Family Planning Advocacy Toolkit

Effective advocacy proposes specific, actionable solutions and is strategic, targeted, well designed and firmly supported by reliable, relevant, recent data.

The Family Planning Advocacy Toolkit provides advocates at all levels, including international, national, and community leaders, with the information and tools they need to make the case for improved access to voluntary family planning. The Toolkit contains a carefully selected collection of state-of-the-art resources for effective family planning advocacy. Use the site map or the navigation menu on the right side of the page to browse resources by topic. For more information about the Toolkit and how to use it, please visit the About page.

Revitalizing Family Planning: The Crucial Role of Advocacy

A renewed focus on expanding access to family planning has come about in response to the fact that unmet need for family planning remains unacceptably high: in a 2017 fact sheet, the Guttmacher Institute estimated that 214 million women want to avoid pregnancy but lack access to family planning services. This unmet need is fueled partly by both a growing population and a shortage of family planning services. Family planning contributes to all 17 of the Sustainable Development Goals (SDGs) and is explicit in Target 3.7: By 2030, ensure universal access to sexual and reproductive health care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes.

Advocacy is essential to reaching the Family Planning 2020 goal of delivering contraceptives, information and services to an additional 120 million women of reproductive age worldwide by the year 2020. This increased access to voluntary family planning could cumulatively prevent 100 million unintended pregnancies, 3 million infant deaths, and 200,000 pregnancy- and childbirth-related deaths.

Tools for Advocacy
delivering key advocacy messages. This infographic highlights the health risks of unintended pregnancies and the importance of donated commodities in ensuring contraceptive access around the world. Click on the image to view an enlarged version of the full infographic.

What are K4Health Toolkits?

What is the purpose of this toolkit?

Who developed this toolkit?

Who are the publishers of the resources?

What types of resources are included?

Who are the intended audiences?

How do I get started using this toolkit?

What are K4Health Toolkits?

K4Health Toolkits are electronic collections of carefully selected information resources on a particular topic for health policy makers, program managers and service providers. They are based on a continuous publishing principle that allows them to evolve after publication to capture additional resources and to identify and fill remaining information gaps.

What is the purpose of this toolkit?

This toolkit shares evidence-based advocacy guidance and tools to add family planning to the voices of existing advocacy networks, enable leaders at all levels in low- and middle-income countries to advocate for family planning, and grow family planning champions for sustainable organizations.

Who developed this toolkit?

The Family Planning Advocacy Toolkit is a collaborative effort among K4Health, the Health Policy Project, World Vision, UN Foundation, Christian Connections for International Health (CCIH), Marie Stopes International (MSI) and the U.S. Agency for International Development. Individuals from other organizations and projects also contributed their experience and expertise to review the toolkit and ensure its relevance and usefulness.

Who are the publishers of the resources?
Resources selected for inclusion in this toolkit were published by organizations working throughout the world to advocate for expanded access to contraception and to improve the delivery of family planning services. These organizations include those who developed the toolkit, as well as:

Pathfinder International

Advance Family Planning

Population Services International (PSI)

Population Action International (PAI)

Population Reference Bureau (PRB)

Futures Group

International Planned Parenthood Federation (IPPF)

CARE, Guttmacher

MEASURE DHS

Aspen Institute

And many more

/What types of resources are included?

This toolkit is not a comprehensive library of all existing family planning advocacy materials but a strategic package of resources to guide advocates, decision makers, donors, program managers and others through the processes of advocating for funding, policy change and other kinds of commitment to improving access to high-quality family planning information and services. These resources include:

- **Convincing evidence of the links between family planning and other development issues**, including health, economic development, the environment, food security, education, and poverty reduction.
- **Policy resources**, including guidance on the policy process, key policy commitments and calls to action, information on funding and resource management, and country examples of policy influence.
- **Guidance and tools for designing an advocacy strategy.**
- **Tools for effective communication** for family planning advocacy, including resources for communication skills development; state-of-the-art family planning advocacy communication tools; guidance on engaging faith-based organizations, religious and spiritual leaders, and other champions; and information on how to work with the media.
- **Data and evidence** in support of voluntary family planning?both data sources and data translation tools for use by advocates working to craft their messages and ready-to-use evidence briefs and fact sheets published by leading global research organizations.
- **Monitoring and evaluation resources**, including backgrounders on monitoring and evaluating advocacy efforts, M&E guides, and various measurement tools and indicators.

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Who are the intended audiences?

- **Advocates, donors and policymakers** will find evidence packaged in a variety of formats to help inform decision makers and donors about the benefits of investing in family planning.
- **Program managers** will find information and tools to help them advocate for resources to maintain, improve or expand their family planning programs.
- **Family planning champions**, including community and religious leaders, can access tools to help them build their capacity for family planning advocacy and effectively communicate with their target audiences.
- **Communication professionals** can use the toolkit resources to explore strategies, media and messages for family planning advocacy.

How do I get started using this toolkit?

There are several ways to browse the content of this toolkit:

- Use the orange navigation menu on the right side of the page to browse sections of the Toolkit by topic.
- Use the Search This Toolkit search bar on the right side of the page below the navigation menu to search for resources by keyword, language, publisher or publication date.
- Use the Toolkit site map.

Within each Toolkit page, lists of resources are ordered according to publication date, and within the same publication year, resources are ordered alphabetically. Click on the title of the resource for more information about it, or click on the full-text link to get direct access to the full publication. Some of the tools are readily available in an adaptable format (for example, Microsoft Word documents and PowerPoint presentations). We encourage you to alter and personalize these tools for your own use. (Please remember to credit the source).

How can I suggest a resource to include in this toolkit?

We invite you to contribute to evolving and enhancing this toolkit. If you have developed or use quality resources that you think should be included in this toolkit, please email us or fill out our feedback form with your suggestions. The toolkit collaborators will review and consider your suggestions.
Voluntary family planning empowers women, builds wealth, improves health and ultimately reduces the human footprint on the planet. When women have access to voluntary family planning, the whole planet benefits.

Ensuring access to voluntary family planning is a cost effective, powerful strategy that can advance sustainable development throughout the world. Family planning contributes to a host of positive health and development outcomes, including the promotion of healthy, productive families and communities, more prosperous and stable societies, environmental sustainability, and resource and food security.
Whether or not a woman has access to family planning at the village level can determine if she has enough firewood to cook with and enough food and clean water for her family. It can determine whether she and her infant survive childbirth, whether her children are healthy, and whether they go to school. At the global level, it can mean the difference between the earth supplying food and water to 8 billion or 9.2 billion people by 2050. Voluntary family planning also impacts the level of greenhouse gases in the air and the rate of species loss in many biodiversity hotspots.

This section of the Family Planning Advocacy Toolkit provides links to trusted sources of information on the overall connections between family planning and various aspects of development, including health, economic growth, the environment, food security, education, overall poverty reduction, and national security.

For evidence briefs, reports, and fact sheets that focus on the links between family planning and development in general, please visit the Toolkit section on Using Evidence to Advocate.

If you would like to suggest an additional resource for the family planning and development section of the toolkit or share your perspective, please fill out our feedback form.

Health

The World Health Organization (WHO) estimates that 222 million women around the world want but do not have access to quality reproductive health and family planning education and services. With the world’s population at more than 7 billion and growing, and with the largest ever cohort of young people soon entering their reproductive years, this unmet need will likely increase.
Investing in voluntary family planning programs gives women the tools necessary to make critical decisions about the number, timing and spacing of their children and ultimately results in more resilient families with healthier mothers. Voluntary family planning can also lead to healthier communities when combined with broader efforts to meet development objectives for women and families in terms of maternal, child and newborn health. Meeting the demand for family planning decreases maternal and infant deaths, reduces abortion, and helps to stop the spread of HIV and other sexually transmitted infections.

This section of the Family Planning Advocacy Toolkit provides fact sheets, data and infographics that outline the relationships between family planning and health outcomes, such as maternal and newborn health, HIV and child survival. Especially useful is the Guttmacher Institute Report, *Adding It Up: The Costs and Benefits of Contraceptive Services*.

If you would like to suggest an additional resource for the family planning and health section of the toolkit or share your perspective, please fill out our feedback form.

Resources:

- **Fact Sheet: Adding It Up: Investing in Contraception and Maternal and Newborn Health, 2017**

  This fact sheet presents estimates for 2017 of the contraceptive, maternal and newborn health care needs of women in developing regions, critical gaps in service coverage, and the costs and benefits of fully meeting these needs.

- **Briefing Cards: Sexual and Reproductive Health and Rights and the Post-2015 Development Agenda**

  These cards detail the linkages between sexual and reproductive health and rights and other key development issues, including environmental sustainability, gender equality, economic growth, educational attainment, and broader health goals. They present key facts about the impact of SRHR on the greater development agenda and make recommendations for inclusion of SRHR in the post-2015 framework.

- **Adding It Up: Costs and Benefits of Investing in Sexual and Reproductive Health 2014**
This report highlights 2014 estimates of numbers and proportions of women in the developing world using modern contraceptive methods and in need of modern methods and explores the cost of meeting this need.

- **The Family Planning Ripple Effect: Children Survive and Nations Thrive (ENGAGE Presentation)**

  The goal of PRB's ENGAGE Presentation, "The Family Planning Ripple Effect: Children Survive and Nations Thrive," is to improve individuals' understanding of the health benefits of family planning for mothers and children; how family planning can contribute to child survival; and how these issues are related to national development. To achieve this goal, the presentation is designed to promote policy dialogue on the critical role of family planning as a cost-effective strategy that adds value to child survival interventions. Target audiences include government policymakers, civic and religious leaders, health sector leaders, program officials, family planning advocates, journalists, and others.

- **How family planning saves children's lives**

  This report explains why providing family planning is essential to sustaining and accelerating progress in reducing deaths of babies, children, and mothers.

- **Gender-based Violence Affects Family Planning, a PRB ENGAGE Mini-Presentation**

  Gender-based violence is a global issue. This PRB ENGAGE Mini-Presentation highlights the consequences violence can have for women's reproductive health, such as higher rates of unintended pregnancy, stillbirth, and miscarriage. Addressing gender-based violence will improve the lives of the women affected by violence as well as their families and communities.

  This mini-presentation can be viewed online as well as downloaded for future use. The video can be embedded into PowerPoint and other presentations, as well as used independently as an educational tool.

- **Family Planning: A health and development issue, a key intervention for the survival of women and children**
Available research shows that contraception has a striking impact on the lives of women in terms of both improved survival and empowerment. Without access to family planning, women are trapped in a vicious cycle that inhibits their full participation in socioeconomic development. This policy brief summarizes evidence on multiple benefits of family planning: both in health and survival and socioeconomic development of populations, supporting the conviction that family planning should have a much higher profile in international health priorities than it presently occupies.

- **Healthy Timing and Spacing of Pregnancies: A Family Planning Investment Strategy for Improving the Health and Well-Being of Women and Girls**

  This brief describes how healthy timing and spacing of pregnancies through family planning can improve the well-being and health of women and girls.

- **How Using Family Planning to Time and Space Pregnancies Reduces Mortality**

  This presentation makes the case that family planning reduces infant and maternal mortality by helping families time and space their pregnancies at safe intervals. The presentation then provides information on a range of contraceptive methods.

- **Healthy Timing and Spacing of Pregnancy (HTSP): For healthy babies, healthy mothers, and healthy communities**

  This presentation was used in religious leader orientation by the Christian Health Association of Kenya to introduce the community-based family planning (FP) services of church-based health facilities in the IRH 2011 project. CHAK worked with pastors to develop plans for including FP information in sermons and other activities and to use the Bible Study discussion guide mentioned above. CHAK reported that the HTSP PowerPoint slides really helped the pastors to understand the importance of FP.

**Economic Development & The Demographic**
Dividend

Voluntary family planning is a cost effective sustainable development strategy whose benefits keep compounding over time. Women with access to family planning services are more likely to be educated, marry later, be healthier and have healthier families, and take better advantage of economic opportunities. When women ? half the world?s population ? are empowered, entire communities and economies benefit.

Family planning can also promote the demographic dividend, which can occur when a population has more income-generating adults relative to the number of children who depend on them for support. Provided that the right social supports and services are in place, this population shift can provide a window of opportunity for economic growth and even greater investments in education, health care and social services.

This section of the Family Planning Advocacy Toolkit provides data and policy briefs that outline the impact of family planning on economic development, including PRB's Achieving a Demographic Dividend and the Aspen Institute document, Family Planning Promotes the Demographic Dividend.

Do you have a resource on family planning and economic development that is not represented in this toolkit? To suggest an additional tool or share your perspective, please fill out our feedback form.

Resources:

- Reproductive Health and Economic Well-being in East Africa

  This brief focuses on PopPov research conducted in the East Africa region, with relevant information and statistics from other studies included as appropriate. The research examined
access to appropriate reproductive health care services that enable safe pregnancy and childbirth, and that provide couples with the best chance of having healthy children and resilient households. The research has also explored women's desired versus actual family size. Women's reproductive health and family size have economic implications for households and ultimately for national economic growth.

• **Briefing Cards: Sexual and Reproductive Health and Rights and the Post-2015 Development Agenda**

These cards detail the linkages between sexual and reproductive health and rights and other key development issues, including environmental sustainability, gender equality, economic growth, educational attainment, and broader health goals. They present key facts about the impact of SRHR on the greater development agenda and make recommendations for inclusion of SRHR in the post-2015 framework.

• **In Brief: How Have Fertility Declines Benefitted Women's Lives in Low- and Middle-Income Countries?**

Through a synthesis of case studies and additional research to ensure comprehensive coverage of the evidence base, ICRW found that the overall well-being of women and girls improves as fertility declines, particularly as it relates to their maternal health, educational attainment and workforce participation. ICRW also found that, in many contexts, fertility decline has contributed to the empowerment of women and girls. However, the evidence is less conclusive in demonstrating that fertility decline has led to improved gender relations and gender equality at the societal level. This brief provides highlights of the key findings.

• **Initiating the Demographic Dividend by Achieving a Fertility Decline**

This policy brief discusses how to achieve the demographic dividend in African countries by focusing on family planning, child survival, education, economic development and other challenges.

