



STRENGTHENING ADVOCACY AT UNFPA WITH
THE BILL & MELINDA GATES FOUNDATION



Family Planning Advocacy in
18 Countries

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Introduction

The project 'Strengthening Transition Planning and Advocacy at UNFPA' received a grant of \$1.5 million from the Bill & Melinda Gates Foundation for a number of reform activities to improve UNFPA's strategic intervention in 18 target countries with high unmet need for family planning. The grant was complimentary to ongoing work on unmet need for family planning, and supported the UNFPA Executive Director and his leadership team in strengthening and scaling up work conducted in this area.

Objective 3 of the Bill & Melinda Gates Foundation project was to advocate to donor partners and policy makers in target countries for increased commitment to address the unmet need for family planning. It had two main activities:

- strengthen resource mobilization activities for increased donor funding to meet the unmet need for family planning; and
- conduct advocacy activities for increased commitment and resources for scaling up family planning demand generation activities in target countries.

In June 2012, UNFPA organized a technical consultation on advocacy for family planning with 18 countries receiving support through the project. Fourteen of the countries present at the event in Dar es Salaam also participate in the UNFPA Global Programme to Enhance Reproductive Health Commodity Security (GRPHCS), which has overlapping objectives. Participants emphasized the great need for UNFPA to give visibility to its remarkable contribution in reproductive health and family planning by effectively documenting and disseminating its successes, good practices and lessons learned. They acknowledged the need to strengthen advocacy to increase resources and create an enabling policy environment for family planning,

with such advocacy efforts building on partnerships and enhanced collaboration.

The meeting produced agreement on next steps in the form of 'advocacy action plans' and identified time-bound tasks in order to expedite the reform process that will strengthen the role of UNFPA as a global leader in family planning. The group agreed that priority areas for action would be to:

- finalize structural and operational processes within the organization to facilitate prioritization of family planning among donors and at country level;
- understand the country context to maximize impact from the various interventions, especially policy dialogue and advocacy; and
- situate UNFPA strategically as a global leader in family planning, which requires increased resources.

At the meeting, participants proposed a range of advocacy activities:

- facilitate study tour on RHCS for Senate, Parliament, women's networks, CSOs and MoH;
- use the RAPID model to galvanize political/policy commitment;
- organize high-level advocacy meetings;
- focus policy dialogue on how to increase national budget allocation for family planning commodities;
- identify family planning champions;
- integrate family planning into non-health NGO activities;
- build on CARMMA implementation through ambassadors, First Ladies, etc.;
- increase dialogue with donors on family planning and demography;

- produce facts sheets and position papers for policy dialogue and action;
- create advocacy strategies;
- build partnerships and networks;
- promote task shifting, e.g. community-based access to injectable contraceptive methods by community health workers;
- focus on the family planning needs of adolescents and youth;
- focusing on the family planning needs of women in hard-to-reach areas;
- use NFP CIP to spearhead family planning programming.

These and other activities were later carried out in the countries. Selected examples are presented in this report, which is based on the reports submitted by the 18 countries that received funds from the Bill & Melinda Gates Foundation through UNFPA Country Offices. Each country received approximately \$40,000 from the grant to conduct advocacy activities, along with the many advocacy activities

UNFPA Country Offices conduct with funding from other UNFPA resources. The countries include: Bangladesh, Burkina Faso, Democratic Republic of the Congo, Ethiopia, Haiti, Kenya, Lao PDR, Madagascar, Mali, Mongolia, Mozambique, Nicaragua, Niger, Nigeria, Philippines, Senegal, Sierra Leone and Tanzania.

Many of the advocacy activities pursued by UNFPA Country Offices included activities in the areas of behaviour change communication and information education and communication (BCC/IEC). BCC/IEC activities are a mid-point to advocacy. They create awareness and strengthen the understanding of issues being advocated for. Advocacy is about influencing leaders to act on proposed changes in policy, strategy, programme or resources. Advocacy involves identifying the issue, understanding the dimension, positioning the issue, framing it as per the desired change, and targeting decision makers/audience through simple messages and credible messengers.

Background: Advocacy for results

Hundreds of millions of women, particularly in developing countries, want to delay or avoid a pregnancy but do not have access to or are not using an effective method of family planning:

- At least 222 million women in developing countries have an unmet need for family planning, meaning they want to avoid pregnancy but are not using modern contraceptives;
- In sub-Saharan Africa alone, 58 million women have an unmet need for family planning and, in the region's 39 poorest countries unmet need has actually increased since 2008;
- Each year there are 80 million unintended pregnancies and 40 million abortions worldwide;
- Every day almost 800 women and girls die of pregnancy-related complications, 99 per cent in developing countries and nearly all preventable; For every woman who dies, 20 or more experience serious complications;
- Among HIV-positive women in HIV programmes the proportion of unintended pregnancies range between 51 and 92 per cent.¹

UNFPA is working to accelerate delivery of universal access to rights-based family planning as part of efforts to achieve universal access to sexual and reproductive health and reproductive rights. This work is guided by the Programme of Action adopted at the 1994 International Conference on Population and Development (ICPD) and the Millennium Development Goals (MDGs). In July 2012, UNFPA joined the Government of the United Kingdom and the Bill & Melinda Gates Foundation in the groundbreaking London Summit on Family Planning, which galvanized global support for the urgent acceleration of efforts to address the unmet family planning and

reproductive health needs of an additional 120 million women and girls.

UNFPA is the longest-serving multi-lateral agency in the family planning field, supporting progress in 150 countries. Since 1969, our work has helped give millions of girls and women the information and means to choose their futures. UNFPA is the largest multilateral supplier of contraceptives and condoms as part of a larger response to rights-based family planning needs as a matter of human rights.

Through its Family Planning Strategy 2012-2020, *Choices not Chance*, UNFPA commits to strengthening the support provided to countries to achieve universal access to rights-based family planning. UNFPA will lead the United Nations in the global effort to provide voluntary family planning information, services and supplies that allow individuals and couples to choose whether, when and how many children they have. The *Choices not Chance* strategy sets out a framework for five measurable results:

- Output 1:** Enabled environments for human rights-based family planning as an integral part of sexual and reproductive health and rights;
- Output 2:** Increased demand for family planning according to client's reproductive health intentions;
- Output 3:** Improved availability and reliable supply of quality contraceptives;
- Output 4:** Improved availability of good quality, human rights-based, family planning services; and
- Output 5:** Strengthened information systems pertaining to family planning.

Choices not Chance builds on programme experiences and good practices already developed and supported by all UNFPA divisions and offices, as well as special programmes such as the Global Programme to

¹ Halperin DT, Stover J and Reynolds HW, "Benefits and Costs of Expanding Access to Family Planning Programs to Women Living with HIV, AIDS, 2009, 23 (Suppl. 1): S123-S130, <http://journals.lww.com/aidsonline/toc/2009/11001>

Enhance Reproductive Health Commodity Security (GPRHCS) and Maternal Health Programme.

How do the advocacy activities supported through the project 'Strengthening Transition Planning and

Advocacy at UNFPA' strive to advance these family planning goals? Table 1 lists the outcomes (goals) and outputs (results) identified by the project's 18 participating countries.

