



BILL & MELINDA GATES INSTITUTE *for*  
POPULATION *and* REPRODUCTIVE HEALTH

# ADVANCE FAMILY PLANNING

*an evidence-based advocacy initiative*

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#### Advance Family Planning

Bill & Melinda Gates Institute for Population and Reproductive Health  
Johns Hopkins Bloomberg School of Public Health  
615 N. Wolfe Street  
Baltimore, MD 21205  
United States  
Phone: +1 (410) 502 8715  
Email: [afp@jhsph.edu](mailto:afp@jhsph.edu)

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**A**dvanice Family Planning (AFP) is an advocacy initiative comprising individual family planning champions, locally based nongovernmental organizations (NGOs), government officials, and regional health and development networks. We aim to increase the financial investment and political commitment needed to ensure access to high-quality, voluntary family planning through evidence-based advocacy. AFP was established in 2009 at the Bill & Melinda Gates Institute for Population and Reproductive Health, Johns Hopkins Bloomberg School of Public Health, with the leadership and support of the Bill & Melinda Gates Foundation, the David & Lucile Packard Foundation, and The William and Flora Hewlett Foundation.

### THE CHALLENGE

More political leaders are beginning to appreciate the benefits of family planning, not only for the health and wellbeing of women and children but also for the development of their countries. However, even in favorable environments, specialized advocacy efforts are needed to gain and sustain political and financial support. These efforts must go beyond health policymakers and also engage those with budgetary authority, the private sector, and donors. Effectively engaging each type of decisionmaker requires customized messages delivered by well-prepared champions on why a policy or change is important and how taking particular actions will help them achieve their goals.



### WHAT WE DO

AFP works to build on the momentum of the 2012 London Family Planning Summit and achieve the goals of the Family Planning 2020 (FP2020) partnership: to enable 120 million more women and girls in some of the world's poorest countries to access contraceptive information, services, and supplies, without coercion or discrimination by 2020. Our focus is on providing decisionmakers with evidence that family planning is a sound investment with dividends in health and women's empowerment, socioeconomic development, the environment, and other areas. We aim to:

- **Mobilize and sustain effective family planning advocacy** to increase resources, decrease policy barriers, and increase the importance of family planning among policymakers.
- **Amplify voices from the South** to help global advocacy organizations make increased access to family planning a priority among national governments and international agencies.
- **Diffuse advocacy best practices** to guide strategy development, implementation, and monitoring and evaluation through the AFP Advocacy Portfolio, our advocacy resource toolkit.

## OUR APPROACH

The most skilled advocates intuitively focus their energy and attention on opportunities for action that have the highest potential for impact in the near term. Our approach facilitates this process, connecting a series of near-term “quick wins” toward broad, long-term goals. AFP’s niche for supporting government efforts and holding them accountable is the mobilization of trusted and respected champions, building on existing knowledge of what works.

AFP facilitates a process of identifying and strategizing with leaders who have the stature and skill to persuade policymakers on the sub-national, national, regional, and global levels to invest in family planning. Developing- and developed-country advisors help to identify policy opportunities for focused action and ensure that policy gains fulfill their purpose.

*AFP identifies opportunities for advancing critical family planning policies, determines the support required to implement them, develops evidence-based advocacy messages for decisionmakers, and helps champions deliver messages at the most opportune time.*

## OUR PRINCIPLES

Seven core principles characterize our work:

1. **Locally-driven.** Local champions determine and direct activities.
2. **Focused.** Our efforts target decisionmakers who control family planning funds and policies.
3. **Evidence-based.** Advocacy supported by the most up-to-date, proven data compels action.
4. **Collaborative.** We facilitate an inclusive, consensus-building process that leverages the resources of others.
5. **Influential.** Voices from the South are better able to influence global and regional agendas.
6. **Accountable.** Strong performance monitoring frameworks help track progress and increases in access to family planning.
7. **Sustainable.** Country advocacy capacity and activities are able to continue after AFP ends.

## WHERE WE WORK

- Burkina Faso
- Democratic Republic of the Congo
- India
- Indonesia
- Kenya
- Nigeria
- Senegal
- Tanzania
- Uganda

## OPPORTUNITY FUND

We support emerging, high-impact family planning advocacy efforts in other countries through the Opportunity Fund, a small grants program managed with Population Action International. The fund helps advocates seize advocacy opportunities related to the policy and funding decisions needed to accelerate FP2020’s success at district, state, national and regional levels. Applications are available online at [advancefamilyplanning.org](http://advancefamilyplanning.org).

## AFP INITIATIVE PARTNERS:

- African Women’s Development Fund
- Bill & Melinda Gates Institute for Population and Reproductive Health
- Equilibres et Populations
- Futures Group
- Health Promotion Tanzania
- International Planned Parenthood Federation
- Jhpiego
- Johns Hopkins Center for Communication Programs
- Partners in Population in Development, Africa Regional Office
- Pathfinder Nigeria
- Planned Parenthood Federation of Nigeria
- Population Action International
- Population Foundation of India
- Reproductive Health Uganda
- Réseau Siggil Jigéen
- Tulane University School of Public Health and Tropical Medicine
- United Nations Association Tanzania
- Yayasan Cipta Cara Padu

## OUR IMPACT

AFP's approach has led to more than 100 significant advocacy wins since 2009, including:

### INCREASING FUNDING FOR FAMILY PLANNING

- Increased government allocations to family planning in Democratic Republic of the Congo, Indonesia, Nigeria, Senegal, Tanzania, and Uganda, including at the state/district level

### ELIMINATING POLICY BARRIERS

- Catalyzed policy changes to allow community health workers to provide injectable contraceptives in Kenya and Uganda and clinical officers to perform tubal ligations in Uganda
- Implemented workplace family planning programs in Indonesia
- Enabled private providers and NGOs to access contraceptive commodities through the national medicines warehouse in Tanzania and Uganda

### AMPLIFYING VOICES FROM THE SOUTH AND INFLUENCING THE GLOBAL AGENDA

- Included family planning in the World Health Organization's guidance on task shifting for maternal and newborn health



## ADVOCACY AND ACCOUNTABILITY BEST PRACTICES

To guide and develop focused advocacy strategies and demonstrate that advocacy investments generate results, AFP has produced a toolkit for action. The AFP Advocacy Portfolio provides a compendium of our best practices and tools to develop, implement, and evaluate a focused advocacy strategy from start to finish. It includes examples, group exercises, and worksheets to refine a strategic vision, identify and motivate key players, take action, manage and overcome setbacks, and monitor and evaluate success.

The portfolio contains:

- **AFP SMART: A Guide to Quick Wins**, a step-by-step approach to developing a focused, collaborative advocacy strategy that leads to quick wins. It breaks down strategy development into nine manageable steps in three phases. Through emphasizing concrete, achievable policy change, the guide helps produce a strategy that everyone buys into to mobilize political will and resources.
- **AFP Results Cascade: A User's Guide**, a systematic process to documenting, monitoring, refining, and demonstrating the results of a family planning advocacy strategy. The results cascade is our principal monitoring and evaluation tool; the user's guide provides instructions on documenting the phases of a results cascade from a quick win or series of quick wins to long-term impact.