



The Right IDEA

Engaging Policymakers on Family Planning in a Post-2015 World

PRESENTATION BY **SUSAN RICH, VICE PRESIDENT OF GLOBAL PARTNERSHIPS, POPULATION REFERENCE BUREAU**

The Global Context in 2010

- Dwindling funds for family planning
- High unmet need
- Excitement
 - 2009 ICFP in Kampala, Uganda

The IDEA Project

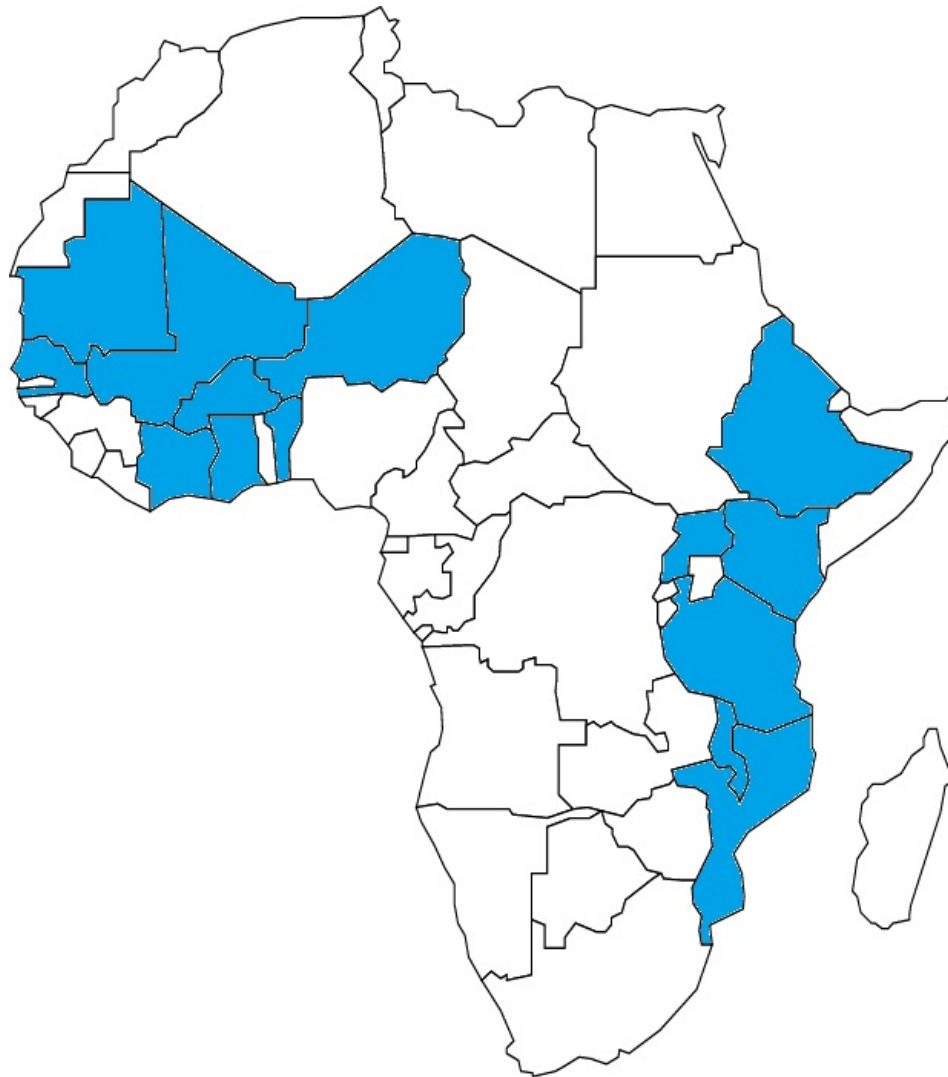
- Informing Decisionmakers to Act
 - USAID funding
 - Best evidence into the hands of decisionmakers
- Position FP as a development priority with evidence for policy change

