FP2020
PARTNERSHIP IN PROGRESS
2013–2014
COMMUNICATIONS TOOLKIT
#FP2020PROGRESS

The report includes new estimates on the additional number of women and girls using modern contraception and addresses trends in donor funding, triumphs in policy and advances in contraceptive technology.

On the day of the report’s release, we request that partners support FP2020 by using this toolkit, which features key messages, images and social media posts.

We invite you to join the conversation online by tweeting at @FP2020Global. Please also join our tweetchat using #FP2020Progress on November 3rd at 10am–11am EST.

For more information, please contact the FP2020 Communications Team

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KEY MESSAGES
Partnership in Progress Report

Topline Messages

Partnership in Progress details the accomplishments of the FP2020 partnership in the second year following the London Summit on Family Planning. The report also measures, for the first time, progress against FP2020’s Core Indicators across the 69 focus countries.

Supplementary Messages

- At the 2012 London Summit on Family Planning, leaders from around the world committed to expanding contraceptive access to an additional 120 million women and girls in the world’s 69 poorest countries by 2020. Family Planning 2020 (FP2020) is the movement that carries this global effort forward.
- More than 20 governments made commitments to address the policy, financing, delivery and socio-cultural barriers to women accessing contraceptive information, services and supplies.
- Donors also pledged an additional US$2.6 billion in funding.
- Despite all the measurements and statistics, FP2020 is not about numbers. FP2020 is about empowering women and girls with health, choice, and opportunity. It is, ultimately, about making sure that every woman and every girl has the right, and the means, to shape her own life—to grow, to thrive, and to plan the family she wants.
Country Progress

Topline Messages

Five more countries made commitments to FP2020 in 2013—Benin, the Democratic Republic of Congo, Guinea, Mauritania and Myanmar, bringing the total number of pledging countries to 29—that’s 42% of FP2020’s 69 focus countries now committed and on board. More countries are expected to announce commitments in late 2014.

Supplementary Messages

- Since November 2013, eight countries have launched national implementation plans for family planning.

- One-half of all FP2020 partner countries now have formal, detailed plans to guide national family planning strategies.

- Nine countries in West Africa, a region with some of the lowest modern contraceptive prevalence rates (mCPR) rates in the world, now have costed implementation plans.

- FP2020 partner countries represent 42% of the world's 69 poorest countries and 80% of women with unmet need for contraception.
Mobilizing Resources

Topline Messages

In 2013, donor governments provided US$1.3 billion in bilateral funding for family planning programs, almost 20% more than was given in 2012. An additional US$460 million was disbursed in core contributions to UNFPA.

Supplementary Messages

• Since November 2013, eight countries have launched national implementation plans for family planning.

• One-half of all FP2020 partner countries now have formal, detailed plans to guide national family planning strategies.

• Nine countries in West Africa, a region with some of the lowest modern contraceptive prevalence rates (mCPR) rates in the world, now have costed implementation plans.

• FP2020 partner countries represent 42% of the world’s 69 poorest countries and 80% of women with unmet need for contraception.
Measurement and Impact

Topline Messages

In 2013, the number of women and girls using modern contraception in the 69 FP2020 focus countries rose by 8.4 million, compared to 2012.

Whilst falling just under 11% short of FP2020’s benchmark goal of 9.4 million, the result represents a significant achievement this early on. FP2020 is on the right track and making steady progress; however, we must collectively accelerate our progress in order to reach 120 million more women and girls by 2020.

Supplementary Messages

- Today, more women and girls than ever before have access to modern contraception
- In 2013, across the 69 FP2020 focus countries, the use of modern contraceptives by 274 million women and girls of reproductive age averted:
  - 77 million unintended pregnancies, compared to 75 million in 2012
  - 24 million unsafe abortions, compared to 23 million in 2012
  - 125,000 maternal deaths, compared to 120,000 in 2012.
- Modern contraceptive prevalence rates (mCPR) averaged 23.5% across the 69 FP2020 focus countries. In 12 countries, mCPR was greater than 40%; in nearly half (32) of the countries, mCPR was less than 20%.
- The average mCPR growth rate across all countries masks some important gains in some countries where the growth trajectory is rising significantly. In Bhutan, Djibouti, Ethiopia, Kenya, and Rwanda, growth rates exceeded 2.5%.
- Evidence suggests that the use of modern contraception by women and girls increases when a wider range of methods is available. However, the dominance of a single method of modern contraception is still a defining feature in more than half of the FP2020 focus countries. In the Democratic Republic of the Congo, Ethiopia, and India, more than 60 percent of users rely on a single method.
Government policies, laws, regulations and funding priorities can either help or hinder the delivery of family planning services. Advocates generate support for family planning policies, build strategic alliances and lobby decision makers for change. Some major wins this past year should see contraceptive use surge among several formerly underserved populations.