• **Harnessing the Demographic Dividend: A PRB ENGAGE Presentation**
The ENGAGE Presentation, "Harnessing the Demographic Dividend" aims to improve understanding of the demographic dividend, what it takes to realize that dividend, and the potential for the countries of sub-Saharan Africa to achieve the demographic dividend and associated economic growth. The presentation is designed to promote policy dialogue on the critical role of declines in fertility; changes in population age structure; necessary investments in family planning, health, and education; favorable economic policies; and good governance practices for achieving sustainable economic and social development. Target audiences include government policymakers, civic and religious leaders, health sector leaders, program officials, family planning advocates, journalists, and others.

Closing the deadly gap between what we know and what we do: Investing in women's reproductive health

The main contributions of this report are fourfold: first, it brings together the evidence highlighting the economic benefits of investing in reproductive health, which confirms that addressing the reproductive needs of women is indeed smart economics; second, it explores the determinants of poor reproductive health outcomes by making a quantitative comparison across countries; third, it examines the multiplicity of factors that contribute to poor reproductive health outcomes at the country level, building on the insights of the analytical framework put forth in the WDR2012; and lastly, it reviews the evidence that demonstrates the effectiveness of key policy levers to accelerate reproductive health improvements in developing countries. (excerpt)

The Demographic Dividend: An Opportunity for the Next Generation

This web-based tool animates population age structures over time under different fertility scenarios, highlighting how population change is necessary to open the window of opportunity for the demographic dividend. The demographic dividend is a boost in economic growth and productivity that can occur when high fertility rates decline. Age structure is the key first step in the process. When fertility rates decline, a larger proportion of working-age adults ensures that there are more potential workers to support fewer young dependents. Given sound social and economic policies, this population change raises incomes and allows families and governments to improve the health, education, and well-being of future generations.

A wide array of users can find this tool helpful, especially analysts planning national development policies and budgets, where information about population projections is critical. The tool shows animated population age structures between 1980 and 2040 in countries with high fertility rates. Users can compare countries to each other, as well as to the East Asian Tiger countries that already achieved the demographic dividend, and also see how a
country's age structure will be different in the future based on low and high fertility scenarios.

- **Achieving a Demographic Dividend**

  This *Population Bulletin* explains the demographic dividend in terms of demographic changes, investments in human capital, and economic and governance policies. The experiences of Asia and Latin America in achieving their dividends are highlighted, as are the prospects for African nations. The last section outlines issues that countries need to plan for as they move beyond their demographic dividend.

- **Population and Economic Development 2012 Data Sheet**

  PRB's *Population and Economic Development 2012 Data Sheet*, with 21 indicators from 140 low- and middle-income countries, presents a complex picture of countries still struggling with economic challenges and inequalities, while others are making significant headway. Though there are fewer low-income countries in 2012 than there were in 2000, those that have graduated into middle-income status continue to battle persistent poverty and sharp variations in inequalities. A number of countries, regardless of income level, are making strides to meet these challenges.

- **Family Planning Delivers: 2. The girl dividend: why girls matter for economic growth and development**

  Access to contraception, and policies and programmes that prioritize the empowerment of women and girls, are critical to the sustainable development of nations and to poverty reduction. The Family Planning Delivers series of factcards explores critical issues about delivering development through family planning, and offers key action points for advocates and policy makers.

  Without exception, countries that have completed their demographic transition have experienced economic growth, the rise of productive work forces and more sustainable development than those that have not. This factcard outlines how governments can achieve a demographic dividend by empowering girls and young people, and by increasing access to sexual and reproductive health services.

- **Family Planning Delivers: 3. Reproductive health & the demographic dividend**
Access to contraception, and policies and programmes that prioritize the empowerment of women and girls, are critical to the sustainable development of nations and to poverty reduction. The Family Planning Delivers series of factcards explores critical issues about delivering development through family planning, and offers key action points for advocates and policy makers.

To achieve development goals, and for an economy to function at its maximum potential, women must be given the opportunity to move successfully through education and into productive employment. Opportunities for women currently lag behind their capabilities, and high fertility and women’s child-bearing roles are major barriers. This factcard describes how governments can capitalize on the demographic dividend by empowering women through access to sexual and reproductive health services, and by providing attractive jobs and educational opportunities. (excerpt)

- **Family planning, poverty & economic development**

  This fact sheet makes the case that family planning is a cost-effective solution for preventing household poverty and spurring economic development. The sheet also offers recommendations for government action.

- **Family Planning and Women's Empowerment**

  This fact sheet illustrates the links among family planning, education, employment opportunities, and gender equality.

- **Family Planning: A health and development issue, a key intervention for the survival of women and children**

  Available research shows that contraception has a striking impact on the lives of women in terms of both improved survival and empowerment. Without access to family planning, women are trapped in a vicious cycle that inhibits their full participation in socioeconomic development. This policy brief summarizes evidence on multiple benefits of family planning: both in health and survival and socioeconomic development of populations, supporting the conviction that family planning should have a much higher profile in international health
priorities than it presently occupies.

- The Challenge of Attaining the Demographic Dividend

This policy brief explains the connection between the demographic dividend and investments in voluntary family planning; highlights Africa's particular challenge in achieving a demographic dividend and the need for immediate action; and underscores the investments in health, education, and gender equity, as well as subsequent economic policies, that are needed to open and take advantage of this window of opportunity. Finally, the brief prioritizes actions for decisionmakers to make the most of the demographic dividend.

Environment

Population growth contributes to climate change. Much of that growth is occurring in densely populated urban areas in the least developed countries, where maternal and child mortality rates are high, and where the effects of climate change are often the most devastating. Poor and disadvantaged women are disproportionately impacted by natural disasters and environmental changes. A reduction in consumption, primarily in the developed world, combined with increased access to voluntary family planning worldwide, is essential for both environmental mitigation and climate resiliency.

Voluntary family planning reduces pressure on natural resources and promotes environmental sustainability. In fact, research suggests that giving women the family planning services they already want would produce an emissions reduction effect similar to stopping all deforestation.

This section of the Family Planning Advocacy Toolkit provides research and policy briefs looking at the complex links between family planning, population and the environment. Why Population Matters to Climate Change from Population Action International provides a concise overview of the issues for advocates or policymakers.

Do you have a resource on family planning and the environment that is not represented in this
toolkit? To suggest an additional tool or share your perspective, please fill out our feedback form.

Resources:

• Briefing Cards: Sexual and Reproductive Health and Rights and the Post-2015 Development Agenda

   These cards detail the linkages between sexual and reproductive health and rights and other key development issues, including environmental sustainability, gender equality, economic growth, educational attainment, and broader health goals. They present key facts about the impact of SRHR on the greater development agenda and make recommendations for inclusion of SRHR in the post-2015 framework.

• Family Planning and the Path to Resilience

   When a family is faced with a major disaster, how well are they able to respond? Can they find work? Feed everyone? Stay healthy?

   Many families in developing countries lack resilience, or the ability to adapt, respond, and recover from a traumatic event. It could be a natural disaster, like an earthquake, flood, or crop failure, or social disruption brought on by unstable governments or violence. Shocks like these can worsen existing social challenges.

   This website provides interactive information on the connections between population, health, and the environment

• Population, Health, and Environment Working Together: A PRB ENGAGE Presentation


• Women at the Center
This infographic illustrates the health, environmental, and social benefits of voluntary family planning.

- **Population, Climate Change, and Sustainable Development in Kenya**

  The combined effects of climate change and population dynamics in Kenya are increasing food insecurity, environmental degradation, and poverty. However, these two issues are not prioritized and addressed together in the country’s development plans. The African Institute for Development Policy (AFIDEP) and Population Action International (PAI) conducted a study between January and June 2012 to assess the landscape for integrating population and climate change in Kenyan development policies and strategies.

  Unless population dynamics and climate change are fully prioritized in overall development strategies and implemented in an integrated manner, it will be very difficult for Kenya to achieve sustainable development. Improved policies, better coordination, and adequate financial and human resources are needed to ensure effective implementation of programs. Meeting women and their partners’ needs for family planning and enhancing resilience to climate change effects should be top development priority in Kenya.

- **Fighting Climate Change with Family Planning**

  This article highlights five ways to stabilize population growth: contraceptives, literacy, sex education, gender equality, and dynamic development. The article is accompanied by a helpful infographic.

**Food Security**
Investments in international family planning programs are crucial to increasing access to basic resources such as food, health care and primary education. Smaller families are more likely to be educated, healthy and nourished. Smaller families also reduce the demand for scarce food products. With family planning, parents are better able to provide for the children they already have.

Many parents struggle to support and feed their families in low- and middle-income countries, where an estimated 2 billion people suffer from malnutrition and nearly 11 million children under five die each year; 60 percent of these deaths are caused by hunger-related diseases. Many of the countries with highest levels of food insecurities will continue to see an increasing number of people without sufficient access to adequate nutrition.

This section of the Family Planning Advocacy Toolkit provides evidence of the links between population and food security and illustrates the role family planning can play in sustainable development.

If you would like to suggest an additional resource for the family planning and food security section of the toolkit or share your perspective, please fill out our feedback form.

Resources:

- **Improving Nutrition and Food Security Through Family Planning (ENGAGE Presentation)**

  This ENGAGE presentation was created to raise awareness and understanding among decision makers about how family planning can improve maternal, infant, and child nutrition and, more broadly, food security.

- **Population and Food Security: Africa's Challenge**

  This brief examines trends in population growth, fertility, and family planning in sub-Saharan Africa and makes the case that investments in women and family planning are necessary to
fulfill future food needs. Food security and nutrition advocates must add their voices to support investments in women and girls and voluntary family planning as essential complements to agriculture and food policy solutions.

- **Why Population Matters to Food Security**

Almost one in seven people around the world are chronically hungry, lacking enough food to be healthy and lead active lives. This is despite the fact that enough food exists for all of the world’s people. Agricultural policies, the prices of certain food commodities such as meat and grain and economic development hugely impact food security, but demographic trends also play a role.

Increasing numbers of people often drive up demand for food, which typically results in additional use of arable land and water. This is especially true in the absence of adequate food production technology and integrated programs that simultaneously address community needs for food and reproductive health. The Food and Agriculture Organization projects that by 2050, population and economic growth will result in a doubling of demand for food globally. Addressing the health needs of families in the developing world, including through increased access to family planning, can help slow rapid population growth, improve the health of families and enhance their food security.

**Education**

Voluntary family planning services and education can enable girls and young women to stay in school longer and postpone childbearing. In turn, those who
receive an education tend to marry later, have fewer and healthier children, participate in greater numbers in the labor force when they grow up, and seek healthcare for themselves and their children. Likewise, educated women are less likely to die in pregnancy or childbirth and more likely to send their own children to school. They are also more likely to be able to resist abuses such as domestic violence, traditions like female genital cutting, and discrimination at home, in society or the workplace.

This section of the Family Planning Advocacy Toolkit provides a collection of resources on the relationship between family planning and education, including the interesting Population Reference Bureau policy brief, *Is Education the Best Contraceptive?*. 

Do you have a resource on family planning and education that is not represented in this toolkit? To suggest an additional tool or share your perspective, please fill out our feedback form.

Resources:

- **Briefing Cards: Sexual and Reproductive Health and Rights and the Post-2015 Development Agenda**

  These cards detail the linkages between sexual and reproductive health and rights and other key development issues, including environmental sustainability, gender equality, economic growth, educational attainment, and broader health goals. They present key facts about the impact of SRHR on the greater development agenda and make recommendations for inclusion of SRHR in the post-2015 framework.

- **In Brief: How Have Fertility Declines Benefitted Women's Lives in Low- and Middle-Income Countries?**

  Through a synthesis of case studies and additional research to ensure comprehensive coverage of the evidence base, ICRW found that the overall well-being of women and girls improves as fertility declines, particularly as it relates to their maternal health, educational attainment and workforce participation. ICRW also found that, in many contexts, fertility decline has contributed to the empowerment of women and girls. However, the evidence is less conclusive in demonstrating that fertility decline has led to improved gender relations and gender equality at the societal level. This brief provides highlights of the key findings.

- **Educating Girls: Creating a foundation for positive sexual and reproductive health behaviors**
Investments that promote keeping girls in school, particularly in secondary school, have far-reaching and long-term health and development benefits for individuals, families, and communities. The purpose of this brief is to describe the relationship of girls' education on family planning and reproductive health and behaviors; highlight evidence-based practices that increase girls' enrollment, retention, and participation in school; and provide recommendations for how the health sector can support keeping girls in school.

Poverty Reduction & the Sustainable Development Goals

Women are critical to reducing poverty, boosting economic growth and agricultural productivity, promoting environmental sustainability, and raising healthy and well-educated children—all steps that are imperative to confronting a range of pressing development challenges around the globe. When women and girls are empowered and have access to contraception, they are healthier, better educated and better able to participate in income-generating activities that help them provide for their families.

Universal access to voluntary family planning is necessary not only to achieve Sustainable Development Goal (SDG) 3 (Ensure healthy lives and promote well being for all at all ages), but is a cross-cutting and cost-effective solution to achieving all of the SDGs. Meeting the need for reproductive health and family planning contributes to each SDG.

This section of the Family Planning Advocacy Toolkit provides several resources demonstrating the connections between family planning and poverty reduction.

If you would like to suggest an additional resource for the family planning and poverty reduction section of the toolkit or share your perspective, please fill out our feedback form.

Resources:
Briefing Cards: Sexual and Reproductive Health and Rights and the Post-2015 Development Agenda

These cards detail the linkages between sexual and reproductive health and rights and other key development issues, including environmental sustainability, gender equality, economic growth, educational attainment, and broader health goals. They present key facts about the impact of SRHR on the greater development agenda and make recommendations for inclusion of SRHR in the post-2015 framework.

- Family Planning: A Key to Unlocking the Sustainable Development Goals (Video)

Family planning has a strong ripple effect across all 17 Sustainable Development Goals. K4Health's animation, Family Planning: A Key to Unlocking the Sustainable Development Goals, illustrates how and why family planning is vital to our ability to meet global development challenges, from reducing poverty to slowing climate change to preventing civil unrest.

