



# ESMPIN

Expanded Social Marketing Project in Nigeria

*My healthy family,  
my pride and joy!*



## Guard Book



**USAID**  
FROM THE AMERICAN PEOPLE



**BBC MEDIA ACTION**  
TRANSFORMING LIVES THROUGH MEDIA  
AROUND THE WORLD

*My healthy family,  
my pride and joy!*

## Do You Know Your Child Spacing Choices ?

**JADELLE IMPLANTS**

- Implants are small flexible capsules placed under the skin of the upper arm.
- Effective for up to 5 years.
- Can be used by women of any age whether she has children or not.
- A woman can get pregnant again sometime after the capsules are taken out. The hormones do not remain in the woman's body.
- Menstrual bleeding patterns are normal such as light bleeding between periods, spotting, or no periods. This is not harmful. Mild headaches may occur.
- Safe during breast feeding, beginning at 6 weeks after childbirth.
- Help prevent anemia and pregnancy outside the womb.
- Do not move to other parts of the body.

**IUCD (INTRAUTERINE CONTRACEPTIVE DEVICE)**

- Small device that a specially trained child spacing provider places inside the womb.
- Very effective, easily reversible long-term method that can also be used for short-term child spacing.
- Tcu-380A (IUCD) can last for up to 10 years and can be removed any time pregnancy is desired.
- Menstrual periods may be heavier and longer especially at first. Insertion may cause a little pain.
- No effects on breastfeeding.
- A specially trained provider can put in an IUCD after childbirth.
- Pelvic infection may be more likely if certain sexually transmitted infections are present when the IUCD is inserted.
- Rarely, it may come out in the first month, so check for strings after first menses, then once in a while.

**BILATERAL TUBAL LIGATION (PERMANENT FEMALE METHOD)**

- Permanent method for women who are sure that they will not want more children.
- Safe and simple surgery. Usually done without putting the woman to sleep. Local anesthetic blocks pain.
- Very effective.
- No known long-term side effects. Some pain after procedure.
- Minor complications of the procedure are rare.
- It has no effect on sexual ability or desire.

**VASECTOMY (PERMANENT MALE METHOD)**

- Permanent method for men who are sure that they will not want more children. Think carefully before deciding.
- Safe, simple and convenient surgery. Done in a few minutes in a clinic or doctor's office. Local anesthetic blocks pain.
- Very effective after 3 months. There is need for another method until then.
- Pain, swelling, or bruising can last a few days after procedure.
- No effect on sexual ability or desire.

**INJECTABLE CONTRACEPTIVES**

- Very effective, safe and reversible.
- Depo-Provera once every 3 months.
- Reversible once every 2 months.
- Effective every 1 month.
- Provera. Others cannot tell that a woman is using it.
- Women who stop using Depo-Provera to become pregnant take an average of 4 months, longer than usual. Do not cause permanent infertility.
- Safe during breast feeding. Begin at 6 weeks after childbirth.
- Help prevent uterine tumors and pregnancy outside the womb.
- Bleeding changes are normal. Spotting, light bleeding between periods, and often one year, often no periods.
- Some weight gain or mild headaches can occur. The side effects are temporary.

**COMBINATION ORAL CONTRACEPTIVES**

- Effective and reversible.
- Take every day for best protection whether you have sex or not.
- Especially in the first few months, some users may get an upset stomach, bleeding between periods or spotting, weight gain and mild headache. These side effects are not dangerous.
- Can be used by women of any age, whether or not they have children.
- Side effects are very rare.
- Help prevent certain cancers, abnormal liver tests, menstrual changes and irregular bleeding, and other medical conditions.
- Can be stopped at any time without provider's help.

**PROGESTIN ONLY ORAL CONTRACEPTIVES**

- Safe for breast feeding women and their babies as they do not affect milk production.
- Must be taken every day, whether you have sex or not.
- Control one's law desire of hormones. Can be stopped at any time without provider's help.
- Side effects may include changes in bleeding patterns; headaches, dizziness, mood changes, breast tenderness, abdominal pain, nausea. These side effects are not dangerous and tend to go away with time.
- Reduce the risk of pregnancy outside the womb.

**LACTATIONAL AMENORRHEA METHOD (LAM)**

- A child spacing method based on exclusive breast feeding.
- A breast feeding woman uses LAM when:
  - Her baby gets little or no food or drink except breast milk, and she breast feeds often, both day and night.
  - Her menstrual periods have not returned.
  - Her baby is less than 6 months old.
- The woman should be planning for another method after six months of child birth as she can no longer use LAM.