A Changing Global Landscape

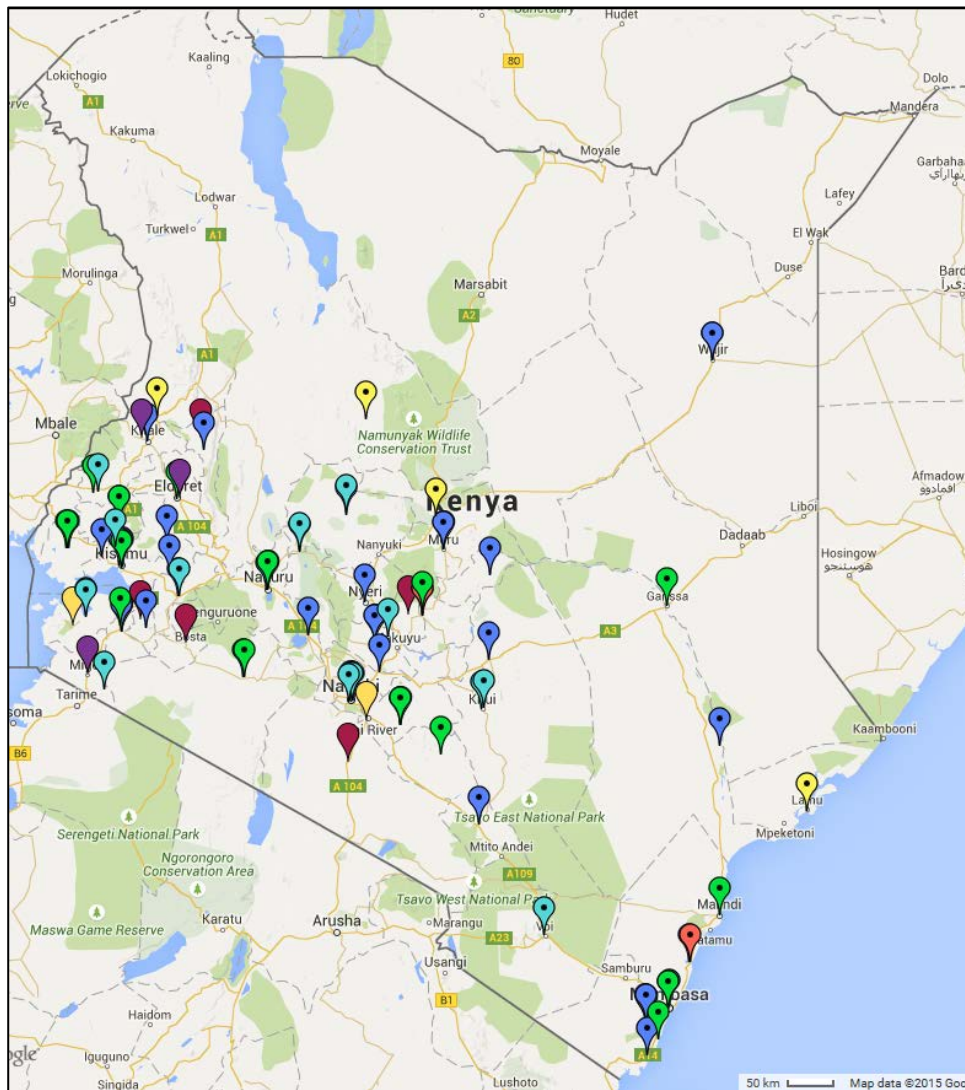
- Ouagadougou Partnership (2011)
- ICFP (2011, 2013)
- FP2020 (2012)

- How can we translate global commitments into policy change to improve people's lives?