Securing the contraceptive supply chain means fewer stock-outs, bottlenecks, and a variety of methods available for use. Innovative market shaping strategies aim to proactively shape the flow of commodities by making them more affordable, improving their design, streamlining procurement, simplifying regulation and strengthening delivery systems. Over 20 organizations are deploying market shaping techniques, investing as much as US$315 million in such efforts since 2006.

Family planning programs are also taking inspiration from the commercial sector to improve delivery systems. The Informed Push Model replicates a system used to keep commercial vending machines supplied. Instead of relying on pharmacies and clinics to keep an inventory of stock and make their own orders, responsibility has been handed to delivery drivers who visit such centers on a regular schedule, conduct inventory of stock and replace supplies as needed. A pilot program in Senegal, carried out by IntraHealth completely eliminated stock outs of contraceptive supplies at participating centers as is expected to be rolled out nationally by 2015.
Country Progress

Topline Messages

Gaps in the health care system are a reality in the world’s poorest countries. Doctors and nurses are scarce and medical facilities are often far from where people live. For family planning programs to be effective, they must draw on the resources and networks that exist, and with proper training this can include non-medical staff or even volunteers.

In settings where doctors and nurses are in short supply, task-shifting is an invaluable strategy for expanding service delivery. Task-shifting involves delegating tasks to less-specialized health workers, such as community health workers, who can be trained to provide injectable contraceptives and even implants. As of March 2014, 14 focus countries in sub-Saharan Africa were supporting community-based delivery of injectables: Ethiopia, Guinea, Kenya, Liberia, Madagascar, Malawi, Mali, Nigeria, Rwanda, Senegal, Sierra Leone, Togo, Uganda, and Zambia.

Social franchise networks are another innovative service delivery mechanism taking inspiration from commercial practice. Franchisees are usually private healthcare providers—midwives, clinics, or pharmacies—who pay a small fee to join the network, and are trained to provide subsidized contraceptives.

* At the time of print the full impact of the Ebola crisis on the people, health systems and health service providers in West Africa is not yet known. FP2020 is committed to supporting life saving health service efforts while also working to ensure the provision of family planning services to the extent possible throughout the region.
Country Progress

Supplementary Messages

• In the Philippines, a 15 year campaign by CSOs and politicians to improve access to contraceptive advice and services finally saw the Responsible Parenthood and Reproductive Health Act declared constitutional and passed into law following a two year delay caused by opposition groups led by the church. As a result, virtually all forms of contraception will now be freely available at public health clinics. Sex education will be provided in schools, and public health workers will receive family planning training.

• Following a decade of effort by advocates, Uganda finally passed a law creating a National Population Council to oversee the country’s reproductive health and family planning policies. At Uganda’s first ever National Family Planning Conference, held in July 2014, President Musevini endorsed family planning as a key strategy for accelerating social and economic transformation.

• USAID | DELIVER PROJECT provides technical assistance to strengthen supply chains in more than 30 different countries, working with ministries of health and other organizations. Using best practices and innovative approaches, USAID | DELIVER develops and implements robust logistics solutions, fosters supportive commodity security environments, procures and ships health commodities and partners with local organizations to build sustainable capacity.

• In Pakistan, Marie Stopes International has established Suraj, a social franchising network. Franchisees receive extensive training on reproductive health services, and are provided with affordable high-quality commodities for their clients. The network includes field-based health educators (FHEs), who go door-to-door to teach women about family planning. The FHEs also distribute vouchers to women who cannot afford to pay for care. Suraj now serves over one million women in Pakistan, reaching communities that are underserved by the government’s community health worker program.
Accelerating Growth of Contraceptive Use:

Topline Messages

If historical trends continue without accelerated action, the total number of women and girls in the world’s poorest countries using modern contraception would grow from 258 million in 2012 to 306 million by 2020. This would leave 72 million additional women and girls who want to space or limit their fertility without the means to do so effectively.