**EMERGENCY CONTRACEPTIVES (POSTINOR 2, PREGNOR)**

- These are pills that a woman takes to prevent pregnancy following unprotected sexual intercourse.
- Must be taken within 120hrs (5 days). The earlier the pills are taken, the more effective they will be.
- Do not disrupt existing pregnancy.
- Very effective and safe.
- Do not provide continuous protection against pregnancy during the remainder of the menstrual cycle. Other methods should be discussed for future pregnancy, STIs and HIV prevention.
- Has no effect on breast feeding (the progestin-only e.g. Postinor 2) so can be used by breast feeding women.

**MALE CONDOM**

- Can prevent both pregnancy and some sexually transmitted infections (STIs) including HIV when used correctly and consistently.
- When condoms are needed to prevent STIs/HIV, many couples use them along with other family planning methods.
- Easy to use with a little practice.
- Effective if used correctly every time.

**FEMALE CONDOM**

- Can prevent both pregnancy and some sexually transmitted infections (STIs) including HIV when used correctly and consistently.
- When condoms are needed to prevent STIs/HIV, many couples use them along with other family planning methods.
- Easy to use with a little practice.
- Effective if used correctly every time.

**FERTILITY AWARENESS-BASED METHODS**

- A woman learns to tell the fertile time of her monthly cycle.
- Knowing this, a couple can avoid sex, or use condoms during the fertile time.
- Can be effective if used correctly.
- Usually needs close cooperation between sex partners. Avoiding sex for 3-5 days in a row each month may be difficult.
- No physical side effects.
- Temperature method may be hard to use during fever or vaginal infection, after child birth, or while breast feeding.

**DIAPHRAGM WITH SPERMICIDE**

- Spermicide and diaphragm are methods a woman controls and can use when needed.
- Must be placed in the vagina each time before sex.
- Can be effective when used correctly every time. However, often not very effective because some women do not use them correctly every time.
- Bladder infection is more likely with women who use this method.

*Your health care provider can answer your questions. Please ask!*

USAID, PSI, MEDIA ACTION, and other partner logos.

*My healthy family,  
my pride and joy!*

**USAID** FIGHT THE AMERICAN PEOPLE

**psi** Empowering People, Strengthening Communities

**MEDIA ACTION** THE POWER OF MULTIMEDIA TO ENHANCE MEDIA AROUND THE WORLD

**THIART POSTER**

**Used by**  
DCRs and SRs (primary) and HCCs (supportive)

**Specification**  
A1-size 150 mg laminated matte paper with metal strips at the sides

**Language**  
English

**Objective**  
Increase awareness about modern child spacing methods among clients of healthcare providers. Required for compliance under USAID's FP Legislative and Policy Requirements.

