



PHE partnerships guide

PHE linkages, discussion points and messages

Version 1

blue ventures
beyond conservation

 **PHE** Population
Health
Environment
Madagascar Network

About this guide

This guide consists of 15 chapters covering the core **values**, **skills** and **knowledge** needed to develop and implement effective cross-sector Population-Health-Environment (PHE) partnerships. You have downloaded **chapter 15 - PHE linkages, discussion points and messages**. If you wish to download other chapters or the entire guide please visit the Madagascar PHE Network's website [here](#).

This guide is primarily designed for use by the staff of environmental organisations wishing to develop cross-sector PHE partnerships with health service providers in line with priority community needs and their organisational missions. Many chapters will also be relevant to the staff of health organisations wishing to develop cross-sector PHE partnerships with environmental organisations working in under-served zones. And of course livelihoods-focused organisations working at the interface of sustainable development and natural resource management are also ideally placed to develop and implement collaborative PHE initiatives with relevant partners.

This guide draws on the PHE implementation experiences of Blue Ventures and other members of the Madagascar PHE Network in order to provide practical advice structured in a conversational format with case study examples. As such it should be highly relevant to organisations working in Madagascar and much material will be applicable to organisations working in other countries as well.

This guide is accompanied by various complementary resources including an integrated PHE community outreach tool (illustrated PHE story cards) available via the Madagascar PHE Network's website [here](#). Please note that a comprehensive online library of documents relating to PHE programming has been collated by the Population Reference Bureau and can be found [here](#).

This guide should be considered a living document and as such it will be updated regularly. Please don't hesitate to contact Blue Ventures (pheinfo@blueventures.org) if you have any suggestions for improvement or requests for elaboration. We look forward to incorporating your feedback into future versions of this guide.

Credits and acknowledgements

This guide was written and produced by Laura Robson, Blue Ventures' Health-Environment Partnerships Manager.

Thanks to all Madagascar PHE Network members who provided case study examples of various aspects of their PHE partnerships for this guide. Thanks also to the following members of Blue Ventures' health and conservation teams who provided valuable input and feedback on the content and structure of this guide: Caroline Savitzky, Dr Vik Mohan, Nicholas Reed-Krase, Urszula Stankiewicz, Charlie Gough, Rebecca Singleton and Kitty Brayne.

Valuable feedback on the content of this guide was also received from the following organisations via a PHE training and experience sharing workshop held by the Madagascar PHE Network in March 2016: Association Céamada, Catholic Relief Services, Centre ValBio, Community Centred Conservation, Conservation International, Durrell Wildlife Conservation Trust, Honko Mangrove Conservation & Education, JSI/MAHEFA (now Mahefa Miaraka), Madagascar Fauna & Flora Group, Madagascar Wildlife Conservation, Marie Stopes Madagascar, MIHARI Network, Ny Tanintsika, Population Services International, Reef Doctor, SEED Madagascar (formerly Azafady), Stony Brook University, USAID Mikolo, Voahary Salama, Wildlife Conservation Society and WWF. The photo on the cover page of this guide was taken by Jean-Philippe Palasi at that PHE training and experience sharing workshop. All other photo credits can be found on top of the photos included throughout this guide.

This guide should be referenced as follows: Robson, L. (2017) *PHE partnerships guide*. London, UK / Antananarivo, Madagascar: Blue Ventures Conservation.

15. PHE linkages, discussion points and messages

By the end of this chapter you should:	This chapter may be of particular relevance to:
<ul style="list-style-type: none"> Know why it's important to develop an integrated community outreach plan Know how to develop an integrated community outreach plan Know some key PHE linkages and discussion points to raise with communities Know how to develop rights-based PHE messages 	<ul style="list-style-type: none"> Managers and community-based staff of environmental organisations Managers and community-based staff of health organisations

What is an integrated community outreach plan?

An integrated community outreach plan outlines how you intend to engage with communities (the type and frequency of your activities), what the purpose and themes of this outreach are going to be (the critical thinking and/or behaviours you're seeking to promote), and who is responsible for facilitating this outreach (staff within your organisation and/or community members and/or your partners).

Why develop an integrated community outreach plan?

