

Date	Title	Content Type	Media Type	Follow up	Target Audience	Short Term Goal	Long term goal	Voice
<b>Intensive Phase Content</b>								
<b>Week 1: Welcome / Standards of Quality Adolescent Care</b>								
Monday	Welcome and goals of the group	Explainer	Video		General user	Sense of camaraderie	Retain and increase user engagement	Trusted Provider
Tuesday	The 6 Principles of Nai Umang	Emotionally-focused content	Audio/ Video		General user	Pride	Retain and increase user engagement, promote professional norms	Trusted and fellow providers
Wednesday	Q&A: How can I integrate the 6 Principles into my own practice?	Q&A with senior doctor	Text / Chat		Average passive	Learning new technical skills	Promote professional norms	Trusted Provider
Thursday	Personal narrative: Mid-level provider on principles/personal motivators	Emotionally-focused content	Audio	Invite questions, comments	Average passive	Pride	Retain and increase user engagement	Trusted Provider
Friday	Discussion: What are the key topics you would like more information about relating to high quality services for youth? What do you hope to learn over the next 10 weeks?	M&E quiz	Quiz	Record results to follow up in later weeks and to compare after 10 week pilot.	General user	Excitement	Retain and increase user engagement	Fellow provider
<b>Week 2: Safe space and sensitive communication</b>								
Sunday	Case Study: Safe or scary? What do clients think when they step into your clinic? One couple's story	Case-based, emotionally-focused content	Audio, chat		Average passive	Attitude change	Improve provider knowledge, promote professional norms	Trusted provider
Monday	Top Tips for Quality Counseling and Communication	Explainer	Video		General user	Learning new technical skills	Improve provider knowledge	Trusted provider
Tuesday	Personal narrative: Young married woman	Emotionally focused content	Audio		Content conservative	Attitude change	Promote professional norms	Young mother
Wednesday	Skills station: Active Listening - communication is a two way street.	Case-based technical content	Audio/ text		Content conservative	Learning new technical skills	Improve provider knowledge	Trusted Provider
Thursday	Story share & Fast facts of the week	Emotionally focused content	Audio		General user	Attitude change	Promote professional norms	Trusted Provider
<b>Week 3: Why best clinic practices are best business practices</b>								
Monday	6 tips for building your business	Explainer	Video	(Example: the business advantages of providing multiple services during the same visit, i.e. integrated services, so that if a woman comes in for prenatal care, but arrives with a toddler, you can check the child's immunizations too, or if a woman comes for immunizations for a child you can counsel on FP.)	General User	Business development	Improve provider knowledge	Fellow provider
Tuesday	Q&A: Customer generation and retention	Q&A with provider	Text / Chat		Average passive	Business development	Correct misconceptions	Fellow provider
Wednesday	Discussion: What do you do at your clinic to make your customers feel welcome? Send pictures of your clinic!	Emotionally-focused content	Photo / Chat	Select 'winners' to highlight later, or ask active users to share more.	Content conservative	Pride	Retain and increase user engagement	Fellow provider
Thursday	Personal narrative: Experienced provider running her own clinic	Emotionally-focused content	Audio	Encourage participants to text their questions or comments that will be answered the next day	Content conservative	Attitude change	Promote professional norms	Fellow provider
Friday	Story share & Fast facts of the week	Case-based technical content	Text / Chat		Average passive	Behavior change	Promote professional norms	Fellow provider
<b>Week 4: Family planning methods</b>								
Sunday	Video: The state of family planning in Pakistan	Explainer	Video		Content conservative	Learning new clinical skill	Improve provider knowledge	Trusted Provider