FP2020’s goal to address this shortfall requires an expansion of services—an increase in numbers of users—but just as importantly, it requires an improvement of service quality. FP2020’s Core Indicators for measuring success reflect both the need for service expansion and service improvement.

Supplementary Messages

• The average annual rate of mCPR growth was marginally lower in 2013 (0.65 percentage points) than reported in 2012 (0.73 percentage points). Some countries had new data that showed they experienced slower or static mCPR growth rates despite expanding their family programs to serve many more women and girls. This can occur when the growth of the population of women and girls of reproductive age outpaces program expansion, and illustrates the challenge FP2020 has set itself to keep pace with population growth whilst still delivering contraceptive services to an additional 120 million women and girls by 2020.

• FP2020 selected mCPR to be a Core Indicator, rather than the standard indicator of CPR (which measures the use of all methods, traditional as well as modern). We chose to measure mCPR for all women rather than just married or in-union women to underscore the contraceptive needs of unmarried women and girls and to align our measurement framework with countries that offer contraceptive services to all women and that already have strategies in place to reach adolescents.
About FP2020

Topline Messages

In the two years since the London Summit, FP2020 has made important strides. The first year was a period of formation, in which alliances were built, benchmarks were agreed upon, Working Groups and a Task Team were formed and measurement tools to track progress were established. Now, in the second year, momentum has continued to build.

Supplementary Messages

- In July 2014 FP2020 launched the Rapid Response Mechanism (RRM), opening up a dynamic new source of funding for FP2020 focus countries. The RRM disburses grants for short-term, high-impact projects in response to urgent or unforeseen opportunities. The first RRM grant was issued in September 2014 for a faith-based family planning advocacy program in Uganda.

- FP2020 has established a network of focal points in every commitment making country. In keeping with FP2020’s intention not to duplicate existing global architecture, the focal points are representatives nominated by the government and donor focal points are representatives of USAID, UNFPA, and DFID who are already in-country.

- FP2020 facilitates progress by coordinating and building on existing architecture and frameworks. FP2020 is aligned with United Nations Secretary-General Ban Ki-moon’s Every Woman Every Child Global Strategy for Women’s and Children’s Health, and fosters cooperation and strategic alliances between donors, partners, countries, and other stakeholders in the family planning community.
VISUAL ASSETS
Empowering women and girls with access to voluntary family planning.

WHAT IS FP2020?

FP2020 is a global partnership that supports the rights of women and girls to decide, freely, and for themselves, whether, when, and how many children they want to have.

FP2020’s goal is to expand access to voluntary family planning information, services and supplies to an additional 120 million women and girls in the world’s poorest countries by 2020.

FP2020 Partnership in Progress
Deciding about pregnancy should be by choices, not by chance. Having the information and means to do so is a basic human right. Family planning is one of the best investments that we can make for women’s empowerment, gender equality, sustainable development and creating the future we want.

Dr. Babatunde Osotimehin
UNFPA Executive Director

It’s great to see the results of the London Summit on Family Planning, with over eight million more girls and women having access to modern methods of contraception. The whole international community needs to keep up the momentum. We are absolutely focused on helping girls and women around the world having choice over when to get married or have children, having the voice to get the support they need, and having control over their own health and livelihood.

The Right Honourable Justine Greening
Secretary of State for International Development, United Kingdom

Since the London Summit, an unprecedented number of countries have demonstrated their commitment and leadership on family planning by developing national family planning strategies and committing new resources to support them. More women than ever have access to the tools and information they need to plan their families, which will help them reach their full potential and generate a ripple effect that will allow whole communities to prosper.

Melinda Gates
Co-Chair, Bill & Melinda Gates Foundation

The announcement of our commitment to FP2020 was an occasion of great hope for Myanmar. Access to contraception is the fundamental right of every woman and community, and we aim to expand family planning services to reach all who need and want them. This journey will not be easy, but thanks to FP2020, we have many partners around the world to help us on our way.