- Post-2015 Made Simple: Shaping the future of sexual and reproductive health and rights

This briefing pack examines the post-2015 development framework and offers guidance to those working in global development on the following:

- How we can engage with the process
- Past successes
- Future advocacy needs
- Lessons learned
- Process for moving forward
With more than 3.6 billion people under the age of 30, the world now has the largest generation of young people ever. A country’s age structure, or the relative size of each age group, deeply impacts opportunities for development and plays a crucial role in security challenges.

When countries have very young or rapidly growing populations, it can be challenging for governments and other national institutions to provide adequate services and opportunities that keep their nations politically and economically stable. Investing in voluntary family planning, together with other key social supports, can help foster more balanced age structures and increase the chances for peace and prosperity.

This section of the Family Planning Advocacy Toolkit provides some helpful resources on the relationship between family planning, security, and governance issues. A good place to start is with Population Action International’s report, “Why Population Matters to Security?”.

If you would like to suggest an additional resource for the Family Planning and Security section of the Toolkit or share your perspective, please fill out our feedback form.

Resources:

- **Leaders of Tomorrow**

  This infographic illustrates linkages between the age of a country’s population and national security issues using Nigeria as an example.
Influencing Policy

Often, policy is understood as a written document. However, a more comprehensive understanding considers policy as a dynamic process of decision making and a fundamental part of a strong health system. The Influencing Policy section of the Family Planning Advocacy Toolkit provides selected resources on health and family planning policy, including:

- Documents defining and explaining the policy process
- Policy commitments and calls to action with relevance to family planning
- Materials highlighting the relationship of family planning to human rights
- Guidance on funding and resource management
- Case studies and analyses of how advocates and others have influenced different types and levels of policy in various countries

If you wish to suggest a policy resource for inclusion in the Family Planning Advocacy Toolkit or to share your experience advocating for family planning, please fill out our feedback form.

Understanding Policy and the Policy Process
With a stronger understanding of policy, advocates may be better equipped to engage more effectively with decision makers and address questions such as:

- How are policy decisions made?
- Who is involved in making those decisions?
- From whose perspective are problems identified?
- For a given problem that has been identified, what information is needed to promote evidence-based decision making?
- Has the policy been implemented, and is the implementation of approved policies monitored for accountability and learning?
- To whom are the results of policy monitoring reported and what do they do with them?

The resources in this section of the Toolkit provide more detailed information on the three levels of policy that guide health programs:

1. The legal and regulatory framework
2. National policies (or state or provincial policies under decentralized systems), which include public financing for policies
3. Operational policies? or the myriad rules, regulations, codes, guidelines and administrative norms that serve as the mortar to translate national laws and policies into programs and services

These documents, such as *The Policy Circle: A Framework for Analyzing the Components of Family Planning, Reproductive Health, Maternal Health and HIV/AIDS Policies*, also provide useful explanations of the policy process. For example, Linking Health Policy with Health Systems and Health Outcomes: A Conceptual Framework breaks the process down into four stages, including problem identification, policy development, policy implementation, and policy monitoring and evaluation.
If you wish to suggest a policy resource for inclusion in the Family Planning Advocacy Toolkit or to share your experience advocating for family planning, please fill out our feedback form.

Resources:

- **Policy Checklist: Essential Elements for Successful Family Planning Policies**

  This checklist, developed by the USAID-funded Health Policy Project, draws from lessons learned and best practices moving from policy to action. It is meant to provide guidance to stakeholders on how to contribute to a policy environment that supports countries to fulfill their FP2020 commitments. The tool allows users to compare current policies with the best practices discussed in this document, to assess whether current policies need to be revised or better implemented, and whether new policies should be developed.

- **Voluntary Family Planning Programs That Respect, Protect, and Fulfill Human Rights: A Systematic Review of Evidence**

  The design and scale-up of high-quality family planning services that protect and fulfill the rights of all clients and potential users requires a knowledge base of effective approaches and interventions that have improved access to contraceptive services; ensured a high quality of care; protected clients’ full, free, and informed choice; and ensured program accountability to those they serve. Voluntary Family Planning Programs that Respect, Protect, and Fulfill Human Rights: A Systematic Review of Evidence focuses on relevant interventions, evaluations, and case studies to engender a better understanding of what elements are needed for a successful voluntary, rights-based family planning program.

  Prior to this work, no systematic review of rights-based family planning existed. This report synthesizes the findings from a literature review encompassing more than 290 documents to help identify key actions or factors for family planning programs to consider. Voluntary Family Planning Programs that Respect, Protect, and Fulfill Human Rights: A Systematic Review of Evidence not only provides a review of the current evidence available related to rights-based approaches in family planning, but also highlights the research gaps surrounding rights-based outcomes.

- **Policy: Building the foundation for systems, services,**
and supplies

Policies set the tone for family planning programs. Ministries of Health play a primary role in developing health sector policy, with the aims of improving health system performance and promoting the health of the people. Policies and laws that affect health systems and health outcomes are also developed outside the health system.

This 8-page brief describes various policy levels, the importance of policies for family planning, and tips on supporting and implementing effective policy change.

- **Linking Health Policies with Health Systems and Health Outcomes: A Conceptual Framework**

  This 8-page paper provides a framework illustrating the links among health-related policies, programs, systems, and outcomes.

- **The Policy Dimensions of Scaling Up Health Initiatives**

  This 21-page paper describes how policy development and implementation play a crucial role in scaling up family planning and other health interventions in developing countries. It focuses on lessons learned related to policy implementation associated with scaling up and outlines key actions to ensure supportive policies.


  This 42-page guide provides a framework for assessing the policy environment for procuring and financing contraceptives. It examines policies and practices to determine whether they support or hinder performance in this area.
Policy Commitments and Calls to Action

The resources in this section of the Toolkit include international documents as well as regional calls to action that shed light on:

- Promises governments, donors and others have made to ensure greater availability and accessibility of family planning services
- Rationales behind these commitments
- Recommended actions

These resources include global initiatives such as the July 2012 London Summit on Family Planning and the 1994 International Conference on Population and Development Beyond 2014 review as well as more regional efforts such as the 2011 Call to Action for Francophone West Africa. Advocates can use these resources in a number of ways. These documents could prove useful for calling on government decision makers to deliver on their international or regional commitments. Advocates may also analyze any disparities between commitments and actions and bring these to the attention of relevant decision makers.

If you wish to suggest a policy resource for inclusion in the Family Planning Advocacy Toolkit or to share your experience advocating for family planning, please fill out our feedback form.

Resources:
Transforming Our World: The 2030 Agenda for Sustainable Development

This Agenda is a plan of action for people, planet and prosperity. It also seeks to strengthen universal peace in larger freedom. We recognize that eradicating poverty in all its forms and dimensions, including extreme poverty, is the greatest global challenge and an indispensable requirement for sustainable development.

- **Millennium Development Goals Report 2014**

  This annual report presents the most comprehensive global assessment of progress to date, based on data provided by a large number of international organizations within and outside the United Nations system. The aggregate figures in the report provide an overview of regional progress under the eight goals and are a convenient way to track advances over time.


  This interactive site details accomplishments over the two years since the 2012 London Summit on Family Planning, including new estimates on the additional number of women and girls using modern contraception, trends in donor funding, triumphs in policy and advances in contraceptive technology.

- **Post-2015 Made Simple: Shaping the future of sexual and reproductive health and rights**

  This briefing pack examines the post-2015 development framework and offers guidance to those working in global development on the following:

  - How we can engage with the process
  - Past successes
  - Future advocacy needs
Lessons learned

○ Process for moving forward

• **A Call to Action Faith for Sexual and Reproductive Health and Reproductive Rights Post 2015 Development Agenda**

In September 2014, UNFPA convened a meeting of dozens of faith leaders at UN Headquarters in New York to discuss sexual and reproductive health and reproductive rights. UNAIDS played a role in the meeting as a participant. The faith leaders, who came from around the world and represented six major faiths, issued a call to action on the critical importance of sexual and reproductive health and reproductive rights to the post-2015 sustainable development agenda.

• **Reproductive Rights: A Tool for Monitoring State Obligations**

The tool outlines State obligations under international and regional human rights law on a range of reproductive rights issues, including contraceptive information and services. The tool then identifies key questions that human rights experts, monitoring bodies, and civil society can use to assess to what extent a State is in compliance with its obligations.

• **Closing the deadly gap between what we know and what we do: Investing in women’s reproductive health**

The main contributions of this report are fourfold: first, it brings together the evidence highlighting the economic benefits of investing in reproductive health, which confirms that addressing the reproductive needs of women is indeed smart economics; second, it explores the determinants of poor reproductive health outcomes by making a quantitative comparison across countries; third, it examines the multiplicity of factors that contribute to poor reproductive health outcomes at the country level, building on the insights of the analytical framework put forth in the WDR2012; and lastly, it reviews the evidence that demonstrates the effectiveness of key policy levers to accelerate reproductive health improvements in developing countries. (excerpt)

• **London Summit on Family Planning: Summaries of Commitments**
This 23-page report summarizes commitments generated at the London Summit on Family Planning (July 2012) to make high quality, voluntary family planning services more available, acceptable, and affordable. It includes commitments from civil society organizations, developing and donor countries, foundations, private sector, and the UN, multilaterals, and others.

- **Family Planning Access for All: Policy Change for Action and Accountability. A Catalyst for Discussion**

This 23-page document distills policy changes suggested by organizations in 26 countries for meeting the Family Planning Summit goals. The focus is on policy changes and actions to improve commodity security, programming, and practice.

- **Statement for Collective Action for Postpartum Family Planning**

The statement calls for all programs that reach postpartum women during the first year following a birth to integrate PPFP counseling and services into their programs. Developed collaboratively by the World Health Organization (WHO) Department of Reproductive Health and Research, USAID, and Jhpiego/MCHIP, it has been endorsed by AusAID, the Bill & Melinda Gates Foundation, International Confederation of Midwives (ICM), International Council of Nurses (ICN), International Federation of Gynecology and Obstetrics (FIGO), International Planned Parenthood Federation (IPPF), UNFPA, World Bank, and other organizations. The document highlights the importance of family planning programs for postpartum women and offers broad strategies to address unmet need for PPFP.

- **International Conference on Population and Development (ICPD) Beyond 2014**

This Web site provides information on the ICPD Beyond 2014 Review process. The Review will identify progress and achievements towards the goals set out in the ICPD conference, when 179 governments committed to a 20 year Programme of Action.

- **Beijing + 15: Declaration and Platform for Action (4th World Conference on Women)**
This Web site provides information on the Beijing Declaration and Platform for Action and Beijing +15 review undertaken by the Commission on the Status of Women. The Beijing Platform for Action is an agenda for women's empowerment, including the right of women to control their health and fertility. A Beijing +20 review is presently underway by the Commission on the Status of Women.

- **Country Policies (K4Health Youth Policy Toolkit)**

The Country Policies section of the K4Health Youth Policy Toolkit houses a wealth of country- and region-specific policies on family planning and reproductive health. Many, but not all, of these policies focus on youth.

**Family Planning & Human Rights**

The ability to plan one's family and time and space pregnancies is a basic human right. Yet, while human rights have long been mentioned in discussions of family planning, the relationship has been complicated. For example, some countries' past "population control" programs caused human rights violations from which it took the family planning movement years to recover.

The resources in this section of the Family Planning Advocacy Toolkit will help advocates and decision makers explore and solidify the connections between human rights and family planning. These tools can also help policy makers make sure their national family planning and reproductive health policies are written and implemented with human rights in mind.

To suggest additional publications related to family planning and human rights, please fill out our feedback form.

**Resources:**
Contraception and Family Planning (Information Series on Sexual and Reproductive Health and Rights)

This four-page policy brief explores key issues related to the continued lack of access to family planning faced by millions of women and families around the world.

Family Planning and Human Rights--What’s the Connection, and Why Is It Important?

This brief, drawing from human rights treaties and covenants that have the status of international law, clarifies key human rights principles and outlines policy actions that must be taken to ensure that voluntary family planning programs result in contraceptive use based on full, free, and informed choice.

Voluntary Rights-based FP Programs: A Review of Tools

The design and scale-up of high-quality family planning services that protect and fulfill the rights of all clients and potential users requires a knowledge base of effective approaches and interventions that have improved access to contraceptive services; ensured a high quality of care; protected clients’ full, free, and informed choice; and ensured program accountability to those they serve. Voluntary Family Planning Programs that Respect, Protect, and Fulfill Human Rights: A Systematic Review of Tools compiles and synthesizes training and assessment tools, frameworks, methodologies, implementation guides, and job aids that support and promote the fulfillment of rights at the policy, service, community, and/or individual levels. Prior to this work, no systematic review of tools related to human rights and family planning existed.

Of the 150 documents reviewed, 29 percent focus explicitly on human rights or reproductive rights, though reference to rights were often implicit in many of the tools reviewed. Although more than three-quarters of the tools reviewed had an FP program focus and were not explicitly designed to protect and fulfill rights, they contained elements that support rights at all levels of action described in the conceptual framework. The review showed that

- More evaluation is needed to determine a tool’s potential or comparative effectiveness as a tool for operationalizing FP programs that respect, protect, and fulfill rights.
- There is a shortage of tools and indicators to monitor and ensure accountability.
- Most tools focus more broadly on quality of care and not specifically on empowerment or client rights.
Voluntary Family Planning Programs that Respect, Protect, and Fulfill Human Rights: Conceptual Framework Users' Guide (Beta Version)

This document provides guidance on how to orient stakeholders to Voluntary Family Planning Programs that Respect, Protect, and Fulfill Human Rights: A Conceptual Framework and how to use it to strengthen program design and implementation. This Conceptual Framework Users' Guide is a beta version, as it has not yet been field-tested for its usability or effectiveness.