Table 1: Outcomes

| Country | OUTCOMES |
|---|---|
| Bangladesh | Increased access to and utilization of family planning information and services for adolescents by 2013 |
| Burkina Faso | Increased resources for family planning |
| Democratic Republic of the Congo | Increased commitment of national key stakeholders to address unmet needs in family planning by December 2013 |
| Ethiopia | By 2013 commitments and partner funding for family planning increased |
| Haiti | Community education for family planning among young |
| Kenya | Increased access to and utilization of quality maternal and new-born health services |
| Lao PDR | A favourable environment is in place for rights based family planning as an integral part of sexual and reproductive health and rights; and Increased access to information and services for family planning |
| Madagascar | Improved the utilization of maternal health and family planning services |
| Mali | Access to quality reproductive health services by the most vulnerable groups is reinforced (UNDAF); Vulnerable populations, in particular those affected by the crisis in the North, have more access to reproductive health and social services (CCAT) |
| Mongolia | Increased central and local government budget allocation for family planning |
| Mozambique | Equitable provision of quality and essential social services ensure improved well-being for all vulnerable groups; Vulnerable groups demand access and use quality and equitably delivered social services; A platform of evidence and political commitment to family planning is created as a strategy to address issues in population, public health and human rights |
| Nicaragua | Increase compromise of local authorities to address efforts to reduce unmet need for contraception in adolescent and youth in six municipalities |

| Country | OUTCOMES |
|---------------------|--|
| Niger | Improvement of an enabling environment towards family planning in Niger |
| Nigeria | Increased government commitment for family planning programming by 60 per cent (from US\$3 million annually) by 2013 |
| Philippines | Improved enabling environment at national and local levels for family planning * |
| Senegal | National Budget line for contraceptives increased by 25 per cent; Increasing demand for family planning services, in particular for long-term methods at least of 5 per cent |
| Sierra Leone | Enhanced priority for family planning in GoSL flagship PRSP programme for 2013-2017** |
| Tanzania | By 2013, five private sector companies (Fortune 500 type) engaged in sustainable financing family planning initiatives on Tanzania mainland; By July 2013, 10 per cent of the total commodity needs is funded by the government of Zanzibar |

* Outcome indicators included: At the end of 2013, a comprehensive national population law and 9 provincial CSR policies will be passed. At the end of 2013, a revitalized national family planning programme will be implemented.

** Outcome indicators included: Number of parliamentarians with enhanced knowledge, advocating on family planning issues to be prioritized in national agenda in the parliament. Government allocation for family planning activities increased to a minimum of 1 per cent of the total health budget.

Selected examples of advocacy activities

*Activities implemented by UNFPA Country Offices and partners in 2012 and 2013
with funds from the Bill & Melinda Gates Foundation*

Study of knowledge, attitudes and practices of university students

Rapid economic growth and modern communications along with globalization have caused immense changes in relation to sexual behavior and attitudes in recent decades. This global trend is reaching the young people of Bangladesh, yet sexual and reproductive health services are far from meeting their needs. Without knowledge of sexual and reproductive health and rights (SRHR) knowledge, the youth generation risks unprotected sex and its potential negative effects. A study was conducted in order to better understand the country context in general and to better focus on the family planning needs of adolescents. The Knowledge, Attitude and Practice (KAP) study on SRHR was conducted among university students. The study had a particular focus on the attitudes of youth regarding sexuality and family planning, as well as their sexual and reproductive health related behaviour. As the study subject was sensitive in nature, it used an innovative approach that included both quantitative



and qualitative methods. It triangulated data from a quantitative online web-based survey and information from qualitative surveys, e.g. in-depth telephone interviews, focus group discussions and key informant interviews during the analysis.

A total of 1,492 students of two universities were participated in the KAP study. One school was private and the other was public. Of respondents, 1024 were males and 468 were females. More than 91 per cent were unmarried, 6.8 per cent were currently married, and the remaining participants were divorced, widowed or separated.

Knowledge: Most of the university students, both male and female, have a general awareness of modern contraceptive methods, e.g. condoms, oral pills and the emergency contraceptive pill. Among female students, three fourths know about condoms (85.1 per cent in the public university and 64.2 per cent in the private university) and the pill (82.2 per cent public, 64.8 per cent private) as contraceptive methods. Knowledge about contraceptive methods is lower among students attending private compared to public university.

Knowledge about condoms and pills is much higher than other methods of contraception, which is low. Indeed, 4.1 per cent of female students and 2% of males do not know any methods. Furthermore, university students do not adequately recognize a condom's role in *dual protection* from unwanted pregnancy, HIV and other sexually transmitted infections (STIs). Most view condoms only as a contraceptive, and they are not aware of its role in preventing STIs. Advertisements on television, news reports and ads in newspapers and friends are the major sources of information about different

contraceptive methods. Almost none report university authorities and/or parents as sources.

Attitude: Despite a large proportion of university students being aware of various contraceptive methods, many misconceptions still prevail and furthermore, attitudes regarding gender roles and responsibilities remain. An overwhelming majority of public university students (93 per cent males, 69 per cent females) *strongly agree* or *agree* with the statement that “girls should be remain virgin until they marry”. Substantially fewer students in the private university (54 per cent among males, 30.3 per cent females) *strongly agree* or *agree* with the statement.

A majority of public university students (65.5 per cent among males, 59.1 per cent females) *strongly disagree* or *disagree* with the statement that “it is woman’s responsibility to avoid getting pregnant”. Substantially fewer students in the private university (35.5 per cent among males, 27.9 per cent females) *strongly disagree* or *disagree*.

Practice: Among unmarried students, sexual intercourse takes place among 19 per cent of males and among 14 per cent of females in the public university, compared to 49 per cent of males and 32 per cent of females at the private university.

Students involved in sexual intercourse report a high rate of use of contraceptive method(s). However, the rate of unintended pregnancy is not negligible. Around 23 per cent of unmarried sexually active female students in public and 12 per cent in private university have a history of unwanted pregnancy.

Among unmarried male respondents, though small in number, about 10 per cent (public) and 6 per cent

(private) did not use any contraceptive method during last sexual intercourse. Condoms are reported as the most used method of contraception. About 85 per cent unmarried male students in both public and private universities used condoms as a contraceptive at their last sexual contact. The female condom was chosen by 1 per cent of male students in the private university. After condoms, withdrawal is given as the second method of choice by 15 per cent of males from the public university and only 5.8 per cent from the private university. Only 7.4 per cent of male students in the public university use the emergency contraceptive pill (ECP).

Among unmarried female respondents, about 3 per cent from the public university and 1 per cent from the private university follow the safe period. The female students also use the female condom (5.7 per cent in the public university, and 1.3 per cent in the private university). The emergency contraceptive pill is used by about 85 per cent of females from the private university as a contraceptive, whereas only 37 per cent of female respondents from the public university use ECP. Public university female students use the pill (8.6 per cent), IUD (11.4 per cent), injectables (11.4 per cent), and Norplant/implant (5.7 per cent). These methods are never used by private university female students.

