

# FAMILY PLANNING VOICES

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Personal responses to a  
global responsibility



## Storytelling Toolkit



**USAID**  
FROM THE AMERICAN PEOPLE

**K4Health**  
Knowledge for Health



The Knowledge for Health (K4Health) Project and Family Planning 2020 (FP2020) created Family Planning Voices in 2015 to document and share real stories from people around the world who are passionate about family planning. Since then, we've featured family planning providers, implementers, donors, policy makers, advocates, and clients from more than 50 countries on our photoblog, and there are many more stories left to tell. We encourage you to use this Storytelling Toolkit to collect the stories of your colleagues and communities and share them on Family Planning Voices' global platform.

### **How to contribute to Family Planning Voices**

- Submit a story at <http://fpvoices.tumblr.com/submit>.
- Email [fpvoices@k4health.org](mailto:fpvoices@k4health.org) to schedule an interview and portrait.
- Follow @K4Health and @FP2020Global on Twitter and Facebook to see FP Voices stories daily.
- Amplify Family Planning Voices by liking, commenting on, and sharing your favorite stories on social media using #FPVoices.

Family Planning 2020 is a global partnership that supports the rights of women and girls to decide—freely and for themselves— whether, when and how many children they want to have. FP2020 works with governments, civil society, multilateral organizations, donors, the private sector and the research and development community to enable 120 million more women and girls to use contraceptives by 2020. For more information, visit: [www.familyplanning2020.org](http://www.familyplanning2020.org).

The Knowledge for Health Project helps strengthen the capacity of family planning program managers and service providers in low- and middle-income countries around the world by connecting them with the health knowledge they need to act effectively. K4Health is supported by USAID's Office of Population and Reproductive Health, Bureau for Global Health, under Cooperative Agreement #AID-OAA-A-13-00068. K4Health is implemented by the Johns Hopkins Center for Communication Programs (CCP) in collaboration with FHI 360, IntraHealth International, and Management Sciences for Health. To learn more about the project, visit: [www.k4health.org](http://www.k4health.org).



# TIPS FOR A **GOOD INTERVIEW**

- A Do-It-Yourself Guide
- Good Questions
- Consent and Release Form

# Telling Stories Through Interviews:

## A Do-It-Yourself Guide\*

1. Choose your subject. Who do you want to interview? A chief-of-party? A mentor? A community health worker? Tell them why you think their stories are worth sharing.
2. Prepare questions. Planning ahead will help you capture good stories. See our list of suggested questions, and visit <http://storycorps.org/great-questions/> for more ideas.
3. Choose recording hardware. You can use a mobile phone, digital recorder, video camera, or laptop. For the highest audio quality, use a hand-held microphone or lapel microphones. Wear headphones, if possible, so that you can hear how your recording will sound.
4. Choose recording software. There are many free mobile apps for audio recording. Voice Record Pro allows you to record, transcribe, edit, email, export, and share files easily.
5. Choose an interview location. Seek a quiet, private place, if possible. Try to minimize background noises—fans, buzzing lights, ticking clocks, other conversations.
6. Set up and test your recording equipment. Make sure you know how to use your recording equipment. Before you start the interview, practice recording a bit of small talk. Stop and listen to what you've recorded to make sure that everything works and that the audio quality is good. Don't forget to press RECORD again when you start the interview!

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\* Closely adapted from the StoryCorps Do-It-Yourself Guide, available from: <http://storycorps.org/do-ityourself-guide/>

7. Obtain consent. Once you've begun recording, explain your purpose and what participation involves, what the benefits and risks are, and whom to contact with questions or concerns. Then obtain oral consent or have the participants fill out a consent form.
8. Have a conversation.
  - Establish context. Say your names, titles, and organizations; the date; and your location.
  - Avoid fillers ("um", "like") or saying "Uh-huh" in response to your subject.
  - Listen actively. Make eye contact, nod, and use body language to communicate.
  - Don't fear silence. It's ok to pause or let a salient point sink in before moving on.
  - Keep it interesting. Ask questions that feel natural. If the subject says something compelling, pursue that. If a topic isn't going anywhere, move on.
  - Invest emotionally. Don't be afraid to ask, "How does this make you feel?"
  - Have a pen and paper. Take notes to remember topics to return to later.
  - Show respect. If your subject doesn't wish to discuss something, don't force it.
  - Keep an open mind. You might be surprised at what you learn!

- Conclude. Ask your subject to share any final thoughts—this can often yield the best quotes! Express your appreciation.
9. Curate and share your content. Your interview can be a powerful storytelling tool.
- If you plan to publish the recording, free editing software (Audacity, The Levelator) can enhance sound quality.
  - Free transcription software like Express Scribe and Transcribe can help you transcribe interviews. If you have a lot of content, consider a professional transcription service.
  - Always reflect your subjects' words accurately and in context.

