ADAPTING A RADIO MAGAZINE PROGRAMME IN A NEW GEOGRAPHY
A HOW TO GUIDE

THE NURHI 2 EXPERIENCE
ADAPTING A RADIO MAGAZINE PROGRAMME IN A NEW GEOGRAPHY

A HOW TO GUIDE

Get it together for a brighter future

KNOW. TALK. GO.

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Acknowledgment

The Nigerian Urban Reproductive Health Initiative (NURHI 2) is a five-year project funded by the Bill & Melinda Gates Foundation with the vision to eliminate supply and demand barriers to contraceptive use and make family planning a social norm in Nigeria.

This how-to guide is developed for program managers who want to implement radio magazine programmes that have been proven to inspire behavior change around family planning.

The original radio programmes were developed for specific Nigerian cities and States and are adaptable to other locations which may not be similar to the location and language of the original program. In NURHI 2, a radio magazine programme 'Ireti Eda', developed for Oyo was adapted for broadcast in Ogun and Ondo States and was proven successful in changing family planning intention to use in those States. This was successful because the program manager followed a process of adaptation as highlighted in this how to guide.

The NURHI 2 Project would like to appreciate the contributions of the State Ministries of Health (Ogun and Ondo). We would also like to thank the radio stations—Paramount 94.5 FM (Ogun) and Positive 102.5 FM (Ondo)—for their contributions to the successful scale up and broadcast of Ireti Eda radio drama programme in their respective States.

The project also expresses gratitude to the NURHI 2 implementation State (Kaduna, Lagos and Oyo) demand generation teams for their contributions, and the Center for Communication Programs (CCP) for their support.
It is our wish that the process outlined here will be of value to all stakeholders who intend to know how to successfully adapt and scale up already existing family planning radio magazine programmes for use in new geographies.

Background

NURHI 2 demand generation component is built on the premise that demand for family planning is vital for increased effective service provision and contraceptive use. Using this premise, the NURHI 2 project uses radio magazine programmes to increase demand for family planning by modeling everyday Nigerians, their journey through life and how family planning affects their lives.

**NURHI 2 Radio Magazine Programmes:**

NURHI 2 Radio magazine programme is a one-hour programme made up of a prerecorded segment with host chitchat, and a live call-in segment. These programmes are developed and broadcast as a season of 26-episodes and are designed intentionally to inspire behavior change. Each week has a content focus that is reflected subtly in the drama and then discussed in the other elements of the magazine format. The live call-in segment has discussion guidelines specific to that season, which reinforce the content focus initiated in the prerecorded segment.

**Prerecorded Segment:**

Each episode is 30-minutes, scripted and produced before broadcast. This segment consists of the following elements:

• Friendly Hosts: These are the hosts who cue in the program for the episode. They give an overview of the topic for the week, have friendly banter between themselves, introduce the drama for the day, and also reinforce content for the day.

• Serial Drama: Each week, the drama addresses family planning topics that relate to the lives of everyday Nigerians, their dreams and how family planning fits into their journeys. These dramas are designed to promote social and behavior change.
• Vox Pop: These are opinions of community members in short interview formats that are related to the topic of the day.

• Music: The programs feature popular music at the time of production. Programmes produced from 2016 feature the 'Get it Together' song by Paul of P-Square and Tiwa Savage.

• Radio Spots: These are 60-seconds spots that promote the use of family planning. The spots further trigger discussions about family planning and ultimately increase demand for services.

• Testimonial' or 'My Story': These are real family planning stories shared by community members from diverse backgrounds. Women and men, who in the past did not agree with modern family planning but are now satisfied users share their experiences.

• Quiz: A weekly quiz question about the content or the characters in the episode that are linked to the main message of each episode. The questions are asked during the prerecorded show and then also announced during the live call-in. Quiz winners are announced during the live call-in show of the following week. The gifts can vary, however, in NURHI 2 mobile phone top-up (recharge cards) are popular because they easy to handle virtually and are cost effective.