**Usage**  
For display in healthcare facilities (preferably in the FP counseling room)

**IPC FLIPCHART**

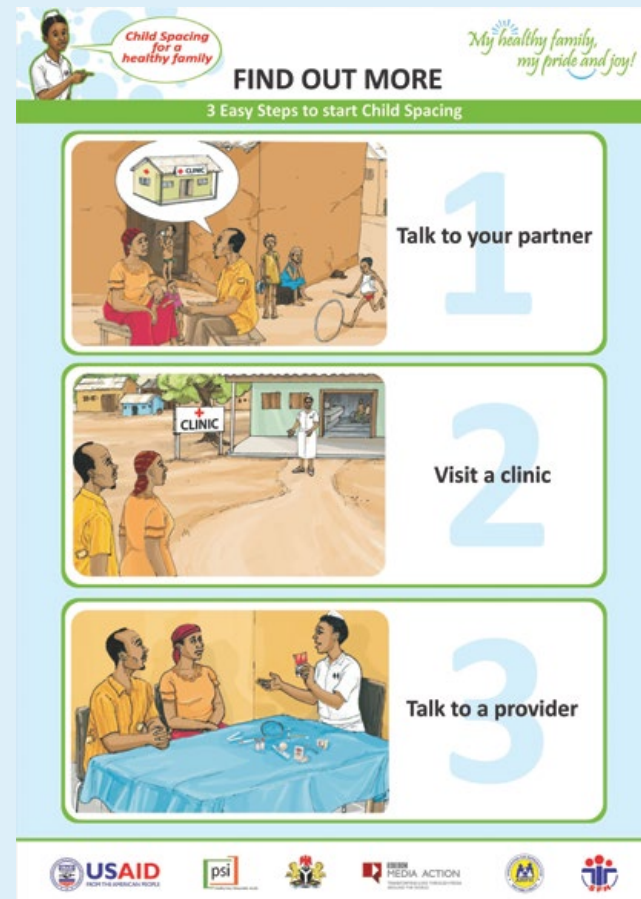
**Used by**  
IPCAs

**Specification**  
2-sided 50 x 41 cm  
11-page flex material

**Language**  
English, Hausa

**Objective**  
Increase use of family planning and child survival products and services

**Usage**  
To guide discussions with target audiences on key messages



**FP POSTER**

**Used by**

DCRs and SRs (primary), and HCCs (supportive)

**Specification**

A3-size 150 mg laminated matte paper

**Language**

English, Hausa

**Objective**

Increase the use of family planning counseling services with spouse

**Usage**

For display in healthcare facilities (preferably in the FP counseling room) and pharmacies during sales and detailing calls



**DIARRHEA & MALARIA POSTERS**

(two separate items)

**Used by**

DCRs and SRs (primary), and HCCs (supportive)

**Specification**

A3-size 150 mg laminated matte paper

**Language**

English, Hausa



**Objective**

Increase awareness on correct prevention and treatment practices for malaria and diarrhea

**Usage**

For display in healthcare facilities, pharmacies, and PPMVs during sales and detailing calls

**Child Spacing for a healthy family**

*My healthy family, my pride and joy!*

**THE TRUTH ABOUT CHILD SPACING METHODS**

MYTHS	FACTS
Child spacing methods may cause infertility.	Child spacing methods have no long term effect on fertility.
Religion is against child spacing.	All known religions support child spacing. However, some religious groups are against certain methods.
Child spacing is a woman's responsibility.	Child spacing is the responsibility of both men and women. You and your partner should discuss with your healthcare provider about which method is best for both of you.
Child spacing is expensive.	There are many different products for child spacing available at a range of prices. Child spacing actually reduces financial stress as the mother and child will be healthier.
All modern methods have side effects.	Side effects are usually manageable and do not last long. Some modern methods do not have side effects at all.

*Find out more - visit a clinic near you!*

USAID, PSI, MEDIA ACTION, M, ICF

**Key Family Practices**

*My healthy family, my pride and joy!*

**4 Easy Steps to Prevent and Treat Malaria**

- Sleep under a long lasting insecticide treated net
- Take preventive treatment
- Test before treatment
- Treat Malaria with ACT

USAID, PSI, MEDIA ACTION, M, ICF

**Key Family Practices**

*My healthy family, my pride and joy!*

**5 Easy Steps to Prevent and Treat Diarrhoea**

- Wash your hands with soap
- Treat your drinking water
- Treat your child's Diarrhoea
- Exclusive breast feeding
- Dispose faeces safely

USAID, PSI, MEDIA ACTION, M, ICF

**FP MYTHS LEAFLET**

**Used by**

IPCAs, DCRs and SRs (primary), and HCCs (supportive)

**Specification**

2-sided A5-size 150 mg laminated matte paper

**Language**

English, Hausa

**Objective**

Reduce common myths and misconceptions about family planning

**Usage**

For distribution by IPCAs to target audiences in intervention communities, and placement by SRs and DCRs with healthcare providers during sales and detailing calls

**DIARRHEA & MALARIA LEAFLETS**

(two separate items)

**Used by**

IPCAs, DCRs and SRs (primary), and HCCs (supportive)

**Specification**

2-fold 2-sided A4-size 150 mg laminated matte paper

**Language**

English, Hausa

**Objective**

Increase awareness about correct prevention and treatment practices for malaria and diarrhea

**Usage**

For distribution by IPCAs to target audiences (during the relevant messaging phases) and placement by SRs and DCRs with healthcare providers during sales and detailing calls

**My healthy family, my pride and joy!**

**JOB AID FOR PROPRIETARY & PATENT MEDICINE VENDORS**

**Oral Pills (Combination 3)**

Oral Pills: e.g. Combination 3

- These are pills taken at the same time every day for 28 days by women to stop them from getting pregnant.