Expanding Country Activities



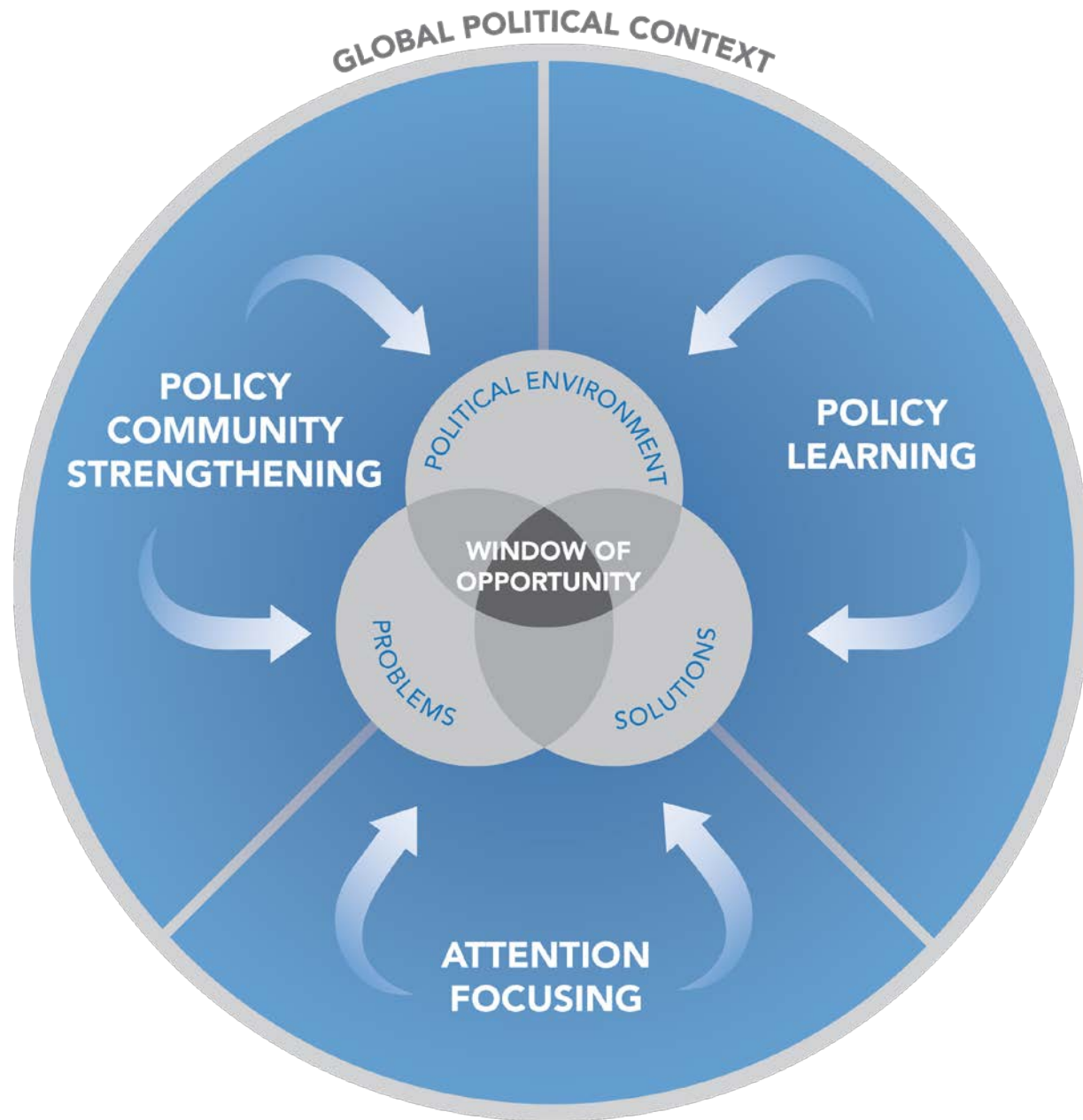
Subnational Policy Engagement

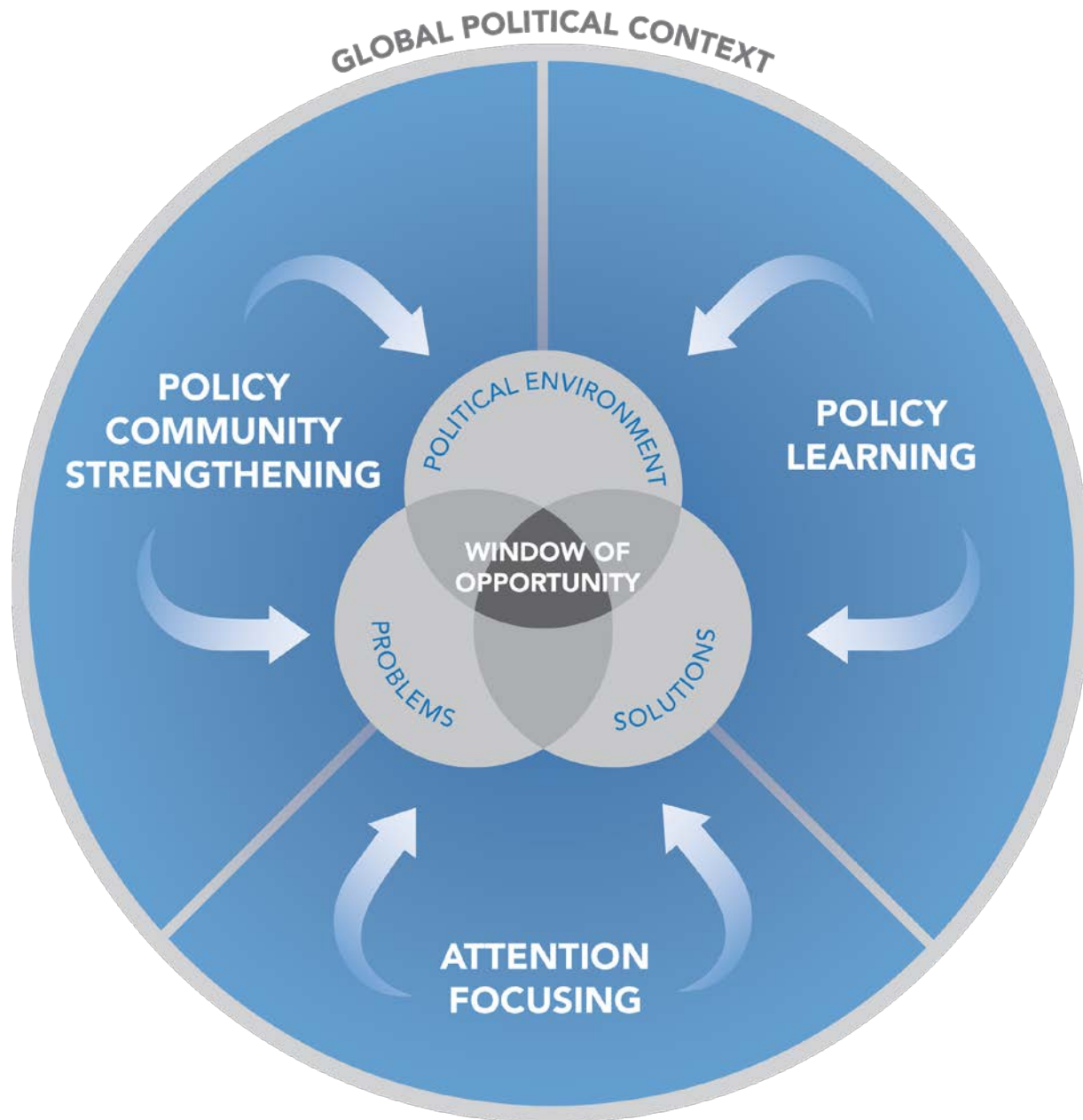


Turning Global Momentum into Local Change

