

TABLE 4. Ranking (and average score) of how important decision makers consider factors affecting family planning decision making, by type of respondent, Ethiopia and Kenya

Factor	Decision makers (N=29)	Advocates (N=12)
Evidence and data for impact of policy options	1 (1.34)	4 (1.73)
Cost of implementation	2 (1.62)	2 (1.55)
Value for money or cost-effectiveness	3 (1.69)	5 (1.73)
Cultural and religious factors	5 (1.76)	6 (1.73)
Concrete programmatic solutions	6 (1.83)	10 (2.09)
Public opinion on family planning	7 (1.86)	9 (2.09)
Demonstrate short-term and long-term impact	8 (1.86)	1 (1.36)
Availability of human resources	9 (2.10)	7 (2.00)
Donor influence	10 (2.38)	8 (2.00)
Impact on reelection	11 (2.45)	11 (2.45)
Personal experience with family planning	12 (2.66)	12 (2.55)

Notes: Ranked from 1 (most important) to 12 (least important) on the basis of average importance score. Decision makers sorted 12 potential advocacy messages by dividing them into three groups with four messages each, according to level of importance (most, somewhat and least); advocates sorted by how they thought decision makers would sort messages. Rankings were calculated by averaging the responses by factor (most important=1, somewhat important=2 and least important=3), and ordering from low to high average score. Responses from Malawian key informants were excluded, because the questionnaire used in Malawi framed this question differently than that used in Ethiopia and Kenya.