

## STAKEHOLDER MAPPING GUIDE

Mapping potential key stakeholders in reproductive health and family planning service delivery, in preparation for implementing WHO MEC/SPR guidance

### HOW TO USE THIS TOOL

1. Learn about Stakeholder Mapping.
2. Explore and learn about the Sample Stakeholder Mapping Grid.
3. Complete your own Stakeholder Mapping Grid.



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### WHAT IS A STAKEHOLDER?



Potential stakeholders are those who are interested in or can influence the process of integration and implementation of WHO guidance into national family planning programs, as well as their organization's leadership. Stakeholder perspectives should inform a country's strategy to implement and integrate the *Medical eligibility criteria for contraceptive use* (MEC) and *Selected practice recommendations for contraceptive use* (SPR) into national family planning guidelines. At the outset of this process, the core implementation team should define the roles of stakeholders to support successful stakeholder engagement.

### WHAT IS STAKEHOLDER MAPPING?



Stakeholder mapping is a way for the implementation team to learn the perspectives of stakeholders, their affiliation and area they represent, and what interests and/or perspectives they bring to the integration of the MEC/SPR into national family planning guidelines.



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### 2 SAMPLE STAKEHOLDER MAPPING GRID

#### 1. IDENTIFY KEY STAKEHOLDERS



To identify key stakeholders in reproductive health and family planning service delivery, consider a list of everyone who may have an interest in the current implementation team's objectives now and potentially in the future. It may not be practical or necessary to engage with all stakeholder groups with the same level of intensity all of the time. This list is likely to change over time.

#### 3. MAP RELATIONSHIPS



To map the relationships between objectives and other stakeholder roles, consider how each stakeholder may contribute to helping to achieve incorporation of updated MEC/SPR recommendations into national policy.

Name of organization	Name of Contact person/s (Title and level)	Level of influence	Type of influence	Priority of engagement	Role and Type of engagement
Ministry of Health	Family Planning Office	High	-Develops national family planning plans -Develops policy ...	Important (Inform, consult, collaborate, ...)	-Leading the process -Continuous engagement -Feedback Loop
Ministry of Finance	Budget disbursement level	High	- Determines level and timing of funding ...	Important (Inform, collaborate)	Through the Ministry of Health
Ministry of Education	Director	High	-Provides training	Important (Inform, collaborate)	- Through the Ministry of Health
Family Planning Providers	Physician, Nurse, Community Health Worker, Midwives	High	-Adoption of the guidance -Direct service and implementation influence -policy influence	Important (Inform, collaborate, involve)	- Continuous engagement
Non-governmental organizations	Program Officer	High	-Budget influence -Level of supply of commodities ...	Important (Inform, collaborate, involve)	- Continuous engagement
Professional Societies	President or Executive member	Moderate to High	-Dissemination -Direct service and implementation influence ...	High (Inform, consult, involve)	- Early engagement - Presentation at Society meetings ...
WHO and WHO Country Offices	WHO Country office focal point	Moderate	-A resource for tools, templates (MEC and SPR), and guidance duri...	Important (Inform, consult, collaborate, involve)	-Continuous engagement - Part of the implementation team ...
Individual Advocate	First Lady, Mayors' offices, ...	Moderate	-catalytic	Somewhat important (Advocate)	- Launch meeting ...

#### 2. ANALYSE STAKEHOLDERS



To analyse stakeholder perspectives, interests, roles and engagement in implementation, consider:

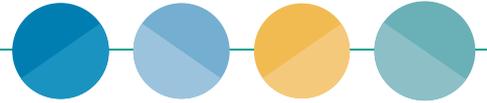
- What is their organization's mission and primary contribution towards reproductive health and family planning?
- What is the desired outcome of their efforts?
- What motivates their work?
- What is their capacity to engage implementation?
- Are they supportive or critical of the family planning guidance or the proposed implementation process?

When possible, speak to the stakeholders, to glean their interest and potential role(s) in WHO MEC/SPR planning guidance.

#### 4. PRIORITIZE LEVEL OF ENGAGEMENT

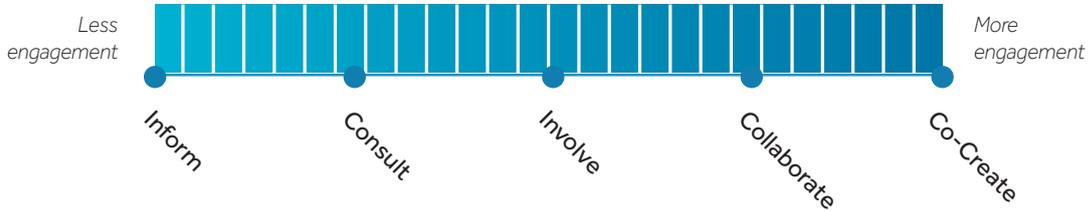


Prioritizing stakeholder engagement should be directly informed by your analysis of stakeholders. Those with a high level of influence may be prioritized to engage with at the outset of the implementation process. All stakeholders contribute to implementing the family planning guidance; however, it is important to consider the level and phase at which they should be engaged.



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## SPECTRUM OF ENGAGEMENT KEY



**Inform** – provide information

**Consult** – to obtain feedback

**Involve** – to ensure that concerns are consistently understood and considered

**Collaborative** – to partner in each aspect of decision-making

**Co-Create** – to empower to make decisions

## REFERENCES

1. Stakeholder Mapping. BSR (Business for Social Responsibility). November 2011. Available at [https://www.bsr.org/reports/BSR\\_Stakeholder\\_Engagement\\_Stakeholder\\_Mapping.final.pdf](https://www.bsr.org/reports/BSR_Stakeholder_Engagement_Stakeholder_Mapping.final.pdf). Accessed 1 April 2018.
2. International Association of Public Participation. IAP2's Public Participation Spectrum. [http://cymcdn.com/sites/www.iap2.org/resource/resmgr/foundations\\_course/IAP2\\_P2\\_Spectrum\\_FINAL.pdf](http://cymcdn.com/sites/www.iap2.org/resource/resmgr/foundations_course/IAP2_P2_Spectrum_FINAL.pdf) Accessed March 1, 2018