**Live Call-In Segment:**

A popular on-air personality (OAP) hosts this segment along with a family planning service provider. The topic of the day, introduced in the drama and reinforced by the hosts from the prerecorded segment is further discussed. Some episodes feature guests who have positive family planning experiences and can influence conversation of the day. Listeners participate by calling in to ask questions or share their family
planning experiences. Each season has a host guideline that directs the conversation for each episode.
PRE-BROADCAST OF THE ADAPTED PROGRAM

Step 1: Conduct needs assessment

- Identify proposed State(s) for broadcast
- Identify audience characteristics such as: age group, gender, predominant language and culture
- Conduct baseline survey

Step 2: Planning

To replicate or adapt an already existing radio magazine programme for broadcast in a new location, it is necessary to develop a budget and timeline. These documents guide in the planning, expenditure of available funds, timely implementation and monitoring of activities relating to the programme. Below are suggested items that should be on the budget for the programme manager:

- Cost of human resources (staff and consultant fees)
- Trainings of OAP and family planning provider
- Cost of adaptation of radio programmes
- Broadcast cost
- OAP and FP provider fees
- Transport fees for programme guests
- Prizes for quiz winners
- Monitoring fees (media monitoring)

For the timeline, initial drafts are submitted, reviewed and subsequently agreed upon by all parties. In some documented cases, it may take up to four months to go from concept development to broadcast. Therefore, it is important that the process of planning and adaptation begins early enough to give room for unexpected delays.
Step 3: Select Radio Programme

- Identify an already existing radio programme that addresses similar communication and behavior needs to the new geography of broadcast. For instance, 'Ireti Eda' a radio programme designed and produced for broadcast in Oyo State, one of NURHI 2's
implementation States, was adapted for broadcast in Ogun and Ondo States. Similarities in culture, language and audience made 'Ireti Eda' suitable for adaptation.

- Determine which segment(s) of the programme should be broadcast - the prerecorded segment only, live call-in only or a combination of both segments. This will depend on funds available.

**Step 4: Edit radio drama**

Content in the original radio programme may be edited to fit the context of the new location. The Programme Manager/State Focal Person will review all scripts or audio files, which may include promotional and reinforcement spots to identify and effect necessary edits. After programme edit, pretest the first two episodes with select intended listeners.

The Programme Manager/State Focal Person is responsible for day-to-day coordination of the radio programme activities. Such activities include: ensuring the FP provider and OAP are available and prepared for each week broadcast, confirming guests availability, the appropriate episode for each week is broadcast, media monitoring and attend to any issues that may arise. The focal person also liaises with the State Ministry of Health (SMoH) and coordinates logistics.
For best practice, a media monitoring agency should be engaged to track and ensure accurate broadcast of the radio programmes.

**Step 5: Select Radio Station**

- **Request for Proposal**: To select a radio station to air the programme, a Request for Proposals (RFP) is developed and advertised. Alternatively, a scope of work can be developed and sent to identified radio stations, requesting for bids. The RFP contains specifications for broadcast such as: programme duration, frequency, language of broadcast, audience and capability of radio station to air the programme.

- **Selection criteria**:
  - Popularity with Primary Audience: It is necessary to identify stations that are popular with the primary audience in the geography. Research tools such as All Media and Products Survey (AMPS), Focus Group Discussions (FGD) may be used in determining station popularity.
  - Audience Accessibility/Station Reach: Since the goal of the broadcast is to reach as many community members as possible, the selected stations should have strong signal and wide coverage.
  - Cost Effective: The airing costs of the radio station should be affordable and within the approved budget.
  - Buy-in of Radio Station Management: The attitude and flexibility of radio station management is key to the success and possible sustainability of the radio programme. Where management is committed to the broadcast of health programmes, an enabling
environment is created for smooth business relationship.

- **Bid Review and Selection:** Bids received from radio stations are reviewed, results collated and the station that best fits the job description is awarded the contract.

- **Identify On-Air-Personality:** The live call-in segment features an OAP and FP Service Provider. Below are tips to identify a suitable OAP to co-host a family planning programme:
  - Popular among primary audience
  - Ability to fluently speak the language of broadcast
  - Ability to carry listeners along without necessarily becoming the subject of discussion.
  - Positive disposition towards family planning (before hosting the programme, the suitable OAP may not fully understand the concept of family planning but should be predisposed to learning more about the subject matter)

**Note:** Two OAPs are selected (main and back up) and trained on family planning and how to guide family planning discussions. The training of two OAPs ensures that a trained OAP is available for the programme at all times. The main OAP is the more preferred and popular individual.

- **Negotiating with and contracting the radio station:** It is important to have a written contract/agreement with the radio station that will broadcast the programme. In the contract/agreement, responsibilities, contract sum (if any), deliverables and consequences of inactions/breach are clearly outlined and understood by both parties.
Step 6: Establish Program Monitoring Team

To ensure smooth running of the radio programmes, set up a programme monitoring team made up of the Programme Manager/State Focal Person and media monitoring agency. In the event that the programme does not have a state focal person, a media consultant can be hired to perform the functions.