**TIPS FOR REFERRING ORAL PILLS/TABLETS FOR FAMILY PLANNING**

- Ask client if she has been on any Oral Pills/Injections in the past
- If NO, SEND CLIENT to the nearest clinic or hospital for examination by a trained provider
- If YES, ask when she took the last pills/injections she had
- Open a packet of Oral Pills: e.g. Combination 3 and explain how it is used. Tell her:
  - She should take one pill every day. The pills should be taken at the same time every day to work best.
  - If the client forgets to take the pill on a day, tell her to take the pill when she remembers, and then take that day's pill.
  - If she forgets to take the pill for more than 7 days or she has forgotten many times, tell her that she must see a health care provider in the nearest clinic or hospital for further discussion and advice.
  - There is a sticker in each packet. She should put the sticker in a place to remind her to use the pills every day.

**Referral**

Referral means sending a client to a clinic or hospital where she can obtain health services.

- PPMV such as yourself do not offer Contraceptives, pills of Oral Pills, and Contraceptives as family planning/child spacing methods to women.
- For any other Child Spacing services, please REFER client to the nearest Clinic where she can do a thorough check up and receive detailed advice.

When you want to refer a woman to the clinic or hospital, please fill 2 copies of the REFERRAL CARD, give the client one copy and keep the second copy for your records.

**Diarrhoea Prevention & Treatment**

**Diarrhoea Prevention and Treatment Using ORS and Zinc**

- Diarrhoea is the passing of watery or very soft stool three or more times in a day.
- It is a serious disease and can kill children under five years and even adults.
- Treatment for diarrhoea must be given as soon as the person comes, using Oral Rehydration Solution (ORS) and Zinc tablets.
- Tell the person, or the mother of the child to continue giving food and drink to the child despite the diarrhoea. There is no need to stop feeding because of diarrhoea.
- Educate the Mother on steps to give ORS and Zinc. Tell her:
  - ORS will help the body get back the body water that has been lost faster.
  - Pour 1 sachet (quarter) of ORS in one litre of clean water (this is the same as 2 big bottles of water).
  - Shake very well (8 substance has dissolved in the water and it is clean).
  - Give to the child to drink slowly and as often as possible.
  - Prepare a fresh bottle of the ORS every day.
  - Give the child Zinc tablets along with the ORS.
- Adding the Zinc will help the child to quickly recover and will stop future diarrhoea problems.
- Give children age 3-6 months 1/2 tablet dissolved in water every day for 10 days.
- Give children age 7-6 months 1/2 tablet dissolved in water every day for 10 days.

**For Diarrhoea prevention, tell the mother and those who look after the child to always Wash hands before preparing food, before eating, and after using the toilet. They should also treat all drinking water with Bleach/Clorox or PVA, immediately following for the first 4 months each season they will not give the baby any other food or drink, only breast milk! They should also dispose of waste such as stool in latrine or toilet safely.**

**Malaria Prevention and Treatment**

- Malaria is a serious disease and can kill. It is dangerous to all, but especially in children under 5 years of age and pregnant women.
- Tell those who come with malaria:
  - To go and get tested as soon as possible when they have fever, before starting treatment with ACTs.
  - Malaria is caused by mosquitoes. Use mosquito net to prevent malaria in the future.
  - ACTs are available everywhere.

**Special Notes**

**PREGNANT WOMEN**

- Do not take any pregnant women. REFER TO THE NEAREST CLINIC for further attention and care, as malaria can be bad for the baby in the womb.
- Advise her to avoid to prevent malaria by making sure the sleep under a long lasting insecticide net every night.

**FOR CHILDREN UNDER FIVE**

- Children under 5 years of age are most likely to become very sick when they have malaria and so they should drink under long lasting insecticide net every night.
- Children under 5 years of age who have fever should be tested for Malaria as soon as possible. If testing is not available at the health center or nearest clinic/hospital, treat with an ACT as soon as the child comes. Treatment must be given on the same day!

**TREATMENT FOR MALARIA WITH ACTs (ART) (10-DAY TREATMENT)**

Weight	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10
15 kg or less	1 tablet	1 tablet	1 tablet	1 tablet	1 tablet	1 tablet	1 tablet	1 tablet	1 tablet	1 tablet
15-20 kg	2 tablets	2 tablets	2 tablets	2 tablets	2 tablets	2 tablets	2 tablets	2 tablets	2 tablets	2 tablets
20-25 kg	3 tablets	3 tablets	3 tablets	3 tablets	3 tablets	3 tablets	3 tablets	3 tablets	3 tablets	3 tablets
25-30 kg	4 tablets	4 tablets	4 tablets	4 tablets	4 tablets	4 tablets	4 tablets	4 tablets	4 tablets	4 tablets
30 kg or more	5 tablets	5 tablets	5 tablets	5 tablets	5 tablets	5 tablets	5 tablets	5 tablets	5 tablets	5 tablets

Logos: USAID, PSI, NCI, M&A, USAID, PSI, NCI, M&A, USAID, PSI, NCI, M&A.

