



The Power of Advocacy: Driving Family Planning Progress by 2020 and Beyond

A Roadmap for Shared Advocacy

Background

Since 2012, stakeholders across the FP2020 movement have worked toward the global goal of enabling 120 million more women and girls to use contraceptives by 2020. Driven by a growing number of civil society partners around the world, and with the support of global platforms such as FP2020 and The Advocacy Collaborative (TAC) and key donors, advocacy has been a key mechanism for inspiring FP2020 commitments and fostering the accountability of commitment makers. Individually and collaboratively, our advocacy has played an important role in broader efforts, which have resulted in reaching 46 million additional users since 2012.

However, the world is off track in achieving the goal of 120 million new family planning (FP) users by next year. In the push to 2020, and the transition to a longer-term focus on meeting the Sustainable Development Goal (SDG) targets by 2030, it is critical for advocacy actors to assess what has worked and what hasn't, and then accelerate strategic collaboration on shared priorities.

This roadmap is the result of a consultative process with key FP advocacy partners, beginning with a meeting on January 15, 2019 in Washington D.C., at which 44 partners from 25 organizations came together to: share progress and lessons from their FP advocacy work since 2012, identify opportunities for better aligning partners' advocacy efforts, and establish a framework for advancing a common FP advocacy agenda in 2019 and beyond. Following the meeting, a draft roadmap was developed and shared with partners for further input, and to ensure that objectives and activities were actionable and would be brought forward by specific partners.

The roadmap outlines a shared vision, and four core priorities for advocacy in the lead-up to 2020. Each priority includes one to two objectives that further define the focus areas within that priority. Partners have identified how they will help take forward specific objectives and activities within the roadmap. For each objective, a lead partner will be responsible for tracking activities, progress against the objective, and results, by communicating with supporting partners regularly.

The roadmap also highlights several cross-cutting approaches to call attention to specific principles and tactics that are relevant across priority areas and will further help to accelerate progress.

Finally, the roadmap concludes with a look ahead, which provides a view to advocacy priorities in the post-2020 landscape. This is not an exhaustive or clearly defined list, and will evolve over the next year; however, it aims to reflect the input of partners around longer-term priorities, for which we can begin planning and ensure critical groundwork is laid.

Family Planning Advocacy Roadmap to 2020

VISION: Family planning advocacy partners around the world align around common advocacy priorities and accelerate their efforts in support of FP2020 goals and the Sustainable Development Goals.

CROSS-CUTTING APPROACHES

Drawing from what we know works and opportunities to enhance FP advocacy, the following cross-cutting tactics and approaches have been prioritized for consideration and application, where relevant, across the four core roadmap priorities:

- **Shift to a country-led focus:** To date, the global community and INGOs have played a leading role in defining the global FP agenda. Often global partners have operated in a silo, making it more difficult to be nimble and responsive to national or local needs. Shifting our focus to more country-driven and country-led advocacy will ensure a strong and sustainable ecosystem for advocacy that leverages local advocates' expertise and understanding of local needs and contexts, and allows communities and individuals to drive decision-making about their own health.
- **Putting adolescents and youth at the forefront:** Partners should employ an adolescents and youth (AY) lens across advocacy priorities to ensure activities address the unique needs of this community. AY advocates should not only be recognized and leveraged for their expertise and connection to AY communities, but should be integral participants in identifying advocacy needs, and designing and executing advocacy strategies. Partners should prioritize brokering opportunities for young people's participation and leadership in these processes.
- **Facilitate data visibility and use:** The return on recent investments in increased access to FP data should be maximized through more effective use of evidence for advocacy, accountability, and decision-making. The latest available data should be deliberately "socialized" with advocates and other FP stakeholders to promote better data use – and advocates should be capacitated to translate the data for their use. Furthermore, data and communications partners should be engaged alongside advocates to ensure that evidence is analyzed and packaged into compelling advocacy messages that are easily digestible for policymakers and other key stakeholders.
- **Leverage media and communications opportunities:** To maximize media and communications opportunities for FP advocacy, it will be important to evolve the way FP is communicated (e.g. within an integrated development agenda, with women's and girls' rights at the center) to ensure it resonates with key target audiences (e.g. adolescents/youth and policy makers). In addition to engaging communications professionals on packaging data for use by advocates (noted above), they should also be engaged early and often in advocacy planning more broadly; novel approaches to engage key stakeholders (e.g. media, Ministry of Communications) should be considered and advocates should be trained in communications to strengthen their approaches and achieve results.
- **Improve coordination and integration:** Identify ways to better collaborate with stakeholders in other health movements (e.g. HIV/AIDS, maternal and newborn health) and development sectors (e.g. education, environment, agriculture), through existing and multi-sectoral platforms,