The role of the media monitoring agency:

- Track timely broadcast of promotional and reinforcement spots
- Track timely broadcast of the radio magazine programme
- Track number of calls received during the live segment of the show
- Track responses of OAP and FP provider to callers during live call-in segment
- Send in report (compliance and analysis)
Step 7: Engage Family Planning Provider host

A family planning service provider is present during the live call-in segment to respond to technical/medical questions or comments from listeners. In identifying a suitable service provider for the programme, liaise with the State Ministry of Health—Reproductive Health/Family Planning coordinator to recommend trained providers from a database who can serve as co-hosts. Below are some tips to identify a service provider who can co-host the live program with the OAP:

- The service provider can either be active or retired.
- The provider must be knowledgeable on family planning.
- A provider with ability to effectively communicate family planning information.

Step 8: Buy-in of Relevant Stakeholders

It is necessary to get the buy-in of relevant stakeholders in the new geography by meeting with them in their location. These stakeholders include: technocrats, political decision makers, community and religious leaders, etc.
The buy-in of these stakeholders is important to prevent a backlash when the programme begins to air; it also helps promote the programme. For example, in the NURHI 2 implementation States (Kaduna, Lagos and Oyo), religious and community leaders have encouraged their followers to listen to the programmes and visit family planning clinics.
Step 9: Train Programme Hosts (OAP and FP Service Provider)

The identified OAPs and FP experts are trained on programme content and expectations especially in changing behaviors and how their role in the programme can promote or hinder the behavior change process. FP experts are further trained on how to address the subject matter on radio to avoid raising issues with listeners that cannot be quickly resolved on air.

This training can also include members of the program monitoring team and will serve as an opportunity to introduce them to the hosts as well as educate them on the programme.

In the training, one of the tools used is the host guideline.

Cross-section of participants during the workshop in Ogun State
Cross-section of participants during the workshop in Ondo State

FP service provider training OAPs on various methods

Host Guidelines: These guide the conversation for the episode, explaining key messages for each episode of the programme. For the NURHI 2 programmes, the guidelines include key messages in the local language of broadcast and phone numbers for audience to call in and also text answers to the weekly quiz questions. This guideline also indicates which guests will be featured in each episode.
Step 10: Schedule Start Date for Programme Broadcast

Set a start date for the broadcast and send edited copies of the programme to the radio station. When sending the edited copies, ensure each file is labeled in order of broadcast.

Once a broadcast date is set, it is important to promote the radio programme within the community using community mobilization activities, social media, radio Spots/Jingles, promotional flyers as well as any other platforms that may apply.

To ensure that the audience get ample notice of the new radio programme, it is advised that the promotional spots air at least two weeks before debut of the programme. Also, the promotional spots should air within the proposed broadcast time to enable listeners associate the jingles with the upcoming programme.
BROADCAST

Step 1: Begin Broadcast of Radio Programmes

To debut the radio programme, a few steps will be necessary before, during and after broadcast of each episode.

Before Broadcast: For successful broadcast of the programme, the following need to be done:

- Arrive early at the studio to ensure that the OAP, FP expert and guests are ready for the programme.
- Confirm that the material scheduled for broadcast is the right one. Always ensure that you carry along a backup file of the material for broadcast to manage unforeseen circumstances (corrupt files, wrong episode played, loss of files, etc).
- Ensure that phone lines for the live call-in segment are working.

During Broadcast: The prerecorded segment plays and the OAP and FP expert anchor the live call-in segment.
After Broadcast:

- Develop weekly transcripts: The transcript contains the number of calls received; name and sex of callers; location of callers; questions asked and answers provided. To improve subsequent broadcasts, the program monitoring team reviews the transcript of each episode, taking note of responses of the FP expert to questions asked.

### Live Call-in Segment Transcript

<table>
<thead>
<tr>
<th>Date</th>
<th>No. of Calls</th>
<th>Episode</th>
<th>Comments/Issues Raised</th>
<th>Responses</th>
<th>No. of Quiz Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-5-17</td>
<td>4</td>
<td>4</td>
<td>Male involvement in family planning Ikechukwu, Akure – please I want to ask the FP expert, if a woman does family planning and does not see her menses, does it have any negative effect?</td>
<td>No it does not have any negative effect on the woman. Some methods can cause irregular menstrual cycle.</td>
<td>30</td>
</tr>
</tbody>
</table>
o Identify quiz winners: Collate all responses to the weekly quiz and separate correct answers. To choose winners, conduct random selection process from correct responses.

o Procure gifts for quiz winners: It is better to have gifts that are easy to send and do not require winners to go out of their way to pick up the prizes. Such gifts include mobile top up cards, gift cards/vouchers, etc.

o Weekly contact with live guests to ensure are available for their scheduled appearance.

