

How to Talk about Advance Family Planning

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GLOBAL



REGIONAL



NATIONAL



COUNTY



VILLAGE

What is Advance Family Planning?

An **advocacy initiative** comprising more than 20 partner organizations working with civil society leaders, government officials, service providers, and individual family planning champions **to achieve the goal of the Family Planning 2020 partnership**: to expand family planning access and choice to an additional 120 million women and girls by 2020.

What is our mission statement?

“Advance Family Planning aims to increase the financial investment and political commitment needed to ensure access to quality, voluntary family planning through evidence-based advocacy.”

What are our overall objectives?

1. Mobilize and sustain effective family planning advocacy

Increase resources, decrease policy barriers, and increase the importance of family planning among policymakers

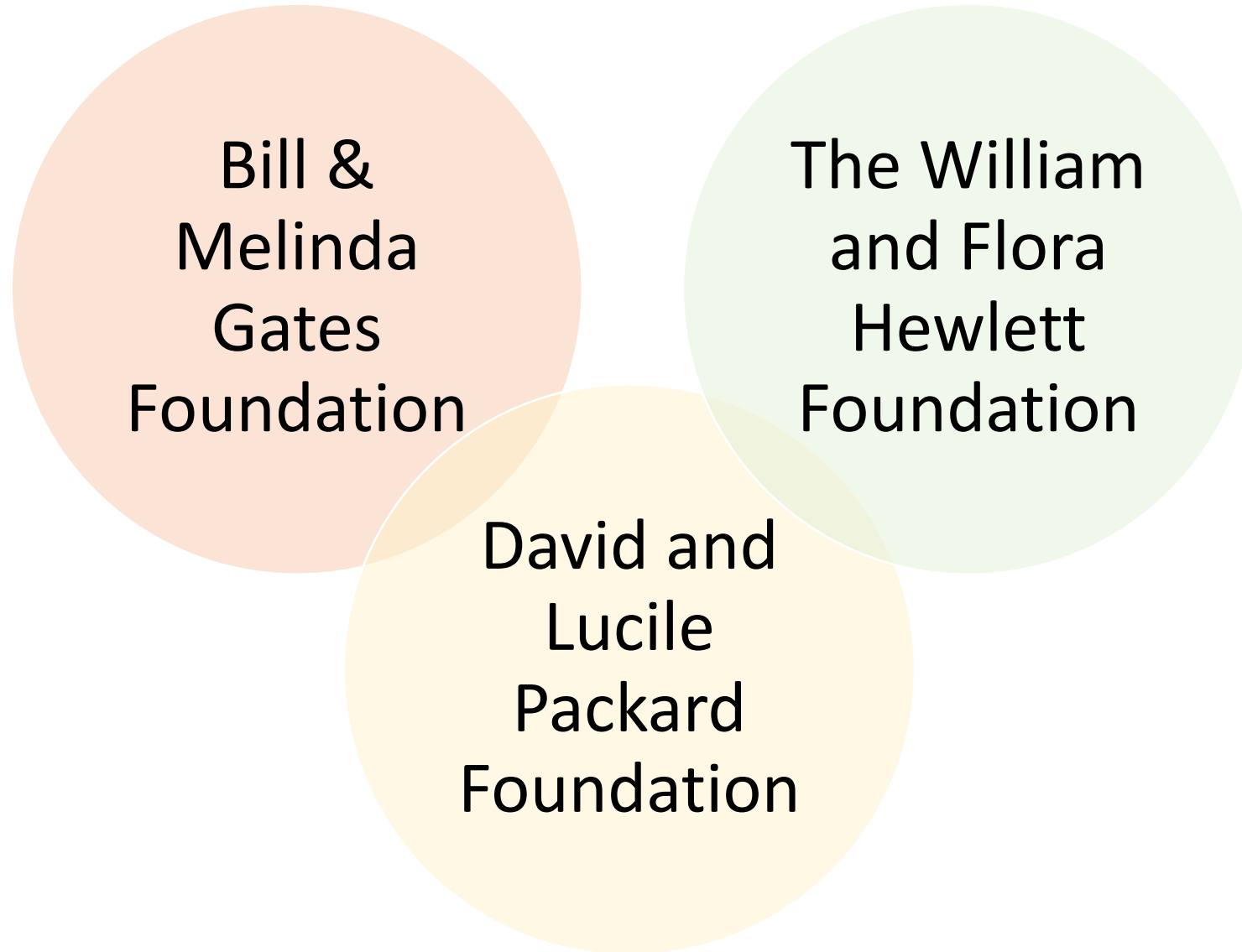
2. Amplify voices from the South

Help global advocacy organizations make increased access to family planning a priority among national governments and international agencies

3. Diffuse advocacy best practices

Guide advocacy strategy development, implementation, and monitoring and evaluation

Who funds Advance Family Planning?