Advocacy Lessons from PRB's IDEA Project

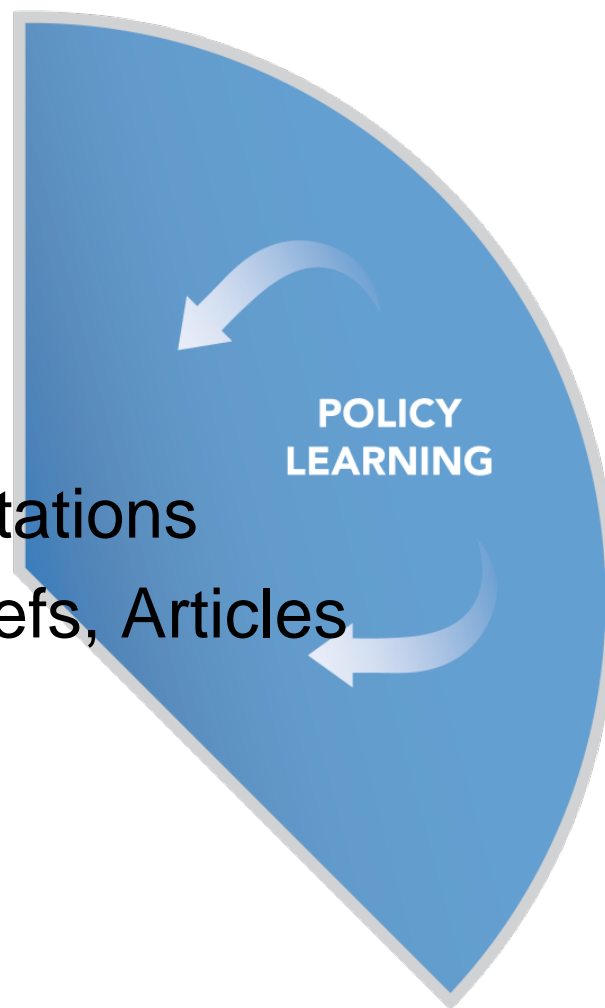
**PRESENTATION BY JASON BREMNER, ASSOCIATE VICE PRESIDENT OF
THE POPULATION REFERENCE BUREAU**