Step 2: Monitor and Review of Radio Programme

Weekly:

  o The program monitoring team conducts weekly reviews. These reviews examine the adherence of the radio station to agreed broadcast schedule; how the topic of the day was tackled and the performance of the OAP and FP expert.
Monthly:
  o This is an analysis of the weekly reports. It gives a snapshot of the month's activities and how the programme fared.

Midterm/Quarterly:
  o The programme monitoring team may decide to conduct either a midterm or quarterly review meeting to look at responses over the past episodes and address key issues raised. The review meeting also serves as refresher training for everyone involved in the radio programme (from radio station staff to program implementers). Where necessary, new strategies may be deployed to make the programme better. Participants of the review meeting include: Programme Manager/State Focal Person, members of the monitoring team, and live hosts (OAP and FP expert).
Step 3: Continue Promotion of the Radio Programme

Similar to step 10 above under Pre-Broadcast activities, it is necessary to continually promote the radio programme on and off air. It is advised that FP expert and OAP promote the program within their circles of influence as well as within the community.

Promotion of radio program during community based activities
POST BROADCAST

Step 1: Conduct Endline Survey
This measures the impact of the radio programme on behavior change and improves program implementation. Depending on available funds, this activity can be outsourced or done by the in-house research team.

Team members during community activity

Step 2: Write Final Report
Put together a detailed report of the program highlighting the activities and lessons learnt from the adaptation of the radio programme in a new geography. This report should have pictures, patterns of listenership, listener comments, graphs, peculiarities of the geography and how it affects programming, amongst others.
REQUEST FOR PROPOSALS: RADIO BROADCAST

Introduction
The Nigerian Urban Reproductive Health Initiative (NURHI 2) is using communication to increase demand for family planning among men and women. The program is expanding outreach to Ondo and Ogun States by rebroadcasting a proven successful radio drama/magazine/call in program and also a series of campaign spots in these states.

Radio FM stations in these states are invited to submit a proposal to rebroadcast the successful NURHI Phase I 26 episode Yoruba language 30-minute radio serial drama/magazine (with minor edits) and also replicate the successful live call-in segment of the radio programming, hosting a new 30-minute live call-in show which follows the radio serial drama/magazine. During the live call-in shows, a popular DJ, and a trained family planning expert will answer people's questions and promote family planning services provided by all implementing partners both in the public and private health facilities. The program will also plan for promotion on air and through ground networks with promotional materials. The Radio station will also re-broadcast 3 campaign radio spots for a set number of months at peak times.

Scope of Work
We are looking for a radio station that will be responsible for;

1) **Producing two 30 second radio program promotion spots that encourage people to tune into the radio drama/magazine.** One spot is a 'teaser' before the radio program starts broadcast and the other
is a 'reinforcement' spot that will broadcast while the program is on air.

- Provide recording space at the radio stations recording studio in using state of the art good quality audio recording equipment.
- Language used in voicing the radio promotions is Yoruba
- Record all the promo spots following the guidelines outlined in the script in terms of sound effects to be used, and the age bracket of people to be used in voicing the script.
- All the promotional spots will be recorded at once and broadcasted as per schedule agreed between NURHI 2 and the selected radio station.
- Provide sound effects and music as needed
- Work closely with NURHI 2 media consultant to ensure the radio promos are recorded and edited per NURHI 2 specifications
- Adhere to agree upon timelines for production and editing.

2) Broadcast one hour of radio programming weekly (30 minutes of prerecorded drama/magazine plus 30 minutes of live call in which is not prerecorded) at a prime time based on discussions with NURHI 2 staff.

a. For the prerecorded drama/magazine, do minor postproduction editing to the produced radio drama serial magazine to edit the time of broadcast for the state specific airing. All 26 episodes can be done at one time and must be reviewed by NURHI 2 staff designate.

b. For the live call in, there will be two hosts for the live call in show. One will be a family planning expert who will be selected, paid and trained by NURHI 2. The responsibility of the radio station will be to identify a
popular DJ within the station who will trained to host the like call in show and promote Family Planning Services. This popular DJ will co-host together a trained FP expert who will answer people's questions.