mechanisms and events at the country and global levels. Facilitate engagement and coordination across government ministries, and with a variety of advocacy partners and potential partners, including educators, health care professional associations, and parliamentarians.

- **Document challenges, successes, and lessons:** FP advocates have a wealth of experience from which we can learn and continue to improve our approaches. Documenting and sharing those challenges, successes, and lessons is critical to understand when to change course, and when to scale up tactics that work.

FP Advocacy Priorities 2019-2020

1) **Accountability:** Achieve accountability for FP2020 country commitments, including implementation of all relevant policies and budgets

Current Context: Partners report that FP2020 commitments and CIPs have provided a strong foundation for advocacy. Yet while many countries have commitments, policies, and budget lines for FP, accountability to ensure follow-through remains a challenge. Policies are not always fully implemented, and budgets are not always disbursed. In addition, while countries are self-reporting on commitments, independent review of progress on commitments, and more robust and extensive tracking of policy implementation and budgeted fund disbursement, particularly at sub-national level, is needed. Civil society can play an important role in bolstering these processes by helping to track and accelerate progress toward government commitments and elevate the voice of affected communities. Research exists that highlights promising practices for accountability approaches across a range of health issue areas, but further analysis and dissemination of successful approaches within the FP community is needed.

ACTIVITIES	PARTNERS	TIMELINE
Objective 1: Capture, synthesize, and disseminate best practices and lessons in accountability for FP to support a learning agenda for FP advocates		
<ul style="list-style-type: none"> ● Map and synthesize successful accountability approaches, tools, and messages¹ from the FP community and other related health and development issue areas² ● Develop minimum standards for FP accountability to guide the FP community in setting expectations and guidelines around accountability 	<p>Lead: TAC FP2020</p> <p>Other partners: WRA, PACE, CARE (Note: recent work</p>	

¹ Partners report that the word “accountability” is not always well-received because it carries a bad connotation. Reframing accountability messaging may be an important ingredient to success and should be explored as part of the mapping and synthesis of successful accountability approaches, tools, and messages.

² Potential examples may include:

- UReport social messaging tool: <https://ureport.in/>
- Motion Tracker commitment tracking tool: <http://motiontracker.ugandarhpromises.org/>
- Social Accountability Symposium, New Delhi, 2018. [Background paper and presentations.](#)

<ul style="list-style-type: none"> Disseminate findings and minimum standards for FP accountability through relevant list-servs and partners, including youth leaders Host a webinar series to share findings and minimum standards 	on establishing social accountability as HIP)	
Objective 2: Train and support FP advocacy partners to scale up successful accountability practices		
<ul style="list-style-type: none"> Prioritize local CSOs working on accountability in FP2020’s Rapid Response Mechanism (RRM), PAI’s Opportunity Fund, and RHSC’s Innovation Fund, PAI’s YouAccess Fund Implement training and technical assistance to country partners in select countries, focused on: <ul style="list-style-type: none"> Implementation of the Motion Tracker Budget advocacy and tracking; with special attention to tracking GFF-related funds for FP in countries Data analysis and use Policy analysis to identify harmful or beneficial effects on FP programs Tracking domestic resources Scale up successful mutual/multi-stakeholder accountability structures and participatory planning processes in select countries 	Suggested Lead: Samasha, PAI Other partners: AFP, FP2020, Country Partners	