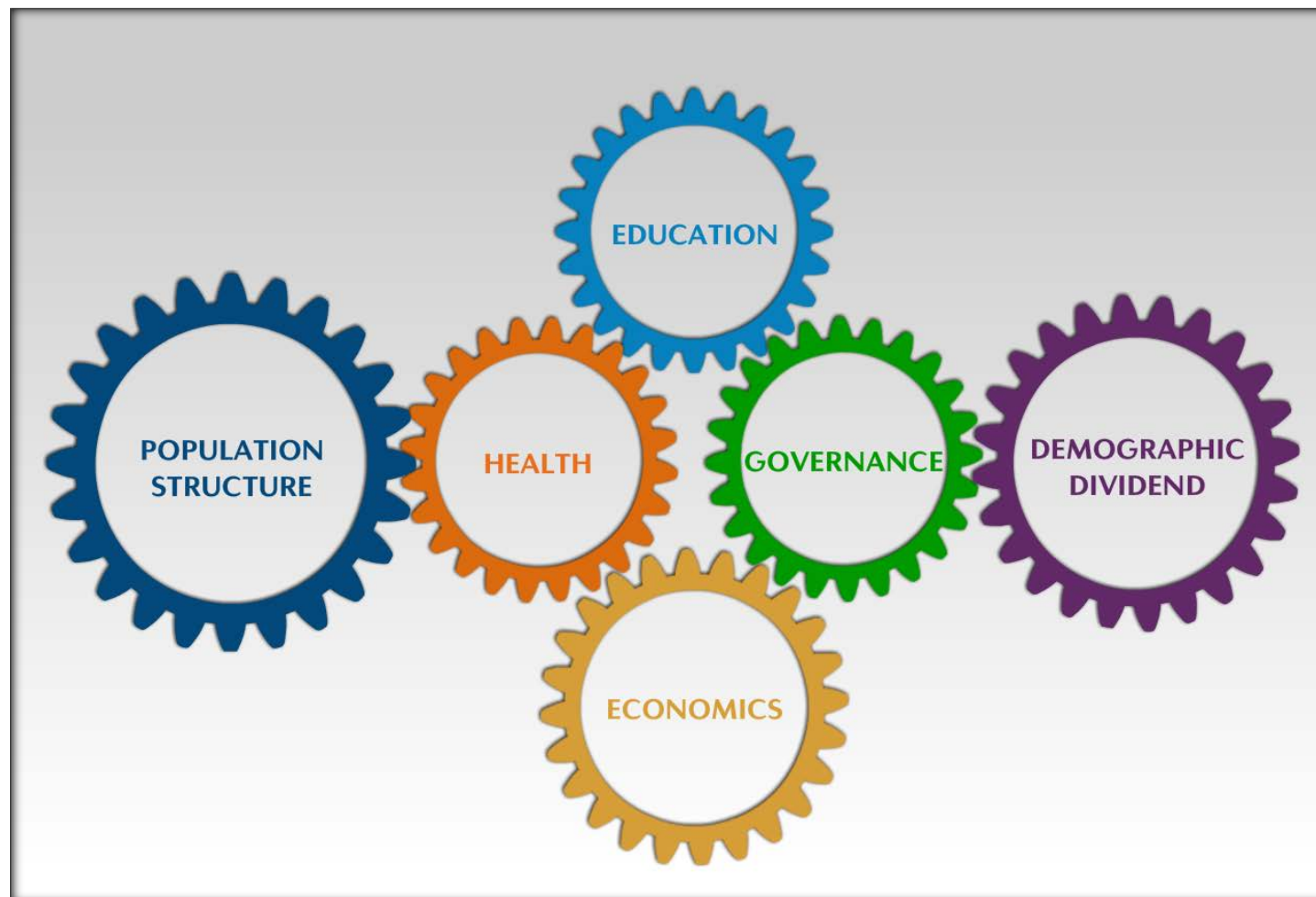


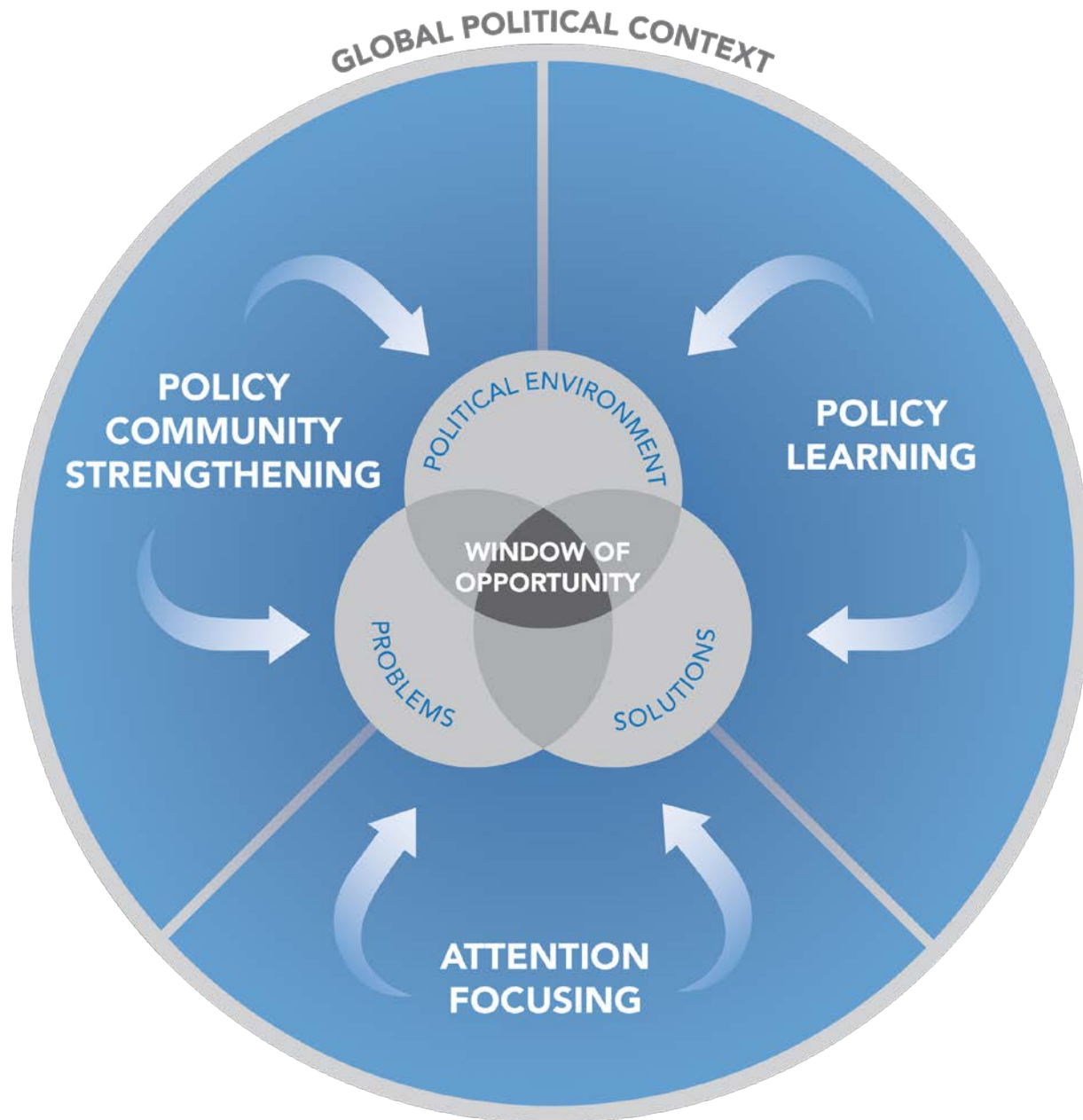
Policy Learning

- 500 Publications
 - Data Sheets
 - Multimedia Presentations
 - Reports, Policy Briefs, Articles
 - Infographics