# What Should I Ask?

## Good Questions!

This list of questions is intended to help you plan your interview and does not need to be followed exactly. Choose and adapt the questions to best suit your needs and time constraints. If you develop new questions, and they work well, please share them with us\*\*!

- How long have you worked in family planning?
- Tell me how you got into this line of work.
- Why is contraceptive access important in your community?
- What is something about family planning that you wish more people knew?
- What lessons has your work taught you?
- Do you have any favorite stories from your work life—perhaps an experience that made you fully understand why your work was so critical?
- What is your greatest accomplishment?
- Describe one of your greatest challenges?
- Who or what inspires you?
- Do you have any regrets?

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\*\* How did your interview go? Which questions worked well? Which didn't? Please contact us at [fpvoices@k4health.org](mailto:fpvoices@k4health.org) with feedback.

- What advice would you give to someone just starting out in this field?
- What are some of the most important lessons you've learned from your work?
- How would you like your project or organization to be remembered?
- Where do you think this field will be in 10 years? 20 years?
- Who else do you suggest I speak with?
- Do you have any final thoughts you wish to share?



Credit: Carol Bales for CapacityPlus and IntraHealth International

***“Last month we helped 126 women receive the contraception option that was right for them—from pills to injectables.”***

Cecilia, Head of the Maternal and Child Health Department at the Seventh Day Adventist Hospital. Kumasi, Ghana

Interviewer: Carol Bales and Gracey Vaughn, IntraHealth International



Credit: Rafiqul Islam for EngenderHealth

***“My father passed away, so there was no one to take care of me. My family members got me married in my early childhood at 12 or 13 years of age.”***

Shumitra Saha, Family Planning Client, Maternal and Child Welfare Centre. Jessore District, Bangladesh

Interviewer: Zahra Aziz for EngenderHealth



Credit: Peter Abwao for IntraHealth International

***“[Long-acting and reversible contraceptives] are good for women. They give them time to effectively plan their lives and not worry about visiting the health center every month.”***

Jane Kinya, Nurse. Kitui County, Kenya

Interviewer: Peter Abwao, IntraHealth International



Credit: Robyn Russell for Universal Access Project

***“I would like their lives to be different, especially the way in which I had my first child. I never had the chance to finish school. I want them to finish school.”***

Alexandrine Benoit, family planning client, Profamil clinic,  
Port-au-Prince, Haiti

Interviewer: Robyn Russell



Credit: David Alexander for K4Health

***“It is still very much a taboo, but... with comprehensive sexuality education, which is still very new in Cameroon, I think things are beginning to take a new turn.”***

Desmond Atanga, Women Deliver Young Leader; National First Vice President, Cameroon Youth Network. Cameroon

Interviewer: Liz Futrell

## Photo & Interview Subject Consent and Release Form

Family Planning Voices (#FPVoices)

Personal responses to a global responsibility

*A K4Health- and FP2020-led storytelling initiative*

**I understand that Family Planning Voices will use my image, interview, and related media content in an appropriate, fair, and respectful manner. I confirm that this multimedia content was created with my knowledge and consent. I understand that I will not receive compensation at this time or anytime in the future for use of this content.**

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(Print Name of Person in Photo, Audio, or Video)

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(Signature)

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(Date)



# TIPS FOR TAKING A **GOOD PHOTO**

- 1 Location
- 2 Lighting
- 3 Image Quality
- 4 Equipment and Use
- 5 Composition
- 6 Perspective

## Location

Choose an environment relevant to the story or flattering to the subject. Indoor locations are fine, but if you do not have lighting control or are using mobile equipment, an outdoor location is the best option.

Contextual portrait locations are favorable over flat walls or blank spaces. Consider the space and the subject; showing a provider in action, for example, can accentuate your story.

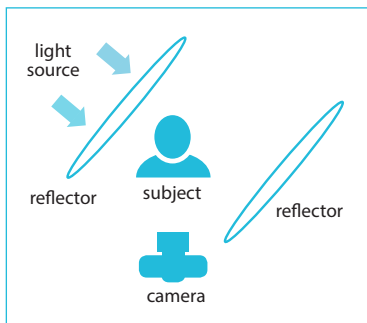


© 2013 Gracey Vaughn for CapacityPlus, Courtesy of Photoshare

# Lighting

Basic portrait lighting is comprised of a direct light source and a reflected or fill light. Combining these two elements provides a modeled light that helps showcase the subject.

Consider the availability and benefits of natural/available light (direct sun, window light) versus artificial light (flash, floodlight). When possible, avoid hard shadows, which are often a product of midday sunlight. A tip: Overcast days are great for portraits because there are no harsh shadows and your subject won't need to squint.



**Tip:** In direct sunlight use a diffuser to soften the direct light.



## Image Quality

Image quality varies depending on equipment and execution. #FPVoices seeks images executed at a high-amateur or professional/photojournalist level.