Advocacy planning: In an often culturally sensitive domain, adolescent sexual and reproductive health and rights (ASRHR) it is essential to promote not only for adults or married adolescents but also for unmarried adolescents. This needs to be done through comprehensive education as well as adequate service provision; the aim is to increase access to comprehensive and adolescent-friendly family planning services among adolescents and young people.

A package of good practices for policymakers

Policymakers in Burkina Faso's health and finance ministries gained new knowledge of family planning through exposure to four short films, feature articles and photographs that showcase the country's progress in family planning. This package of good practices focused on the significant increase in use of modern methods of contraception in recent years.



Contraceptive prevalence rate (CPR) increased from 15 per cent in 2010 to 21.9 per cent in 2012, for a rapid gain of more than 3 percentage points per year. In addition to advocacy directly with policymakers – including the offices of the Prime Minister and of the First Lady – the data and good practices were picked up by the media, helping to create a favorable environment for family planning in the country.

Raising awareness among parliamentarians

Several workshops sensitized parliamentarians to issues of population and development, including family planning. One workshop developed capacity to promote family planning among new parliamentarians, another focused on municipal leaders from three regions (Hauts Bassins, Cascades et Centres), and another welcomed legislators from the National Assembly. The latter workshop was part of the effort to revitalize the Parliamentary Network on Population and Development, with a new office and a new action plan created. At the district level, mayors from the region of Centres attended a meeting designed to capture their interest in family planning and its social and economic benefits. Each of the 13 regions of the country was featured in a series of advocacy tools that were prepared to promote family planning throughout the country in advocacy activities over several years.

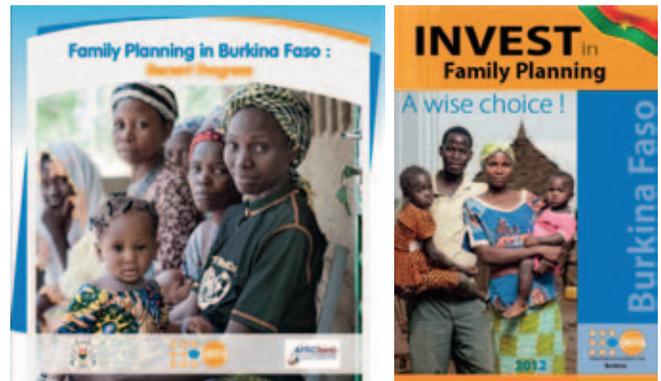
NGO coalition to promote family planning

To further support an enabling environment, UNFPA established a coalition of partners for the promotion of family planning. Key members from the non-governmental community include ABBEF, International Planned Parenthood Federation, Marie Stopes International and Plan. The group also includes representatives of the Catholic, Muslim and Protestant

faiths in the URBC/SD (Union des Religieux et Coutumiers du Burkina pour la promotion de la Santé et le développement). The URBC sought consensus on acceptable methods of family planning.

Religious and traditional leaders as advocates for family planning

Religious and traditional authorities are working together for greater effectiveness in health promotion, The URBC/SD gathers three major religions of Burkina Faso: Islam, Catholic and Protestant along with the traditional (*coutumière*) community – group environments where there are often pockets of resistance to family planning. With support from UNFPA, URCB/SD developed an advocacy tool on the model Resources for the Awareness of Population Impacts on Development (RAPID). It is based on the Bible and Qur'an and the traditions that promote family planning and maternal health,



specific to each community. A series of advocacy meeting incorporated the tool as well as national demographic data on health, education, environment and urban planning, demonstrating challenges ahead if population growth continues at its current rate. Members of the URBC/SD divided into smaller groups to discuss messages with links to the large group session. With previous approval of their communities, participants also learned about modern family planning methods. The group met again in plenary to share experience and, by consensus, to issue a public statement promoting family planning.



Perceptions have changed from a limited understanding of family planning as 'birth control' to a question of the health of the mother and a matter of human development. For example, religious leaders who stated their opposition at the start of the meetings returned home to place family planning at the centre of their speeches and sermons. This advocacy strategy focusing on religious and traditional leaders has contributed significantly to changes in family planning environment in the country; in recent years, there has been a sharp increase in the use of modern methods of contraception.

'Advocacy days' highlight a new law and youth access to contraception

Special events in 2012 and 2013 directed a spotlight on family planning in the Democratic Republic of Congo (DRC). Advocacy days were organized for parliamentarians, women's organizations, religious leaders and media professionals. These and other activities provided opportunities for capacity development among many influential groups, including parliamentarians, media professionals, youth leaders, religious leaders and leaders of women's groups. Family planning promotion was supported by the production of some 3,000 leaflets, 10,000 stickers, 5,000 folders, signs, spots for TV and radio and more materials.

A proposed law on reproductive health and family planning was a major focus across many activities. At a capacity development workshop, barriers of policy, law, society and culture and the benefits of a new proposed law on reproductive health and family planning were presented in light of evidence-based advocacy. Among the audiences reached most directly by briefings were 10 national parliamentarians, 25 youths leaders, 31 women leaders, 15 religious leaders and 27 media professionals.

Advocacy also addressed religious barriers to contraceptives, including for adolescents, reaching 105 religious leaders from the Catholic, Kimbanguiste, Muslim, Protestant, and other faiths in 2013, following on an event the previous years with seven key leaders and some 30 associated supporters.

Forty five youth leaders and heads of student associations looked at the implications of male involvement in family planning.

The need for family planning among residents of Kinshasa, young people in particular, was addressed in an event organized by 75 women leaders and 31 media professionals.

Social mobilization to increase demand for family planning services gained momentum under the leadership of Ministry of Gender, Family and Child with organizations such as the Congolese (DRC) Association of Women Doctors, National Union of Women, Action Framework for Congolese Women, and the National Union of Midwives, among others. The commitment and technical involvement of these groups greatly contributed to creating demand for family planning services.

Thirty heads of media organizations including the Congolese (DRC) National Radio and Television (RTNC) attended a meeting to sensitize reporters and editors to stories about maternal and newborn health, family planning and other reproductive health issues.



Advocacy with parliamentarians

In 2012, a 'parliamentary advocacy day' was chaired by the Speaker of the National Assembly, with the aim to convince parliamentarians to fund family planning activities and to remove legal barriers to family planning, in particular a 1967 law prohibiting the advertising and sale of family planning commodities. The session was attended by 140 national parliamentarians and more than 200 leaders of civil society networks for women and youth, members of the media, and all members of the coalition for the repositioning of family planning in the DRC. The Speaker of the National Assembly

made a commitment to submit the proposed law in support of reproductive health, including family planning, to Parliament for adoption. Advocacy days for family planning were also held at the provincial level in Bandundu, Bas Congo, Katanga and Kinshasa. The four events engaged a total of 147 provincial parliamentarians. In 2013, repeal of the 1920 law against the practice of family planning was the focus of an event in 2013 held for 70 Members of Parliament, through the Socio-Cultural Committee and the UNFPA Country Office.