Voluntary Family Planning Programs That Respect, Protect, and Fulfill Human Rights: A Conceptual Framework

Scaling up access to family planning services over the next decade to reach national and global goals will take the combined efforts of governments; donors; and family planning, human rights, and women's health advocates. Voluntary Family Planning Programs that Respect, Protect, and Fulfill Human Rights: A Conceptual Framework presents a practical approach for realizing human rights as part of voluntary, high-quality family planning programming. The framework provides a pathway for voluntary family planning programs to respect, protect, and fulfill human rights as they set out to improve health and achieve ambitious family planning goals. This comprehensive framework brings together human rights laws and principles with family planning quality of care frameworks to assist policymakers, program managers, donors, and civil society with program design, implementation, and monitoring and evaluation. This is the first framework to operationalize rights principles and approaches within family planning programming, strongly linking issues of quality of care with human rights.

Funding & Resource Management
Strong political and financial commitment are imperative to meeting the growing demand for voluntary family planning services. Increased political commitment often depends on stakeholders who monitor government expenditures and hold governments accountable for fully implementing their family planning policies. Evidence-based advocacy helps to ensure that resources are available and aligned to improve access to quality programs.

Government budgets provide a window through which to measure true policy commitments at national and district levels. Policies without resources for implementation remain merely pieces of paper. The documents in this section of the Toolkit help guide the process of monitoring government expenditures and advocating for the resources that are required to fully support government health policies.

To suggest additional publications related to funding and resource management, please contact us at toolkits@k4health.org or visit our feedback form.

Resources:

- **Towards a Common Framework for Measuring Government Spending on Family Planning**

  PAI convened CSO budget advocacy experts from Kenya, Malawi, Tanzania, Uganda, and Zambia in South Africa in March, 2016 with the ultimate goal of stimulating sustained domestic resource mobilization for family planning. The objectives of the convening were to: (1) develop an understanding of common trends in the availability and quality of data to monitor domestic resources for family planning in the region; and (2) build a framework for measuring government spending across countries. This report shares the outcomes of that meeting, and identifies the next steps.

- **FP Financing Roadmap**
This interactive tool characterizes a country’s current family planning and health financing environment, leading to tailored, contextualized recommendations on potential family planning financing options for the country. The roadmap has default data, but users have the option to provide updated data from other sources.

- **Financial Tracking Toolkit**

  This toolkit contains a guide for improving the tracking of financing for contraceptives and walks users through seven steps:

  1. Define the tracking objectives
  2. Develop the tracking team
  3. Map the financing players
  4. Determine the data to collect
  5. Analyze the financing data
  6. Map the funding processes
  7. Use your information

- **Mapping the Donor Landscape in Global Health: Family Planning and Reproductive Health**

  Using three years of data from the Organisation for Economic Co-operation and Development (OECD), this report maps the geographic landscape of global health donor assistance, looking both at donor presence and magnitude of donor assistance by issue area, region, and country. The effort is intended to shed new light on donor presence within and across recipient countries, and to produce a set of figures and tools that stakeholders can use in both donor and recipient countries. (excerpt)

- **Costed Implementation Plans for Family Planning**
Costed Implementation Plans (CIPs) are concrete, detailed plans for achieving the goals of a national family planning program over a set number of years. A CIP details the program activities necessary to meet the goals and the costs associated with those activities, thereby providing clear program-level information on the resources a country must raise both domestically and from donors. The Health Policy Project, with various partners, has developed a collaborative, 10-step approach to creating a CIP that aligns with ongoing government planning and coordination efforts. This brief outlines these 10 steps, which when implemented, should result in a consensus-driven strategy, roadmap, and budget for achieving family planning targets under the Ouagadougou Partnership, FP2020, and/or other national programs. To date, the following countries have completed CIPs for family planning: Senegal, Burkina Faso, Niger, Togo, Mauritania, Guinea, and Zambia.


This document guides readers through the steps to track contraceptive finances and finance processes. The guide explains, in detail, how to collect and analyze data to determine how much funding is needed, committed, and spent for contraceptives. It also includes information to help users map the funding processes in order to determine when and to whom to advocate for adequate and timely funding for contraceptives.

Country Experiences

The resources in this section of the Toolkit provide concrete examples and analyses of policy influence in action, which advocates can review to better understand the different factors underlying processes of change. The resources include cases from varied regions and circumstances, including countries undergoing decentralization of health services and those that have undergone war and other civil unrest. The examples also
span different levels and types of policy, ranging from national prioritization to operational issues related to procurement and financing.

If you wish to suggest a policy resource for inclusion in the Family Planning Advocacy Toolkit or to share your experience advocating for family planning, please fill out our feedback form.

Resources:

- **Seize the Moment: How Zambian Sexual and Reproductive Health Advocates are Accelerating Progress on Universal Health Coverage Financing**

  In late 2018, PAI and the Centre for Reproductive Health and Education (CRHE) joined efforts to respond to the Zambian government’s fast-tracked health financing policy in support of UHC. At the heart of the engagement was the understanding that the design and implementation of this major policy reform would have ramifications for the affordability, availability, equity and quality of sexual and reproductive health (SRH) services and commodities, including family planning.

  The Zambian government had announced a plan to launch the UHC scheme in January 2019, yet, both the financing policy process and opportunities for engagement were unclear to SRHR CSOs. Recognizing the short policy timeline, PAI worked with CRHE to provide technical analysis and support, convene a group of stakeholders and identify areas for CSO engagement with the Ministry of Health (MOH) in the remaining decision-making process and post-2019 implementation.

- **Eight Family Planning Advocacy Case Studies**

  The case studies depict not only the process leading to significant quick wins, such as in the *Government of Tanzania Allocates 2 Billion Shillings to Family Planning for 2014-2015*, but also captures indirect outcomes and the nuances of collaborative efforts as shown in *Indonesian Advocacy Working Groups Revitalize Family Planning Efforts at the District Level*. Each case study extracts lessons learned, like the adaptability of the approach in *Mobilizing Mayoral Support in Senegal*. View and download the case studies to see how the AFP approach is improving family planning across global, national, and subnational levels:

- **Advocating with Data and Deference to Stakeholders: Increasing Community Access to Injectable Contraceptives in Kenya**
This case study describes the advocacy approach behind the Government of Kenya’s decision to allow community-based distribution of injectable contraceptives by community health workers. This decision to amend Kenya’s national family planning guidelines was formalized in a policy circular, which was jointly signed in November 2012 by the Director of Public Health and Sanitation and the Director of Medical Services. The amendment is the culmination of a focused advocacy strategy facilitated by the Advance Family Planning initiative and its lead Kenya partner, Jhpiego. Advocacy efforts relied heavily on disseminating evidence of the safety and effectiveness of the provision of injections by community health workers and by galvanizing support from medical, nursing, and midwifery leaders. This case study is part of a series to showcase the advocacy activities behind a “quick win” or policy advancement.

• **Addressing Contraceptive Stock-Outs Caused by Procurement Delays in Tanzania**

This case study describes the advocacy efforts behind a major change in how the Tanzanian government purchases contraceptives. The change, which was prompted by a recommendation from the National Contraceptive Security Committee, should eliminate or reduce delays in delivery of consignments and timely responses to emergency requirements for commodities. Previously, family planning commodities were purchased through a cumbersome annual tendering process, which often resulted in stock-outs in facilities. Under the new system, suppliers are identified once, and contracts can last up to three years. The Advance Family Planning initiative, along with government officials and family planning service providers, worked through the Contraceptive Security Committee to make the change, which went into effect in September 2013. This case study is part of a series to showcase the advocacy activities behind a “quick win” or policy advancement.

• **Tanzanian NGOs and Government Open Door to Improve Contraceptive Supply System**

This brief case study describes the advocacy effort behind a new initiative in Tanzania to help ensure contraceptives reach communities more easily, quickly, and regularly. In 2012, the Ministry of Health and Social Welfare authorized new guidelines allowing non-governmental organizations (NGOs) to access commodities directly from the government-run Medical Stores Department. Previously, NGO facilities needed approval of District Medical Officers to receive supplies for outreach activities. Under this arrangement, NGOs routinely received fewer supplies than they needed. The collaborative advocacy effort behind the new guidelines entailed analyzing barriers, building a rationale, and conducting technical meetings with government officials to formulate guidelines for the Ministry’s approval. This case study
is part of a series to showcase the advocacy activities behind a ?quick win? or policy advancement.

- **Indonesian Mayors Invest in Family Planning**

  This brief case study describes the advocacy efforts behind recent district-level budget increases for family planning in Indonesia. From 2010 to 2013, mayors in five Indonesian districts increased their budgets for family planning substantially, prompted by evidence on the returns for their investment. The budget increases ranged from 20 percent in Bandung to nearly 80 percent in Pontianak. Advocates in the districts used an approach developed and facilitated by the Advance Family Planning initiative to gather and synthesize the evidence for increasing allocations and presented it to the mayors. The advocates found that policymakers have the incentive to act when the case for family planning is made with specificity about the risks and rewards of taking action. This case study is part of a series to showcase the advocacy activities behind a ?quick win? or policy advancement.

- **Ugandan Parliament Sharpens Focus on Family Planning through Passage of National Population Council Bill**

  This case study describes the advocacy effort behind the Parliament of Uganda’s passage of the National Population Council Bill in 2013. The bill will create a new, autonomous government body to oversee the country’s population, reproductive health, and family planning policies. The Population Secretariat, the current implementing body for the nation’s population plan, has advocated for the creation of a National Population Council for more than a decade. Working with a number of key stakeholders—including the Population Secretariat; leaders in Parliament; Partners in Population and Development, Africa Regional Office; and Reproductive Health Uganda—the Advance Family Planning initiative helped to develop and implement a focused advocacy strategy to spur passage of the bill. This case study is part of a series to showcase the advocacy activities behind a ?quick win? or policy advancement.

- **Common Advocacy Plan for Expanding Contraceptive Choice in India**

  In December 2012, the Health Policy Project (HPP) supported the ARC Coalition to bring together 20 consortium members and project partners to develop a common advocacy plan. Facilitators from HPP and the Advance Planning Project led the process by building focus, commitment, and consensus among consortium partners on a common advocacy issue. At
the end of two days, the consortium members had identified key areas for policy advocacy that have the highest probability of success for ARC in the next year, identified the relevant key stakeholders, and began to develop action plans. Within the broader goal of contraceptive choices being expanded, the key areas identified included expanding the mix of spacing methods and increasing access to current methods of spacing.

- **Empty Shelves, Empty Hands**

Too often, Latin American women go to a clinic for contraception, but they leave con las manos vacías? empty handed. When they return to the clinic, it will likely be for prenatal services. More than half of pregnancies in Latin America and the Caribbean are unplanned, due in large part to the lack of family planning methods available to women. This video takes a compelling look at the consequences of this lack of access.

**Designing an Advocacy Strategy**

Advocacy is both an art and a science. Effective advocates for voluntary family planning must adhere to strategic and evidence-informed decisions and planned activities while at the same time remaining creative and ready to seize opportunities as they arise. Strong advocates are savvy enough to nimbly negotiate the contextual complexities in the policy process and flexible enough to adapt to change in order to succeed.

The process of designing an advocacy strategy is not linear and will vary depending on the issue, policy, context and the advocacy group or network. However, each advocacy strategy should involve the following actions, using evidence to make informed decisions throughout the process:

**Define the issue.** What is the problem the group seeks to solve?
Set a clear advocacy goal and objectives for policy action. What change do you hope to achieve? What policy decision(s) can address the issue? What is the timeframe? What other efforts are underway to affect change in family planning policy?

Identify target audiences who can either make the necessary change or influence decision makers. Advocates must understand both the policy and political context. It is important to know not only who the decision makers are but also when and on what basis decisions are made.

- **Donors and governments** respond to evidence that family planning is a cost-effective strategy that impacts economic development and promotes healthy communities. Effective advocacy focuses on **what** should be done: improving policies and increasing funding for family planning services and supplies.
- **Ministries of Health and service providers** need to understand the importance of policies that support evidence-based best practices, expansion of contraceptive choice and increased contraceptive use. These operational policies link national policies to service delivery, explaining **how** it should be done.
- **Community leaders and their communities** care about the wellbeing of individuals. Advocacy at this level explains **why** a change is needed, highlighting the health, economic and social benefits of family planning.

With the target audiences in mind, plan a set of activities and design communication materials using the most reliable, relevant and current information. No matter who the target audience is, tailor the communication materials. Anticipate the points of view of opponents and understand how to communicate in a way that will build bridges and identify common ground.

Expand the base of support and raise resources (both human and financial) to carry out planned activities. These resources can support the dissemination of materials, travel to meet policy makers, communication through various channels, meetings and other activities.

Design a monitoring and evaluation (M&E) strategy. Determine what data will be collected, how it will be collected, and how it will be used to inform decisions throughout the advocacy process. The M&E strategy should be able to be adapted as needed.

This section of the Toolkit includes tools and manuals for building the capacity of advocates, assessments to determine institutional capacity for advocacy, handbooks for policy analysis and mapping and guidelines for advocacy planning. These materials are included because they are evidence-informed, well organized and easily understood. These publications complement each other as they address different aspects of advocacy from similar perspectives.

Do you have tools or guidance for developing a family planning advocacy strategy that are not represented in this toolkit? To suggest an additional resource or share your perspective, please fill out our feedback form.

**Resources:**

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Advocacy for Better Health Portfolio

This portfolio was created for health advocates interested in learning more about, or replicating, the Advocacy for Better Health model. It is a practical toolset, rooted in established advocacy practices and the experience of the many participants of the project. It contains tools, templates, and resources used by the project.

• **Implement a Plan**

In implementing a strategic advocacy plan, advocates must monitor progress to track whether activities are achieving their intended impact or whether different tactics are needed. A decision tree can help advocates look ahead and focus on follow-through. Advocates must also use targeted materials such as briefs, presentations, and case studies to clearly outline key messages, present research findings, disseminate policy and program guidelines, outline crucial challenges, and provide concrete next steps in the form of ?asks.?  

The most effective materials are informed by evidence-based advocacy?advocacy that identifies, assesses, and uses the most up-to-date research endings as the basis for policy decisions. Once this information is collected and analyzed, it can then be packaged to produce focused, succinct briefs that make a clear case for change. This component provides a decision tree for monitoring impact and basic guidance for making your case with evidence-based briefs.