Dr. Thein Thein Htay
Deputy Minister, Ministry of Health, Myanmar
REPORT LAUNCH

#FP2020 releases new report detailing #familyplanning progress! Learn more: bit.ly/FP2020progress #FP2020progress

#FP2020 aims to advance #familyplanning for women & girls. See recent #FP2020progress! bit.ly/FP2020progress

#Familyplanning creates healthier women, families & communities. Learn how: bit.ly/FP2020progress #FP2020progress

More women & girls than ever before have access to modern #contraception. #FP2020progress! bit.ly/FP2020progress

In #FP2020’s second year, momentum has continued to build. Learn more: bit.ly/FP2020progress #FP2020Progress

NEW #FP2020 report details #familyplanning progress globally & at the country level. Read more: bit.ly/FP2020progress #FP2020progress

How are countries, donors & global partners delivering on #familyplanning commitments? Learn more: bit.ly/FP2020progress #FP2020progress
TWITTER POSTS

COUNTRY PROGRESS

#FP2020progress! Current #FP2020 commitment-countries represent 80% of women with unmet need for #contraception! bit.ly/FP2020progress

Countries taking the lead! 42% of #FP2020 focus countries have committed to advance #familyplanning bit.ly/FP2020progress #FP2020progress

#FP2020Progress: More countries are expected to announce commitments in late 2014 - stay tuned! bit.ly/FP2020progress

#FP2020 partner countries represent 80% of women with unmet need for #contraception. bit.ly/FP2020progress #FP2020Progress

MOBILIZING RESOURCES

#FP2020Progress: In 2013, donor govts provided US$1.3 billion in bilateral funding for #familyplanning programs. bit.ly/FP2020progress

The US was the largest bilateral donor in 2013, providing US$585 million for family planning. bit.ly/FP2020progress #FP2020Progress

The UK was the second largest bilateral donor, followed by the Netherlands, Sweden & Canada. bit.ly/FP2020progress #FP2020Progress

Philanthropic foundations & the private sector are advancing their commitments. Learn more: bit.ly/FP2020progress #FP2020Progress
MEASUREMENT AND IMPACT

#FP2020progress—reaching significant milestones in advancing access to #familyplanning bit.ly/FP2020progress

#FP2020Progress: In 2013 the number of women/girls using #contraception in #FP2020 focus countries rose by 8.4mill bit.ly/FP2020progress

In 2013, increased use of modern #contraceptives averted 77 million unintended pregnancies bit.ly/FP2020progress #FP2020Progress

In 2013, 24 million unsafe abortions were averted due to increased use of modern #contraceptives. bit.ly/FP2020progress #FP2020Progress

125,000 #maternaldeaths were averted in 2013 due to increased use of modern #contraceptives. bit.ly/FP2020progress #FP2020Progress
FP2020 has launched its second progress report, *Partnership in Progress*, which details accomplishments over the two years since the 2012 London Summit on Family Planning and includes new estimates on the additional number of women and girls using modern contraception. Download it now! Available here: bit.ly/FP2020progress #FP2020Progress

FP2020 has made significant progress in reaching its goal to advance family planning for women and girls in the world’s poorest countries. Learn more about global and country-level achievements in FP2020’s new progress report *Partnership in Progress*, available here: bit.ly/FP2020progress #FP2020Progress

Check out FP2020’s new progress report to get the latest on family planning progress! FP2020 partner countries represent 42% of the world’s 69 poorest countries and 80% of women with unmet need for contraception. For more information, download the report here: bit.ly/FP2020progress #FP2020Progress

In 2013, donor governments provided US$1.3 billion in bilateral funding for family planning programs, almost 20% more than was given in 2012. Mobilizing resources is key to family planning success. Learn more in FP2020’s new progress report, *Partnership in Progress*, available here: bit.ly/FP2020progress #FP2020Progress
FP2020 is a global partnership that supports the rights of women and girls to decide, freely, and for themselves, whether, when, and how many children they want to have. Learn more about progress made to date in FP2020’s new progress report Partnership in Progress, available here: bit.ly/FP2020progress #FP2020Progress

Read Enidyjoy’s story on how family planning can change the lives of women and girls in FP2020’s new progress report Partnership in Progress, available here: bit.ly/FP2020progress #FP2020Progress