



FP2020 MOMENTUM AT THE MIDPOINT 2015-2016

Communications Toolkit



#FP2020Progress

www.familyplanning2020.org/progress

OVERVIEW

FP2020 will launch its fourth annual progress report, *FP2020 Momentum at the Midpoint 2015-2016*, on November 1, 2016, during FP2020's Reference Group meeting in Dar es Salaam, Tanzania. The report offers a comprehensive look at progress toward the goals of increasing access, improving service quality, expanding choice, and reducing barriers to use in 69 focus countries.

This communications toolkit features key messages, shareable graphics, and suggested social media posts to assist partners in promoting and celebrating the launch of the report marking the midpoint of FP2020.

JOIN US LIVE: On Tuesday, November 1, 10:00am – 11:00am EDT, FP2020 will host a tweetchat to support the launch of the progress report. Please join us online using #FP2020Progress and tweet @FP2020Global.

FOR MORE INFORMATION

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KEY MESSAGES



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KEY MESSAGES

At the halfway point of FP2020, there are more than 300 million women and girls using modern contraception in the world's 69 poorest countries—an unprecedented number, and a milestone that has taken decades to achieve through tireless work by the health and development sectors.

More than 30 million additional women and girls are now using modern contraception than there were in 2012 when FP2020 was launched.

The health infrastructure, expertise, and commitment required to provide quality and voluntary family planning services to 300 million individuals is immense, and in itself represents a tremendous accomplishment. It is particularly impressive considering it took many decades to reach 100 million individuals in the 1980s, 15 years to reach the next 200 million women and girls, and just 13 years to surpass 300 million contraceptive users.

Contraceptive use by these 300 million women and girls has prevented more than **82 million unintended pregnancies**; averted more than **25 million unsafe abortions**; and prevented **124,000 maternal deaths** in the past year alone. This will have an important impact on the health and well-being of millions of people, some of whom are among the most vulnerable populations, including young people, the poorest, and those living in conflict, crisis, and emergency settings.

KEY MESSAGES

While we have not reached as many people as we had hoped by this time, the richness of the data that's now available enables us to peel back the layers and study the situation on a country-by-country and region-by-region basis, revealing a strikingly varied landscape of progress.

The **30.2 million additional women and girls** is significantly more than the historical trend would predict, but it is still 19.2 million fewer than we had hoped to reach, indicating we are behind on our overall goal.

The evidence base is growing for a wide range of issues and interventions, including youth-oriented approaches, method mix diversity, stock-outs, contraceptive discontinuation, rights-based programming, and postpartum family planning.

The resulting insights can help us shape more effective programs, investments, and policies to reach women and girls with the high-quality services they need and want.

The availability and review of data on an annual basis is also guiding advocacy efforts, with the evidence it provides strengthening civil society efforts to support governments in policy and budgetary decision-making.

KEY MESSAGES

Our original FP2020 objective of reaching an additional 120 million woman and girls by 2020 is no longer a solitary goalpost in the distance, but stands as an essential benchmark on the global path to the Sustainable Development Goals.

The stakes are high. Achieving the FP2020 goal is absolutely critical to meeting SDGs 3 and 5, which call for universal access to sexual and reproductive health and rights and gender equality.

More broadly, the ability of women and girls to access and use modern contraception will have an impact on each of the **17 Sustainable Development Goals**—with the fundamental connections to health, human rights, economic development, and a sustainable and healthy planet being better understood by partners in other sectors.

A country's ability to meet its FP2020 goals can have transformational benefits to women, families, communities, and entire countries.

KEY MESSAGES

The FP2020 partnership has grown steadily since the London Summit, and now reflects the policy, financial and programmatic pledges of more than 90 commitment makers. This enthusiasm is testament to the growing potential and impact of this platform as a catalyst for change.

Three additional countries, Afghanistan, Lao PDR, and Vietnam, all joined the FP2020 partnership in the past year, bringing the total number of commitment-making countries to 38.

In addition, **three organizations** have made new commitments: Margaret Pyke Trust, with the Population & Sustainability Network; Population Services International; and Chase Africa.

Four FP2020 partners renewed their commitments this year with ambitious new objectives, pledging to build on the contributions they have already made and go even further: contributing more resources, delivering more services, and reaching more women and girls. These include: The government of Germany; International Planned Parenthood Federation; Intrahealth International; and FHI 360.

