

Advocacy— Now More Than Ever

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GLOBAL



REGIONAL



NATIONAL



COUNTY



VILLAGE



Outline of Presentation

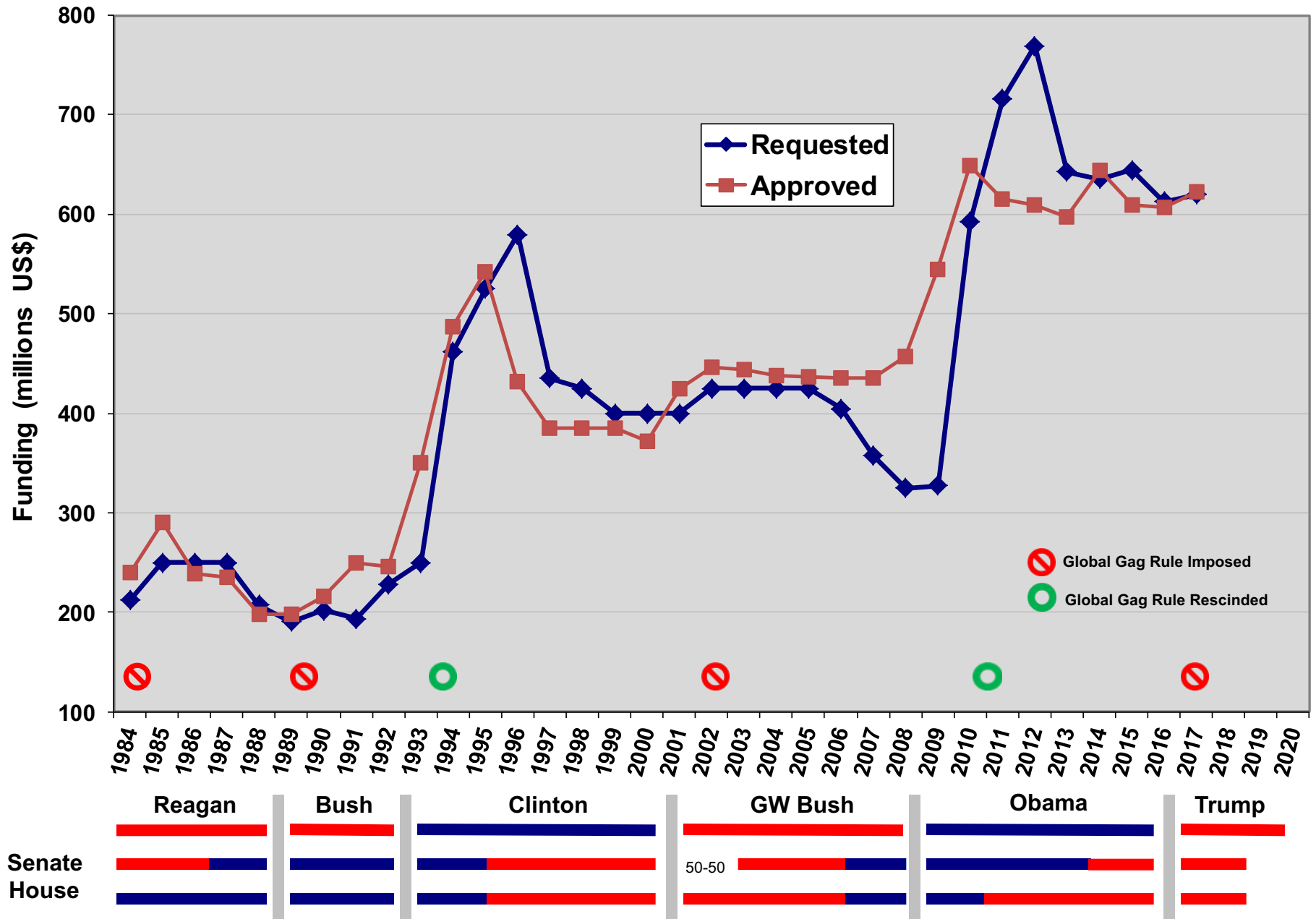
- Bad News/Good News
- AFP's Theory of Change
- Our Successes
- Going to Scale
- Tracking and Measuring Success

