



FP2020: CATALYZING COLLABORATION COMMUNICATION TOOLKIT

We are pleased to launch our sixth annual progress report, *FP2020: Catalyzing Collaboration 2017-2018* on **12 November at 8:00AM EST / 3:00PM GMT+2** during the International Conference on Family Planning in Kigali, Rwanda. In this year's report, we highlight the critical role of rights-based family planning in universal health coverage, share insights from the latest data, particularly new data on adolescents and youth, and discuss the latest trends in financing for family planning, including validated domestic government expenditures for 31 FP2020 countries.

On 12 November, we will release two versions of the report: a print report that contains the material our partners reported to find most useful to have in print and a full report, which will be online at familyplanning2020.org/progress.

The full, digital report will be among a variety of new features you can find on our refreshed website, which is being launched simultaneously with the annual progress report. Here you will find that the progress report will no longer be a separate site, but an integrated portion of the website that enables report readers to more easily access relevant resources on the main site, including country data and information about commitment countries.

Please join us in making the release of *FP2020: Catalyzing Collaboration* on 12 November a global event that will provide our partners in countries and communities around the world opportunities to showcase accomplishments to key audiences of policy-makers, donors, civil society, and engaged citizens and highlight the importance of collaborating with other sectors to advance family planning.

This kit includes the following components for your use:

- Template press release for local adaptation/customization
- Key messages and talking points
- Social media content
- Graphics and GIFs

You Can Help Launch the Report

Key Messages

We suggest *working the attached messages and talking points into your statements to the press* in interviews, events, and public presentations. Everyone using the same message will make the report more memorable, giving it greater impact around the world.

Please also include information about your country or region to add local value and context to the report's release.

Post on Your Website

The simplest thing you can do is *post a banner or news item about the report's launch on your website*, along with the press release and links to the report. You can add key graphics and photos, as space allows.

**The information is subject to a strict embargo until November 12th
at 8:00AM EST / 3PM GMT+2**



Media Outreach

The report will be released at a press conference for journalists on 12 November, with the publication date **embargoed until 8:00AM EST / 3:00PM GMT+2.**

You will find a template press release included in this kit that you can tailor to your own needs. We suggest that after you localize the release, you distribute it to all your media contacts beginning on 12 November.

- Attach local fact sheets with key data from the report about your country, region, or community
- Add a statement describing your partnership role and your country's commitment to FP2020
- You may wish to host a local event or briefing to engage local journalists
- Reporters can be invited to interview FP2020 focal points and key figures in government
- Put reporters in touch with others whose experiences can help illustrate the solutions you and your partners are advancing

Social Media

FP2020 has prepared sample tweets and social media posts for your use. We have also provided a recommended schedule for timing these posts that coordinate with the release of the report worldwide.

Please use the hashtags **#WeAreFP2020** and **#FP2020Progress**.

Encourage your colleagues and local partners to re-post this information, too. Many of them have large networks on social media who can help influence others.

Graphics

FP2020 has developed a series of [graphics and GIFs](#) that help to tell the story of *FP2020: Catalyzing Collaboration*. These can be downloaded and attached to a local release, posted on your website, or shared via social media.

Questions and Support

Thanks for your participation in this global launch! We are confident that we can stimulate conversations about how to expand family planning programs in your region and around the world using the report as a starting point. Please be in touch with **Tamar Abrams at tabrams@familyplanning2020.org** for answers to questions you might have about how to capitalize on this opportunity.



FP2020: CATALYZING COLLABORATION COMMUNICATION TOOLKIT Key Messages

*Below are the topline messages you can use when talking about **FP2020: Catalyzing Collaboration** our newly launched 2017-2018 progress report. Many of these messages can be used as they are, or tailored to a local or national audience. You can supplement the global messages with ones that talk about progress in your country or state or region. We hope you find this useful as you talk to various audiences about the progress report, your work, and your country.*

More Women and Adolescent Girls Than Ever Before Are Making the Voluntary Choice to Use Family Planning.

- As of July 2018, the total number of women and girls using a modern method of contraception in the world's 69 lowest-income countries had grown to more than 317 million.
- This is 46 million additional users than existed in 2012, the year FP2020 was launched – an increase that is approximately 30% greater than the historic trend. The use of modern contraceptives is growing the fastest in Africa: As of July 2018, 24% of women of reproductive age are using a modern method. Growth is 1.1 percentage points per year in Eastern and Southern Africa and 0.7 percentage points per year in West Africa. Because there are already many more women using family planning in Asia (38%), the rate of growth is lower at 0.2 percentage points per year.