• **Networking and Coalition Building for Health Advocacy: Advancing Country Ownership**

Networks and coalitions can be effective in mobilizing political will, influencing policy and financing, and strengthening health programs. By sharing resources and workload, networks and coalitions can take advantage of their members’ capabilities and skills to plan and implement joint advocacy campaigns, present a unified front, and make collective demands to government. The Health Policy Project prepared this brief to provide leaders of civil society organizations with guidance on working within networks and coalitions to advocate for improved family planning, HIV care and treatment, and maternal health policies and programs.

• **Common Advocacy Plan for Expanding Contraceptive Choice in India**
In December 2012, the Health Policy Project (HPP) supported the ARC Coalition to bring together 20 consortium members and project partners to develop a common advocacy plan. Facilitators from HPP and the Advance Planning Project led the process by building focus, commitment, and consensus among consortium partners on a common advocacy issue. At the end of two days, the consortium members had identified key areas for policy advocacy that have the highest probability of success for ARC in the next year, identified the relevant key stakeholders, and began to develop action plans. Within the broader goal of contraceptive choices being expanded, the key areas identified included expanding the mix of spacing methods and increasing access to current methods of spacing.

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  **AFP Smart: A Guide to Quick Wins-- Build Consensus, Focus Efforts, Achieve Change**

  Advance Family Planning?’s (AFP) advocacy approach focuses on achieving ?quick wins?---critical policy or funding decisions that must occur in the near term to achieve a broader goal. These generally result in increased funding; a change in a law, policy or regulation; or improved implementation or accountability of an existing law, policy or regulation. AFP SMART: A Guide to Quick Wins outlines a step-by-step approach to developing a focused, collaborative advocacy strategy that leads to quick wins. This guide includes examples from AFP?’s focus countries on what has worked to increase financial and political support for family planning. It also includes group exercises and worksheets to foster the creation of a results-oriented plan for reaching the right decision maker with the right message at the first time.

•  
  **From Advocacy to Access: Targeted political action for change**

  This toolkit illustrates actions that you can take to find political solutions to practical problems - obstacles that may prevent you from delivering sexual and reproductive health services and upholding sexual rights. It is an introduction to advocacy, offering tips and tools to help create change at policy level.

•  
  **Strengthening World Vision Policy Advocacy: A guide to developing advocacy strategies**

  This ?how to guide? was written as a reference guide for World Vision staff who want to develop an advocacy plan, and complements the training workshops delivered by the RAPID programme for staff from the Zambia and Uganda World Vision offices during 2010.
However, other organisations will likely find it useful for their context.

- **Straight to the Point - Advocacy Tools**

  The Straight to the Point advocacy tools are intended for organizations that want to include in-country advocacy and public policy work among their programmatic strategies. Teams can use the tools to develop an advocacy initiative in three essential steps: setting advocacy priorities, assessing the political environment for advocacy, and mapping an advocacy strategy.

  *Assessing the Political Environment for Advocacy* helps a team understand the environment they are working in and the key factors they need to consider as they develop their initiative.

  *Setting Advocacy Priorities* helps a team take the first step in developing an advocacy initiative selecting an issue for advocacy.

  *Mapping an Advocacy Strategy* helps a team plan a concrete strategy for achieving their goal, including determining their specific activities.

- **Handbook for Political Analysis and Mapping**

  This handbook aims to help build organizations’ capacity to design effective advocacy projects that advance sexual and reproductive rights. It will help organizations demand greater transparency and accountability from their governments and strengthen their work's ability to systematically influence domestic and international political spheres. The handbook helps analyze the structural and institutional features of the state and the key actors involved and provides activities that guide in the development of advocacy campaigns.

  IPPF recommends using this manual in conjunction with the Handbook for Advocacy Planning and Handbook for Budget Analysis and Tracking in Advocacy Projects.

- **Handbook for Advocacy Planning**

  This handbook aims to help build organizations’ capacity to design effective advocacy projects that advance sexual and reproductive rights. It explains concepts related to advocacy and introduces the advocacy models used by IPPF/WHR. Divided into sessions and activities to be completed by an advocacy team, this manual provides a step-by-step guide to designing effective advocacy projects.

  IPPF recommends using this manual in conjunction with the Handbook for Political Analysis and Mapping
and Handbook for Budget Analysis and Tracking in Advocacy Projects.

**Making a Case for Supplies: Leading Voices in Securing Reproductive Health Supplies: An Advocacy Guide and Toolkit**

The advocacy toolkit and guide "Leading Voices in Securing Reproductive Health Supplies" is a practical, evidence-based tool, designed to raise awareness and foster policy change for increased commitment to reproductive health supplies. This valuable resource draws upon successful advocacy initiatives and lessons learned in contraceptive security. It provides an essential guide to advocacy communications and messages, a range of five global supply shortage scenarios, adaptable to your country's own needs and a set of tools, including policy briefs, PowerPoint presentations and advocacy planning guides.

**Communicating Effectively**

Effectively communicating messages is essential to the success of any advocacy effort. Knowing how to present information to policy makers in a way that will motivate them to enact change and knowing how to reach influential community leaders with messages on the benefits of voluntary family planning will greatly strengthen an advocacy campaign.

To help advocates develop the capacity, tools and knowledge to effectively advocate for family planning, the resources in this section of the Toolkit are organized into several subcategories:

1. **Communication Skills Development**

This subsection suggests resources to help advocates enhance their capacity to share information with policymakers and others. It provides resources on:
• Preparing briefs and presentations
• Presenting data and evidence
• Helping decision makers turn data into actionable steps and positive policy changes

2. Communication Tools

This subsection provides presentations and videos on the benefits of healthy timing and spacing of pregnancies that can be shared with policy makers or other audiences.

3. Faith-Based Organizations and Religious & Spiritual Leaders

In much of the world, places of worship are integral to communities, and spiritual leaders are often highly respected and have a strong influence on behavior. This subsection provides resources for:

• Reaching out to religious leaders
• Preparing sermons spiritual leaders can use to help discuss family planning
• Adopting best practices in working with faith-based organizations
• Demonstrating support among faith leaders for family planning, including official endorsements signed by religious leaders

4. Working with the Media

The media can be tremendously helpful in sharing advocacy messages and reaching a wider population. This subsection offers resources on:

• Making data meaningful to members of the media
• Communicating with the media on matters of sexual and reproductive health

5. Engaging Champions

Developing champions who can effectively speak to the enormous benefits of family planning and who have credibility with communities is a powerful way to influence members of those communities and their policy makers. This subsection provides resources on engaging champions in family planning advocacy efforts.

Having the right tools and building the capacity to effectively use those tools to present the case for family planning to decision makers and community leaders is essential to the success of your advocacy effort. To suggest additional resources or share your experiences, please fill out our feedback form.

Communication Skills Development
The Communication Skills Development section for Effective Communications in the Family Planning Advocacy Toolkit suggests resources to help advocates who are working to educate policymakers and community leaders on the health and economic benefits of voluntary family planning for women, children and entire communities improve their capacity to share these important messages and enhance their effectiveness.

This section contains resources on:

- Preparing briefs and presentations and knowing which type of brief will be most effective for a particular audience
- Presenting data and evidence
- Helping decision-makers turn data into actionable steps and positive policy changes

To suggest additional resources or share your experiences, please email us at toolkits@k4health.org or visit our feedback form.

Resources:

- **Policy Communication Toolkit**

  This Policy Communication Toolkit is a resource to bridge the gap that often lies between research and policy. It consolidates tools, materials, and approaches PRB has developed and refined over 30 years of training researchers to communicate to policy audiences. Research often has profound implications for policy, but without effective communication between researchers and policy audiences, the significance of research findings may be lost. Through this toolkit, users can build skills to bridge this gap, with the goal of increasing the use of evidence in policy and decisionmaking.

  This training toolkit includes all the materials PRB uses to train family planning, reproductive health, and population researchers, experts, and advocates to:
○ Understand the process by which research informs the policy environment.

○ Identify key policy audiences.

○ Identify and communicate the policy implications of research.

○ Communicate messages through a variety of platforms, including policy briefs, oral presentations, data visualizations, social media, and more.

Researchers, NGOs, donors, advocacy organizations, think tanks, and universities can use this toolkit to develop training programs according to their specific needs.

• Implement a Plan

In implementing a strategic advocacy plan, advocates must monitor progress to track whether activities are achieving their intended impact or whether different tactics are needed. A decision tree can help advocates look ahead and focus on follow-through. Advocates must also use targeted materials such as briefs, presentations, and case studies to clearly outline key messages, present research findings, disseminate policy and program guidelines, outline crucial challenges, and provide concrete next steps in the form of ?asks.?

The most effective materials are informed by evidence-based advocacy?advocacy that identifies, assesses, and uses the most up-to-date research endings as the basis for policy decisions. Once this information is collected and analyzed, it can then be packaged to produce focused, succinct briefs that make a clear case for change. This component provides a decision tree for monitoring impact and basic guidance for making your case with evidence-based briefs.

• Communicating Research to Policymakers: Researchers? Experiences

This brief highlights the experiences of four research teams who communicated findings from studies supported under the William and Flora Hewlett Foundation's Population and Poverty Research Initiative (PopPov). Each research endeavor was unique in its strategic approach, subject matter, policy environment, and outcome.

• Social Media for Family Planning Advocacy

Focused use of social media can be a valuable component of any family planning advocacy
The Training Resource Package for Family Planning: Benefits of Family Planning

This module is designed to be used by clinical trainers and pre-service educators with a thorough understanding of adult learning principles and the ability to provide clinical training on FP topics in pre-service or in-service settings.

Designed to actively involve the trainees in the learning process, sessions include:

- a session plan,
- PowerPoint presentations, and
- accompanying activities and resources.

Learning Objectives

By the end of the training, trainees should be able to:

- Define family planning (FP)
- Describe the risks of pregnancy and delivery among women with various characteristics and conditions
- Describe how FP improves the lives of women, children, families, and communities
- List the benefits of FP for all women, for children, for families and communities.
- Discuss FP in the context of human rights
- Explain how FP contributes to the Millennium Development Goals

Family Planning Goes Social: Using social media to create, connect, and come together

This toolkit aims to help people working in the field of family planning better understand the major social media tools and networks available and how they can be used strategically to advance program goals and increase visibility/awareness among target audiences.
Eight tips for using Twitter around health-related events

This eye-catching one-pager provides concise, practical guidance for effectively using Twitter as an advocacy tool.

- Characteristics of a Good Briefer

This one-pager offers pointers on how to write and design a good briefer.

- Making Research Findings Actionable: A Quick Reference to Communicating Health Information for Decision-Making

Researchers provide health information to empower stakeholders in making evidence-based decisions. Yet, research is frequently not available, accessible, relevant, or useful, which limits its applicability for improving health systems. Developing an information dissemination strategy, which is part of data demand and use (DDU, or DDIU), is likely to increase stakeholders’ research uptake. The strategy should be considered during the research planning process and address the communication objectives, target audiences, appropriate channels, and assessment of use.

- 24 Tips for Culturally Sensitive Programming

This booklet, a companion to the publication *Working from Within*, colorfully presents 24 tips, one per page, for culturally sensitive programming, based on research carried out by UNFPA.


The advocacy toolkit and guide "Leading Voices in Securing Reproductive Health Supplies" is a practical, evidence-based tool, designed to raise awareness and foster policy change for increased commitment to reproductive health supplies. This valuable resource draws upon
successful advocacy initiatives and lessons learned in contraceptive security. It provides an essential guide to advocacy communications and messages, a range of five global supply shortage scenarios, adaptable to your country’s own needs and a set of tools, including policy briefs, PowerPoint presentations and advocacy planning guides.

Multimedia Communication Tools

The Communication Tools section for Effective Communications in the Family Planning Advocacy Toolkit offers resources, such as PowerPoint presentations and videos, on the health and economic benefits of voluntary family planning for women, children and entire communities. Advocates who are working to educate policymakers and community leaders on these benefits can use the materials to enhance their own presentations. For user-friendly evidence briefs and fact sheets on the benefits of family planning, please visit the Using Evidence to Advocate section of the Toolkit.

To suggest additional resources or share your experiences, please fill out our feedback form.

Resources:

- **Girls (Music Video)**

  Official music video for the song "Girls", the official song for the "IYAFP Girls Campaign" by the International Youth Alliance for Family Planning. The song is produced by William Otuck, a founding member of IYAFP, written and performed by himself and our long time ambassador and friend, Trevor "TrevMomatic" Arnett.

- **The Family Planning Advocacy Resource Hub**

  Population Reference Bureau (PRB), in partnership with the Bill & Melinda Gates Foundation, has created the Family Planning Advocacy Resource Hub to support family planning (FP) advocates in Africa and Asia. The Hub helps advocacy partners identify product needs and meet them in a timely manner. Our products are not 'off the shelf'—each is tailored for the user, the local environment, and the targeted audiences.

  The examples on this site are categorized by format to show the types of custom products available from PRB. Most reflect our deep experience in FP and related issues; a few address other policy issues but their approaches can readily translate to FP work.
International Family Planning 101

This video from CARE gives you everything you need to know about international family planning and addresses common myths and misconceptions in 4 minutes.

Investing in Sexual and Reproductive Health in the Developing World (Video)

Currently, 225 million women in developing countries want to avoid pregnancy but are not using modern contraceptives, and tens of millions of women do not receive the basic pregnancy and delivery care they need to protect their health and that of their newborns. It would cost on average $25 per woman aged 15?49 to provide a package of essential sexual and reproductive health services to all women in developing regions each year. If all women received the essential sexual and reproductive health services they need, the number of unintended pregnancies and unsafe abortions would drop significantly, and:

? The number of women dying from pregnancy-related causes would drop by two-thirds

? Newborn deaths would drop by more than three-fourths

? Transmission of HIV from mothers to newborns would be nearly eliminated.

Family Planning in Malawi (Video)

Marda and Alfred are a young couple from the country of Malawi who have experienced firsthand the power and the potential that come with being able to use family planning to decide how many children to have, and when to have them. This film tells the story of Malawi, a country struggling with the burdens of extreme poverty, resource scarcity, and a rapidly growing population that could triple in size in the next 35 years. People like Marda and Alfred are not the norm in Malawi; many are forced to leave the size of their families to chance.