BAD NEWS/GOOD NEWS

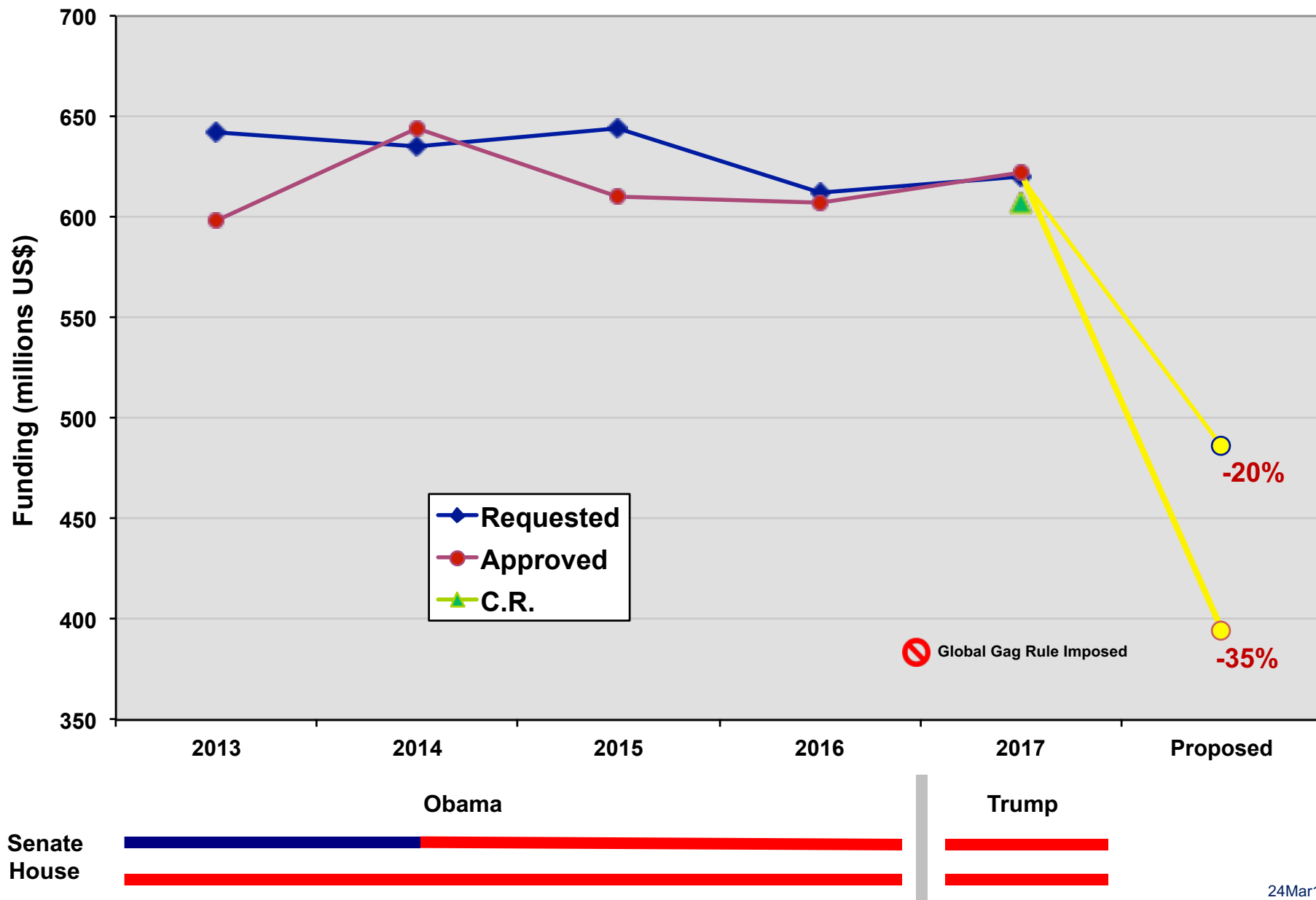
The Bad

- Mexico City Policy—Expanded
- Budget Reduction
- Anti-choice, anti-family planning political leadership
- Hostile Congress

U.S. Population Funds: A Brief Case Study



U.S. Population Funds: Proposed Cuts – Two Scenarios



The Good

- Donor Pushback—She Decides
- Canada—Justin Trudeau
- London Summit II
- Foundations
- Melinda Gates
- Developing Countries' Policies and Programs
- Congressional Champions

THEORY OF CHANGE

Local Ownership Increases Probability of Sustained, Successful Program

Elements of Ownership*

- Ownership of Priorities: Yes. Fp2020.
- Ownership of Implementation: Yes.
Government or local NGOs are advocates and service providers.
- Ownership of Resources: Yes. Intermediate objective is to increase local funds.

*Dunning, Casey, Rose, Sarah, McGillen, [Implementing Ownership at USAID and MCC](#), CGD Policy Paper 099, January 2017.