KEY MESSAGES

Mobilizing the financial resources needed to sustain family planning services is a critical measure of FP2020 progress—for the 300 million women and girls using contraceptives today and for the 390 million we aim to reach by 2020.

Addressing the financing gap for family planning programs, ensuring a healthy supply of commodities, and improving the visibility and tracking of domestic and donor funding alike continue to be central priorities for our entire sector, including and importantly through the UNFPA Supplies Program.

With family planning increasingly recognized as a **development “best buy”** with cross-sectoral impact on our ability to reach all the SDGs, we must continue our collective vigilance to ensure it remains a primary development priority for policy makers and funders alike.

Mobilizing domestic resources is an important aspect of long-term sustainability of family planning services, and many governments are committing to increasing domestic expenditures on family planning.

Through collaborations with multi-stakeholder global and regional partnerships, such as the Ouagadougou Partnership, the Reproductive Health Supplies Coalition, the Partnership for Maternal, Newborn & Child Health, and the World Bank’s Global Financing Facility and Sahel Women’s Empowerment and Demographic Dividend Project, new opportunities exist for countries to address their most pressing resource challenges.

KEY MESSAGES

With renewed momentum, we have the opportunity and the obligation to reach the hardest to reach, including young people, the poorest, the marginalized and the most vulnerable, and to ensure that all programs and policies are grounded in the principles of agency, access, availability, and quality of care. Only by working in this way will we reach our collective goals.

The needs of young people and adolescents are paramount—we will not achieve the SDGs if we fail the current generation of young people who are counting on us to prioritize their needs and to help empower them to make their own decisions, and enable them to live healthy, productive lives and fulfill their own aspirations.

Today's youth population is the largest in history, with 1.8 billion individuals between the ages of 10 and 24, more than a billion of whom live in FP2020's 69 focus countries.

In order to meet the diverse needs of youth and adolescents, countries and all stakeholders must examine their policies and programs, develop a process of evaluation and reevaluation that genuinely reflects a youth perspective, and implement evidence-based programs that work.

A growing number of implementing partners are injecting a rights-based approach into new and existing programs, resulting in the first evidence about what it takes to operationalize rights-based family planning and measure the difference it can make in programs, progress, and people's lives.

KEY MESSAGES

No single country or organization can effectively address the challenges ahead alone. In the continuing spirit of the London Summit, we invite the entire family planning community to join this important dialogue, and examine the need for evidence-based programs, innovation and accountability across sectors and geographical divides.

While we have made tremendous progress, not all of our efforts are producing the expected or desired results, and not all the women and girls we have pledged to reach are being served.

With more data, evidence, and knowledge than ever before, we have an important opportunity to accelerate progress now in order to fulfill our promise to women and girls for 2020, and to ensure we are building the necessary momentum to achieve our 2030 goals.

These are the challenges we face together as we move into the second half of the FP2020 partnership.

SHAREABLE CONTENT & GRAPHICS



#FP2020PROGRESS

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NEW report by @FP2020Global details #familyplanning progress, commitment updates, #data & more: <http://bit.ly/1auq2Ak>
#FP2020Progress

Now that's #FP2020Progress! More than 30mill users of modern #contraception added since 2012. <http://bit.ly/1auq2Ak>

300mill users of #contraception in 69 poorest countries—a milestone achieved by decades of work by health & dev sectors!
#FP2020Progress

#FP2020Progress: #Contraceptive use by 300mill women and girls has prevented more than 82 million unintended pregnancies in the past year.

#FP2020Progress: #Contraceptive use by 300mill women & girls has averted more than 25 million unsafe abortions in the past year.

#FP2020Progress: #Contraceptive use by 300 million women & girls has prevented 124,000 #maternaldeaths in the past year alone.

For first time ever, more than 30% of women & girls are using modern #contraception in Eastern & Southern Africa. #FP2020Progress

.@POuagaPF has surpassed its goal of reaching 1 million additional users of modern #contraception between 2011 & 2015!
#FP2020Progress



SAMPLE TWEETS

How we achieve #FP2020Progress matters. Reaching the hardest to reach—youth, marginalized & most vulnerable is key <http://bit.ly/1auq2Ak>

The ability of women & girls to access & use modern contraception impacts each of the 17 #globalgoals. #FP2020Progress #familyplanning

Enabling 120 mil more women & girls to access #familyplanning is a crucial milestone → the #SDGs! #FP2020progress