Empty Shelves, Empty Hands

Too often, Latin American women go to a clinic for contraception, but they leave con las manos vacias ? empty handed. When they return to the clinic, it will likely be for prenatal services. More than half of pregnancies in Latin America and the Caribbean are unplanned,
due in large part to the lack of family planning methods available to women. This video takes a compelling look at the consequences of this lack of access.

- **Interview Series with Dr. Samuel Mwenda of the Christian Health Association of Kenya and the African Christian Health Association Platform (Video)**

  This series of videos conveys the benefits of family planning and covers topics including youth, male involvement, and integration of family planning with other services. Some videos have special relevance to Christians.

- **Family Planning: A Unique Opportunity for Change (Video)**

  In this film, leading sexual and reproductive health care advocates discuss the unique opportunity family planning presents to women, girls, and their communities. Interviewees also describe what family planning means for them.

- **Healthy Timing and Spacing of Pregnancy (HTSP): For healthy babies, healthy mothers, and healthy communities**

  This presentation was used in religious leader orientation by the Christian Health Association of Kenya to introduce the community-based family planning (FP) services of church-based health facilities in the IRH 2011 project. CHAK worked with pastors to develop plans for including FP information in sermons and other activities and to use the Bible Study discussion guide mentioned above. CHAK reported that the HTSP PowerPoint slides really helped the pastors to understand the importance of FP.

- **Visual Products: Family Planning**

  The Population Reference Bureau's online Visual Products contains a collection of graphics on a range of family planning topics, including worldwide use, contraceptive methods, cost and demand, disparities in childbearing and contraceptive use, reasons for not using
contraception, family size preferences, and births outside marriage. These graphics are available for use by family planning advocates and stakeholders worldwide.

• **Rapid/Women**

Rapid/Women is an interactive software tool that links family planning and women-centered strategies, thereby demonstrating how investing in these types of programs can increase quality of life for women, girls, and families, as well as overall development. For instance, the model can determine how use of family planning and/or women-centered strategies affect women’s health and education, child survival, economic variables, and the UN Human Development Index.

The model can be used to create an evidence base for women’s rights advocates, government leaders, and women’s organizations to advocate for increased investments in family planning/ reproductive health and other women-centered interventions in their countries. It is currently being pilot tested in Mali.

• **ENGAGE Presentations**

The Population Reference Bureau created multimedia ENGAGE presentations in collaboration with local implementing agencies in selected countries. Designed to "engage" high-level policymakers and other leaders in issues related to family planning and reproductive health, ENGAGE presentations are capturing attention across the globe. They offer exciting new ways of exploring associations among population, health, and socioeconomic indicators across time in a visually stimulating way.

The ENGAGE Mini-Presentations offer key data on concise topics as tools for advocacy and education. These one- to three-minute videos with English narration are the perfect way to launch a conversation about a critical family planning or reproductive health issue with leaders, colleagues, advocates, and students. Like the full-length PRB ENGAGE presentations, ENGAGE mini-presentations are downloadable and easily embedded into PowerPoint, offering a simple means to enhance your own presentations or grab an audience’s attention.

The ENGAGE Presentations User Guide offers useful tips for working with our multimedia ENGAGE presentations.

• **Stories and Interviews (Videos)**

The members of Christian Connections for International Health span the globe. They have
long-term working relationships with numerous faith groups, health systems and governments. They are uniquely placed to hear and voice the concerns of both health professionals and ordinary citizens. Here CCIH has gathered statements about family planning, its history, and its current strengths and weaknesses in several countries of the Global South.

**Faith-Based Organizations and Religious & Spiritual Leaders**

In much of the world, places of worship are integral to communities, and spiritual leaders are often highly respected and have a strong influence on behavior. Beyond this influence, faith-based groups also serve as the providers of health care in many communities. Based on World Health Organization and other mapping studies, faith-based organizations are providing anywhere from 25 percent to 50 percent or higher of all health services in many sub-Saharan African countries and regions.

Reaching religious and spiritual leaders with messages on the benefits of healthy timing and spacing of pregnancies is critical to the success of any voluntary family planning advocacy campaign. Once they understand the benefits of family planning to the well-being of women, children, families and entire communities, spiritual leaders can become powerful advocates.

This subsection of the Toolkit provides resources on:

- Reaching out to religious and spiritual leaders
- Preparing sermons spiritual leaders can use to help discuss family planning
- Adopting best practices in working with faith-based organizations
- Demonstrating support among faith leaders for family planning, including official endorsements signed by religious leaders

To suggest additional resources or share your experiences, please email us at toolkits@k4health.org or visit our feedback form.

**Resources:**
Faith Leaders Are Powerful Advocates for Family Planning in Uganda (video)

Religion is very important in Uganda, with 85% of the population identifying as Christian. Religious leaders are well respected in their communities and are influential on a number of topics, including health. Reverend Canon Kabanda of the St. Stephens Archdiocese of the Church of Uganda explains why the church supports family planning and how pastors discuss the spiritual aspects of healthy timing and spacing of pregnancies while health workers from the church-affiliated health center explain family planning methods.

Family Planning Advocacy Through Religious Leaders: A Guide for Faith Communities

The need for a holistic health approach to family planning advocacy — including the spiritual, social, and physical health of mothers and children — is crucial to promoting healthy families. Faith-based organizations (FBOs) are in a unique position to promote family planning (FP) — also called healthy timing and spacing of pregnancies (HTSP) — for the purpose of creating and maintaining healthy families. Recognizing the role FBOs play, the 2016 International Conference on Family Planning (ICFP) held the first-ever inter-faith ICFP Faith and Family Planning pre-conference. Additionally, the global partnership FP2020 includes FBOs as recipients of their Rapid Response Mechanism (RRM), a fund that quickly responds to local-level family planning needs. On the country level, FBOs are integral partners of national FP Technical Working Groups. On the local level, family planning education and services are provided through faith-based health centers and hospitals.

The percentage of health care provided by faith entities in developing nations is significant, but varies widely from country to country. Faith entities are a critically important component of the overall health system in many countries, without which millions of people — particularly in hard-to-reach rural areas and underserved urban slums — would be deprived of health services. In addition to FBOs, religious leaders continue to be highly trusted figures who reach large, rural catchments away from well-stocked urban hospitals. Their political, social and cultural influence make them strong potential partners to address unmet FP needs.

Given these realities, secular and faith-based organizations alike are turning to religious leaders as effective family planning advocates. Likewise, as demand for family planning increases, religious leaders are expressing increased interest in family planning and how they can support their communities through trained points of contact and referrals in their communities. If you are reading this, you are likely already aware of this trend! Thus, this guide seeks to provide a step-by-step process on how to set up and conduct religious leader advocacy trainings, establish monitoring and evaluation systems, and realize your family planning advocacy goals.
African Leaders On Role of the Church in Family Planning (video)

Four leaders from Kenya, Nigeria and Zambia discuss the striking benefits to families and societies when couples are able to plan pregnancies. We also hear from religious leaders why churches are uniquely positioned to educate communities about family planning and reach rural areas with services and supplies.

* Why Christian Values Support Family Planning

This infographic outlines the rationale behind Christian support for family planning.

* Women, Faith and Human Rights

This is an overview of some of the most honest and critical thinking, by women and men of faith and human rights actors, on the relationship between human rights and their respective faith traditions. Convened by UNFPA over a number of years, with support from the Norwegian Agency for Development Cooperation and under the auspices of the Church of Sweden, these authors straddle the worlds of religious leadership and faith service, while also powerfully advocating for gender equality and human rights.

This publication provides a glimpse into the arguments made by these contributors, who are from different countries and faiths. Their views are described in language that seamlessly combines the principles of human rights with religious norms and interpretations. How they articulate the connection between faith and human rights proves to be both enlightening and thought provoking.

* Religion, Women's Health and Rights

This Report looks at the religious arguments around some of the most sensitive and contentious SRH-related issues, from the perspective of the major faith traditions of this world. These issues range from contraception to abortion to GBV to Child Marriage.
Far from merely listing the ‘religious objections’ to be found in the 5 main religions of the world (Buddhism, Hinduism, Judaism, Christianity and Islam), this Report then goes on to elaborate the alternative, faith-based lived realities, interpretations and actions which support the sexual and reproductive rights in question.

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**How Faith-based Organizations Can Help Reduce Abortions**

This fact sheet helps advocates to provide more information on the connections between family planning and abortion, and what the faith community can do to mitigate abortions worldwide! The document includes compelling quotes from key prominent Christian public health leaders on the effect of family planning in reduction of abortions.

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**Family Planning Integration and Faith Leader Involvement (video series)**

This series of brief videos includes interviews with Dr. Tonny Tumwesigye, Executive Director of the Uganda Protestant Medical Bureau and Dr. Mwai Makoka, Executive Director of the Christian Health Association of Malawi. In the interview, they discuss how their organizations integrate family planning with other health services and involve faith leaders in family planning education and promotion.

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**Why Do Christians Promote Healthy Timing of Pregnancies?**

This two-page brief offers talking points, shares the perspectives of different faiths on family planning, links to video clips of religious leaders discussing family planning.

•

**Faith Matters: A Christian Approach to Engaging Youth in Family Planning**

This fact sheet was produced with support from and in collaboration with USAID’s Advancing Partners and Communities. Every year more than 7 million girls under the age of
18 give birth in developing nations, and pregnancy and complications from childbirth are the leading causes of death for adolescent girls in the developing world. This fact sheet addresses these serious issues and helps the reader connect his/her Christian faith with family planning to improve the health of young people. It also provides direction on how faith-based organizations can address healthy timing and spacing of pregnancies in their communities.

- Faith & International Family Planning

"Faith and International Family Planning" sheds light on the diverse and extensive work of faith-inspired organizations (FIOs) and faith leaders in family planning efforts throughout the developing world, as well as the ways in which faith can affect family planning policy. The report finds that FIOs and faith actors are largely supportive of family planning and may provide it as one element within a holistic model of health care. It further finds that faith leaders can serve as effective supporters and messengers of positive opinion regarding family planning. While areas of lively debate remain, particularly regarding different approaches toward youth, FIOs and faith leaders serve as essential providers and promoters of family planning services and have the potential to do more if treated as active partners. WFDD prepared this report with support from the Universal Access Project.

- Engaging Faith Leaders in Family Planning: A Review of the Literature Plus Resources

World Vision prepared this report after conducting a review of literature documenting the success of engaging religious leaders in family planning promotion. The review underscores the effectiveness of involving religious leaders and the necessity of continuing to integrate them into family planning programs to address the unmet need for information and services.

- A Call to Action Faith for Sexual and Reproductive Health and Reproductive Rights Post 2015 Development Agenda

In September 2014, UNFPA convened a meeting of dozens of faith leaders at UN Headquarters in New York to discuss sexual and reproductive health and reproductive rights. UNAIDS played a role in the meeting as a participant. The faith leaders, who came from around the world and represented six major faiths, issued a call to action on the critical importance of sexual and reproductive health and reproductive rights to the post-2015 sustainable development agenda. -
Love, Children and Family Planning: Seven Discussion Guides for Christian Small Groups

This Bible discussion guide is meant to be used by small groups - in churches, in neighborhoods and in Christian nursing schools and health centers. It is meant to be discussed and debated by Christians in all walks of life. This was a cooperative effort of Christian health workers, pastors, church leaders, youth, and members of churches in DR Congo, Kenya, Malawi, Rwanda, Tanzania, and the United States. This guide is currently being used in Kenya. We encourage you to test it in your own program and tailor it to the local context. Your feedback on the tool is welcome. Please contact Lauren VanEnk, lev9@georgetown.edu with any questions or with your experience using the tool.

Interview with Executive Director of Zimbabwe Association of Church-related Hospitals (ZACH) (Video)

Vuyelwa Tenjiwe Sidile-Chitimbire, executive director, Zimbabwe Association of Church-related Hospitals (ZACH), explains the organization's mission to follow the teachings of Jesus Christ.

In the interview, she addresses:
- Why ZACH members provide family planning
- What can happen when women do not have access to services
- ZACH's role in ensuring consistent supplies
- The importance of involving men in family planning
- Societal and economic benefits of family planning

Interview with Dr. Gobgab of the Christian Health Association of Nigeria (CHAN) (Video)

Dr. Daniel Gobgab, secretary general of the Christian Health Association of Nigeria (CHAN) discusses why Christians support family planning, the benefits of healthy timing and spacing of pregnancies, and how CHAN works with the community to help families access family planning services.

From Faith to Action: Creating an Interfaith Initiative to Advocate for Increased Funding for Reproductive Health and Family Planning
This publication reports the results of a study to evaluate the feasibility of creating a cooperative global campaign of faith-based organizations advocating for family planning and reproductive health. The study demonstrated a common commitment to many reproductive health priorities and a general interest in increasing cooperation. The report contributed to the effort to form the ?Interfaith Declaration to Improve Family Health and Well-Being? composed at the June 2011 interfaith family planning and reproductive health task force held in Nairobi, Kenya. The paper suggests that it is feasible not only to form a joint declaration, but also to create a more institutionalized form of collaboration which might include joint projects and funding. The meeting, declaration, and feasibility report were spearheaded by a joint effort of DSW (a German international development agency), Christian Connections for International Health, and Muhammadiyah.

- Healthy Timing and Spacing of Pregnancy (HTSP): For healthy babies, healthy mothers, and healthy communities

This presentation was used in religious leader orientation by the Christian Health Association of Kenya to introduce the community-based family planning (FP) services of church-based health facilities in the IRH 2011 project. CHAK worked with pastors to develop plans for including FP information in sermons and other activities and to use the Bible Study discussion guide mentioned above. CHAK reported that the HTSP PowerPoint slides really helped the pastors to understand the importance of FP.