2) ECHO Trial: Mitigate the risk of any potentially negative implications of the ECHO trial results on family planning perceptions, access, and use

Current Context: [The Evidence for Contraceptive Options and HIV Outcomes \(ECHO\) study](#) aims to understand how DMPA contraceptive injections, the Jadelle implant, and copper T IUD may affect HIV risk. Data is expected to be released by mid-2019, and it may include results that could be confusing or damaging to public perceptions about contraceptives. The FP community has not been adequately engaged to-date in discussions and planning to mitigate this potential risk. There is a need to impart a sense of urgency among FP advocates and communications professionals, to develop relevant tools and messages for advocates, and to enhance coordination, alignment, and engagement between the HIV and FP communities, to ensure a unified voice that is proactive rather than reactive.

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- [Engendering Accountability: Upholding Commitments to Maternal and Newborn Health](#), Global Health Visions, 2015.
 - [Social Accountability: What are the lessons for improving family planning and reproductive health programs](#), The Evidence Project, 2014.
 - Country scorecards, e.g. [Evidence Driving Accountability for Family Planning](#), Mamaye, July 2017.

ACTIVITIES	PARTNERS	TIMELINE
Objective 1: Align the FP and HIV communities around shared advocacy and communications approaches to plan for and respond to the ECHO trial results		
<ul style="list-style-type: none"> • Identify and map coordination and communications structures and tools (both new and current), as well as stakeholders in select countries, to leverage and engage across the FP and HIV communities. • Support key stakeholders in select countries to develop and implement advocacy and communications/media engagement/dissemination strategies, including new or adapted tools, and coordinated messaging to support implementation of that strategy. • Support countries to establish ECHO coordination mechanisms/task forces and ensure engagement of key FP and HIV stakeholders. 	<p>Lead: FP2020 and AVAC, CCP</p> <p>Supporting: TAC, WHO, FP2020 CSO Focal Points IAAH ECHO Consortium, the HC-HIV Advocacy Working Group, ICWEA, USAID, Gates, AFP</p>	

3) Youth: Prioritize support and engagement of young people, and youth-led organizations and coalitions, to be effective advocates for family planning

Current Context: While adolescent and youth access to FP has emerged as an area of focus for global and country advocacy in recent years, the needs of this population are largely still under-recognized and under-resourced. Further, the potential for youth-led advocacy to advance youth-specific and broader FP issues remains relatively untapped. Partners report that the engagement of young people across the FP2020 community has been hindered by limited understanding of how to effectively engage them, a lack of funding, cultural norms and stigma, and poor coordination within civil society and between CSOs and youth-led organizations and coalitions. There is an important opportunity for young FP champions to play a leadership role, but this will require building the capacity of youth-led and youth-serving organizations and coalitions; ensuring opportunities to meaningfully engage them from the beginning of policy and program planning; leveraging existing resources and structures involving youth (e.g. Youth Focal Points and youth-led advocacy campaigns); and improving alignment and coordination with efforts of other advocates and CSOs. It will also be critical to align civil society partners and donors on the importance of measuring meaningful youth engagement (MYE).

ACTIVITIES	PARTNERS	TIMELINE
Objective 1: Strengthen capacity of young people to understand and use data and evidence in their advocacy		
<ul style="list-style-type: none"> • Provide opportunities to build the skills of AY advocates on data analysis and communication • Incorporate youth and representatives of youth-led organizations in all existing, upcoming FP advocacy trainings • Ensure young people have skills, knowledge and platforms to demand accountability 	<p>Lead: FP2020/TAC</p> <p>Other partners: Track20 PMA2020 PRB Pathfinder Restless Development AFP</p>	
Objective 2: Strengthen youth-led coalitions and organizations through effective partnerships with civil society and advocacy organizations		
<ul style="list-style-type: none"> • Establish opportunities for youth advocates to connect, collaborate, align, and implement global and local advocacy efforts • Develop a youth advocate mentorship program to pair seasoned advocates with young advocates for ongoing TA and support • Advocate to increase grants to AY-led organizations and coalitions • Develop or identify standards for tracking and measuring meaningful adolescent and youth engagement 	<p>Lead: FP2020 IYAAP</p> <p>Other partners: TAC Restless Development</p>	
Objective 3: Develop country-led advocacy plans related to improving young people’s access to and use of contraceptive information, supplies and services. Advocacy and resulting from the March 2019 Cotonou meeting of civil society, young leaders, and technical experts from the nine Ouagadougou Partnership Countries convened by AFP, PAI, the OP Coordinating Unit and FP2020		
<ul style="list-style-type: none"> • Convene OP partners to develop advocacy plans • Support implementation of plans developed 	<p>Lead: AFP</p> <p>Other partners: FP2020, PAI, OPCU</p>	