Adapting to Decentralization

- Decentralization has fundamentally changed the way governments make decisions and set priorities
- Subnational officials have increasing authority over budgetary and programmatic decisions
- These decisions directly impact a country's ability to achieve its FP2020 goals

Advocating at Every Level

Global Agenda Setting—Millennium Development Goals, FP2020, Sustainable Development Goals

Global Support and Funding—UNFPA, USAID, DFID, DFAT, World Bank/Global Financing Facility

Regional—Ouagadougou Partnership, African Union

National—Governments of India, Kenya, etc.

Subnational—

Large—Regions, States, Provinces, Counties

Mid-Level—Districts, Blocks, Municipalities

Small—Towns, Villages, Local Government Authorities

Governmental Units in FP2020 Commitment Countries

Countries	32
Regions/States/Provinces/ Zones	1,357
Districts/Departments/ Counties	20,177
Local Administrative Units	957,343
Total	978,909

We Know What Needs to Happen

- Decades of research identify actionable factors correlated with strong family planning programs. Avenir Health's Family Planning Program Effort Scores, used by FP2020, include these factors.
- AFP's advocacy wins are factors identified as important for strong family planning programs.

Advocacy Wins Correlate with Improved Family Planning Services

Indonesia district government allocates \$743,000 for family planning

Uttar Pradesh health mission in India adds 1,500 cadres to perform vasectomies

DRC officially recognizes multi-sectoral family planning advocacy working group

Two counties in Kenya begin running weekly family planning radio segments

WHO includes family planning in guidance on task-shifting

Burkina Faso parliament prioritizes SRHR education in school curricula

Zambia fully spends \$2 million allocation for RH supplies and increases allocation

Dominican Republic Minister of Health validates protocol for youth services

Leading company in India incorporates training staff in family planning services into CSR program

Tanzania's largest private health insurer covers family planning

Advance Family Planning achieves 456 advocacy wins (Nov 2009 - Oct 2016)					
Win by Type (% of all wins in time frame)					
Timeframe	Scope	Budget Allocation	Policy	Visibility	% of All Wins
AFP I (Nov 2009 - Oct 2012)	Global/Regional	0%	27%	73%	2%
	National	19%	69%	13%	4%
	Subnational	58%	33%	8%	3%
AFP II Year 1 (Nov 2012 - Oct 2013)	Global/Regional	0%	0%	0%	0%
	National	14%	57%	29%	2%
	Subnational	75%	25%	0%	3%
AFP II Year 2 (Nov 2013 - Oct 2014)	Global/Regional	0%	0%	100%	0%
	National	55%	36%	9%	2%
	Subnational	39%	33%	28%	8%
AFP II Year 3 (Nov 2014 - Oct 2015)	Global/Regional	0%	0%	0%	0%
	National	20%	70%	10%	2%
	Subnational	47%	37%	16%	8%
AFP II Year 4 (Nov 2015 - Oct 2016)	Global/Regional	0%	0%	0%	0%
	National	24%	62%	14%	5%
	Subnational	81%	4%	15%	62%
GRAND TOTAL		64%	19%	17%	456
13					

GOING TO SCALE

AFP's Reach

Women of reproductive age (WRA) reached in AFP's subnational geographies						
Country	End of Project Year 2 October 2014		End of Project Year 5 (Projection), October 2017		End of Project Year 6 (Projection), October 2018	
	Geographies	Catchment Population*	Geographies	Catchment Population*	Geographies	Catchment Population*
Bangladesh	None	0	National Level	41,639,423	National Level	41,639,423
Burkina Faso	19 Communes	753,365	34 Communes	854,919	34 Communes	854,919
DRC**	None	0	13 Provinces	9,882,833	13 Provinces	9,882,833
India	None	0	49 Districts in 6 States	27,466,565	56 Districts in 6 States	31,125,710
Indonesia	11 Districts in 5 Provinces	4,258,526	52 districts in 6 provinces	9,519,500	52 districts in 6 provinces	9,519,500
Kenya	5 Counties	1,051,695	17 Counties	3,389,679	17 Counties	3,389,679
Nigeria	None	0	13 States	13,135,424	14 States	15,425,578
Senegal	2 Communes	59,338	35 Communes	547,308	52 Communes	721,235
Tanzania	5 Districts	700,266	68 Districts in 12 Regions	4,804,784	68 Districts in 12 Regions	4,804,784
Uganda	6 Districts	478,608	31 Districts	3,135,348	31 Districts	3,135,348
Total	53	7,301,799	337	114,375,782	362	120,499,008

INGOs and Their Developing Country Partners Have Potential to Be a Powerful Agent of Change

INGOs' Footprint by the Numbers:

USAID Focus Countries	26
INGOs with Country Offices	19
NGO Country Offices	232
NGO Country Programs	282

The Advocacy Collaborative (TAC)

Vision:

FP2020 Goal: to enable 120 million more women and girls to use contraceptives by 2020.