**My healthy family, my pride and joy!**

**Are Your Customers Using the Right Family Planning Method?**

Cycle Beads

Combination 3

Elegance

GOLD

Logos: USAID, PSI, NCI, M&A, USAID, PSI, NCI, M&A.

**PPMV JOB AID**

**Used by**

DCRs and SRs (primary), and HCCs (supportive)

**Specification**

A2-size 200 mg laminated

**Language**

English

**Objective**

Increase ability among PPMVs to provide correct information about oral pill usage and the prevention and treatment of malaria, and refer couples interested in contraceptive use to family planning counseling

**Usage**

For discussion and distribution to PPMVs during sales calls and PPMV trainings

**PPMV REFERRAL LEAFLET**

**Used by**

DCRs and SRs (primary), and HCCs (supportive)

**Specification**

2-fold A4-size 200 mg laminated matte paper

**Language**

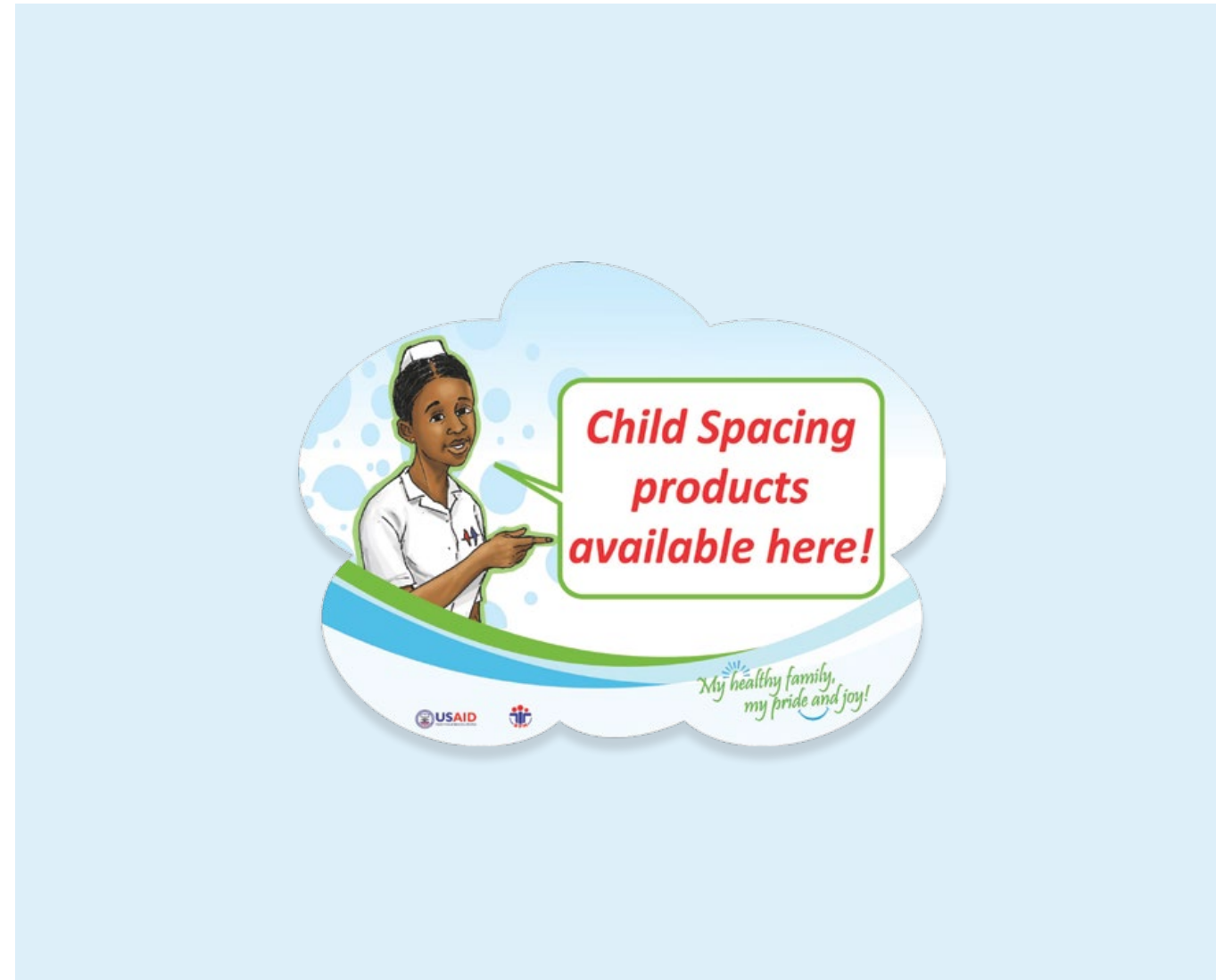
English

**Objective**

Increase referrals by PPMVs to family-planning counseling for couples interested in contraceptive use

**Usage**

For discussion and distribution to PPMVs during sales calls and PPMV trainings and DCRs with healthcare providers during sales and detailing calls