The "Christian Sermon Guide to Save the Lives of Mothers and Newborns" is a tool for Christian religious leaders on how to guide their followers through a safe reproductive process from pregnancy through infancy. It presents the magnitude of worldwide concern with maternal and infant mortality but argues that the problem is solvable. The instructions include not only guidelines for safe health and sanitation practices, but also recommendations for how Christian leaders might instill these standards and values in their congregations through addressing the issues in the context of sermons with Biblical references included.

Chapter 7 contains a suggested sermon starter on birth spacing.

- Muslim Khutbah Guide to Save the Lives of Mothers and
Newborns

The "Muslim Khutbah Guide to Save the Lives of Mothers and Newborns" is a tool for Muslim religious leaders on how to guide their followers through a safe reproductive process from pregnancy through infancy. It presents the magnitude of worldwide concern with maternal and infant mortality but argues that the problem is solvable. The instructions include not only guidelines for safe health and sanitation practices, but also recommendations for how Muslim leaders might instill these standards and values through addressing the issues in the context of sermons with scriptural references.

Chapter 7 contains a suggested sermon starter on birth spacing.

Stories and Interviews (Videos)

The members of Christian Connections for International Health span the globe. They have long-term working relationships with numerous faith groups, health systems and governments. They are uniquely placed to hear and voice the concerns of both health professionals and ordinary citizens. Here CCIH has gathered statements about family planning, its history, and its current strengths and weaknesses in several countries of the Global South.

Working with the Media

The media can be tremendously helpful in sharing advocacy messages and reaching a wider population with those messages. Ensuring members of the media have accurate information on voluntary family planning and that they understand its benefits is critical to successful advocacy efforts. This subsection of the Toolkit provides resources on how to make data meaningful to members of the media and communicating with
the media on matters of sexual and reproductive health.

To suggest additional resources or share your experiences, please email us at toolkits@k4health.org or visit our feedback form.

Resources:

- **Reporter's Toolkit: Sexual and Reproductive Health and Rights Worldwide**

  This toolkit provides background, context, and resources for journalists writing about global SRHR and related topics. It includes an overview of key challenges and opportunities in ensuring comprehensive SRHR; a snapshot of the current U.S. political landscape with regards to SRHR; a summary of global commitments to SRHR and progress against those commitments; and in-depth information and additional resources on a variety of SRHR-relevant topics.

- **Media Toolkit**

  PRB has worked with hundreds of journalists from developing countries to help them understand issues related to population, reproductive health, and gender status, so that they can report on them accurately and comprehensively. This media toolkit was funded by USAID under the PACE (Policy, Advocacy, and Communication Enhanced) project and based on lessons learned through our global journalism program Women's Edition. The toolkit showcases PRB's capacity efforts so that others who want to engage with the news media can learn from our work and expand the reach of this successful media training.

- **Making Data Meaningful: A Guide to Communicating with the Media**

  This guide aims to help producers of statistics find the best way to get their message across and to communicate effectively with the media. It contains suggestions, guidelines and examples.
Engaging Champions

Developing champions who can effectively speak to the enormous benefits of voluntary family planning and who have credibility with communities is a powerful way to influence members of those communities and their policymakers. This subsection of the Toolkit provides resources on how to engage champions in family planning advocacy efforts and on measuring the effectiveness of those champions to ensure maximum results.

For guidance and tools for engaging religious and spiritual leaders as family planning champions, please visit the Faith-Based Organizations and Religious & Spiritual Leaders section of the Toolkit.

To suggest additional resources or share your experiences, please email us at toolkits@k4health.org or visit our feedback form.

Resources:

- Engaging Men and Boys: A Brief Summary of UNFPA Experience and Lessons Learned

This report aims to support the work of UNFPA and partners by presenting a background and rationale for engaging men and boys. It illustrates a range of initiatives that have engaged men and boys for the promotion of gender equality as well as sexual and reproductive health and reproductive rights. Based on those experiences that have emerged over the years, it presents a set of lessons learned in the areas of evidence and data on engaging men and boys; research, knowledge, and tools for working with men and boys; advocacy, network and partnership building; support at policy and institutional levels; as well as engaging men and boys at the community and individual levels.
Engaging Men in Family Planning

Evidence suggests that men's active participation in decisions about family planning and reproductive health promotes better health for families. But traditionally, family planning counseling and education efforts have been aimed at women. To help organizations understand the benefits of involving men in family planning and to share examples of FBOs successfully engaging men, CCIH prepared this fact sheet on the topic. The piece features a review of studies on the issue and includes the work of CCIH members and affiliates the Adventist Development and Relief Agency, the Institute for Reproductive Health at Georgetown University and World Vision.

Using Evidence to Advocate

Family planning advocacy messages should be evidence-based. Whether one is advocating for increased funding for voluntary family planning services, policy change to support best practices in service delivery, or more widespread understanding of the health benefits of healthy timing and spacing of pregnancies, effective use of good data is essential to credible and impactful messaging. Good translation of data and evidence into clear and convincing advocacy messages can:

- allow donors and government officials to recognize family planning as a smart investment and a cost-effective health and development solution
- convince policy makers of the benefits of developing or revising national family planning policies to support evidence-based, innovative practices, such as community-based access to injectables and implants, that will expand contraceptive access and choice
- foster greater understanding and acceptance among community leaders and members about the health benefits of family planning
- increase awareness among donors, decision makers, program managers and others of the family planning needs of special populations, including youth, people living with HIV and
people living in humanitarian settings

This section of the Family Planning Advocacy Toolkit includes links to sources for data on family planning, population and development; clear, concise summaries and infographics of the latest family planning data from leading global family planning and reproductive health research organizations; and state-of-the-art tools for analyzing, illustrating and using data in advocacy presentations, briefs and other messages.

Do you have family planning data source or advocacy tool that is not represented in this Toolkit? To suggest an additional source for data and evidence or share your perspective, please fill out our feedback form.

Resources:

- **Supply Chain Data 4 Advocacy: Tell Me What You Need! Data Is a Discussion (webinar)**

The Reproductive Health Supplies Coalition hosted a Data 4 Advocacy webinar series held jointly between the Systems Strengthening and Advocacy and Accountability Working Groups. The first discussion "Tell Me What You Need! Data Is a Discussion" served as an introduction to Supply Chain Data 4 Advocacy. The presenters from PAI and PMA2020 break the session into 2 parts: one from the advocate perspective and one from the data perspective. The advocacy perspective focused on how advocates work with and use data along with a case example. The data perspective shared information on common data sources available, followed by a deep dive into PMA2020 data.

**Data Sources & Translation Tools**

Family planning advocates must be able to
translate family planning data into key messages that are meaningful to the target audience. These key messages can include describing the health, social, economic, environmental and other benefits of voluntary family planning. In this manner, advocacy messages that are evidence-based can be presented to policy makers, donors and other decision makers who can then expand access to evidence-based family planning services.

This section of the Toolkit offers sources for family planning and reproductive health data as well as tools for making projections and for analyzing and illustrating data using tables, charts, maps and other graphics. The Population Reference Bureau's Visual Products even offers ready-made presentations that advocates can adapt for their own use. These resources can help family planning advocates ensure their messages are evidence-based and engaging.

Do you have a resource for family planning data analysis and use that is not represented in this Toolkit? To suggest an additional tool or share your perspective, please fill out our feedback form.

Resources:

- **Visualizing Information for Advocacy**
  
  *Visualising Information for Advocacy* is a book about how advocates and activists use visual elements in their campaigns. This 170-page guide features more than 60 case studies from around the world to provide an introduction to understanding visual information and a framework for using images for influence. The book's website contains reviews of, and links to, a number of data visualization tools.


  The Crosswalk of Family Planning Tools provides a comparison of 18 commonly used family planning costing, planning, and impact analysis tools. The Health Policy Project designed the guide to help advocates, program planners, decisionmakers, and others to (1) select which tool might best fit their goals or questions and (2) interpret the outputs of each tool. The guide contains information on each tool's overall goal; intended use; primary target audience; interventions included; unit costing approach (if applicable); and health, cost, economic, or demographic outputs. In addition, the guide compares the requirements for each tool related to data needs, training and skills, and usability.

  The guide is accompanied by a chart to use as a quick reference for general information and comparison. To print the chart, 11 x 17 paper is required and "fit to page" and "landscape orientation" must be selected under printer properties.
Visual Products: Family Planning

The Population Reference Bureau's online Visual Products contains a collection of graphics on a range of family planning topics, including worldwide use, contraceptive methods, cost and demand, disparities in childbearing and contraceptive use, reasons for not using contraception, family size preferences, and births outside marriage. These graphics are available for use by family planning advocates and stakeholders worldwide.

• Rapid/Women

RAPID/Women is an interactive software tool that links family planning and women-centered strategies, thereby demonstrating how investing in these types of programs can increase quality of life for women, girls, and families, as well as overall development. For instance, the model can determine how use of family planning and/or women-centered strategies affect women’s health and education, child survival, economic variables, and the UN Human Development Index.

The model can be used to create an evidence base for women’s rights advocates, government leaders, and women’s organizations to advocate for increased investments in family planning/reproductive health and other women-centered interventions in their countries. It is currently being pilot tested in Mali.

• Reality ?

This programmatic and technical model/tool, examines the relationship of contraceptive prevalence to contraceptive users, adopters, and commodities. Reality ? allows for gauging what are realistic goals for national, district, and facility-level programming, as well as helping planners use existing data to project CPR and method mix into the future and test scenarios that impact CPR. This type of local, specific data is crucial to:

○ Evaluating whether contraceptive prevalence goals are achievable

○ Programming based on data

○ Advocating for the resources needed to actually achieve goals

Reality ? allows one to project the future CPR needs of the geographic area where one’s program is operating and is important for programmers in planning activities and interventions. The data can also provide evidence to use for advocacy purposes—one can
advocate for an increase in family planning resources based on projected data.

- **RAPID: Resources for the Awareness of Population Impacts on Development**

  RAPID projects the social and economic consequences of high fertility and rapid population growth for such sectors as labor, education, health, urbanization, and agriculture. This program is used to raise policymakers' awareness of the importance of fertility and population growth as factors in social and economic development.

- **STATcompiler**

  The MEASURE DHS STATcompiler allows users to make custom tables based on hundreds of demographic and health indicators across more than 70 countries. Users can customize tables to view indicators by background characteristics, over time, and across countries.

- **Stat-Shot: Focused Family Planning Data at Your Fingertips**

  Stat-Shot provides family planning advocates with ready access to key statistics that will bolster knowledge and understanding of current FP use. The RESPOND Project has recently completed a secondary analysis of 40 demographic and Health Surveys to explore the characteristics of users and nonusers of different FP methods. Indicators explored include parity, ideal number of children, wealth quintile, urban vs. rural location, and source of method, with methods categorized as traditional, short-acting, or long-acting and permanent.

  The findings from this analysis have been compiled into this user-friendly web-based and downloadable application. This innovative tool has been designed for a wide range of users. For example, Stat-Shot can inform advocacy presentations by highlighting disparities in method use and can enable evidence-based decision making and priority setting among program managers by identifying existing gaps in knowledge or underserved segments of the population.

  **Download instructions:**

  To start the download click on the link below. A dialogue box should appear asking if you want to run or save the program. Save the program and use the dropdown menu to click on Save As and then specify a location for StatShot (desktop is always an easy option). You might get messages telling you that this application is "untrusted". This is because it is not
(yet) a commonly downloaded application. If you do get a pop up message, simply follow the instructions that give the computer permission to continue the download. At this point the actual download for StatShot will start and you just need to navigate through the dialogue boxes which should be 4 next buttons and then finish. On the final dialogue box you should click that the program has been installed correctly.

• **MEASURE DHS**

MEASURE DHS assists developing countries worldwide in the collection and use of data to monitor and evaluate population, health, and nutrition programs. DHS surveys collect information on fertility, reproductive health, and maternal and child health, among other things. The DHS Web site offers data sets for download, as well as tools for data analysis and summaries of country-specific data.

• **DataFinder**

DataFinder is the Population Reference Bureau's hub for U.S. and international data. DataFinder covers hundreds of indicators for thousands of locations and allows users to create custom reports to print, download, and share. The U.S. data in PRB's DataFinder are from the U.S. Census Bureau's decennial census, American Community Survey, and population estimates. The international data in PRB's DataFinder are from several Population Reference Bureau data sheets. Additional international indicators were compiled by PRB staff, primarily using national surveys.

• **UN Population Datasets**

The United Nations Department of Economic and Social Affairs provides global data on contraceptive use, fertility, and marriage. This site also includes information and data on population policies and dynamics.

**Evidence Briefs & Fact Sheets**
Handing a decision maker a 50-page report or a spreadsheet full of data is not the most effective way to use evidence to advocate for voluntary family planning. While family planning advocacy messages should be based on science, they should also be clear, concise, eye-catching and targeted to the interests of your particular audience. Distilling data into engaging briefs, fact sheets, frequently asked questions, presentations and other forms of communication is not always a simple task. Luckily, several trusted organizations work tirelessly to collect and then translate global, country-specific and local family planning and reproductive health data into short, reader-friendly publications for use by advocates around the world.

This section of the Toolkit offers a collection of the latest population, family planning, and maternal and child health data summaries from leading organizations including Guttmacher Institute, Population Reference Bureau, and Save the Children. This collection is continually updated to include the most current editions of these publications, many of which are released annually.

For evidence briefs and other materials describing the links between family planning and other development issues, including health, economics, the environment, food security, education and poverty reduction, please visit the Linking Family Planning & Development section of the Toolkit.

If you have a family planning advocacy brief or message that is not represented in this Toolkit, please share your suggestions by filling out our feedback form.

Resources:

- World Population Data 2018: Changing Age Structures
The world population will reach 9.9 billion by 2050, up 2.3 billion or 29 percent from an estimated 7.6 billion people now, according to projections by Population Reference Bureau (PRB) included in the 2018 World Population Data Sheet.

PRB has produced the World Population Data Sheet (www.worldpopdata.org) package annually since 1962. The digital and print editions are widely used and cited by educators, policymakers, journalists, program implementers, and others who value the Data Sheet as a trusted reference and source of timely demographic analysis.

This year's edition provides the latest data on 26 key population, health, and environment indicators for the world, the world's regions, and more than 200 countries and territories.

