

PROGRESS REPORT
2012-2013

FP2020 PARTNERSHIP IN ACTION

COMMUNICATIONS TOOLKIT

Stephanie Freid-Perenchio
photography/SFP STUDIO



#FP2020PROGRESS

Overview

FP2020 will launch its first progress report on November 13th, 2013, at the International Conference on Family Planning in Addis Ababa, Ethiopia. Communications around the report will focus on country advancements, the development of an accountability and measurement agenda, partnerships and innovations, and personal stories that clearly depict the benefits of voluntary access to family planning information, services and supplies for women and girls in the world's poorest countries.

In the lead up to the report's release, we request partners to support FP2020 by using this toolkit, which features key messages, infographics, sample tweets and Facebook posts. We invite you to join the conversation online by tweeting at @FP2020Global and by joining our tweekchat using #FP2020Progress on November 13th at 10:30am EST.

FP2020 holds the strong belief that the family planning community's biggest asset is the energy and passion of its leaders, experts, advocates and implementers. We strongly encourage partners to share their progress stories with us so we may promote them to the family planning community through the FP2020 website and social networks.

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Key Messages

Countries are driving progress and delivering on their commitments

Over the past year, one-quarter of FP2020 commitment-making countries have launched detailed, costed national family planning strategies (Burkina Faso, Kenya, Niger, Senegal, and Zambia).

One-third of commitment-making countries have increased their national budget allocations for family planning services or supplies (Ethiopia, Indonesia, Kenya, Nigeria, Sierra Leone, and Tanzania, Uganda).

Half of commitment-making countries have held national family planning conferences.



A rigorous measurement and evaluation agenda has been established to guide progress in delivering on commitments

FP2020 has developed the first set of tools to monitor progress and hold ourselves accountable. The centerpiece of these efforts is a set of indicators that will help us track country level progress, inform decision-making and determine the degree to which people's needs are met. This year we established critical baseline data against which progress will be measured on an annual basis. The practice of continuous measurement and evaluation is essential to achieving our goal of expanding access to family planning for 120 million women and girls in the world's poorest countries by the year 2020.

Moving forward, FP2020 will identify and collect data on additional indicators to measure concepts around informed choice, autonomy, and the extent to which family planning programs are implemented in accordance with human rights principles.

FP2020 partners laid the groundwork for further developing and implementing methodologies that will elevate the value of service statistics and implement innovations in mobile telephony that enable faster, more accurate, and more comprehensive data collection in between big national surveys like the DHS. This groundbreaking approach is currently being tested in Ghana, and surveys are about to begin in Democratic Republic of Congo, Ethiopia, Kenya, and Uganda.



FP2020 drives increased donor commitments and disbursements for family planning

The London Summit on Family Planning was a major driver of recent increases of commitments to the Global Strategy for Women's and Children's Health. In the past two years, family planning went from being identified as a previously neglected intervention to receiving 34 new commitments, the largest number, to the Global Strategy. Analysis shows that both disbursements and new and additional funds have increased substantially over the past year and many stakeholders have made significant progress in implementing their commitments.

Preliminary data on international donor disbursements in 2013 indicate an increased level of spending on family planning. While complete funding data for 2013 are not yet available, two donor governments (Norway and the U.K.) had already budgeted increased levels of funding for family planning in 2013. In addition, while information on family-planning-specific funding is not yet available, the Netherlands increased funding in 2013 for "Sexual and Reproductive Health & Rights, including HIV/AIDS" to US\$ 504.1 million, fulfilling its Summit commitments.



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Partnership and innovation expand access to family planning

Collaborative efforts are scaling up the delivery of discreet, injectable contraceptives. Pilot introductions of Sayana Press are scheduled to begin in early 2014 in Bangladesh, Burkina Faso, Niger, Senegal, and Uganda. They will evaluate to what extent Sayana Press expands access to injectables for new users, improves contraceptive continuation rates, and is cost-effective in various delivery settings including community-based distribution and social marketing. This partnership includes the Bill & Melinda Gates Foundation, USAID, DFID, UNFPA, Pfizer Inc., and PATH.

Two agreements were negotiated to make long-acting, reversible contraceptive implants—Jadelle and Implanon—available to millions of women in the world's poorest countries at more than a 50% price reduction. By making this under-utilized method more affordable, millions of women and girls will have the power to create better lives for themselves, their families, and their communities. In addition to Merck and Bayer, the partnership includes the Bill & Melinda Gates Foundation, the Clinton Health Access Initiative, the governments of Norway, Sweden, the United Kingdom and the United States, the Children's Investment Fund Foundation and the United Nations Population Fund.

