programs | | | | |

| | | | | |
|--|--|------------------------------|--------------------|-------------------------------------|
| Outcome Indicator: Improved livelihoods | | | | |
| 1. Conduct campaigns on the connections between population, health and the environment | <ul style="list-style-type: none"> Number of campaigns held | TBD | NPC | MOH MWE MEACA |
| 2. Promote the PHE integrated approach at individual, household, and community level | <ul style="list-style-type: none"> PHE integrated approach implemented | TBD | NPC | MOH MWE MEACA DLGs MOLG |
| 3. Promote planned urbanization and settlements | <ul style="list-style-type: none"> Number of meetings held Number of campaigns held | TBD | MOLHUD | NPC |
| Activity | Indicator | Implementation period | Lead agency | Other partners |
| Goal: To contribute to a high quality of life for the people of Uganda by influencing population policies and programmes | | | | |
| Objective 9: Strengthen the institutional and individual capacity of leading governmental agencies to coordinate advocacy and communications efforts on population and development issues | | | | |
| Expected Outcome: Capacity of leading governmental agencies to coordinate advocacy and communications efforts on population and development issues strengthened | | | | |
| Outcome Indicator: | | | | |
| 1. Reduced duplication of efforts 2. Increased synergies among stakeholders | | | | |
| 1. Lobby for increased human and financial resources for NPC | <ul style="list-style-type: none"> Number of additional staff for NPC Percent increase in financial allocation for NPC | TBD | NPC | MOPPED Parliament |

| | | | | |
|---|---|------------------------------|--------------------|---|
| 2. Train key stakeholders in advocacy and communication | <ul style="list-style-type: none"> Capacity assessment conducted Number of staff trained in advocacy and communication | TBD | NPC | MOH UBOS NPA MOES MGLSD MOLG MWE Media |
| 3. Coordinate partner advocacy and communication activities on population and development | <ul style="list-style-type: none"> Annual coordination meeting held | TBD | NPC | MOH UBOS NPA MOES MGLSD MOLG MWE UNFPA |
| Activity | Indicator | Implementation period | Lead agency | Other partners |

| | | | | |
|--|---|-----|-----|---|
| Goal: To contribute to a high quality of life for the people of Uganda by influencing population policies and programmes | | | | |
| Objective 10: Enhance monitoring and evaluation systems to measure the impact of communication and advocacy activities | | | | |
| Expected Outcome: Monitoring and evaluation systems to measure the impact of communication and advocacy activities enhanced | | | | |
| Outcome Indicator: Annual, mid and end review of advocacy and communications strategy conducted | | | | |
| Conduct monitoring and evaluation (M&E) of the Advocacy and Communications Strategy (annual, mid-review, and end review) | <ul style="list-style-type: none"> • M&E report • Annual and midyear review meetings held | TBD | NPC | MOH UBOS NPA MOES MGLSD MOLG MWE UNFPA |
| Conduct periodic Knowledge, Attitudes, Practice (KAP) surveys to measure impacts of the communications campaigns | <ul style="list-style-type: none"> • Number of Knowledge, Attitudes, Practice (KAP) surveys conducted | TBD | NPC | MOH UBOS NPA MOES MGLSD |

| | | | | |
|---|--|------------------------------|--------------------|---|
| | | | | MOLG MWE UNFPA |
| Activity | Indicator | Implementation period | Lead agency | Other partners |
| Goal: To contribute to a high quality of life for the people of Uganda by influencing population policies and programmes | | | | |
| Objective 11: Strengthen NPC internal communications systems and processes | | | | |
| Expected Outcome: NPC internal communications systems and processes strengthened | | | | |
| Outcome Indicator: Improved internal communication | | | | |
| 1. Develop and implement NPC branding strategy | • Branding strategy | 2020 | NPC | - |
| 2. Develop and implement a social media strategy | • Social media strategy | 2020 | NPC | MOH UBOS NPA MOES MGLSD MOLG MWE UNFPA |
| 3. Collaborate with media and communications experts to develop communication systems | • Number of communication systems developed | TBD | NPC | Media |
| 4. Capacity building of staff on advocacy | • Number of capacity building workshops held | TBD | NPC | - |

| | | | | |
|---|---|-----|-----|---|
| and communications | | | | |
| 5. Establish internal communication channels to strengthen internal communication | <ul style="list-style-type: none"> Number of internal communication channels established | TBD | NPC | - |

5.0 COSTS

In recognition of limited funding opportunities, to the extent possible, this Strategy is designed to guide the inclusion of population issues in existing activities and campaigns. For activities that require additional funding, costs will be estimated by the implementing group(s) or organisation(s). However, many activities are already ongoing or may only require individuals' time and efforts for coordination and advocacy (advocacy meetings, existing population-related celebrations). Such activities are not associated with substantial additional costs.

6.0 CONCLUSION

Ultimately, implementation of this Strategy will result in increased awareness and mobilization at all levels to address the population challenges that could negatively affect Uganda's sustainable transformation and development. The time is ripe for Uganda to harness the growing attention focused on the challenges of rapid population growth in creating sustainable economic growth and development. A coordinated, multi sectoral response is crucial. This Strategy provides a platform for that coordination and aims to achieve lasting changes that will improve the lives of Uganda's for generations to come.