Policy Learning





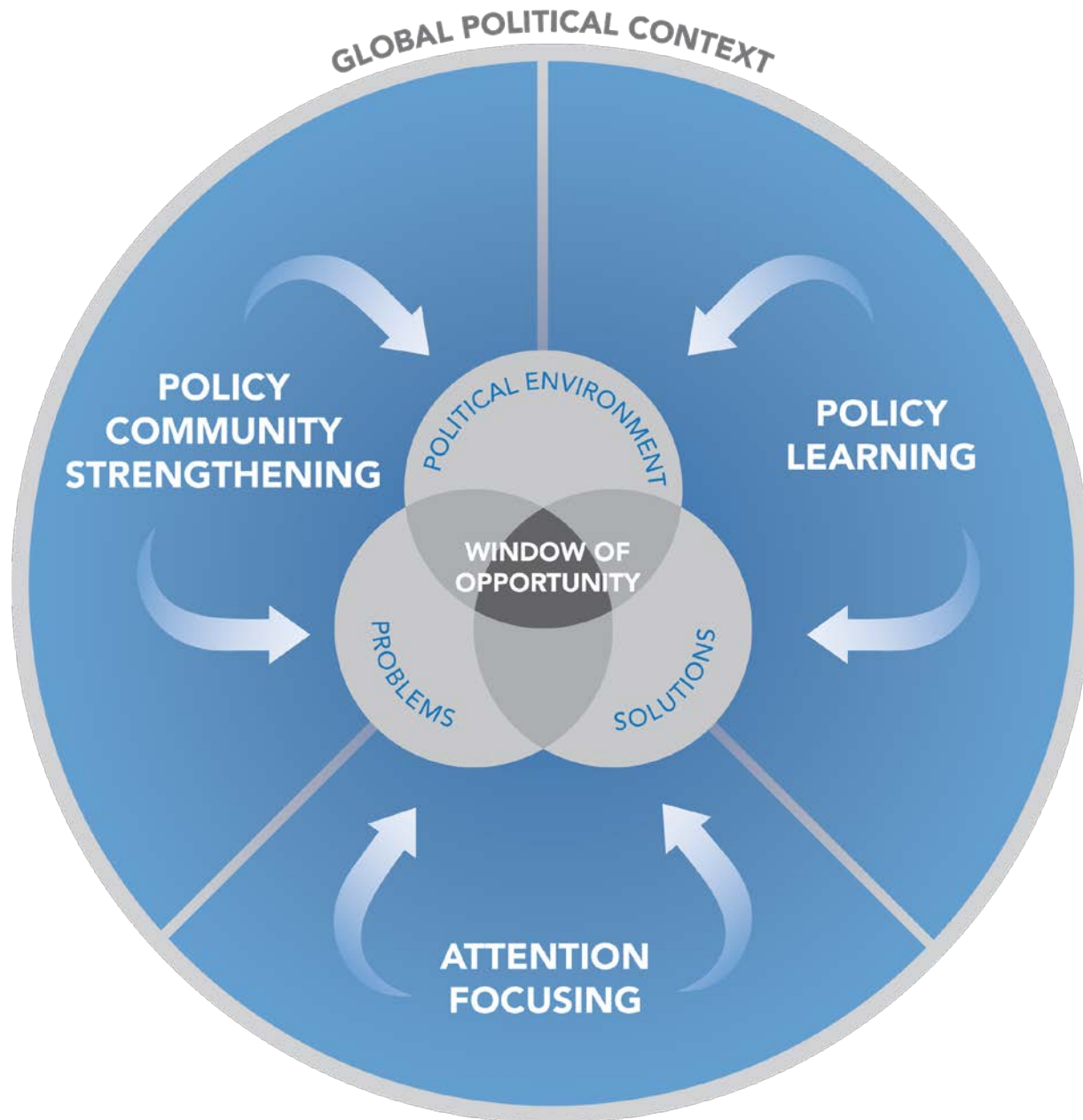


Policy Community Strengthening

- 
- Communities of Practice
 - Partner Institutions
 - Trainees
 - Advocates, Journalists, Promising future Researchers

