Demand Generation Implementation Kit for Underutilized, Life Saving Commodities for Reproductive, Maternal, Newborn and Child Health (RMNCH)
Mission: To support countries to accelerate current demand generation efforts or to launch new demand generation activities that integrate commodity-specific content into broader RMNCH plans/strategies

Demand Generation Working Group Convener: USAID

Working Group Members:
- Health Communication Capacity Collaborative (HC3) (Johns Hopkins University Center for Communication Programs and Population Services International) – Lead Implementing Partner
- PATH, International Consortium of Emergency Contraception (ICEC) - Implementing partners
- Clinton Health Access Initiative (CHAI), FHI360, MAMA, Development Media International (DMI) & others – Working Group members
Barriers to Strategic SBCC
Overcoming barriers
Demand Generation I-Kit for Underutilized, Life Saving Commodities

About the I-Kit
Access to and use of life-saving commodities across the reproductive, maternal, newborn and child health (RMNCH) continuum of care has been limited due to financial constraints, sociocultural issues and lack of demand by health care providers and clients.

Animated Overview
This animated infographic was designed to help navigate the wealth of information available on the Demand Generation Implementation Kit. The "I-Kit" is a step-by-step guide to developing communication strategies to increase demand for new and existing commodities ranging across the reproductive, maternal, newborn and child health (RMNCH) spectrum, and provides cross-cutting tools, guidance and adaptable commodity-specific content. The purpose of the animated infographic is to creatively walk the user through the content available on the I-Kit. The animation serves as an overall guide to the I-Kit, as well as a general how-to on the various sections to meet goals.

Life Saving Commodities
Improving access, saving lives

EVERY WOMAN
EVERY CHILD

USAID
FROM THE AMERICAN PEOPLE
Demand Generation Implementation Kit for Underutilized, Life Saving Commodities for RMNCH (I-Kit)

What is it?
- Not just another toolkit!
- More than just a collection of resources
- A step-by-step guide to developing communication strategies to increase demand for underutilized commodities in RMNCH

What does it provide?
- Provides knowledge AND guidance on step by step process
- Provides foundational content on health area and commodities
- Adaptable content, tools and examples of communications materials designed to be easily applied across multiple country contexts
- Variety of formats – online, hard-copy/pdf, flash drives, English/French

Who should use it? Staff from MoHs, NGOs, CBOs, FBOs, donors
Communication Strategy Development Process

Guide users along a strategic approach to SBCC design

Step 1: Analyze the Situation
Step 2: Define a Vision
Step 3: Choose Target Audience
Step 4: Select Key Messages
Step 5: Determine activities
Step 6: Plan for M&E

Each step provides guidance as well as illustrative adaptable content
Core Resources in the I-Kit

- Demand Generation for 13 Life-Saving Commodities: A Synthesis of Evidence
- Illustrative communication strategy for nine priority commodities
- Conducting a National Assessment on Demand Generation for Underutilized Commodities
- Addressing the Role of Gender in the Demand for RMNCH Commodities: A Programming Guide
- A Theory-Based Framework for Media Selection in Demand Generation Programs
- Utilizing ICT in Demand Generation for RMNCH: Three Case Studies and Recommendations
- The Guide to Public-Private Partnerships in Increasing the Demand for RMNCH Commodities
Global Dissemination
- Regional and global level in-person dissemination at key meetings and conferences

In-country Dissemination
- In-country dissemination events and workshops in DRC, Madagascar, Nepal, Bangladesh, Zambia, Ethiopia, Senegal, Uganda, Tanzania and Panama
- Stakeholders from 50+ countries oriented to DG I-Kit through various events
- Micro grants in select countries

Virtual Dissemination
- Virtual dissemination package for partners
- Populate relevant websites
- Springboard discussions
- Webinar series
- Collaborate with other health communication initiatives
Demand Generation Implementation Kit available at:

http://sbccimplementationkits.org/demandrmnch/