Monday	Video: Short-Acting Contraceptives	Explainer	Video		Content conservative	Learning new clinical skill	Improve provider knowledge	Trusted Provider
Wednesday	Q&A: Family Planning Methods	Case-based technical content	Audio / Chat		Average Passive	Learning new clinical skill	Retain and increase user engagement	Trusted Provider
Thursday	Video: Long-Acting Reversible Contraceptives	Explainer	Video		Content conservative	Learning new clinical skill	Improve provider knowledge	Trusted Provider
Thursday	Myth busting: Contraceptive methods	Case-based technical content	Quiz		Average Passive	Pride	Promote professional norms	Trusted Provider
<b>Week 5: Building your reputation in your community</b>								
Sunday	Why providers are helping to build a strong community and strong country	Explainer / Emotionally-focused content	Video		Average passive	Pride	Retain and increase user engagement	Fellow provider
Monday	Personal narrative: Lady Health Visitor	Emotionally focused content	Audio		Content conservative	Attitude change	Promote professional norms	Fellow provider
Tuesday	Q&A: How to build your reputation in your community by listening to the community	Q&A with provider	Chat		Content conservative	Learning new clinical skill	Improve provider knowledge	Trusted provider
Wednesday	Share stories about the multi-generational patients you have helped.	Emotionally focused content	Interactive		Average passive	Camaraderie	Retain and increase user engagement	Fellow provider
Thursday	What would you do - how to respond when people in your community ask about the services that you provide	Case-based technical content	Chat		Content conservative	Attitude change	Promote professional norms	Fellow provider
<b>Week 6: Antenatal care and delivery</b>								
Monday	Video: How to provide quality antenatal care and counseling	Explainer	Video		Average passive	Learning new clinical skill	Improve provider knowledge	Trusted Provider
Monday	Q&A: Pregnancy complications and counseling	Q&A with provider	Chat		Average passive	Learning new clinical skill	Improve provider knowledge	Trusted Provider
Wednesday	6 Tips for promoting a positive delivery experience for your client	Emotionally-focused content	Interactive		Average passive	Pride/ professional camaraderie	Retain and increase user engagement	Trusted Provider
Thursday	Personal narrative: Fellow provider on maternal mortality	Emotionally focused content	Audio		Content conservative	Attitude change	Promote professional norms	Trusted provider
Friday	Case study: Counseling young women about postpartum family planning	Case-based technical content	Chat		Content conservative	Attitude change	Promote professional norms	Trusted Provider
<b>Week 7: Post- Abortion care</b>								
Sunday	Post-abortion care in Pakistan	Explainer	Video		General user	Learning new clinical skill	Improve provider knowledge	Trusted Provider
Monday	Ministry of Health official: How family planning and spacing of pregnancies can reduce induced abortions	Emotionally-focused content	Audio		Content conservative	Attitude change	Correct misconceptions	Senior Health Official
Tuesday	Q&A: Post-abortion complications	Q&A with provider	Chat		Average passive	Learning new clinical skill	Improve provider knowledge	Trusted provider
Wednesday	Personal narrative: Ministry of Health official	Emotionally focused content	Interactive		Content conservative	Attitude change	Correct misconceptions	Fellow provider
Thursday	2 Case Studies: Post-abortion and antenatal complications	Case-based technical content	Quiz		Average passive	Behavior change	Promote professional norms	Fellow provider
<b>Week 8: Decision-making and professional commitment</b>								
Sunday	Provider: Moral dilemmas, difficult decision-making, pride, professional commitment	Emotionally-based content	Video		Average passive	Business development	Retain or increase user engagement	Trusted provider
Monday	Story share: What was a goal that you set at the beginning of these 10 weeks and how is it going?	Emotionally focused content	Interactive		Average passive	Camaraderie	Retain and increase user engagement	Fellow provider
Tuesday	Recap: Motivational vision and measuring progress	Explainer	Video		Average passive	Behavior change	Promote professional norms	Trusted provider

Wednesday	Story share: What have you gained from being in this group?	Case-based technical content	Chat		Content conservative	Attitude change	Correct misconceptions	Trusted provider
<b>Extended Phase Content</b>								
<b>Week 9: Informed Choice</b>								
Monday	Prompt for survey		Poster		All	Increase client survey		
Tuesday	Video: Comprehensive counseling for a fully informed choice	Explainer	Audio/Chat		Content conservative	Learning new clinical skills	Improve provider knowledge	Fellow provider
Wednesday	Prompt for survey and light moderation on topic of previous day		Audio		All	Increase client survey		
Thursday	Myth Busting: Fertility, Anatomy and Contraceptives	Case-based technical content	Audio / Quiz		Average Passive	Behavior change	Promote professional norms	Trusted Provider
Friday	Personal narrative: Mother-in-law	Emotionally-focused content	Audio		Average passive	Attitude change	Promote professional norms	Trusted Provider
<b>Week 10: Informed Choice and HTSP</b>								
Monday	Myth Busting: Fertility, Anatomy and Contraceptives					Increase client survey		
Tuesday	Case Study: A young couple in need	Case-based technical content	Audio/Chat		Content conservative	Learning new clinical skill	Promote professional norms	Trusted Provider
Wednesday	Light moderation on topic of previous days and pending questions							
Thursday	Video: Maternal Mortality and Morbidity in Pakistan	Explainer	Video		General user	Learning new clinical skill	Improve provider knowledge	Trusted Provider
Friday	Personal narrative: Senior gynecologist at a public hospital	Emotionally-focused content	Audio		Content conservative	Attitude change	Correct misconceptions	Trusted Provider
<b>Week 11: HTSP</b>								
Monday	Case studies: Two family planning scenarios	Case-based technical content	Audio/Chat		Content conservative	Learning new clinical skill	Promote professional norms	Trusted Provider
Tuesday	Video: 5 tips for interspousal communication	Explainer	Video		General user	Learning new clinical skill	Improve provider knowledge	Trusted Provider
Wednesday	Light moderation on topic of previous days and pending questions							
Thursday	Myth busting: Family planning	Case-based technical content	Audio / Quiz		Average Passive	Behavior change	Promote professional norms	Trusted Provider
<b>Week 12</b>								
Wednesday	The 1 & 2 Principles of Nai Umang	Emotionally-focused content	Audio/ Video		General user	Pride	Retain and increase user engagement, promote professional norms	Trusted and fellow providers
Thursday	The 3 & 4 Principles of Nai Umang	Emotionally-focused content	Audio/ Video		General user	Pride	Retain and increase user engagement, promote professional norms	Trusted and fellow providers
Friday	The 5 & 6 Principles of Nai Umang	Emotionally-focused content	Audio/ Video		General user	Pride	Retain and increase user engagement, promote professional norms	Trusted and fellow providers