Countries are working with the private sector and NGOs to retrain health workers, deploy new models of service delivery, and improve commodities distribution and management systems to ensure that family planning programs reach underserved communities. Senegal introduced an informed push distribution model, a state-of-the-art way to supply health clinics with contraceptives. Planned Parenthood Federation of Nigeria (PPFN) pioneered a cluster model that increases geographic coverage of service provision, by involving a public-private partnership strategy that creates a cluster of five clinics within a radius of approximately 12 miles. Zambia is scaling up its service delivery reach by deploying mobile health services, bringing information and services closer to the women who need them most.



FP2020 carries forward the momentum of the 2012 London Summit on Family Planning

FP2020 is not a new NGO, nor is it a vertical fund. Instead, it is a different way of working together: a creative network of cooperation that revolves around a hub to promote knowledge-sharing and emergent thinking. Rather than duplicating efforts or pushing organizations into a new hierarchy, FP2020's structure encourages partners to align their agendas, pool their talents, and utilize existing structures in new and complementary ways to deliver on the promise of reaching an additional 120 million women and girls with access to family planning information, services and supplies by 2020.

FP2020 is governed by a Reference Group, whose members represent governments, multi-lateral organizations, civil society, and the private sector. FP2020 has four Working Groups: Country Engagement; Performance Monitoring & Accountability; Rights & Empowerment; and Market Dynamics. Each Working Group has an affiliated Consultative Network of stakeholders who will be engaged periodically for input on Working Group activities. FP2020 has a Task Team responsible for the implementation of day to day activities. It is hosted by the United Nations Foundation. FP2020 contributes to *Every Woman Every Child*, the effort that puts into action the UN Secretary General's Global Strategy for Women's and Children's Health.



Visual Assets



DOWNLOAD HERE:
http://familyplanning2020.org/images/content/FP2020_BannerAds.jpg



DOWNLOAD HERE:
http://familyplanning2020.org/images/content/FP2020_BannerAds2.jpg



DOWNLOAD HERE:
http://familyplanning2020.org/images/content/FP2020_BannerAds3.jpg



DOWNLOAD HERE:
http://familyplanning2020.org/images/content/FP2020_BannerAds5.jpg

It is my distinct pleasure to be part of the global Family Planning 2020 movement, which has brought fresh energy to cross-sector and cross-border innovation and collaboration. Together, we will surely change the lives of millions of women and girls.

ANURADHA GUPTA
JOINT SECRETARY, MINISTRY OF HEALTH AND FAMILY WELFARE, INDIA

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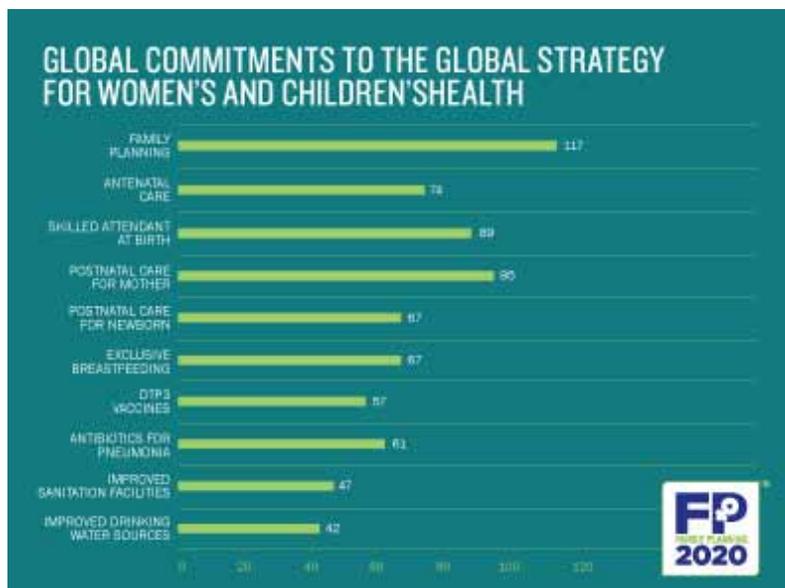
In Senegal, we are bringing women greater contraceptive choices through the innovative Informed Push Model of product distribution. Now more women can trust that the contraceptive method that best meets her needs will be available every time she needs it.

DR. AWA MARIE COLL-SECK
MINISTER OF HEALTH, SENEGAL

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DOWNLOAD HERE:
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DOWNLOAD HERE:
http://familyplanning2020.org/images/content/FP2020_BannerAds8.jpg

Twitter

Sample Tweets

KEY MESSAGES

#FP2020Progress: 1/3 of commitment-making countries have incr their budget allocations for #familyplanning. Read more: ow.ly/qmMU6

#FP2020Progress: A measurement & evaluation agenda has been created to guide progress on #familyplanning commitments. ow.ly/qmMU6

FP2020 drives more donor commitments & disbursements for #familyplanning. Read our progress report: ow.ly/qmMU6 #FP2020Progress

Partnership and innovation expand access to #familyplanning. See how in our first progress report: ow.ly/qmMU6 #FP2020Progress