Event support for an international conference and national symposium

The International Conference on Family Planning was held November 2013 in Addis Ababa. UNFPA provided financial and technical support for the success of this activity. The Country Office was a member of four key technical working groups including the National Steering Committee. It also supported the participation of young people in the conference to build their capacity, and to enhance the responsiveness of all participants to the barriers faced by adolescents and youth. Five oral presentations were delivered, providing forums to share specific experiences and to advocate for more allocation of funds and scaling up of effective family planning programmes in the country.

UNFPA was one of the key partners supported technically and financially the family planning symposium led by the Ministry of Health and held November 2012. Five hundred national participants attended the symposium. The event was the first of its kind in terms of addressing different issues of family planning including federal and regional allocation of budget for family planning. Regions shared their good practices and discussed how to plan national scale-ups. UNFPA sponsored a variety of studies that were presented at the symposium to emphasize policy and programmatic concerns of family planning. Consultations were done with Ministry of Finance and Economic Development on the family planning symposium and on the launch of the State of World Population Report, which was dedicated to family planning.

Generating evidence of value for money

A cost-benefit analysis on investing in family planning programmes was conducted, circulated for comment, finalized and published. The final report will support UNFPA efforts to general evidence on value for money, which will be an important tool to advocate for increased budget allocation to family planning. In addition, research regarding scale up of implants, namely Implanon, is being conducted to highlight the successes and the lessons learned. This will also serve as an advocacy tool to persuade donors and policy makers to allocate more funding to long-term methods of contraception.

Assessment on adolescent and youth access to family planning

An assessment on barriers and opportunities of providing adolescent and youth friendly services in primary health units is being conducted in partnership with Pathfinder International. This assessment will be used in evidence-based advocacy with policy makers, health programme managers and donors. It documents opportunities and barriers in providing youth friendly services at the level of the primary health unit. It also recommends evidence-based actions for scaling up by integrating quality, functional youth-friendly services in Ethiopia.

Advocacy activities carried out with support from the Bill & Melinda Gates Foundation proved catalytic in attracting attention to the issues of family planning in Haiti. Advocacy activities contributed to two major achievements: first, in mid-2013, the President of Haiti signed a Special Decree on expansion of Access to Family Planning and, second, the Minister of Health announced and launched a National Family Planning Campaign. In the mass media, advocacy resulted in numerous articles, reports and showings of a film on the unmet need for family planning among young people in rural areas. The film, which was finalized with funds from the Foundation grant, is available at this link: http://unfpahaiti.org/videos_det.php?id=14

Community education for family planning among young people

UNFPA engaged a communications and social change group, Volunteers for Development of Haiti for a project titled 'Community education for family planning among young people'. Young people were invited to a workshop to define key messages to promote the adoption of responsible behaviour among young people regarding their sexual and reproductive health. The messages developed by Haitian youth corresponded to the realities of the Haitian young people life and mentality and contributed to the production of educational materials. Working with



young artists, the messages were incorporated into 5,000 flyers and 1,000 posters, along with booklets and songs (audio and video versions).

Educational materials were produced by integrating the ideas of youth and young talented artists known. In addition, training of 20 trainers included an emphasis on the education of young people through centers providing emergency obstetric care as part of the national midwifery programme. During four days of education sessions, the trainers sensitized some 1,100 people and distributed 14,400 condoms.

World Population Day focus on teen pregnancy prevention

Advocacy workshops on 11 and 29 July addressed the prevention of teenage pregnancy. Partners included the Ministry of Public Health and Population (MSPP), the Ministry for Women's Affairs (MCFDF) and the Haitian Parliamentarians Network for Population and Development (REPAHPDE). A video of the Day was posted online, along with updated data on adolescent health.



Journalist training, a policy brief and reaching women with HIV/AIDS

A variety of advocacy activities promoted family planning in Kenya with support from the Bill & Melinda Gates Foundation: a media training, health worker training, policy brief development, events to mark World Contraceptive Day, and outreach to women living with HIV/AIDS.

- Training of journalists from different media houses increased coverage on family planning in the local media;
- Training programmes about advocacy and communication for reproductive health empowered community agents to promote family planning and advocate for reproductive issues in their communities;
- Following development of a policy brief and background paper to facilitate advocacy on condoms, the brief was used by UNFPA to advocate for increased funding for condoms by the government and other stakeholders;
- On World Contraceptive Day, a media supplement was published calling for increased investment in family planning by the Government of Kenya;
- Advocacy activities designed to sensitize networks of women living with HIV/AIDS about the benefits of family planning contributed to an increase in uptake of family planning services by this population, and also contributed to increased advocacy for the integration of family planning in comprehensive care centres.



Advocacy activities carried out with funding provided by the Bill & Melinda Gates Foundation included comic book production, conference participation, advocacy capacity development and technical assistance related to coordinating the agendas of community-based distribution agents, village health workers and other partners engaged in service delivery. Selected examples from Lao PDR are presented.

A comic book on the dual protection of condoms

A comic book on the dual protection of condoms was developed, printed and distributed to young people – as well as becoming the focus of a peer educator workshop. The comic book responds to findings that TV programmes and spots have had limited coverage or success in reaching target groups, even in local languages. The comic book is an interactive tool with two story lines, with information about health and access to services. A short drama based on the comic books was produced and staged in various events. The first run of 5,000 copies was distributed widely and more have been requested for use by the Vientiane Youth Centre to reach young people in factories and their dormitories, where access to reproductive health information is limited.

World Population Day in July 2013 served to launch the comic book and the new UNFPA Lao Facebook page at the national level, coordinated by the Centre for Information and Education of Health (CIEH) in the Ministry of Health. At provincial level, the book was launched on International Youth Day in August. Link to Facebook: www.facebook.com/UnfpaLaos

Young people from Vientiane and Sannakhet attended the peer educator workshop, which was coordinated



by the Provincial Health Department and UNFPA. The peer educators proposed many ways to use the comic book as a communications tool:

- preparing drama skits using the stories from the comic book;
- broadcasting the drama skits over provincial radio programme by trained peer educators;
- using the comic books for training course in schools on adolescent sexual and reproductive health;
- conducting group discussions with in-school and out-of-school young people using the comic book, drama skits, and Q&A sessions;
- distributing to young clients who receive counselling at health centres;
- reaching illiterate groups by using the illustrations in the comic book, also narrating the stories and demonstrating how to use a condom correctly; and
- starting discussions about family planning around the comic book stories.

A number of the activities were linked by the young people to the Teacher Training Institute (TTI),

including introducing the comic to all newly enrolled students, and displaying the comic book at the TTI library.

Building capacity of non-state actors to advocate family planning: PFHA at Women Deliver

Preparing to participate in Women Deliver 2013 was as important as actually attending the event for one UNFPA partner; so too was the follow up advocacy meeting. Funds from the Bill & Melinda Gates Foundation enable the UNFPA Country Office to provide capacity development and support the participation of Promotion of Family Health Association (PFHA), an affiliate of the International Planned Parenthood Federation. PFHA also received support to attend Women Deliver as part of the Lao PDR delegation, along with Vice Minister of Health and Directors of Departments. Discussion and debate at the event about successful family planning programmes inspired stronger commitment from PFHA, which returned from the event in Kuala Lumpur, Malaysia, to organize an advocacy meeting with the Lao Women’s Union for Ministry of Planning and Investment, highlighting the need for improved reproductive health services, including family planning.