Integrated community outreach can be considered the glue that binds all of the components of a PHE initiative together; it ensures that the different workstreams within a PHE initiative aren't implemented in parallel but rather complement and proactively reinforce each other. Integrated community outreach is also key to advancing gender equality in natural resource management and family health. An integrated community outreach plan will allow you to collaborate effectively with your partners to ensure that messages are linked and community members are fully engaged in all elements of your PHE initiative.

How to design an integrated community outreach plan?

The findings from your community consultation (particularly regarding health practices and community compliance with natural resource management rules) can be used to inform the development of an integrated community outreach plan.

You can start by identifying a few key behaviour change priorities (e.g. some of the health-promoting behaviours detailed in [chapter 13](#), increased support for family planning among men, increased participation of women in natural resource management decision-making, and increased community compliance with natural resource management rules), bearing in mind which behaviours which would have the greatest benefit to communities and ecosystems, and identifying any areas of overlap or synergy between them.

Then, based on your understanding of the barriers to the uptake of these behaviours (e.g. lack of information, lack of access to services, lack of alternatives, insufficient risk perception, unsupportive social norms, unequal gender relations, etc) also gained from your community consultation, you can select one or more appropriate behaviour change approaches (detailed in [chapter 14](#)).

Example plan:

Behaviour to promote	Key barrier(s) to uptake	Most appropriate behaviour change approach(es)	Target group(s)	Behaviour change indicator and monitoring method ¹
Support for family planning among men	Lack of awareness Fertility preferences and unequal gender relations	Informational sessions e.g. at natural resource management meetings Small group discussions and/or interactive theatre sessions to facilitate critical thinking and dialogue	Men	Proportion of men who report supporting contraception use / family planning choices - individual surveys / focus groups
Using condoms to prevent transmission of STIs and HIV	Unequal gender relations Unprotected sex symbolising intimacy and trust in relationships	Interactive theatre sessions to facilitate critical thinking and dialogue	Youth	Proportion of people who report using a condom the last time they had sexual intercourse - individual surveys
Exclusive breastfeeding for six months following birth	Lack of awareness Lack of support from female elders	Informational sessions Small group discussions to facilitate critical thinking and dialogue	Women of reproductive age Female elders	Proportion of mothers with a child <1 year who report having breastfed / planning to breastfeed for six months with no other liquids or solids given during this time - individual surveys
Participation in natural resource management meetings by women and youth	Social norms Lack of confidence and insufficient literacy	Interactive theatre sessions to facilitate critical thinking and dialogue Informational sessions and literacy training	All community members Women and youth	Proportion of women and youth attending and speaking at NRM meetings - meeting registers and records
Support for local natural resource management rules	Lack of awareness and buy-in Lack of alternatives to illicit resource extraction	Small group discussions and/or interactive theatre sessions to facilitate critical thinking and dialogue Linking with appropriate alternative food production / income-generating activities	All community members	Proportion of people who report agreement with local natural resource management rules - individual surveys / focus groups



This plan can be developed in more detail by including names of communities and the frequency of the activities to be facilitated (e.g. weekly small group discussions, monthly informational sessions, etc).

You may like to use PHE (e.g. healthy families, healthy environment) as an umbrella theme for linking priority health-promoting and environmentally friendly behaviours, as this can also be a good way of engaging non-traditional target groups in different topics. In addition to integrated community outreach, you may also like to consider concrete ways of linking across activities to advance gender equality in natural resource management and family health; you can find specific guidance about engaging men in family planning [here](#).

¹ Please note the limitations to self-reported behaviours outlined in [chapter 8](#).

What are some key PHE linkages and discussion points to raise with communities?

Communities are likely to have a good understanding of PHE linkages as they experience them in their everyday lives, but it can nevertheless be helpful to surface and facilitate discussions about the connections between various health and environmental issues in order to support communities to think critically about their situations and the consequences of the decisions that they make.

Available now!

A package of illustrated PHE story cards / discussion aids designed for use with communities in both marine and terrestrial environments. Download them [here](#).