Domestic Government Expenditures on Family Planning Are Reported for the First Time, With Validated Data from 31 FP2020 Countries.

- Domestic expenditure amounts range from over US\$200 million annually in India and Bangladesh to less than US\$50,000 in Gambia, the DRC, and Mauritania.
- Domestic government expenditures reflect a government's commitment to its family planning program and the prospects for its long-term financial sustainability.

Universal Health Coverage (UHC) Holds the Promise of High-Quality Health Care for All.

- Women represent half the global population – there can be no healthy global population without reproductive health care. Reproductive health care is central to good health.
- As we continue to build the framework for UHC, we must ensure access to full, free, voluntary contraception is included for all women and girls.
- Family planning is women's health care – it is primary health care and should be considered as such. As countries build UHC strategies, rights-based family planning and SRHR services must be integrated within primary health care systems.

This Year's Data and Analysis on Adolescents and Young People, Including Key Life Events, Strengthens Our Understanding of Their Behaviors Related to Sexual and Reproductive Health, Including Their Needs and Use of Contraception.

- Adolescents and young people need and use a variety of contraceptives to delay childbirth until they are ready. The data show that there are many challenges to measuring the sexual behaviors and health needs of young people – including sensitivities about sexual activity outside of marriage, definitions of "sexually active" as applied to unmarried young people, and varying cultural and social norms.



- Despite the challenges, improving data collection and analysis is imperative in order to assess program priorities and effectiveness for meeting young people's needs.

Family Planning is Integral to the Success of Global Development Strategies.

- Rights-based family planning is a catalyst that unlocks the potential of girls and women.
- The goal isn't just to reach 120 million additional women and girls with family planning; it's to ensure that each one is able to exercise her basic rights to self-determination, health, dignity, and equality.
- This is a linchpin strategy for any country aiming to improve the health and well-being of its citizens and economy.

We are Making Real Progress. And yet We Recognize That Our Original, Ambitious Goal of 120 Million Additional Users of Contraception Will Not be Reached by 2020.

- Looking at projected trends, we will not reach the originally set goal in the next two years. Unmet need remains high, and much work remains to be done.
- However, we have learned much more about what's really happening in countries and our partnership is strong.
- Our ambitious, galvanizing goal remains a critical milestone on the road to 2030 and the Sustainable Development Goal of universal access to family planning.



FP2020: CATALYZING COLLABORATION COMMUNICATIONS TOOLKIT Press Release Template

NEWS RELEASE

Your logo goes here

FP2020 Report Launched Today Has Latest Data on Rights-Based Family Planning in 69 Countries, Including (name of country)

For immediate release

Contact: (name and contact info)

12 November... A groundbreaking international report launched today reveals more women and girls than ever before are making the voluntary choice to use family planning in the world's 69 lowest-income countries. The report, entitled *FP2020: Catalyzing Collaboration*, has been produced by Family Planning 2020 (FP2020) - a global partnership that supports the rights of women and girls to freely decide whether, when, and how many children they want to have. It was released at the International Conference on Family Planning in Kigali, Rwanda.

The report contains specific information on how much progress is being made in (name of country.) Pull data from the report about what is happening in your country and insert here. If possible, also insert a quote from a FP2020 focal point member or government spokesperson.

Globally:

- The number of women and girls using a modern method of contraception in the world's 69 lowest-income countries had grown to more than 317 million, as of July 2018.
- This is 46 million additional users than existed in 2012 (the year FP2020 was launched) – an increase that is 30% greater than the historic trend.
- The use of modern contraceptives is growing the fastest in FP2020 countries in Africa: as of July 2018, 24% of women of reproductive age in these countries are using a modern method. Growth is 1.1 percentage points per year in Eastern and Southern Africa and 0.7 percentage points per year in West Africa. Because there are already many more women using family planning in Asia (38%), the rate of growth is lower at 0.2 percentage points a year.

Executive Director of Family Planning 2020, Beth Schlachter, said today: “Rights-based family planning is a catalyst that unlocks the potential of girls and women around the world. Our goal is to ensure that each can exercise her basic rights to self-determination, health, dignity, and equality. This is a linchpin strategy for countries to improve the health and well-being of their citizens and economy.”