#FPVoices partners and contributing photographers should take stock of existing resources and consider investing in relevant equipment. K4Health Photoshare ([www.photoshare.org](http://www.photoshare.org)) can suggest affordable photography equipment or provide support in contracting a local photojournalist: [photoshare@k4health.org](mailto:photoshare@k4health.org).



© 2013 Arturo Sanabria, Courtesy of Photoshare

In the best circumstances, photographers can capture high quality images with mobile phones, point-and-shoot cameras, and pro single-lens reflex cameras (SLRs). Some situations may require creative equipment approaches and lighting solutions, which can result in varying resolutions. As a standard, images should

be created with the highest possible resolution. At a minimum, mobiles should be 8MP and up with cameras in the range of 18MP and up.

# Equipment and Use

## Lighting Control

Reflectors and diffusers are the best instruments for light control in both available light and artificial light. Low-cost and high-impact, these lighting tools can soften and highlight subjects. Always angle reflectors from a higher position to avoid harsh highlights.

## Cameras

Digital SLR cameras provide image clarity and investment in image creation and storytelling. If you're using a point-and-shoot, use the manual and/or aperture priority setting. Limit use of digital zoom in favor of optical zoom.

Use: Photographers using SLR digital cameras should use manual control or aperture priority for a depth of field; 5.6-4.0 or lower for portraits.

## Mobile

Mobile phones provide a frontline resource with a number of adaptable products that can enhance lens quality and lighting such as lens attachments and audio jack mounted lights. Use: Mobile cameras perform best in bright light, and portraits are best outside or with ambient light and light controls.



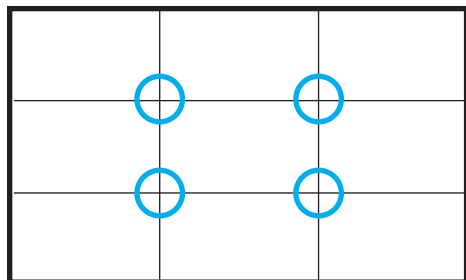
**Tip:** Always find assistants when possible. If not, basic light stands are important tools.

# Composition

## Rule of Thirds

A simple and powerful way to create more dynamic images, this rule of composition uses two equally spaced horizontal

and vertical lines to create a grid. The points where the lines intersect are the ideal focal points for your image subject matter.



© 2011 Sean Hawkey, Courtesy of Photoshare

## Perspective

Subject eye level is an easy mechanism for creating viewer engagement. People photographed at eye level have a presence in the space. Often a higher or lower perspective can create a more dynamic image, but a well-positioned eye level portrait can help convey a sense of the individual.



© 2010 Bonnie Gillespie, Courtesy of Photoshare



© 2014 Biswajit Patra, Courtesy of Photoshare

Use a dynamic view or dynamic perspective to create a narrative of actions that support the subject's portrait.

# Sample Photographer Shot List

## PEOPLE

### Families

- Portraits and candid
- Families outside of their homes
- Families in their homes
- Mother and father with their child under five years of age and/or infant
- Mother and father with their children (2-3, 3-5) younger than five to ten

### Mothers

- Portraits and candid
- With a child under five years of age and/or infant
- With children (2-3, 3-5) younger than five to ten

### Fathers

- Portraits and candid
- With a child under five years of age and/or infant
- With children (2-3, 3-5) younger than five to ten

### Physicians/Nurses

- Portraits and candid
- With clients (individuals and families)
- Counseling (individuals and families)

### Pharmacists

- Portraits and candid
- With clients
- Counseling

### Rural Community Health Workers

- Portraits and candid
- With clients (individuals and families)
- Counseling (individuals and families)

## **PLACES**

### **Urban Areas**

Transportation, mass transit, traffic safety  
Markets, bazaars, vendors  
Retail stores  
Education  
Residential housing, living conditions, low income  
(improvised areas)  
City center, harbors, overlooks  
Sewer and sanitation  
Water quality and supply

### **Rural Areas**

Transportation  
Agriculture  
Markets, bazaars, vendors  
Education  
Community areas  
Residential housing, living conditions, low income  
(improvised areas)  
Sewer and sanitation  
Water quality and supply

## **HEALTH SYSTEMS**

### **Urban Areas**

#### **Hospitals**

- Exterior view
- Interior
  - Supply storage
  - Equipment, medical
  - Equipment, electronic/mobile
  - Educational information and materials

## **Pharmacies**

Exterior view

Interior

- Supply storage
- Equipment, medical
- Equipment, electronic/mobile
- Educational information and materials

## **Rural Areas**

### **Clinics**

Exterior view

Interior

- Supply storage, medicine/treatment
- Equipment, medical
- Equipment, electronic/mobile
- Educational information and materials

### **Community Based Distribution**

Transportation

Supply storage

Equipment, medical

Equipment, electronic/mobile

Educational information and materials

## NOTES

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