The following PHE linkages and discussion points can be raised with communities through interactive theatre workshops, facilitated small group discussions and community meetings:

Connections between community health and community engagement in livelihood activities / natural resource management efforts

- How might the health of community members impact their ability to engage in livelihood activities / natural resource management efforts?
- How might livelihood activities / natural resource management efforts impact nutrition and community health outcomes?

Connections between family planning decisions and household food security

- How might the timing, number and spacing of a couple's children impact their ability to secure adequate food for the whole family?
- How might a family's food security situation influence a couple's family planning decisions?

Connections between family planning decisions and the sustainability of natural resource management efforts

- How might the number and spacing of a couple's children impact the sustainability of their community's natural resources / natural resource management efforts?
- How might the availability of natural resources influence a couple's family planning decisions?



Connections between family planning decisions and women's engagement in livelihood activities / natural resource management efforts

- How might family planning decisions (regarding the number and spacing of births) impact women's availability to engage in livelihood activities / natural resource management efforts?
- How might women's engagement in livelihood activities / natural resource management efforts influence their family planning decisions and their role in such decisions?

The key is not to suggest answers to these questions but rather to allow community members to voice their opinions, explain their logic and come to their own conclusions. The questions are quite abstract so it may be helpful to ground these discussions in role play scenarios, real-life testimonies and/or storytelling sequences (illustrated PHE story cards are available now via the [Madagascar PHE Network's website](#)).

How to develop rights-based PHE messages?

Although discussion-based community mobilisation approaches are likely to be most effective at promoting behaviour change (for the reasons outlined in [chapter 14](#)), it may also be appropriate to develop and disseminate PHE messages as part of your integrated community outreach activities, either to prompt further discussions or to reinforce key PHE linkages that you wish to promote.

To avoid any misconceptions about population control, it's a good idea to highlight reproductive rights (free and fully informed family planning choices) when communicating about the connections between people, their health and the environment. Indeed, using reproductive rights and natural resource management rights (or human and ecosystem health) as an umbrella theme can be an effective way of linking priority health-promoting and environmentally friendly behaviours.

Messages should ideally be created in close collaboration with community members and accompanied by illustrations for those with limited literacy. These messages and illustrations should be tested in focus groups with community members before printing and dissemination in order to ensure maximum clarity and acceptability.

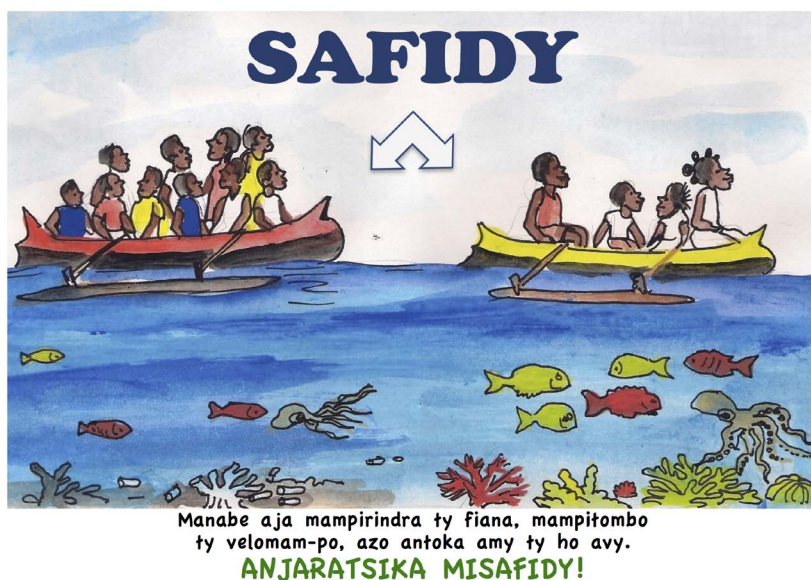


Lambahoany (sarong) designed by Blue Ventures and local artist Nady to promote the links between birth spacing and livelihood sustainability in the Velondriake locally managed marine area.

Slogan: "My choice: to space my births so that I can manage my marine resources well and make my livelihoods sustainable."

Cartoon designed by Blue Ventures and local artist Nady to prompt discussions about the links between birth spacing and livelihood sustainability within a reproductive rights-based framework.

Slogan: "Space my births to improve my life, increase my livelihoods and improve my future. Let's all choose!"





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