UNFPA provided PFHA with support to enhance its capacity to convene for advocacy. PFHA conducted an advocacy workshop with high level authorities in the Vientiane Province to raise awareness on reproductive health issues and to promote family planning services, attended by 85 participants. The emphasis was on reducing maternal death by increasing the use of skilled birth attendants, which is very low in rural communities.



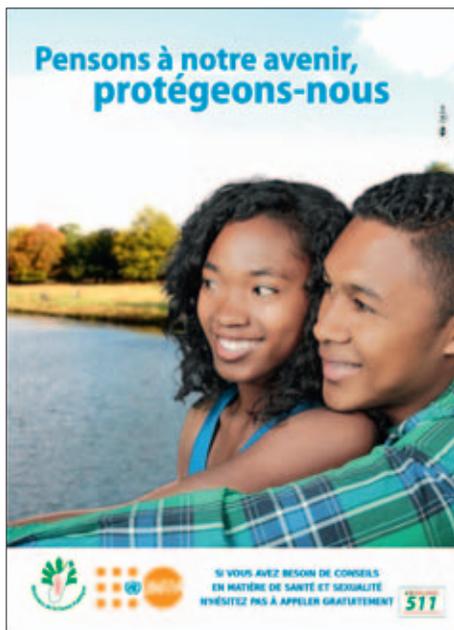
PFHA was also support to conduct a training workshop with the District Commission for Mother and Child (DCMC) in Savannakhet. The workshop was conducted with provincial and district authorities, including from the education, cultural and information sectors; Lao Youth Union; Lao Women’s Union; key development partners; village chiefs and health care providers. Among other strategies to improve services, it promoted providing information about reproductive health and family planning to young couples when they seek a marriage license, and how to reduce under age marriages as in the country’s family law. The training workshop led to the creation of a task force on family planning established in Vilabuly district of Savannakhet province.

National Family Planning Campaign

The first-ever National Family Planning Campaign in Madagascar was launched on 26 September 2013 by the Ministry of Public Health in partnership with UNFPA and NGOs including MSI and PSI. The aim of the three-day campaign was to reduce the unmet need for family planning among adolescents and young people. Advocacy and awareness-raising activities were held in three regions where the unmet need for family planning is particularly high, including sensitization sessions on the benefits of family planning. The activities addressed decision-makers and opinion leaders, health professionals, service providers and community workers. There was an estimated increase of 2,000 new users of modern family planning during the campaign and 3,000 people were sensitized.

The campaign featured a variety of activities:

- three conferences held in three regions;
- 31 billboards (each 4'x3') placed in high-traffic areas in 15 cities;
- 20,000 flyers on family planning methods disseminated in medical centres throughout the country;
- 10,000 brochures on family planning disseminated in medical centers throughout the country; two posters produced, one targeting youth and one targeting the general public;
- radio spot on family planning produced and broadcast on national and private radio;
- numerous stories in the national media produced (radio, print, TV);
- sensitization sessions organized by 30 youth peer educators;
- family planning services provided by NGOs and the Ministry of Public Health.



Workshops with religious leaders for family planning advocacy

From 5-16 August 2013, UNFPA supported a workshop to develop an advocacy document and action plan for family planning organized by AGEMPEM (*Association des Groupements d'Église et Missions Protestantes Évangéliques du Mali*). Representatives from many other churches participated: Protestant Evangelical Church of Mali, Christian Evangelical Church of Mali, Union of Evangelical Protestant churches in Mali, Evangelical Church of the Assemblies of God of Mali, and the Federation of Evangelical Baptist Churches. They extracted passages from the Bible in favour of family planning. They also developed an action plan for the implementation of outreach. The document focused on strategies for advocacy on family planning; training and staffing of evangelical Christian leaders (men and women) on family planning; information and awareness-raising among religious communities; and monitoring and evaluation of activities.

From 13-14 August, UNFPA and partners organized a workshop for the reading of the consensus document about advocacy on family planning by Muslims. The document had been developed in 2012 and revised and corrected by a select committee of 22 members RIPOD (*Réseau Islam Population et Développement*). The French and Arabic versions were produced and made available to participants at the validation workshop. From 3-5 September, another workshop was held to validate and ensure the legitimacy of the consensus document. Participants attended from the governmental departments of Health, Religious Affairs and Worship, Social Development, and Youth. Civil society was also strongly represented in particular by AMPPF, MSI and PSI, along with Muslim organizations such as AMUPI, the Association of Muslim Women. The document, now validated, is focused around the passages the Koran and the Hadith for the quality of life of the mother and child and their development.

Advocacy activities carried out in Mongolia with support from the Bill & Melinda Gates Foundation contributed to increased political will and financial resources for family planning. Government funding allocated for the procurement of contraceptives increased from 141 million MNT (US\$ 82,960) in 2013 to 210 million MNT (US\$121,300) in 2014. UNFPA and partners in Mongolia organized and participated in events to advance reproductive health, including family planning, as part of the national and global development agenda.

National consultation on maternal health and family planning

In June 2013, a three-day national consultation in Ulaanbaatar gathered more than 140 representatives of health facilities (central and provincial) and international partners. The focus was on improving maternal and child health and repositioning family planning and reproductive health services higher on the national agenda. Participants agreed to improve



inter-sectoral partnership and to measure, monitor and report on joint efforts.

Sixth Asia Pacific Population Conference

In September 2013, a series of regional consultations and events in 2012 and 2013 culminated in the Sixth Asia Pacific Population Conference (APPC). The Mongolian delegation to the Conference included decision makers, parliamentarians, senior government officials and heads of civil society organizations. This critical conference defined the main population and development issues in the region in the framework of the Programme of Action of the International Conference on Population and Development (ICPD) and the Millennium Development Goals (MDGs), both of which set goals dated for achievement at this time. The forward-looking conference recognized the enduring value of the ICPD beyond 2014 and sought to influence the post-2015 agenda beyond the MDGs. Mongolia played a critical role in promoting, based on its experience and evidence, the concept of comprehensive sexuality education.

High level advocacy meeting yields declaration

On 30 September 2013, a national High Level Advocacy Meeting resulted in a declaration and commitment on population and development issues in Mongolia. Members of Parliament, policy makers, government officials and heads of civil society organizations numbered among the 70 participants. The meeting reviewed national progress towards goals and targets and took steps to follow-up on recommendations from the APPC. The Ulaanbaatar Declaration calls on the Government to commit to formulating long-term policies and strategies to address population and development issues



and integrate them into national socio-economic development policies and strategies. It also call on the Government to make greater efforts to link population and sustainable development; increase access to and improve the quality of reproductive health services for all, including adolescents and young people; and eliminate gender discrimination and gender-based violence. The Government of Mongolia has since acknowledged support for the further development and full implementation of the national comprehensive population development policy (2014-2020), presently in draft, which reflects the strong inter-linkages between population dynamics and social and economic development, while also promoting the development of families.