ANNEX 1:

ADVOCACY TARGET AUDIENCES AND ADVOCACY ASKS

| OBJECTIVE | PRIMARY TARGET AUDIENCE | ADVOCACY ASKS |
|--|---|--|
| <p>Objective 1: Reinforce political will and support among national and local decision makers for prioritizing, managing, and resourcing efforts to address population and development issues</p> | <p>MOF MOH OPM Office of the President Parliament</p> | <ul style="list-style-type: none"> • Provide increased financing for, and implement preventive health services • Ensure universal health coverage for all including enactment of gender sensitive and rights based National Health Insurance Bill and its implementation |
| <p>Objective 2: Strengthen national and district-level understanding of linkages between population issues and development</p> | <p>LGs MOLG OPM MOFPED</p> | <ul style="list-style-type: none"> • Ensure adequate financing for annual district population and development plans • Effectively utilize national, sub-regional and district population statistics in national and district plans |
| <p>Objective 3: Foster collaboration, coordination, and networking among all stakeholders</p> | <p>National Population Council (NPC) National Planning Authority (NPA) Office of the Prime Minister (OPM)</p> | <ul style="list-style-type: none"> • Strengthen joint planning, budgeting and implementation for harnessing the demographic dividend |

| | | |
|--|---|--|
| | Ministry of Local Government (MOLG) | |
| Objective 4: Promote Family Planning as a development issue in Uganda and overcome barriers to access by promoting messages about the impact of high population growth rate on families and communities | Ministry of Health (MOH) National Medical Stores (NMS) Joint Medical Stores (JMS) Ministry of Finance, Planning and Economic Development (MOFPED) MOE | <ul style="list-style-type: none"> • Ensure comprehensive FP commodities, equipment and supplies' package through implementation and review of the FP 2020 and FP Cost Implementation Plan (CIP) • Ensure Health Centre II and III change from supply driven to demand driven FP and contraceptive supply • Integrate SRHR training in pre-service curricula targeting tutor training institutions, nurses, midwives, clinical officers, and community health workers |
| Objective 5: Enhance understanding of the linkages between gender dynamics (gender equity, equality, and empowerment of women), and population issues among individuals, couples, and communities | Ministry of Gender, Labour and Social Development (MOGLSD), MOES, MOH, Ministry of Justice (MOJ) | <ul style="list-style-type: none"> • Enforce the implementation of laws and policies that promote gender equality and women empowerment in education, address GBV, child marriage and teenage pregnancy, employment, industrialization, health and access to justice |

| | | |
|--|--|--|
| <p>Objective 6: Promote education, especially for girls, as a crucial population intervention to reduce fertility</p> | <p>MOE MOGLSD OPM MOH MOFPED MOLG National Council of Higher Education (NCHE) Parliament NPA</p> | <ul style="list-style-type: none"> • Establish and implement affirmative action policies to keep girls in school for up to 13 years of schooling • Strengthen multi-sectoral approach for the implementation of Early Childhood Development Policy, School Health Policy and Adolescent SRH policy • Provide increased financing for competency-based education including vocational education for both in-school and out-of-school youth • Prioritize Business, Technical and Vocational Education (BTVET) in sector development plans, budget framework papers and annual work plans |
| <p>Objective 7: Increase knowledge among individuals, couples, and communities about the important linkages between population growth and future employment opportunities for the youth</p> | <p>MOH MOES MOFPED</p> | <ul style="list-style-type: none"> • Adequately finance, promote and provide youth friendly FP and SRHR services • Provide increased financing for competency-based education including vocational education for both in-school and out-of-school youth • Prioritize Business, Technical and Vocational Education (BTVET) in sector development plans, budget framework papers and annual work plans |

| | | |
|---|---|---|
| <p>Objective 8: Foster individuals’, couples’, and communities’ understanding of the important linkages between population, health and the environment</p> | <p>Ministry of Water and Environment (MOWE) National Environmental Management Authority (NEMA) Ministry of Health (MOH) Ministry of Lands, Housing and Urban Development (MOLHUD) MOLG Ministry of Agriculture Parliament MOF</p> | <ul style="list-style-type: none"> • Reduce environmental degradation through integrating FP and SRHR in climate change and environment programs to ensure reduction in fertility rates from 5.4 to 3.3 • Enforce urban planning in all human settlements • Promote inclusive growth and planned urbanization by implementing pro-citizen land use policy, urbanization policy, industrialization policy, physical planning policy and agricultural policy |
| <p>Objective 9: Strengthen the institutional and individual capacity of leading governmental agencies to coordinate advocacy and communications efforts on population and development issues</p> | <p>MOFPED Donors NPA</p> | <ul style="list-style-type: none"> • Increase human and financial resources to NPC |
| <p>Objective 10: Enhance monitoring and evaluation systems to measure the</p> | <p>OPM MOFPED</p> | <ul style="list-style-type: none"> • Integrate population and development targets in M&E systems of MDAs and LGs • Population and development targets incorporated in certificate of compliance |

| | | |
|---|---------------|---|
| impact of communication and advocacy activities | | |
| Objective 11: Strengthen NPC internal communications systems and processes | NPC MOFPED | <ul style="list-style-type: none"> • Increase human and financial resources to the communications and advocacy unit at NPC |

VISION

**A hub of Distinction
for Promoting and
Coordinating
Population Policies
and Programmes
in Africa**

MISSION

*To improve the quality
of life of the people of
Uganda, by influencing
Government policies and
programmes to address
population patterns and trends
in a sustainable and
inclusive manner.*

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