Domestic government expenditures on family planning are reported for the first time in this report, with validated data from 31 FP2020 countries. The domestic expenditure amounts range from over US\$200 million annually in India and Bangladesh to less than US\$50,000 in Gambia, the DRC, and Mauritania.

The report is being launched today at the International Conference on Family Planning. Please follow and join in the conversation at:

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Twitter: @FP2020Global
Facebook: /Family Planning2020
YouTube: FP2020Global

For more information on family planning in (name of country), please contact (name and contact information.)



SOCIAL MEDIA MESSAGING

FP2020: CATALYZING COLLABORATION

2017-2018 ANNUAL PROGRESS REPORT

NOVEMBER 12, 2018

KEY RESOURCES

- *FP2020: Catalyzing Collaboration* digital report **LIVE ON MONDAY, NOVEMBER 12TH AT 9AM EST/3PMGMT+2**
- Hashtags: #WeAreFP2020, #FP2020Progress
- Shareable [graphics](#)

BACKGROUND

Family Planning 2020 (FP2020) is a global community of partners working together to advance rights-based family planning. The FP2020 partnership was launched at the 2012 London Summit on Family Planning, with the goal of enabling 120 million additional women and girls in 69 of the world's lowest-income countries to use voluntary modern contraception by 2020.

In the FP2020 approach, countries lead the way. They set the agenda for progress with formal commitments to develop, support, and strengthen their family planning programs. Each country's commitment functions as a blueprint for collaboration, providing partners with a shared agenda and measurable goals.

FP2020: Catalyzing Collaboration —the sixth of FP2020's annual progress reports since its inception — provides updates on progress of the FP2020 partnership through **new data** and **new connections**.

For the first time, FP2020 will be reporting on **domestic government expenditures** from 31 FP2020 countries. The 2017-2018 report also includes an **update for FP2020 commitment-**



making countries, and first-person stories from partners across sectors. From **environmental sustainability to HIV/AIDS**—FP2020 has been **catalyzing collaborations**.

REGISTER [HERE](#) FOR OUR OVERVIEW WEBINAR ON NOVEMBER 27TH TO EXPLORE THE REPORT AND DISCUSS FINDINGS WITH FP2020!

SUGGESTED MESSAGES

Messages below can be adapted for Twitter, Facebook, or Instagram and tailored to suit each organization's needs. [\[pair with any graphic or GIF\]](#)

TOPLINE

.@FP2020Global is catalyzing collaboration across sectors! #Familyplanning is integral to the success of global development strategies. How? Read the FP2020 2017-2018 annual progress report: www.familyplanning2020.org/progress #FP2020Progress

EXPLORE NEW DATA: More women & girls than ever before are using #familyplanning, and it's all captured in @FP2020Global's annual progress report: www.familyplanning2020.org/progress #WeAreFP2020

What makes up the FP2020 partnership? Countries, donors, private sector, public sector, and more: TOGETHER we are catalyzing collaboration. www.familyplanning2020.org/progress #FP2020Progress

Partnership is : We must work together to ensure all women and girls can exercise their basic human right to control their own #reprohealth. Read @FP2020's annual progress report to see partnership in action: www.familyplanning2020.org/progress #FP2020Progress

"In last year's report, we told the story of the FP2020 partnership. This year, we're turning that inside-out." @BethFP2020 tells the story of cross-sectional collaboration in the FP2020 annual progress report. www.familyplanning2020.org/progress

REPORT HIGHLIGHTS [\[Impact graphic here\]](#)

For the **FIRST TIME EVER** new validated data for domestic government expenditures on #familyplanning from 31 FP2020 commitment countries. Take a deep dive into @FP2020Global financing section: www.familyplanning2020.org/progress

#FP2020Progress happening around the world! 317 million+ women & girls in the 69 FP2020 focus countries are now using a modern method of #contraception. #WeAreFP2020 www.familyplanning2020.org/progress

BIG NEWS! There are 46 million+ women & girls using modern contraception since 2012. Explore the how & why of #FP2020Progress www.familyplanning2020.org/progress

NEW: From 2017 to 2018, use of modern #contraception in FP2020 focus countries prevented 119 million unintended pregnancies, 20 million unsafe abortions & 137 thousand maternal deaths. #FP2020Progress www.familyplanning2020.org/progress