Develop and print fact sheets

A series of fact sheets supported implementation of the 'Strategy for policy advocacy' of the UNFPA Mongolia Country Office. Distribution of 3,000 copies targeted audiences including policy makers, politicians and managers. The fact sheet series covered key topics for Mongolia:

Reproductive health:

- addressing the rising unmet need for family planning
- contraceptive prevalence and usage
- reducing disparities in maternal mortality
- reducing adolescent fertility
- improving knowledge of STIs and HIV among adolescents and youth
- addressing the rising trend in STIs

Population and development:

- a second 'youth boom' can be expected after 2020
- the age composition of Mongolia's population
- the elderly population is projected to grow faster than the labor force
- the majority of the oldest old population in the future will be women
- health planners should prepare for an increasing population of childbearing age
- an additional 1.4 million people will be added to Mongolia's population

Gender:

- eliminating gender based violence



The impact of advocacy activities for family planning in Mozambique is evident in several success stories: sexual and reproductive health is a priority in the new Health Sector Strategic Plan 2013-2017, including community based family planning as a core intervention; the Ministry of Health has adopted the survey of the UNFPA Global Programme to Enhance Reproductive Health Commodity Security as a performance monitoring tool for health supply chain management; and UNFPA support to the Government of Mozambique at the London Summit on Family has leveraged subsequent advocacy efforts towards a more enabling environment for family planning. Selected examples of advocacy activities supported with funds from the Bill & Melinda Gates Foundation are presented below.

Engaging high level support for adolescent reproductive health

The First Lady of the Republic of Mozambique led a public debate on teen pregnancy on 10 August 2013. More than 150 young people participated in the



event, along with 10 members of Parliament's Youth Cabinet, 11 representatives of all Provincial Youth Councils, leaders of youth associations and members of political parties. Senior government officers from the ministries of health, education, youth and sports delivered presentations. A young woman shared her story of teen pregnancy and its challenges, and a play illustrated the issues. Activities for International Youth Day on 12 August incorporated messages from the event, and the First Lady replicated key messages during her subsequent visits to districts and provinces throughout Mozambique.

Joining forces with a national youth association

The youth association Coalizão worked with UNFPA in several advocacy activities, with funding provided by the Bill & Melinda Gates Foundation. Over seven days in August and September 2013, young activists from Coalizão ran a booth at the International Trade Fair in Maputo, reporting that their booth was primarily visited by young people requesting information about contraception – in total 296 young women and 222 young men. They showcased and distributed IEC materials on sexual and reproductive health, including modern methods of family planning, and distributed 2,600 male condoms and 1,700 female condoms during the trade fair. Coalizão also organized workshop on the global Day of the Female Condom (16 September) attended by 50 young people, with a focus on linking female condoms to the empowerment of women and girls.

Leading up to national family planning events, in November 2012 UNFPA conducted a youth seminar on 'life and family planning' for 150 young people in Maputo. The seminar provided a platform for dialogue and discussion among the youth associations of



Maputo City and Province. As a result, a document with recommendations was produced and presented at the national family planning workshop to ensure the inclusion of the voice of the youth.

Media training and materials

To foster coverage of sexual and reproductive health in the mainstream media, two training sessions for journalists were held in 2013. In May, 30 senior and mid-career journalists based in Maputo and from five provinces attended a one-day workshop where leading health experts gave presentations on the importance

of family planning and maternal health. During the workshop, journalists developed story ideas based on the topics presented and individually started to report on the topics. In September, a similar two-day training workshop in Dondo district in Sofala province, welcomed 12 journalists. Local medical doctors with experience in community health sensitization spoke on key issues. Media professionals developed story ideas, spots and mini-dramas based on the topics.

The UNFPA Country Office produced and disseminated an Advocacy Package including a family planning fact sheet, family planning at a glance in Mozambique, a translated version of the UNFPA State of World Population report in Portuguese (in cooperation with UNFPA in Brazil), and a supplementary report titled “By choice, not by chance” with a Mozambican focus. The materials served as advocacy and planning tools for government and cooperating partners, and in particular at the National Family Planning Meeting. In addition, two pamphlets on the benefits and myths of family planning were designed and printed. In total, 200,000 copies were distributed to public health sector health facilities and youth associations.

Developing the OĐ20 advocacy strategy

Advocacy activities carried out in large part with funds from the Bill & Melinda Gates Foundation were based on the advocacy strategy 'OĐ20' developed with inputs from Nicaragua's youth organizations, Ministry of Education, local governments and NGOs – and implemented by the Ministry of Health. The title refers to zero pregnancies before the age of 20. Launched in October 2012, the strategy involved several stages: identifying youth promoters, training of youth promoters, peer distribution of contraceptives, and mass communication and education. Activities included multi-part awareness campaigns in municipalities, fact sheets on fertility and the contraceptive prevalence rate, and a series of eight meetings with stakeholders in municipalities with high levels of unmet need for family planning.

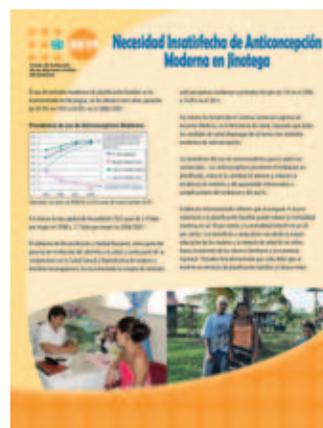
Municipal awareness campaigns for family planning

Awareness campaigns were envisioned in a strategy developed in 2012 to reduce unmet need for family planning among adolescents and young people. In four municipalities of Jinotega, the campaign included a number of activities:

- Four-day training programmes developed capacity to promote family planning, reaching 40 trainees in San Rafael, 45 in Yali, 65 in Jinotega and 30 in la Concordia. Training covered the use of different methods, counseling and community distribution of contraceptives to teens and youth;
- 'Family Planning Fairs' held in four communities in public areas provided fact sheets and other IEC materials, as well as confidential counseling on family planning;

- Community-based distribution of contraceptives, in particular to adolescents and youth, totaled 2080 condoms, 199 cycles of oral contraceptives, and 85 injectable were delivered. In addition, 69 girls were referred to health centres;
- Talks at eight schools were organized as part of the campaign, addressing family planning and the potential impact of teen pregnancy on a young persons' future.

A similar campaign was developed in the North Autonomous Region. 'Family Planning Fairs' were held in three municipalities: Puerto Cabezas, Prinzapolka and Waspan. Twenty health service providers attended a three-day training on new family planning standards and guidelines from the Ministry of Health. Adolescents and youth developed a series of radio programs aimed at reducing unmet need for family planning among their peers, broadcast on three of the most popular radio stations on the North Autonomous Region. Also, the Municipal Director of the Ministry of Health developed a video for local TV broadcast in which she highlighted the importance and benefits of family planning and called for couples to visit health centers.



An enabling environment towards family planning in Niger has been fostered through advocacy and communication on family planning to sensitize the population. Several catalytic activities were carried out by UNFPA in collaboration with the Ministry of Health and with financial support from the Bill & Melinda Gates Foundation.