4) Family Planning Visibility and Prioritization: Increase visibility, prioritization, and funding for family planning, at global, national, and sub-national levels

Current Context: While FP2020 has succeeded in elevating the visibility and prioritization of FP at global and country levels, much more attention to FP is needed, particularly to positioning FP as an urgent development priority, and a critical component of Universal Health Coverage (UHC) and achieving the SDGs. Substantial work remains to further prioritize FP in global, national and subnational agendas and ensure resource allocations for FP are optimized across health sector plans, GFF investment cases, and as part of a total market approach. The FP community must strengthen messaging around the return on investment for family planning, as well as its strategic approach to contextualizing FP in the pursuit of Universal Health Coverage (UHC) and the SDGs. Additionally, the FP movement can further explore localized solutions that not only generate demand and improve accountability, but also identify opportunities for issues and populations that have been underserved and overlooked.

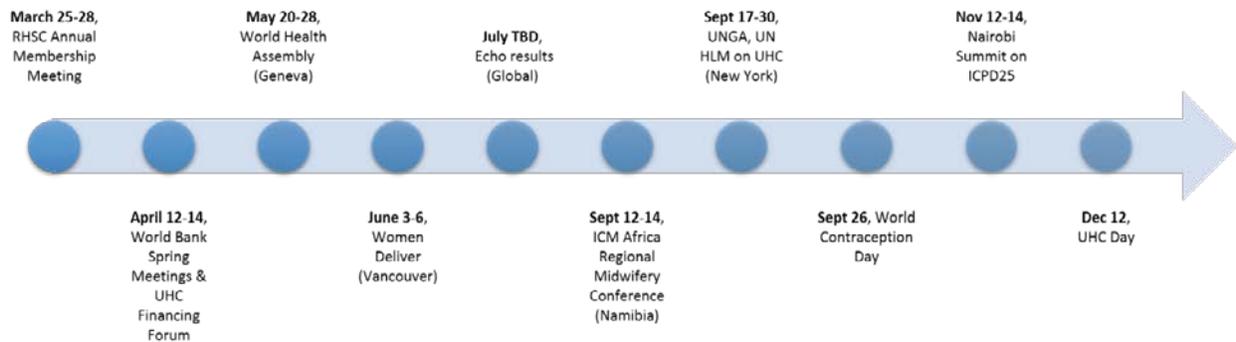
ACTIVITIES	PARTNERS	TIMELINE
Objective 1: Ensure that FP is included in country plans and frameworks for UHC and GFF		
<p><u>UHC</u></p> <ul style="list-style-type: none"> ● Develop a briefing on FP and UHC, including objectives, indicators, and key messages ● Map key national UHC-related policy processes and advocacy opportunities, including those related to DRM, and support the engagement of FP advocacy partners <ul style="list-style-type: none"> ○ Track outcomes of meetings and inclusion of FP in outcome documents etc. ● Facilitate coordination of CSOs, including youth-led organizations working on UHC and FP at country levels <ul style="list-style-type: none"> ○ Encourage and track engagement of FP advocacy partners in the UHC Civil Society Engagement Mechanism (CSEM) ○ Support FP2020 Focal Points to identify CSOs and CS coalitions working on UHC in countries, and join or participate in relevant consultations, when possible, to ensure the FP voice is represented <p><u>GFF</u></p> <ul style="list-style-type: none"> ● Support country level CSOs to advocate for FP prioritization and reporting as part of country health plans and GFF Investment Cases <ul style="list-style-type: none"> ○ Facilitate the engagement of FP advocates in relevant GFF multi-stakeholder platforms and meetings focused on health planning and reporting ● Explore opportunities for providing input to the forthcoming GFF SRHR Strategy (TBC), through GFF Civil Society Investors Group representatives and Steering Committee members 	<p>Lead: PAI (FP & UHC mapping)</p> <p>Supporting: IYA TAC FP2020 GFF CSO UHC CSEM RHSC</p>	
Objective 2: Cultivate high level champions at global and country levels to elevate and sustain FP as an urgent development priority		