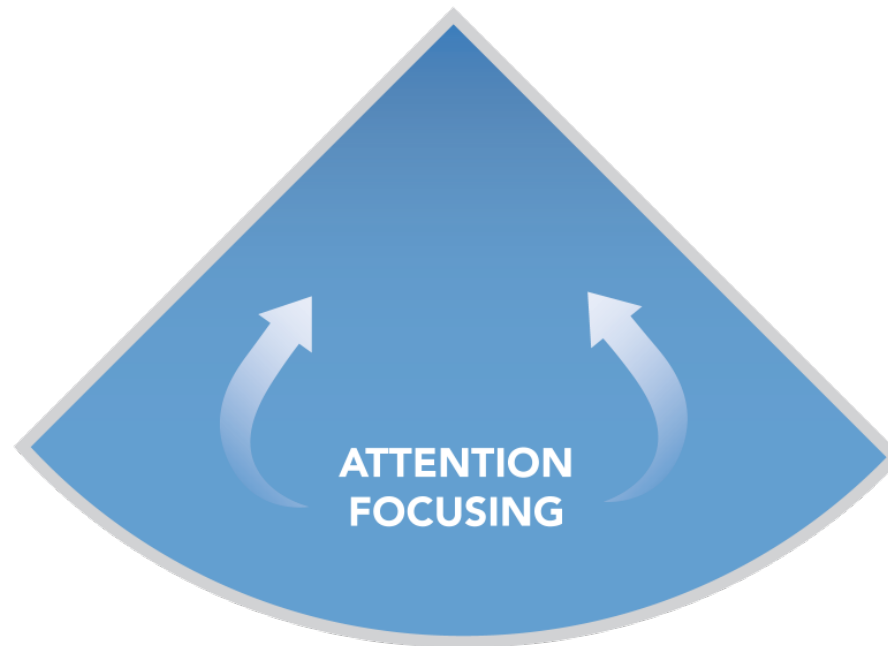
Policy Community Strengthening





Attention Focusing

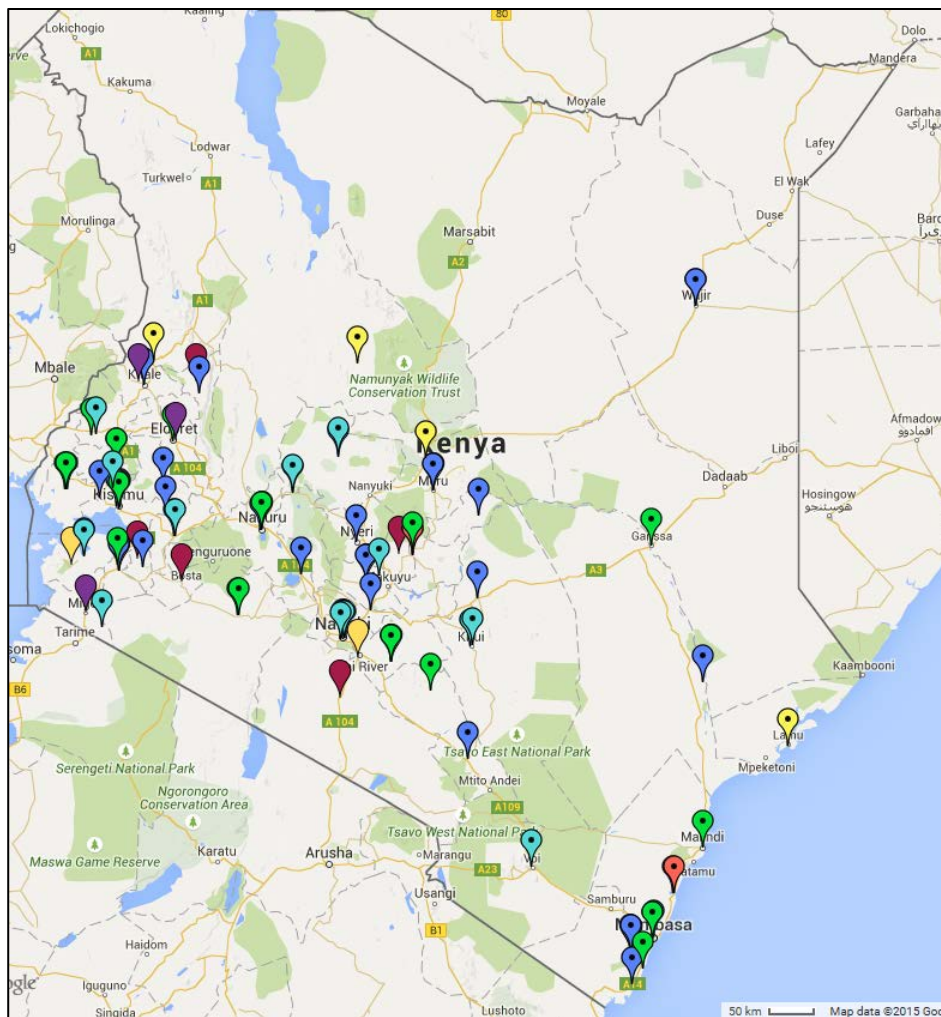
- 200 Events
 - International and National Policy Dialogue
 - County-level Policy Engagement