7 Core Principles Drive Our Work

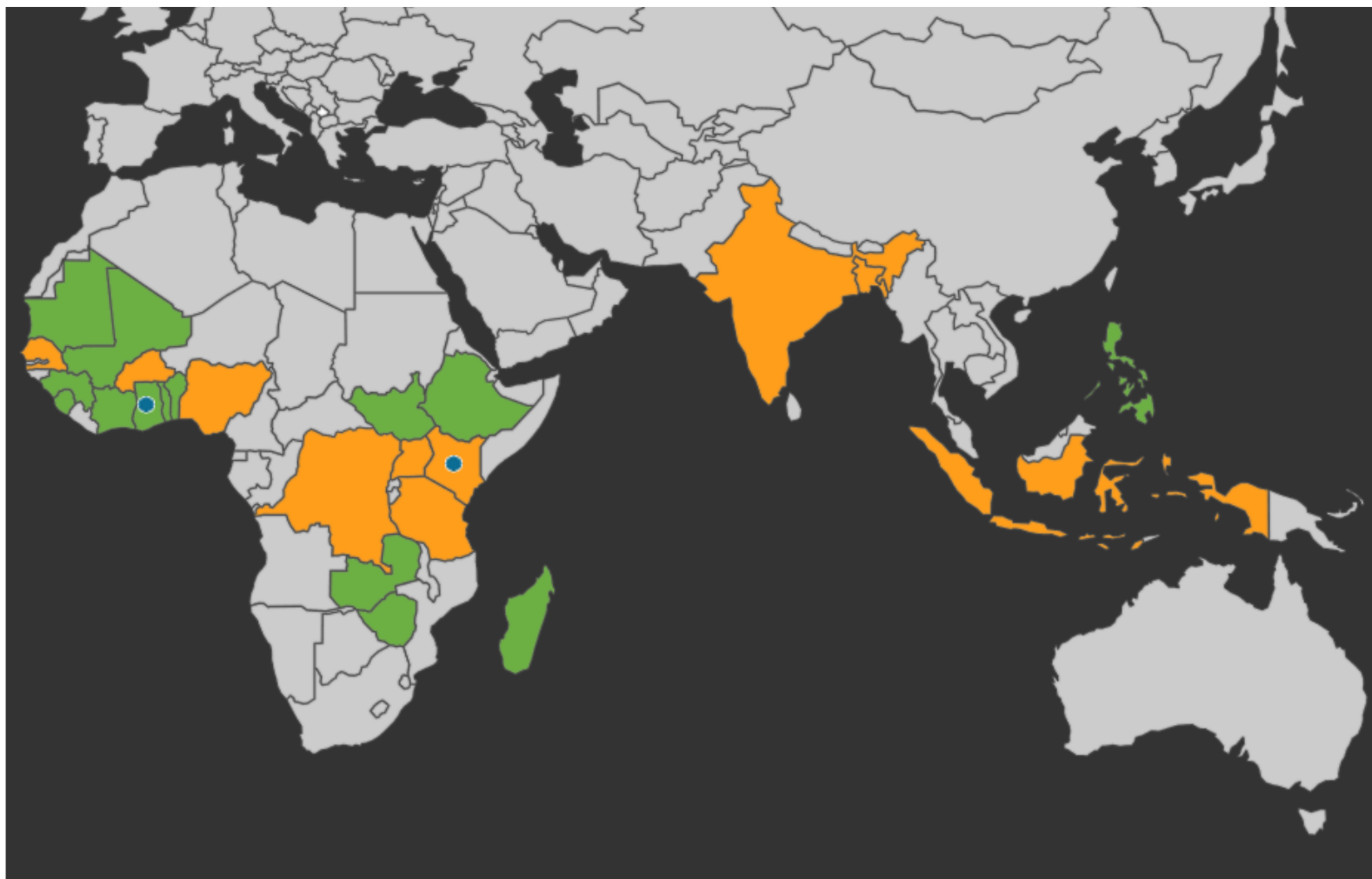
1. **Locally-driven.** Local champions determine and direct activities.
2. **Focused.** Our efforts target decisionmakers who control family planning funds and policies.
3. **Evidence-based.** Advocacy supported by the most up-to-date, proven data compels action.
4. **Collaborative.** We facilitate an 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.** Advocacy capacity and activities are able to continue after support ends.

Where We Work

10 FOCUS COUNTRIES

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

...and 14+ Opportunity Fund
countries



Who are our partners?

- 
- Équilibres et Populations
 - Health Promotion Tanzania
 - International Planned Parenthood Federation
 - Jhpiego
 - Johns Hopkins Center for Communications Programs
 - Marie Stopes International
 - PAI
 - Palladium Group
 - Partners in Population and Development, Africa Regional Office
 - PATH
 - Pathfinder International
 - Population Foundation of India
 - Reproductive Health Uganda
 - Réseau Siggil Jigéen
 - Tanzania Communication and Development Center
 - Tulane International
 - Yayasan Cipta Cara Padu

What is our advocacy “approach”?

- The AFP SMART approach—available in the AFP Advocacy Portfolio
- AFP SMART focuses on achieving “**advocacy wins**”—discrete, critical policy or funding decisions that must occur in the near term to achieve a broader goal



How do we talk about our advocacy approach?

- Decisionmaker-focused
- Strategic
- Evidence-based
- Ground-tested
- Adaptable
- Collaborative
- Locally-driven
- ***AFP SMART***

Specific
Measurable
Attainable
Relevant
Time-bound

Snapshot: What have we achieved?

*Since 2009, AFP's advocacy has led to **more than 450 advocacy wins** across all levels of government...*



64%

of the wins increased budgets for family planning



19%

improved policies to expand contraceptive access and choice



17%

gained visibility for family planning



41 Opportunity Fund grants resulted in family planning allocations totaling **\$6.8 million**

What about recognition/attribution?

- Reporting to our donors and partners
- Recognizing our government champions
- Using the AFP name and logo