## DANGLERS

**Used by**

DCRs and SRs (primary), and HCCs (supportive)

**Specification**

2-sided A5 and A4-size bubble or rectangular shaped

**Language**

English

**Objective**

Increase awareness of where child spacing products and services are available

**Usage**

For display in healthcare facilities, pharmacies, and PPMV shops during sales and detailing calls. The "Speak to your Provider" dangler is appropriate for healthcare facilities, and the "Child Spacing products available here!" dangler is appropriate for pharmacies and PPMV shops.

## STICKERS

**Used by**

DCRs and SRs (primary), and HCCs (supportive)

**Specification**

A5 and A4-size laminated rectangular shaped with gummy back

**Language**

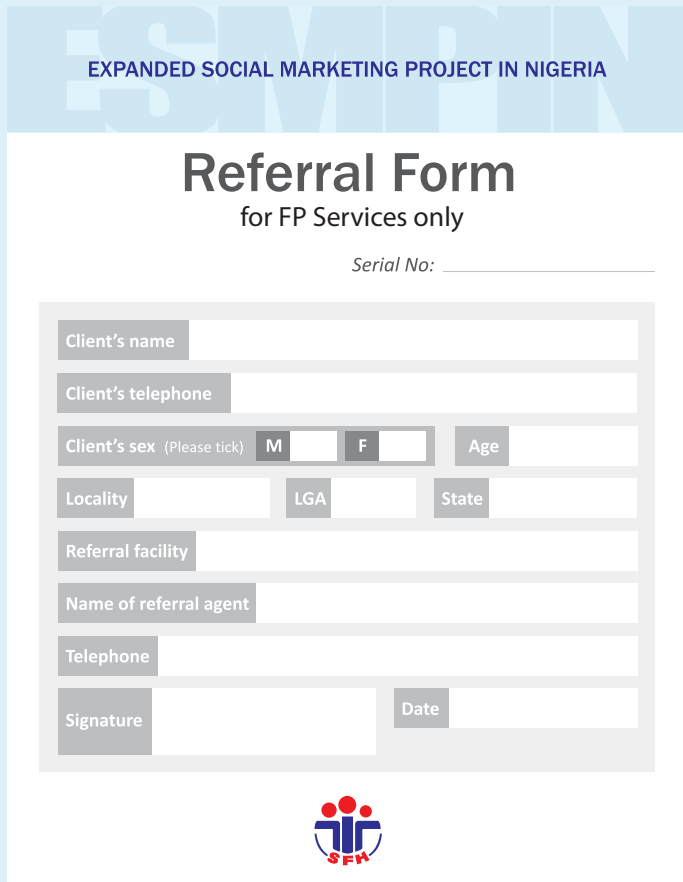
English

**Objective**

Increase awareness about where child spacing products and services are available

**Usage**

For display in healthcare facilities, pharmacies, and PPMV shops during sales and detailing calls. The "Speak to your Provider" sticker is appropriate for healthcare facilities, and the "Child Spacing products available here!" is appropriate for pharmacies and PPMV shops.