Advocacy at breakfast working meetings

A group of international, bilateral and civil society partners supporting family planning started meeting in February 2013 and continues to meet every second month at breakfast working meetings. In the first four meetings, 17 institutions took part in addition to representatives of the Ministry of Health and these longstanding UNFPA partners in Niger:

- bilateral donors including the Spanish Agency for International Development Cooperation, (AECID), the French Development Agency, KfW, Embassy of France, USAID;
- multilateral including the European Union, UNFPA, UNICEF and WHO;
- civil society organizations including the National Association for Family Welfare, ANBEF ANIMAS SUTURA, Lafia Matassa, Association of Traditional Chiefs of Niger; and
- international NGOs including Equilibres & Population, CARE International, PSI, Swisscontact and Save the Children.

The objective of this breakfast group, called 'Partners Group on Family Planning', is to monitor the implementation of the national plan for family planning 2013-2020, commitments by the partners and the implementation of the recommendations of these meetings, such as decentralization. Transparency and partnership are emphasized. Results include expression of interest to provide financial support for family planning in Niger, increased involvement of civil society organizations in support of family planning, and improved understanding and dissemination of the national plan and its costs and targets by stakeholders. The meetings provide a forum for updating on FP2020 progress and the outcomes of conference and monitoring missions relevant to family planning in Niger.

Testimonials by family planning champions

Family planning champions from different backgrounds and areas of work agreed to share their statements and testimonies supporting family planning. The UNFPA Country Office developed short film clips, collected as a documentary, with testimonies of well-known, respected and credible women and men, including leaders such as traditional chefs, married women who use family planning including a judge and a bank director, male participants in the Husband's Schools initiative, and a wrestling champion. Audio and video versions were disseminated by radio, television and websites.



Female condom awareness and policy intervention

A number of activities have promoted the female condom. UNFPA supported the celebration of the Global Female Condom Day on 10 October 2013 with the organization of a stakeholders' forum. The forum brought together technical experts in the field of reproductive health and aimed to sensitize them about the need to allocate more resources to female condoms in their programming. In addition, community outreach activities reached about 5,000 people with demonstrations and information about how to use the female condom. Female condoms were distributed widely. Other activities include development of video and posters to increase the visibility of activities of the Government and partners.

Training on RAPID model to advocate for family planning

UNFPA in collaboration with Health Policy Project and National Population Commission began working in

Nigeria's Adamawa state to develop an advocacy tool known as Resources for the Awareness of Population Impacts on Development (RAPID). RAPID is an advocacy tool used to demonstrate the effects of high population growth on socio-economic development with emphasis on the benefits of reducing fertility through family planning. Adamawa state has a population of 3.1 million people, a total fertility rate of 6.8, and a contraceptive prevalence rate of 2 per cent.

A two-part activity took place in August 2013. First, the partners organized a one-day inauguration of a 24-member State Steering Committee to serve





as the coordinating team for advocacy activities on family planning. Second, technical officers received four days of training. The workshop was designed to train multi-sectoral teams in Adamawa state in Spectrum modeling software and RAPID development to facilitate high-level advocacy on family planning. Follow-up activities included review and formatting



of the RAPID model, planning meetings, and training of key advocates in advocacy and presentation skills - with the objective of ensuring they effectively used evidence-based advocacy to reach policymakers and secure their commitment to and investment in family planning programmes.

Reaching the poorest with long-acting methods

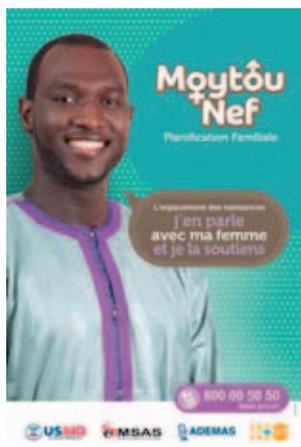
UNFPA and the Department of Health brought together some 150 family planning managers, coordinators and service providers from government, the private sector and civil society at the National Consultation on Accelerating Implementation of Long-Acting Permanent Methods of Family Planning, held 15 August 2013. The event was supported with funds from the Bill & Melinda Gates Foundation.

The consultation benefited from the sharing of experiences by government officials from Ethiopia and Bangladesh who participated in the discussions. Using the 2012 data from the Conditional Cash Transfer (CCT) programme targeting the poorest quintile, unmet need for family planning among CCT beneficiaries was estimated at 1.32 million women. After the consultation, the Government of the Philippines increased its target for long-acting hormonal implants from 10,000 women to 500,000 women by the end of 2014, with plans to reach an additional 1 million women with unmet need for modern family planning in 2015.

Private sector summit for reproductive health and family planning

UNFPA and the British Embassy to the Philippines supported a private sector-led plan to hold a gathering of business leaders aimed at increasing commitment and investment across the private sector to implementing family planning. On 29 October 2012, British Ambassador Stephen Lillie and UNFPA Country Representative Ugochi Daniels hosted a breakfast meeting of about 30 key chief executive officers (CEOs). The CEOs gave their support to national efforts to meet the unmet

need for modern methods of family planning. On 15 November, at least 400 executives and human resources managers of companies, large cooperatives and NGO entrepreneurial ventures throughout the country gathered for a National Business Sector Summit on Family Planning. Participants expressed their commitment to implementing family planning programmes in the workplace, as a social enterprise or a core business. The event was organized by the five largest business organizations in the country (PCCI, ECOP, MBC, FINEX and MAP) in partnership with two large NGO foundations (Forum and Zuellig) and with technical support from UNFPA and the British Embassy.



Advocacy with parliamentarians to increase budget

Sixteen Members of Parliament attended a working session of the Committee of Health that resulted in the budget line for the procurement contraceptives being doubled from 2012 to 2013. Participants also included the Ministry of Health, networks of parliamentarians, networks of journalists, the National Associations of Midwives (an NGO) and USAID.

Social networking expand youth access to information

With the Association 'Paroles aux Jeunes', more than 200 young people in the regions of Matam, Saint Louis and Tambacounda learned how to use computers for social networking to obtain accurate information about family planning information and services. Four website for the exchange of information were created and supervised by the youth organization. Short documentary films were produced to advocate the use of social networking for young people's sexual and reproductive health.

National campaign to promote family planning

The Ministry of Health and Social Welfare launched a national family planning campaign in 2013. The campaign mobilizes policymakers, parliamentarians, faith-based organizations, civil society organizations, community-based associations, partners such as UNFPA and USAID, and a number of NGOs: Senegalese Association for Family Welfare, Marie Stopes International, National Association of Midwives, Association of Obstetricians Gynecologists, Association of Women Physicians. The family planning campaign focuses on three strategic areas:

- improved communication within the couple;
- promoting an Islamic position on family planning;
- improved communication on side effects and rumors related to family planning.

The strong support from religious groups and their involvement helped to remove obstacles that have in the past hindered the use of modern contraceptives; this also contributed to an increase in the acceptance of family planning by men. The media campaign was extensive, with newspaper, radio, television and social media – supported by a network of journalists. The media campaign contributed to public debate on family planning, generated renewed interest for the subject and improved peoples' knowledge of family planning.