- Identify new global and country champions, using an integration lens across related issues areas (maternal health, HIV, UHC, SRHR); identify different champions for different settings and contexts
 - Research and map potential champions in a “champions framework” in collaboration with in-country partners, identify potential champions, key advocacy asks (e.g. integration of FP into country health plans, see Objective #1), and champions to support those asks
 - Explore potential champions among government leaders, community leaders, donors, influencers, youth etc.
 - Identify opportunities to engage new donors for funding of country-level FP advocacy and accountability
 - Leverage inputs from FP2020 CSO focal points, TAC partners, FP2020 youth focal points
 - Use existing champions to recruit new champions; leverage FP2020 reference group
- Develop a champions guidance note with key messages and context-specific advocacy asks and recommendations on coalitions and network creation, focused on increasing visibility and funding for FP
- Celebrate existing champions through media and communications channels; work with FP2020 CSO focal points and partners to identify and celebrate people who have made progress on accountability for FP, resources for FP etc.
 - Develop a “champions award”
 - Identify speaking opportunities for existing champions

Lead: FP2020, TAC

Other partners: FP2020 focal points, partners communications teams

2019 Timeline of Key Moments and Opportunities for FP Advocacy



Looking Ahead: Establishing a Foundation for FP Advocacy Beyond 2020

Central to our efforts in 2019 will be accelerated progress toward our global 2020 goals. But equally, the shorter-term efforts outlined in this roadmap – along with individual partner-led activities such as the FP2020 consultations and AFP’s White Paper on the Future of Advocacy – will support and shape the development of the post-2020 agenda for the FP community, and set the stage for advancing longer-term priorities, which we anticipate will include:

- **Developing a mature integration and coordination approach for advocacy across sectors:** Building on our 2019 engagement with HIV stakeholders around the ECHO trial will enable us to develop out opportunities for further cross-sector collaboration on HIV/FP, as well as with communities of advocates working in related health sectors such as sexual and reproductive health and rights (SRHR) and maternal and child health. Ultimately, we will seek to amplify our voice and messages through the ongoing and meaningful engagement with other sector advocates, improved coordination between our structures and platforms, and proactively identifying specific issues for joint advocacy.
- **Framing of FP within broader health and development agendas:** Our efforts in 2019 to link FP with broader issues should set the tone for our messaging going ahead. While we will continue to connect FP into current discussions and dialogue on country health plans and UHC, it will also be important to more deliberately broaden our frame to position FP within broader development priorities, the broader SRHR agenda³, human rights, and “hot topics” such as health financing, financial security, climate change, agricultural productivity, etc. This broader frame will open new doors for engagement in multi-sectoral spaces and with decision-makers beyond health.
- **Structured, formal accountability systems:** We will build off of an accountability learning agenda started in 2019 to develop more formal accountability structures that NGO partners can tap into to continue to hold decision-makers accountable for unmet commitments and implementation of policies and budget lines.

Ultimately, this roadmap provides a starting point for how we will work together over the course of 2019 and build a foundation for longer-term collaboration. Open communication with partners will be key to the successful achievement of our 2019 advocacy objectives, and for defining our shared path going ahead. As such, we will provide a platform for ongoing feedback and check-ins with partners throughout the year, to ensure input and learnings are captured and incorporated.

³ <https://www.thelancet.com/commissions/sexual-and-reproductive-health-and-rights>