Who are we? We're a network of cooperation, pooling expertise of partners to advance #familyplanning ow.ly/qmMU6 #FP2020Progress

#FP2020Progress adds to the goal of the Global Strategy for Women's & Children's Health to save 16mill ppl by 2015 ow.ly/qmMU6 @UnfEWEC

COUNTRIES

#Senegal supplies health clinics w/ contraceptives via informed push distribution model [VIDEO] ow.ly/qyiPO #FP2020Progress

Country highlight: #Zambia is scaling up its delivery reach by deploying mobile health services ow.ly/qmMU6 #FP2020Progress

In an isolated village in #Ghana, Afia is in labor. Thx to @ippf & @UNFPA she is able to access a healthcare clinic: ow.ly/qmMU6

Country highlight: In 2014, #familyplanning services will be available free of charge in #Indonesia ow.ly/qmMU6 #FP2020Progress

#Uganda to increase the annual govt allocation for #familyplanning supplies from US \$3.3mil to \$5mil ow.ly/qmMU6 #FP2020Progress

Sample Tweets

PARTNERSHIPS & INNOVATION

Sayana® Press works to improve #contraceptive access for women worldwide via injections ow.ly/qmMU6 #FP2020Progress

@MarieStopes Sierra Leone launches speedboat to reach remote communities w/ #familyplanning services ow.ly/qmMU6 #FP2020Progress

PMA2020 promotes the use of timely info to facilitate progress reporting in 10 FP2020 countries ow.ly/qmMU6 #FP2020Progress

@PathfinderInt's West Africa initiative works to reach young married women w/ #familyplanning ow.ly/qmMU6 #FP2020Progress

In Sierra Leone, the YES Salone program scales up demand for #familyplanning for young people. ow.ly/qmMU6 #FP2020Progress

The Ougadougou Partnership is dedicated to improving access to #familyplanning in West Africa. ow.ly/qmMU6 #FP2020Progress

Anyafulu: Having fewer, healthy children is a better legacy than having many children whose prospects are dim. ow.ly/qmMU6 (Pg15)

QUOTES

@melindagates: Women who can plan their families can do what they do best: build thriving families, communities, nations. #FP2020Progress

Our goal must be for all girls and women to have the opportunity to shape their own future - Justine Greening @DFID_UK #FP2020Progress

#Familyplanning is not a privilege, but a basic human right. - Babatunde Osotimehin @BabatundeUNFPA @UNFPA #FP2020Progress

#Uganda's FP2020 commitment presents a great opportunity to move forward on #familyplanning - Dr. Tusingwire #FP2020Progress

#Familyplanning is essential for promoting health, economic growth, & development across the globe -Dr. Pablos-Méndez @USAIDGH #FP2020Progress

Working together, we will create a brighter future for women, families, communities everywhere. - Kathy Calvin @unfoundation #FP2020Progress

Facebook

Sample Facebook Posts



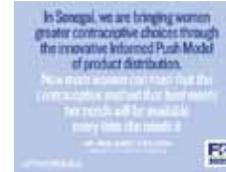
FP2020 has launched its first annual progress report, Partnership in Action, detailing country advancements, the development of an accountability and measurement agendas, partnerships and innovations, and personal stories that more clearly depict the benefits of voluntary access to family planning information, services and supplies for women and girls in the world's poorest countries. Download it now! Available here: ow.ly/qmMU6



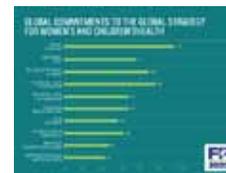
Voluntary access to family planning leads to healthier mothers, families and communities. See the progress we have made! Read our progress report, Partnership in Action, available here: ow.ly/qmMU6



We're making progress! Innovative, creative global partnerships are currently garnering more commitments and funding to advance family planning for women and girls everywhere. Share the infographic below on recent FP2020 successes!



Countries are leading the way on FP2020 progress. Read more in the new report, Partnership in Action, available here: ow.ly/qmMU6



Family planning has received 117 commitments to the UN Secretary-General Global Strategy for Women's and Children's Health, the highest number of all commitments made. ow.ly/qmMU6 #FP2020Progress

Sample Facebook Posts

Progress on FP2020 goals will bring family planning information, services and supplies to 120 million more women and girls by 2020. Learn how innovative, global partnerships are making this happening in the progress report, Partnership in Action, available here: ow.ly/qmMU6

In a small village in the Delta District of Nigeria, women would walk up to four kilometers every day to get water from the nearest river. But these women had a secret, and when running water came to their village and disrupted their crucial routines, the women devised a new plan. Read their powerful story: ow.ly/qmMU6 (PG15) #FP2020Progress

When Nigerian women went to extremes to continue talking their contraceptives, Bridget Anyafulu understood that the root of the trouble was the cultural norms that kept women disempowered. Things had to change. Read her powerful story in the FP2020Progress report: ow.ly/qmMU6