NEW COMMITMENTS [New commitment graphics and gifs [here](#)]

Partners, if you work with or in commitment-making countries or organizations, we encourage you to congratulate them and share the news! [pair with commitment GIF]

New country commitment-makers:

- Sri Lanka
- Egypt
- The Kyrgyz Republic

New non-country commitment-makers:

- Copper Rose (@CopperRoseZM)
- Promundo (@Promundo_US)
- Les Ailes Du Coeur (@castromusafiri1)
- Youth Health International

Congratulations to [*commitment-maker*] on a NEW commitment to empowering women& girls with #familyplanning! #WeAreFP2020 #FP2020Progress www.familyplanning2020.org/progress

#SriLanka committed to the % of eligible families who have their need for #familyplanning satisfied with modern methods from 74.2% to 79.0% by 2025. Find out more: www.familyplanning2020.org/progress #FP2020Progress

#Egypt committed to reducing unmet need for #familyplanning from 12.6% in 2014 to 10.6% by 2020. #FP2020Progress being made across Africa! www.familyplanning2020.org/progress

#KyrgyzRepublic is committed to strengthening political will in the implementation of #familyplanning programs to achieve the Republic's commitments under the #SDGs. www.familyplanning2020.org/progress has more information.

FP2020: CONNECTIONS [Connections graphics and gifs [here](#)]

[@FP2020Global](#) is catalyzing collaboration through connecting #familyplanning with other sectors:

- FP+ HIV/AIDS
- FP+ Maternal health
- FP+ Environment
- FP+ UHC
- FP+ Crisis response
- FP+ Young people

IT'S ALL CONNECTED. www.familyplanning2020.org/progress

None of us can achieve our development goals without multisectoral approach. Only by joining forces can we unlock the progress that will enable every girl & woman, every child & adult, to thrive. #FP2020Progress www.familyplanning2020.org/progress

#Familyplanning & Empowerment: Family planning helps empower women and girls, men and boys to take charge of their own lives. #WeAreFP2020 www.familyplanning2020.org/progress

#Familyplanning & Maternal Health: Family planning is an important contributor to maternal health, leading to better health outcomes for mothers and their babies. #WeAreFP2020 www.familyplanning2020.org/progress

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#Familyplanning & #UHC: Including family planning within universal health coverage ensures everyone gets the care they need and the programs themselves are sustainable. #WeAreFP2020 www.familyplanning2020.org/progress

#Familyplanning & Crisis Response: In humanitarian and fragile settings, family planning is an essential lifesaving intervention and crucial for building resilience. #WeAreFP2020 www.familyplanning2020.org/progress

#Familyplanning & #HIV/AIDS: Combining family planning with HIV/AIDS services and other #reprohealth care makes for stronger programs that respond to the complexity of an individual's health needs. #WeAreFP2020 www.familyplanning2020.org/progress

#Familyplanning & Environmental Sustainability: Family planning is a natural partner to the environmental movement, with programs that improve health while protecting fragile ecosystems. #WeAreFP2020 www.familyplanning2020.org/progress

#Familyplanning & Faith: Family planning dovetails with faith-based efforts to promote good health, strong families, and stable communities. #WeAreFP2020 www.familyplanning2020.org/progress

#Familyplanning & Young People: Access to family planning enables adolescents and youth to fulfill their potential. #WeAreFP2020 www.familyplanning2020.org/progress

FRENCH TWEETS

Qui constitue le partenariat de la FP2020? Les pays, donateurs, le secteur privé, le secteur public et plus: ENSEMBLE, nous catalysons la collaboration: www.familyplanning2020.org/progress #FP2020Progress

LA GRANDE NOUVELLE! Il y a plus de 46 millions des femmes et filles utilisant la contraception moderne depuis 2012. Pour explorer pourquoi et comment de #FP2020Progress : www.familyplanning2020.org/progress

Pour la première fois, des nouvelles données validées pour les dépenses domestique sur la #planificationfamiliale des 31 pays engagé a la FP2020. Plongez profondément dans la @FP2020Global section de financement : www.familyplanning2020.org/progress

EXPLORER DES NOUVELLES DONNEES : Plus de femmes et de filles que jamais utilisent la #planificationfamiliale, et tout est capturé dans le rapport annuel @FP2020Global: www.familyplanning2020.org/progress #WeAreFP2020

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