- **Fact Sheet: Adding It Up: Investing in Contraception and Maternal and Newborn Health, 2017**

  This fact sheet presents estimates for 2017 of the contraceptive, maternal and newborn health care needs of women in developing regions, critical gaps in service coverage, and the costs and benefits of fully meeting these needs.

- **Family Planning: The Smartest Investment We Can Make**

  This policy brief explains why funding for international family planning and reproductive health is a proven and cost-effective way to meet a broad range of international development goals. Increased access to contraception for women in developing countries is critical to improving maternal and newborn health, preventing HIV/AIDS, and reducing unintended pregnancies and the need for abortion. Family planning programs yield improvements in other key development areas such as education, water and sanitation. (excerpt)

- **Sexual and Reproductive Health and Rights Are Key to Global Development: The Case for Ramping Up Investment**

  This brief makes the case that investments in sexual and reproductive health are necessary to reach global health and development goals over the next 15 years.

- **Adding It Up: Costs and Benefits of Investing in Sexual**
and Reproductive Health 2014

This report highlights 2014 estimates of numbers and proportions of women in the developing world using modern contraceptive methods and in need of modern methods and explores the cost of meeting this need.

• Just the Numbers: The Impact of U.S. International Family Planning Assistance

This one-pager concisely summarizes data on the effect of family planning funding from the U.S. on maternal and child health. It also shares data on the health effects potential funding cuts would have on women and children around the world.

Infographics

One challenge advocates face is sifting through the overwhelming amount of information supporting the benefits of family planning to pull out the particular facts and figures that will make a lasting impression on decision makers. Infographics highlight these "pearls" in a concise, eye-catching format that is easy for advocates to use or repurpose for their particular needs. This section of the Toolkit offers a selection of infographics that highlight key data on the wide-ranging benefits of family planning.
If you have a family planning advocacy infographic that is not represented in this Toolkit, please share your suggestions by filling out our feedback form.

Resources:

- **Why Christian Values Support Family Planning**

  This infographic outlines the rationale behind Christian support for family planning.

- **Costs and Benefits of Investing in Contraception and Maternal and Newborn Health**

  This infographic lists several benefits of investing in contraception and maternal and newborn health.

- **Unmet Need for Modern Contraception**

  This infographic provides information on the global unmet need for modern contraception.

- **Why Invest in Family Planning? Savings Associated with Investment in Contraceptive Services**

  This infographic provides the economic savings in maternal and newborn health care for every $1 invested in family planning.

- **Unintended Pregnancies among Women with Unmet Need for Modern Contraception**

  This infographic highlights the percentage of women who account for unintended pregnancies due to an unmet need for modern contraception.
Disparities in Modern Contraceptive Use

This infographic breaks down the percentage of unmet need for modern contraception by low-income, lower-middle-income, and upper-middle-income countries.

- **Disparities in Pregnancy-related Care**

  This infographic contains information on the disparities between pregnancy-related care in low-income, lower-middle-income, and upper-middle-income countries.

- **Benefits of Investing in Both Contraception and Maternal and Newborn Care**

  This infographic describes the impact that meeting contraceptive need and providing maternal and newborn health care have in reducing the number of maternal and newborn deaths.

- **Benefits of Investing in Sexual and Reproductive Health**

  This infographic provides information on several benefits of investing in sexual and reproductive health.

- **Just the Numbers: The Impact of U.S. International Family Planning Assistance, 2017 Update**

  This infographic provides an update on the great impact U.S. family planning assistance has on global maternal and child health outcomes.

- **Invest in Family Planning and Reproductive Health**

  This infographic focuses on current barriers to contraception, effects of the resulting unmet
need for contraception, and the health impact a greater investment in family planning would have.

- **Just the Numbers: The Impact of U.S. International Family Planning Assistance, 2015**

  This infographic illustrates the great impact U.S. family planning assistance has on global maternal and child health outcomes.

- **It Begins with the Rights of One**

  This infographic highlights how ensuring women and girls have access to sexual and reproductive health care improves health, education, economic, and social outcomes.

- **Leaders of Tomorrow**

  This infographic illustrates linkages between the age of a country's population and national security issues using Nigeria as an example.

- **Women at the Center**

  This infographic illustrates the health, environmental, and social benefits of voluntary family planning.

- **Contraceptives Save and Improve Lives**

  This infographic highlights the health risks of unintended pregnancies and the importance of donated commodities in ensuring contraceptive access around the world.

**Measuring Advocacy Impact**
How do you measure your efforts to influence policy? This section of the Family Planning Advocacy Toolkit provides selected resources for monitoring and evaluating advocacy efforts.

For evaluators, advocacy efforts can pose assessment challenges. Policy change, for example, is often a complex, long-term process, involving a number of actors. Traditional M&E approaches, especially those aiming to attribute causality, may not be suitable. In recent years, interest has grown in M&E for advocacy, and there are a number of excellent, user-friendly resources available. The resources in this collection should help advocates and others plan, assess, and continuously improve their activities. The resources can be tailored to balance the rigor of the M&E efforts with the scale and scope of the advocacy effort.

An early step in M&E planning for advocacy typically entails developing a logic model (also known as a theory of change or impact plan), which is an explanation of how a given effort will bring about change and what results are anticipated. This provides a roadmap for M&E activities. Many of the resources in this section, including the guides developed by various organizations and an interactive online planning tool by the Aspen Institute, can assist users in creating a logic model.

This section includes a number of useful backgrounders, guides and measurement tools and indicators. The backgrounders provide a helpful overview of rationales, theories and approaches for assessing initiatives to influence policy. The guides include resources for more comprehensive planning, such as Monitoring and Evaluating Advocacy by UNICEF, as well as resources that offer more specialized advice about particular methodologies or strategies for assessing specific advocacy activities. An online resource specifically dedicated to indicators is the Family Planning and Reproductive Health Indicators Database: Repositioning Family Planning, a product of the MEASURE Evaluation Population and Reproductive Health project. Some of the guides included in this collection also offer examples of data collection instruments.

Do you have tools or guidance for monitoring and evaluating family planning advocacy that are not represented in this toolkit? To suggest an additional resource or share your perspective, please fill out our feedback form.
Backgrounders

What are some of the special challenges advocacy presents for assessment? What measurement options are most useful and practical? The resources in this section contain helpful overviews of M&E issues, providing users with a solid grounding in different theories and approaches for assessing advocacy activities.

Do you have tools or guidance for monitoring and evaluating family planning advocacy that are not represented in this toolkit? To suggest an additional resource or share your perspective, please fill out our feedback form.

Resources:

- Monitoring and Evaluation of Policy Influence and Advocacy

Policy influence and advocacy are increasingly regarded as a means of creating sustainable policy change in international development. It is often also seen as a difficult area to monitor and evaluate. Yet there is an increasingly rich strand of innovation in options to monitor, evaluate and learn from both the successes and failures of policy influence and advocacy interventions. This paper explores current trends in monitoring and evaluating policy influence and advocacy; discusses different theories of how policy influence happens; and presents a number of options to monitor and evaluate different aspects of advocacy interventions. Case studies describe how some organisations have used these options in practice to understand their impact and improve their advocacy strategies.

- Pathways for Change: 10 Theories to Inform Advocacy
and Policy Change Efforts

This report highlights ten theories that provide a social scientific grounding for how policy change occurs and what advocacy tactics can achieve. Two broad classes of theories are covered: global theories that explain how policy change occurs and tactical theories that apply to common advocacy tactics that are likely part of advocacy efforts or campaigns. The report also includes a short section on how readers can apply these theories.

M&E Guides

The guides in this section of the Toolkit can be useful at every step of M&E planning and implementation. Resources that provide early planning and design guidance include A User’s Guide to Advocacy Planning by the Harvard Family Research Project and A Practical Guide to Advocacy Evaluation by the Innovation Network, Inc. A resource focused specifically on developing an impact plan or theory of change is The Super Duper Impact Planning Guide by the Partnership Initiative of the International Budget Partnership. This document may prove especially useful to advocates focusing on family planning budget issues.

Resources for more comprehensive planning include UNICEF’s Monitoring and Evaluating Advocacy and specialized documents such as Unique Methods in Advocacy Evaluation by the Innovation Network, Inc. Other resources focus on measurement related to specific types of advocacy activities such as the Guide to Monitoring and Evaluating Health Information Products and Services by the Center for Communication Programs at Johns Hopkins University; Champions and Champion-ness?: Measuring Efforts to Create Champions for Policy Change by the Center for Evaluation Innovation; and The Policy Implementation Assessment Tool by the USAID | Health Policy Initiative. Those engaged in efforts to advocate for voluntary family planning may find the conceptual framework produced by the USAID-funded MEASURE Evaluation project particularly useful in M&E planning.

Do you have tools or guidance for monitoring and evaluating family planning advocacy that are not represented in this toolkit? To suggest an additional resource or share your perspective,
please fill out our feedback form.

Resources:

- **Capture Results**

  This component of the AFP Advocacy Portfolio provides step-by-step guidance to develop a Results Cascade and identify data sources to validate results. It also provides guidance on writing a case study to distill those results into a story that others can understand and replicate.

- **Framework for Monitoring and Evaluating Efforts to Reposition Family Planning**

  The U.S. Agency for International Development's Office of Population and Reproductive Health, in collaboration with the World Health Organization and other partners, has engaged in an initiative to reposition family planning in sub-Saharan Africa. Three key approaches for achieving this goal are advocating for policy change, strengthening leadership, and improving capacity to deliver services. As a result, there is a need for a framework by which countries and programs can monitor and evaluate their progress toward repositioning family planning. The results framework described in this report includes illustrative indicators that can maximize the use of existing information. This framework for monitoring and evaluating the repositioning of family planning services can ultimately be used by international donors, governments, and programs to assess their efforts, identify gaps in strategies to reposition family planning in countries, and to inform funding, program design, policy and advocacy, and program planning and improvement.

- **Monitoring and Evaluating Advocacy: Companion to the Advocacy Toolkit**

  The M&E Companion a full version of chapter 4 of the Advocacy toolkit outlines basic steps in planning, monitoring and evaluation for advocacy and covers the following:

  - Distinctive features of monitoring and evaluation for advocacy
  - Five questions for planning advocacy monitoring and evaluation
  - Special focuses on equity, humanitarian advocacy monitoring and evaluation, and knowledge management
• Seventeen data collection tools for measuring advocacy outputs, outcomes and impacts
• Six case studies from Kenya, Nigeria, Tanzania and Mexico, Tajikistan and Iceland
• Following up and next steps

Champions and "Champion-ness": Measuring Efforts to Create Champions for Policy Change

This ten-page brief discusses what it means to be a champion for policy change and how to track progress in developing champions. The authors report on their process as well as preliminary experiences and challenges.


_A User's Guide to Advocacy Evaluation Planning_ was developed for advocates, evaluators, and funders who want guidance on how to evaluate advocacy and policy change efforts. This tool takes users through four basic steps that generate the core elements of an advocacy evaluation plan, including what will be measured and how.

The tool helps users:

1. Identify how the evaluation will be used and who will use it to ensure the evaluation delivers the right kind of information when it is needed.
2. Map the strategy being evaluated to illustrate how activities lead to policy-related outcomes.
3. Prioritize the components that are most essential for the evaluation to make sure the evaluation is resource-efficient and manageable.
4. Identify measures and methods that signal whether advocacy strategy elements have been successfully implemented or achieved.

Pathfinder: A Practical Guide to Advocacy Evaluation

_Pathfinder_ is a practical guide to the advocacy evaluation process. Three editions--for evaluators, advocates, and funders--guide users through the advocacy evaluation process from start to finish, asking key questions that will facilitate the planning of each step. Drawn from Innovation Network's research and consulting experience, _Pathfinder_ encourages the adoption of a ?learning-focused evaluation? approach, which prioritizes using knowledge for improvement.
Unique Methods in Advocacy Evaluation

This nine-page brief describes innovative qualitative techniques for assessing advocacy and policy change efforts. Techniques covered include bellwether methodology, policymaker ratings, intense period debriefs, and system mapping.

Measurement Tools & Indicators

This section of the Toolkit provides some specialized resources for M&E planning, data collection and measurement related to advocacy. The Advocacy Progress Planner, an interactive online tool by the Aspen Institute, assists users in producing a logic model (an explanation of how a given effort will bring about change and what results are anticipated). The Aspen Institute also has a website guide for M&E planning and implementation that may be used in conjunction with the interactive online tool. Those seeking data collection tools might usefully examine the handbook produced by the Annie E. Casey Foundation and Organizational Research Services, which provides a particularly large array of examples. Those interested indicators for their activities will find a wealth of possibilities in the online indicator database by the MEASURE Evaluation project.

Do you have tools or guidance for monitoring and evaluating family planning advocacy that are not represented in this toolkit? To suggest an additional resource or share your perspective, please fill out our feedback form.

Resources:
An Advocate's Guide: Strategic Indicators for Universal Access to Sexual and Reproductive Health and Rights

This guide was prepared to enable advocates to use data when advocating for universal access to SRHR at the national, regional and global levels. Section I provides guidance on using indicators to monitor progress in achieving universal access to sexual and reproductive health and rights, and Section II provides definitions, interpretations, and data sources for these core indicators.

• The Advocacy Progress Planner: An online tool for advocacy planning and evaluation

This interactive tool guides users through a M&E planning process for advocacy efforts, producing a customized "logic model. The Aspen Institute also has an online companion guide for advocates, with step-by-step guidance for planning.

• Continuous Progress: Better Advocacy Through Evaluation

This Web-based guide for planning and executing an advocacy evaluation is divided into three major sections: before, during, and after the advocacy campaign. It may be used as companion to Aspen Institute's interactive planning tool.

• Family Planning and Reproductive Health Indicators Database

This database provides a comprehensive listing of the most widely used indicators for evaluating family planning and reproductive health programs in developing countries. The database contains definitions, data requirements, data sources, purposes, and issues for core indicators along with links to other websites and documents containing additional family planning and reproductive health indicators.

Source URL: http://live-toolkits.pantheonsite.io/toolkits/family-planning-advocacy