

## 1.3A Z-CAN IMPLEMENTATION PLAN

### Z-CAN IMPLEMENTATION PLAN EXAMPLE

Z-CAN Objective	Activity	Who Responsible	Activity Status	Start Date	End Date
1. Increase physician awareness to screen reproductive-aged women for their reproductive life plan during the Zika outbreak	<ul style="list-style-type: none"> <li>Identify and recruit clinics, community health centers, and providers.</li> <li>Develop training materials.</li> <li>Conduct trainings on how to screen reproductive-aged women for their reproductive life plan during the Zika outbreak.</li> </ul>	Reproductive Health/clinical Subject Matter Expert (SME)	Complete	April 2016	December 2016
2. Increase supply of the full range of contraceptive methods to women through physicians and clinics in Puerto Rico	<ul style="list-style-type: none"> <li>Identify and recruit clinics, community health centers, and providers.</li> <li>Obtain supply of contraceptive products.</li> <li>Develop and manage distribution system for contraceptive products.</li> <li>Determine reimbursement strategy of Z-CAN contraception services.</li> </ul>	CDC Foundation (CDCF)	Complete	May 2016	September 2017
3. Increase education of physicians and clinic support staff (e.g., nurse, health educator) about client-centered contraceptive counseling	<ul style="list-style-type: none"> <li>Develop training materials.</li> <li>Conduct trainings on patient-centered contraceptive counseling.</li> </ul>	Reproductive Health/clinical SME	Complete	April 2016	December 2016
4. Increase physician training on insertion and removal of the most effective long-acting reversible contraceptive methods (LARC; intrauterine devices [IUD] and implants)	<ul style="list-style-type: none"> <li>Develop training materials.</li> <li>Conduct trainings on patient-centered contraceptive counseling.</li> </ul>	Reproductive Health/clinical SME	Complete	April 2016	December 2016
5. Raise awareness among women and families of the role of contraception as a primary prevention measure to reduce Zika-related pregnancy and birth outcomes and where to access contraception	<ul style="list-style-type: none"> <li>Develop campaign materials (print materials, radio/video PSAs, banner ads)</li> <li>Develop digital media (website and maintenance, digital ads, banner ads)</li> <li>Develop radio media materials (paid media placements, donated media placements)</li> <li>Develop Facebook materials (posts, videos, ads)</li> <li>Disseminate materials at community events</li> <li>Develop clinic engagement materials (clinic communication toolkits, patient toolkits, posters etc.)</li> <li>Develop promotional items for providers and women (pins, postcards)</li> </ul>	Health communications SME/CDCF	Complete	November 2017	September 2017