2013 Population Health and Environment Conference



Attention Focusing



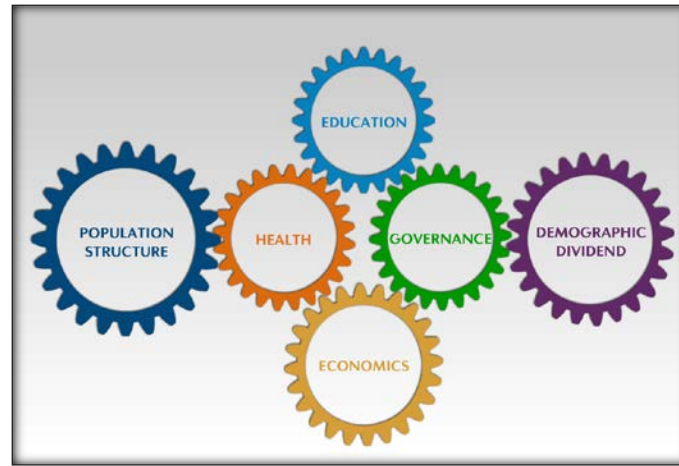
Attention Focusing

■ 2,800 News Stories



Lessons Learned

- Concise, nontechnical (but evidence-based) information is empowering
 - Enables leaders to understand investments required for sustained social and economic growth



Lessons Learned

- Training to influence policy requires a strategic and intentional effort to build local capacity of different policy community actors.
 - Leads to sustainability and local ownership



Lessons Learned

- Accountability through the media requires journalists who understand the issues and data





Lessons Learned

- Concerted national and subnational policy advocacy efforts are increasingly critical for building broad multi-sector support that improves services at a local level



Lessons Learned

- Concise, nontechnical information is empowering
- Training to influence policy requires a strategic effort to build local capacity
- Accountability through the media requires journalists who understand the issues and data
- Concerted national and subnational advocacy efforts are increasingly critical

Repositioning Family Planning in Malawi

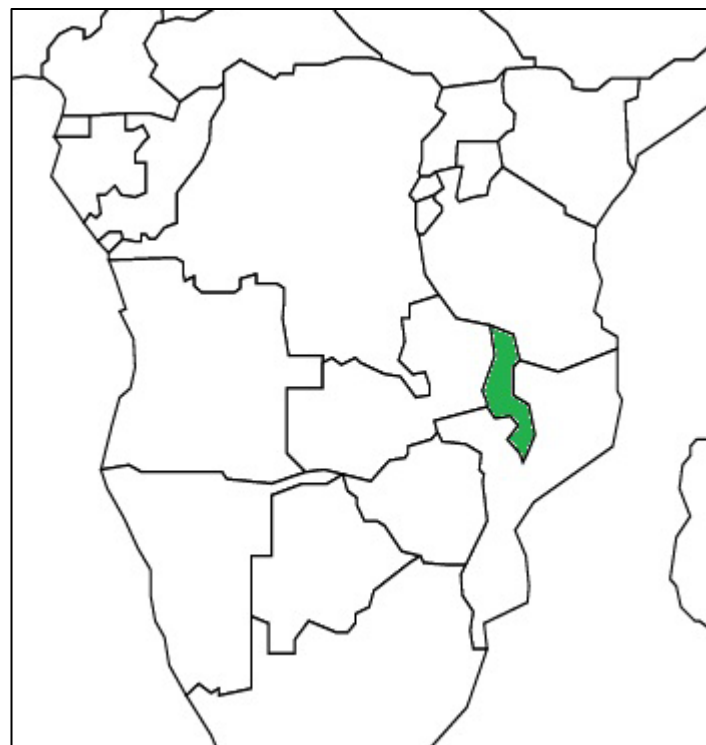
Creating Windows of Opportunity for Policy Change

PRESENTATION BY **SANDRA MAPEMBA, MALAWI COUNTRY COORDINATOR,**
POPULATION REFERENCE BUREAU

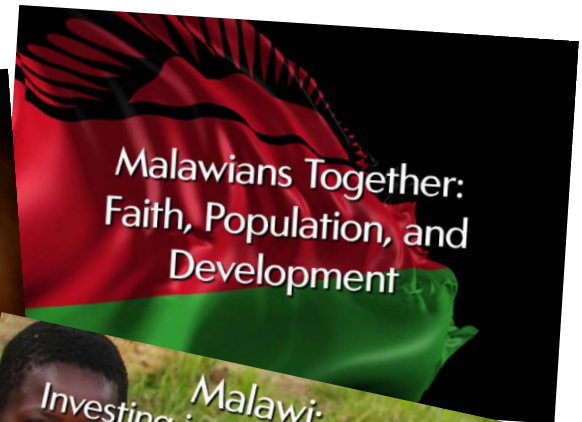
The IDEA Project in Malawi

■ Country challenges in 2011:

- Rapid population growth
- Child marriage
- High adolescent fertility
- High unmet need for family planning



Policy Learning: ENGAGE Presentations



Policy Communities: Advocacy Working Group



Attention Focusing: Community Radio Journalists





Windows of Opportunity: Malawi FP2020 Commitments and Youth

- Raising awareness for youth friendly services
 - ENGAGE presentation and youth reference group
 - Community radio



Windows of Opportunity: Child Marriage

- Family, Marriage, and Divorce Bill of 2015
 - Dissemination of ENGAGEs, dialogue with policymakers
 - Awareness among community leaders
 - Media coverage

Lessons Learned

- Concise messages
 - Clear data
 - Linkages and implications
 - Actionable recommendations
- Consistent messaging through partners and working groups
- Connecting media to the “story”
 - Site visits
 - Including editors