3) Broadcast Teaser and Reinforcement Promotional Spots

- There should be at least 5 teaser spots a day for the 14 days (Total of 70) before the radio program goes on air. Then, for 3 per week for the 26 (total of 78) weeks of radio program broadcast. These should be aired at a prime time with no interruptions (commercial or otherwise) within the time agreed upon by the station and NURHI 2.
- Every day of the week, the radio station will run 4 pre-promos; one during the main programs of the day. At minimum, these pre-promos will reference the name of the show, time/day to tune in, as well as reference the topic of said show.
- The radio station will identify and utilize other ways to integrate marketing of this health program within their general radio station promotions and activities.
- If the broadcast begins late and not within the specified time the radio station agrees to do a make good. The choice of the make good will be at the judgment of the client.
- The station will email all broadcast programs to NURHI 2 and the consultant, within one week after show has broadcast.

4) Rebroadcast NURHI I three Campaign Spots

The station will also broadcast NURHI I three campaign spots at least 6 times a day (3 spots, twice a day each) at peak times during the
weekday (Monday –Friday) (5 days a week) between September-November (13 weeks) for a total of 390 times.

NURHI 2 will be responsible for:

• Provide scripts for both promo spots (as needed).
• Provide the pre-produced 26-episode serial drama/magazine in Yoruba language.
• Provide guidelines for the live call in show
• Identify, train and support directly an FP expert who will co-host together with the popular DJ.
• The local consultant will identify and bring in guest speakers as outlined in the live call in guidelines.
• Ensure the hosts are trained.
• Review and approve all pre-recorded radio promos before they go on air.
• Provide the 3 Campaign radio spots

General Response requirement;

Responses should include a clear description in written English of:

• Submissions including a price (budget) proposal to cover all aspects outlined in the scope of work.
• A description of the radio station outlining your program formats.
• Examples of past, successful, contracts on broadcasting health programs
• Program schedule indicating the peak times
• Contact information for reference
• The respondent's processes, ideas and strategy that it believes may be relevant to NURHI 2 in broadcasting of the radio serial
drama, live call in show and promo spots.

- Details of strategies that will be used to complete the 'scope of work' including plans for production, airing and marketing of the radio program.
- Detailed proposal of staff with level of effort needed to support all activities outlined in this proposal.
- Proposed schedule June-December 2016 for completion of the work.

Interested organisations should send bid(s) via email to xxx@email.com on or before Friday 20th May, 2016 with the “State” of interest and title “RFP” in the subject line of the email. Questions on the bid should be sent to the same email address before close of bid. Only successful organisations will be contacted.
## Agenda

### On-Air Personality and Family Planning Service Provider Training

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<tr>
<th>Time</th>
<th>Activity</th>
<th>Facilitator</th>
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<tbody>
<tr>
<td>10.00 am – 10.15 am</td>
<td>Registration of Participants</td>
<td>All</td>
</tr>
<tr>
<td>10.15 am – 10.20 am</td>
<td>Welcome</td>
<td>State Focal Person</td>
</tr>
<tr>
<td>10.20 am – 10.30 am</td>
<td>Introduction/Expectations</td>
<td>All</td>
</tr>
<tr>
<td>10.30 am – 10.45 am</td>
<td>Introduction to NURHI 2 DG strategy</td>
<td>NURHI Senior Programme Officer Advocacy &amp; Demand Generation</td>
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<tr>
<td>10.45 am – 11.00 am</td>
<td>TEA BREAK</td>
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<tr>
<td>11.00 am – 11.30 am</td>
<td>FP Methods and benefits</td>
<td>NURHI Service Delivery Officer</td>
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<tr>
<td>11.30 am – 12.30 pm</td>
<td>Introduction to Se Rigbo</td>
<td>NURHI Demand Generation Officer</td>
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<tr>
<td>12.30 pm – 1.30 pm</td>
<td>Frequently Asked Questions</td>
<td>NURHI Service Delivery Officer</td>
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<tr>
<td>1.30 pm – 2.00 pm</td>
<td>Presentation of host guideline</td>
<td>NURHI Senior Programme Officer Advocacy &amp; Demand Generation</td>
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<tr>
<td>2.00 pm – 2.30 pm</td>
<td>Questions/Answers</td>
<td></td>
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<tr>
<td>2.30 pm</td>
<td>Wrap up and Next Steps</td>
<td>State Focal Person</td>
</tr>
<tr>
<td>3.00 pm</td>
<td>LUNCH</td>
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