EXPANDED SOCIAL MARKETING PROJECT IN NIGERIA

## Referral Form

for FP Services only

Serial No: \_\_\_\_\_

Client's name \_\_\_\_\_

Client's telephone \_\_\_\_\_

Client's sex (Please tick)  M  F Age \_\_\_\_\_


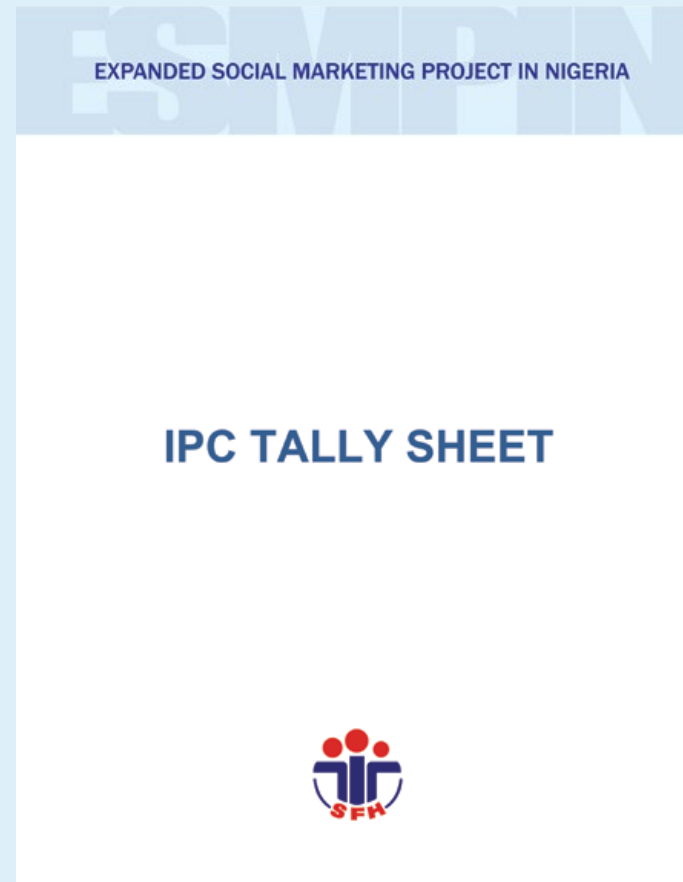
Locality \_\_\_\_\_ LGA \_\_\_\_\_ State \_\_\_\_\_

Referral facility \_\_\_\_\_

Name of referral agent \_\_\_\_\_


Telephone \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

EXPANDED SOCIAL MARKETING PROJECT IN NIGERIA

## IPC TALLY SHEET



### REFERRAL FORM BOOKLET

**Used by**  
IPCAs and HCCs

**Specification**  
50-page A5-size paper  
booklet with blue or pink  
carbon duplicates

**Language**  
English

**Objective**  
Increase awareness of  
where family planning  
services are available  
among target audiences,  
and monitor the use  
of these services  
by the program

**Usage**  
For distribution by IPCAs  
to target audiences  
interested in family-  
planning counseling  
after an IPC session, and  
collection by HCCs from  
community providers

### IPC TALLY SHEET

**Used by**  
IPCAs and HCCs

**Specification**  
25-page A4-size paper  
booklet with pink carbon  
duplicates

**Language**  
English

**Objective**  
Record the number  
and type of contacts  
performed by an IPCA

**Usage**  
To be filled by IPCAs after  
each IPC session and  
collected and tallied by  
the HCCs every month



**IPCA & PPMV  
CERTIFICATES**  
(two separate items)

**Used by**  
DCRs, SRs, and HCCs

**Specification**  
A4-size laminated  
card paper

**Language**  
English

**Objective**  
Recognition of people  
who have completed an  
ESMPIN training course

**Usage**  
For issue to IPCAs  
and PPMVs after  
the completion of a  
training program



**CONTRACEPTIVE  
PRODUCT  
LEAFLETS**

**Used by**  
DCRs and SRs (primary),  
and HCCs (supportive)

**Specification**  
1-fold A4-size 80 gm  
bond paper

**Language**  
English

**Objective**  
Increase the depth of  
understanding about  
a patient's choice of  
contraception, including  
side effects and return to  
fertility

**Usage**  
For placement with  
healthcare providers  
to distribute to clients  
who choose to adopt  
a method. Product  
leaflets are available  
for male condoms, oral  
pills, IUCDs, CycleBeads,  
implants, and injectables.





**DETAILING FOLDERS**

**Used by**

DCRs

**Specification**

3-fold 6-page A4-size  
250 gm matte paper

**Language**

English

**Objective**

Increase depth of knowledge about modern child spacing methods

**Usage**

For discussion with healthcare providers during detailing calls. Detailing folders are available for Norigynon, Noristerat, Depo-Provera, and Jadelle.