Several interactive workshops were organized under the leadership of the Ministry of Health to develop strategic communication and advocacy plans for family planning. The plans were evidence- and research- based in design. The plans helped to improve coordination among partners and their interventions. Sustained strategic communication

and advocacy has contributed significantly to raising the contraceptive prevalence rate. The use of modern contraceptive methods increased from 10 per cent in 2005 to 12 per cent in 2010-2011 to 16 per cent in 2012-2013, according to the Demographic Health Survey (DHS).

Increased commitment of parliamentarians

Parliamentarians in Senegal are a strategic audience for advocacy. Their capacity has been strengthened on family planning issues through several workshops. More and more parliamentarians are being mobilized as a result of a partnership with the Department of Reproductive Health, Senegalese Association for Family Welfare, Parliamentarian's Network on Population Issues, and the Committee of Health of the National Assembly. Parliamentarians have pledged to advocate for more resources to support family planning programmes from national budget.



Retreat and training for parliamentarians

Family planning activities in the national budget were the focus of a two-day retreat of the Ministry of Health and Sanitation with support from UNFPA and MamaYE (Evidence for Action). At the retreat, parliamentarians issued a 'call for action' and made recommendations to monitor the implementation of reproductive, maternal, newborn and child health (RMNCH) plans in Sierra Leone. The aim was to build capacity for policy making and to increase investment in reproductive health. Presentations addressed three areas: family planning and teenage pregnancy; safe motherhood; and gender and equality issues. The next day, group work and plenary sessions along these themes focused on actionable recommendations.

High level stakeholder meeting held by civil society network

On 27 June 2012, Health For All Coalition (HFAC) organized a high-level stakeholder advocacy meeting for the repositioning of family planning in Sierra Leone's Agenda for Prosperity. Following the meeting, the Ministry of Health, parliamentarians and the inter-religious council made commitments to advocate for the inclusion of family planning throughout the development of the PPRSP. Advocacy continued, and family planning became a flagship project in the Agenda for Prosperity.

Family planning week

Public Information initiatives in Sierra Leone's Family Planning Week included radio discussions, free service delivery, distribution of visibility materials and a public march. Activities were conducted throughout the country and helped to raise the awareness of general

public about family planning. In July 2012, the Week was opened by a March for Choice in the streets of Freetown followed by a ceremony in the capital. Activities in Freetown gathered more than 900 people and across the country mobilized more than 3,000 people who marched for choice in Bonthe, Kailahun and Koinadugu districts. TV and radio discussions and spots were broadcast in four languages through 15 radio stations nationwide. In total, it is estimated that more than 3 million people were reached through the media campaign supporting the Family Planning Week and that more than 80,000 beneficiaries received family planning services.

UNFPA also continued funding ongoing airing of weekly radio drama and TV programmes that invited listeners to phone in and ask questions. This complemented the community-based demand creation through empowerment, education and referrals to clinics and health facilities for family planning and delivery services.

Engaging the private sector

The UNFPA Country Office entered into a partnership with Sierra Leone Business Forum to engage private sector partners in addressing family planning issues. Two sensitization workshops were held for a number of business stakeholders from the mining, insurance and mobile phone companies in the last quarter of 2012. As a result many of these private sector firms have expressed a willingness to look into the possibilities of including family planning issues as part of their Corporate Social Responsibility programmes. Telecommunications companies have been encouraged to promote health issues with a special focus on family planning.



Funds from the Bill & Melinda Gates Foundation supported several dynamic media campaigns in Tanzania. It spurred the office to engage with new stakeholders, which now started will be continued.

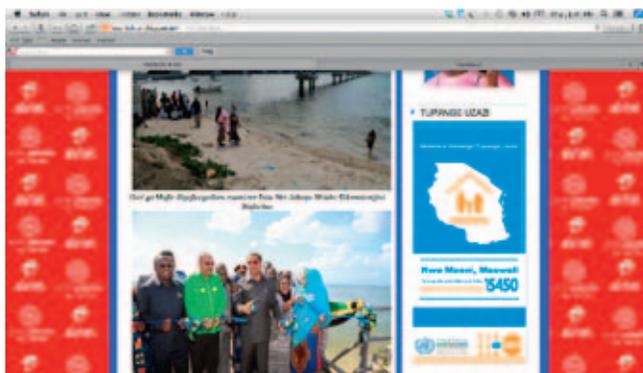
'Media Buzz' campaign to increase family planning use

Campaigns in September 2013 were designed to reach two audiences: (1) the urban population mostly employed in the private sector on the mainland and (2) the island of Zanzibar. They shared many related objectives and activities:

- A series of six newspaper articles were developed and published for six days each in English and Kiswahili and ran in daily newspapers, including two English (Daily News, Guardian) and one in Kiswahili (Mwananchi). The newspapers circulated on the mainland and on Zanzibar;
- Primetime radio shows focusing on rush-hour traffic periods were sponsored over 10 days. This included repeated mentions of the family planning messages during the show, broadcast of

a 30-second radio spot, and playing a song with family planning messages developed by UNFPA in collaboration with a local artist. The programming aired on the mainland and in Zanzibar on ZBC Radio and Zenji FM;

- A public service announcement was developed and aired during primetime evening news on Clouds TV and on Zanzibar Broadcasting Corporation (ZBC) TV;
- A new Facebook page for UNFPA Tanzania was created with custom art and messaging on family planning;
- Billboards with family planning messages were placed throughout urban areas, with six on Unguja and four on Pemba Islands.



Conclusion

The examples of advocacy activities illustrated in this report speak to the pivotal role that advocacy plays in ensuring family planning is at the top of the global development agenda, and at the heart of comprehensive sexual and reproductive health and rights. Such advocacy actions are critical in obtaining support for family planning policies, programmes and legislation. Advocacy that is evidence-based, strategic and targeted is at its most effective when it presents actionable solutions such as family planning.

The benefits of family planning range from improved maternal and child health to increased education and empowerment for women, to more financially secure families, to stronger national economies. As more and more leaders and decision-makers learn the benefits of human-rights based voluntary family planning, change will be transformational. Were unmet need for family planning in developing countries fulfilled, an additional 54 million unintended pregnancies would

be prevented, including 21 million unplanned births, 26 million abortions (of which 16 million would have been unsafe) and seven million miscarriages. This would also prevent 79,000 maternal deaths and 1.1 million infant deaths.²

UNFPA is grateful to the Bill & Melinda Gates Foundation for the grant awarded for the project 'Strengthening Transition Planning and Advocacy at UNFPA'. The grant complemented the many activities that UNFPA, as the leading international organization working on family planning since 1969, is undertaking and further strengthened the achievement of results in this area. This successful collaboration demonstrated the importance of working together towards the achievement of common goals - in this case, inspiring advocacy action in 18 developing countries to increase resources, build on partnerships and create an enabling environment for family planning.

2 Singh S and Darroch JE, Adding It Up: Costs and Benefits of Contraceptive Services—Estimates for 2012, New York: Guttmacher Institute and United Nations Population Fund (UNFPA), 2012, <http://www.guttmacher.org/pubs/AIU-2012-estimates.pdf>



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