Mission:

The Advocacy Collaborative aim is to help organizations and individuals to accelerate collective advocacy efforts globally, nationally and locally in support of the Family Planning 2020 goal of enabling 120 million more women and girls to use contraceptives by 2020.

Secretariat:

Jhpiego, Elizabeth Murphy

Participants:

20 active organizations

Advocacy Facilitation Workshops— PATH, CCP, AFP, PAI

INGOs' Footprint by the Numbers:

Washington, DC	February 2017
East Africa	May and July 2017
Nigeria	June 2017
India	June 2017
West Africa	July 2017
DRC	July 2017

TRACKING AND MEASURING SUCCESS

AFP Theory of Change – Terms & Definitions

AFP's strategy for achieving our goal is through these outcomes.



Inputs	Activities	Outputs	Outcomes	Impact
Human, technical, and financial resources needed to carry out activities	Actions or interventions implemented to create results	Products generated from inputs, resulting from activities implemented	Intermediate results that contribute to the broader goal.	Long-term results produced by a combination of interventions. This describes the difference made in your target population's health, rights, access, etc.



AFP will be focused on documenting our results at these three levels.

AFP Classes of Indicators

To help tell the AFP story of what we have achieved and the footprint we've had in the family planning space, we have developed 3 important categories of indicators, outlined below.

Class	Description
Tier 1	<u>Core</u> indicators at the outcomes/outputs levels (must report). ESSENTIAL to telling the AFP story.
Tier 2*	<u>Recommended</u> impact indicators (good to know)
Tier 3*	<u>Preferred</u> impact indicators (requiring population-based data; harder to measure)

AFP Results Framework - Outputs

AFP Outputs

1. # FP advocacy work plans developed & implemented by AFP partners
2. # FP advocacy work plans developed & implemented by FPWGs
3. # country-led advocacy working groups formed and active, which AFP has helped conceive
 1. # WGs formalized (i.e., incorporated as a non-profit/NGO, has legal status)
 2. # WGs that are locally funded (i.e., receives funding from domestic sources)
 3. # WGs with annual FP advocacy workplans

Going to Scale Outputs

1. # AFP Training of Trainers (ToT) workshops conducted
2. # FP advocacy strategies developed using AFP approach (via Opp Fund, TAC, LAC, workshop grants, etc.)

Legend:

Core (Tier 1)

Recommended (Tier 2)

Preferred (Tier 3)

AFP Results Framework - Outcomes

Increased financial resources for FP

1. Amount of new (first-time) budget allocations for FP at national & subnational levels
2. Total amount of funds mobilized from local (domestic) budgets for FP (including new and repeat budget allocations)
3. % increase in budget allocations for FP at national & subnational levels over the last project year (including new and repeat budget allocations)

Improved policies for FP

1. # improved FP policies passed
2. # improved FP policies implemented (partially/fully/not implemented)
3. # adverse FP policies blocked/prevented

Increased advocacy capacity among AFP partners & collaborators

1. # organizations using the AFP approach for FP advocacy in non-AFP countries and new geographies in AFP focus countries
2. # trained AFP master facilitators that have led at least 1 AFP SMART facilitation
3. # national/regional/global events (where FP experts are convened around strategic policy issues) with AFP partner participants

Legend:

Core (Tier 1)

Recommended (Tier 2)

Preferred (Tier 3)

AFP Results Framework – Overall Goals

Help achieve **FP2020** goals by expanding **sustainable** access to **quality** and **voluntary** family planning.

1. Total # new modern contraceptive users
 1. # new modern contraceptive users, by method
 2. Total # new LAPM users
 2. Method mix (proportion of current users on each method)
 3. # current modern contraceptive users, by method
 4. # current LAPM users
- Sustainability indicators:
1. # and % AFP-supported FPWGs that remain active* for 3+ years
 2. # and % AFP geographies with increasing FP budget trends over the past 3 years

1. mCPR
2. LAPM prevalence rates
3. TFR

Sustainability indicators:

- # AFP geographies where contraceptive use has become normative behavior (mCPR \geq 70%)
- # AFP geographies where contraceptive use is nearing normativity (mCPR=50-69%)

Legend:

Core (Tier 1)

Recommended (Tier 2)

Preferred (Tier 3)