Evidence-based, locally-led, sustainable advocacy

GOAL
Increase financial investment and political commitment needed to achieve the goals of the Family Planning 2020 (FP2020) initiative and ensure access to voluntary, high-quality family planning

OBJECTIVES
Mobilize and sustain effective family planning advocacy
Increase resources, decrease policy barriers, and increase the importance of family planning among policymakers

Amplify voices from the South
Help global advocacy organizations make increased access to family planning a priority among national governments and international agencies

Diffuse advocacy best practices
Guide strategy development, implementation, and monitoring and evaluation through the AFP Advocacy Portfolio
Focus Geographies and Partners

- **Bangladesh**—Marie Stopes
- **Democratic Republic of the Congo**—Tulane University
- **India**—Jhpiego, Pathfinder International, Population Foundation of India, Foundation for Reproductive Health Services
- **Indonesia**—Yayasan Cipta Cara Padu, Johns Hopkins Center for Communication Programs
- **Kenya**—Jhpiego
- **Nigeria**—Pathfinder
- **Tanzania**—Johns Hopkins Center for Communication Programs
- **Uganda**—Reproductive Health Uganda, Partners in Population and Development, Africa Regional Office
- **West Africa**—Ouagadougou Partnership
- **Opportunity Fund**—PAI
AFP partners collectively achieved more than 1300 advocacy wins since 2009
### What is an advocacy win?

| **Budget** | In September 2017, the Government of Jarkhand’s National Health Mission approves a budget of 2.2 million Indian rupees ($33,230) to establish family planning counseling corners in 72 high-load facilities across all 24 districts in the state. |
| **Policy** | In October 2017, Kenya’s Narok County government approves implementation of a policy to allow community health volunteers to provide contraceptive injectables and trains 30 volunteers to provide the method. |
| **Visibility** | The government of the Democratic Republic of the Congo makes a Family Planning 2020 commitment at the 3rd International Conference on Family Planning, pledging $1 million for the purchase of contraceptives for the first time. |
AFP mobilized $70.5 million in funding for family planning since 2012

<table>
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<tr>
<th>Fiscal Year</th>
<th>Subnational</th>
<th>National</th>
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<tr>
<td>PY 2012-13</td>
<td>$2,713,259</td>
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Improved Policies by Thematic Area

- Quality
- PPFP
- Method Mix
- Health system strengthening
- Private Sector
- Sustainability
- DMPA-SC
- Youth
- Media
- Task sharing
- Collaboration

Advocacy Win Count
AFP advocacy approach

**Landscape Assessment**

**Evidence of Impact**
Validation of results using evidence and review of the landscape for change

**SMART Objectives**
Identification of SMART objectives needed to alter the landscape to produce effective advocacy wins

**Advocacy Win Achievement**
Documentation and monitoring of outputs and outcomes toward impact

**Advocacy Win Achievement**

Our approach is adaptable

- Maternal and child health
- Safe surgery
- Nursing Education
- Nutrition
SMART advocacy leads to action