**PPMV ROLLING BANNER**

**Used by**

DCRs and SRs

**Specification**

3'x7' flex with aluminum stand

**Language**

English

**Objective**

Improve awareness about SFH ESMPIN Family Planning and Maternal Child Health products and services

**Usage**

For display during PPMV trainings or other events such as conferences or workshops, including exhibition stands manned by SFH staff



## ACRONYMS

ACRONYM	MEANING
<b>DCRs</b>	Demand Creation Representatives
<b>SRs</b>	Sales Representatives
<b>FP</b>	Family Planning
<b>USAID</b>	United States Agency for International Development
<b>HCC</b>	Health Communication Coordinator
<b>IPCAs</b>	Interpersonal Communication Agents
<b>PPMVs</b>	Patent Proprietary Medicine Vendor
<b>SFH</b>	Society for Family Health

## ESMPIN PARTNERS

### USAID

► We partner to end extreme poverty and promote resilient, democratic societies while advancing our security and prosperity.

### Society for Family Health (SFH)

► SFH is an indigenous, nonprofit, non-political, non-governmental organization in Nigeria with a mission to empower Nigerians, particularly the poor and vulnerable, to lead healthier lives. Working with private and public sectors, SFH uses social marketing and evidence-based behavior change communication to improve access to essential health information, services, and products to motivate the adoption of healthy behaviors. SFH implements and demonstrates significant impact in various health fields including maternal and child health, malaria prevention and treatment, HIV & AIDS prevention, reproductive health, family planning, and safe water systems. SFH also provides health products and clinical services to Nigerians in urban and rural areas, especially among the most vulnerable. SFH in collaboration with Population Services International (PSI) embraces opportunities for furthering its mission through partnerships with several international donors, Ministries of Health, and other organizations to create health solutions that are built to last.

### The Association for Reproductive and Family Health (ARFH)

► ARFH, established in 1989, is a leading fully indigenous nonprofit and non-governmental organization in Nigeria, committed to improving the quality of life of individuals and families by promoting and increasing access to quality health information and services. ARFH has a multi-skilled workforce with the capacity to design, implement and evaluate model initiatives, many of which have gained national and international recognition and are being replicated. Within the 28 years of existence, the organization has successfully managed and implemented over 150 innovative reproductive health and development projects across 36 states and the FCT and other neighbouring countries, most of which have gained national recognition, shaped national responses to public health challenges, and a number are presently replicated nationwide.

### BBC Media Action

► Established in 1998, BBC Media Action is the international charity of the BBC. Working with media and communication to help reduce poverty and support people in claiming their rights, our aim is to inform, connect and empower people around the world. BBC Media Action reaches some 200 million people through local broadcast partners, BBC channels (especially the BBC World Service), online, mobile, and print platforms and through

interpersonal communication. In Nigeria, we work in partnership with more than 300 radio and TV broadcasters – more than any other development organization in the country. Since 1999, we have delivered more than 16 health governance projects reaching and engaging Nigerians across all 36 states and the Federal Capital Territory. About 8.6 million Nigerians listen to Ya Take Ne Arewa in the north, a Hausa radio programme produced under the Expanded Social Marketing Project in Nigeria (ESMPIN).

### Population Services International (PSI)

► PSI makes it easier for people in the developing world to lead healthier lives and plan the families they desire by marketing affordable products and services. A global health network of more than 50 local organizations, PSI focuses on serious challenges like a lack of family planning, HIV and AIDS, barriers to maternal health, and the greatest threats to children under five, including malaria, diarrhea, pneumonia and malnutrition. A hallmark of PSI is a commitment to the principle that health services and products are most effective when they are accompanied by robust communication and distribution efforts that help ensure wide acceptance and proper use. PSI works in partnership with local governments, Ministries of Health and local organizations to create health solutions that are built to last.

## Go Deeper

For more ESMPIN project resources, please find the following online briefs:

- ESMPIN INTEGRATED HEALTH IMPLEMENTATION PROJECT <http://bit.ly/2mPc47Z>
- SUCCESS STORIES <http://bit.ly/2mhWcgb>
- BOOK OF ABSTRACTS <http://bit.ly/2mIclSL>
- BOOK OF STANDARDS <http://bit.ly/2mNtaD9>
- TECHNICAL BRIEFS <http://bit.ly/2mldoSC>
- GUARD BOOKS <http://bit.ly/2mSLIBb>
- POLICY BRIEFS <http://bit.ly/2m2FoHX>

# ESMPIN

Expanded Social Marketing Project in Nigeria



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