Addressing the financing gap for #familyplanning programs is central priority for our entire sector. <http://bit.ly/1auq2Ak> #FP2020Progress

#Familyplanning is a development “best buy” w/ great impact on our ability to realize the #SDGs. <http://bit.ly/1auq2Ak> #FP2020progress

The FP2020 Partnership continues to expand! Now over 90 commitments, including 38 of 69 focus countries. #FP2020Progress #familyplanning

#FP2020 is growing! Afghanistan, Lao PDR & Vietnam joined the partnership in the past year! #FP2020Progress #familyplanning

Margaret Pyke Trust, @PopSusNetwork; @PSIimpact; and @chaseafrica joined #FP2020 this year! #FP2020Progress #familyplanning

Germany, @ippf, @IntraHealth, and @fhi360 renewed their #FP2020 commitments this year! #FP2020Progress #familyplanning



SAMPLE TWEETS

GRAPHICS

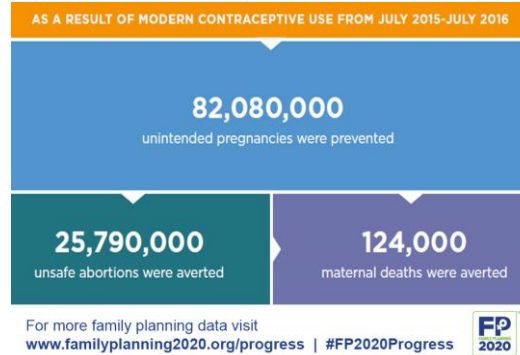
[CLICK TO DOWNLOAD](#)



**FP2020
MOMENTUM
AT THE
MIDPOINT**
2015-2016

Available now

**FP
2020** #FP2020Progress
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AS A RESULT OF MODERN CONTRACEPTIVE USE FROM JULY 2015-JULY 2016

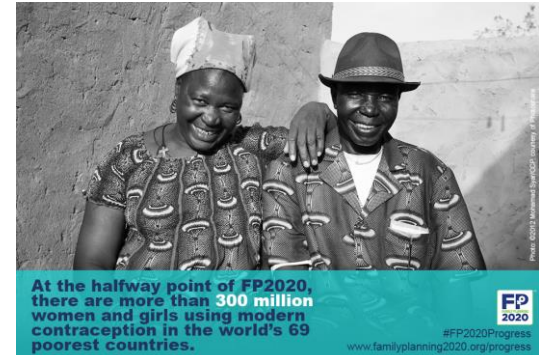
82,080,000
unintended pregnancies were prevented

25,790,000
unsafe abortions were averted

124,000
maternal deaths were averted

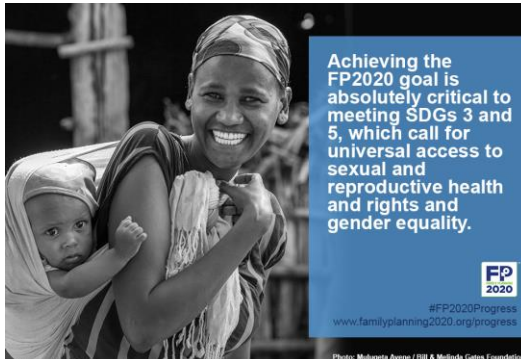
For more family planning data visit
www.familyplanning2020.org/progress | #FP2020Progress

**FP
2020**



At the halfway point of FP2020, there are more than 500 million women and girls using modern contraception in the world's 69 poorest countries.

**FP
2020** #FP2020Progress
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Achieving the FP2020 goal is absolutely critical to meeting SDGs 3 and 5, which call for universal access to sexual and reproductive health and rights and gender equality.

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Photo: Mukgata Ayene / IRI & Medica Gates Foundation



With more data, evidence, and knowledge than ever before, we have an important opportunity to accelerate progress now in order to fulfill our promise to women and girls for 2020, and to ensure we are building the necessary momentum to achieve our 2030 goals.

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2020** #FP2020Progress
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Photo: Robyn Russell / Universal Access Project, United Nations Foundation



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NEW FP2020 COUNTRY PAGES: RESOURCES AT YOUR FINGERTIPS



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FP2020 COUNTRY PAGES

On November 1, along with the launch of the progress report, FP2020 will also unveil its redesigned **country webpages**, which serve as a valuable resource for the family planning community and a dynamic repository of data, key documents, resources and more. New features include:

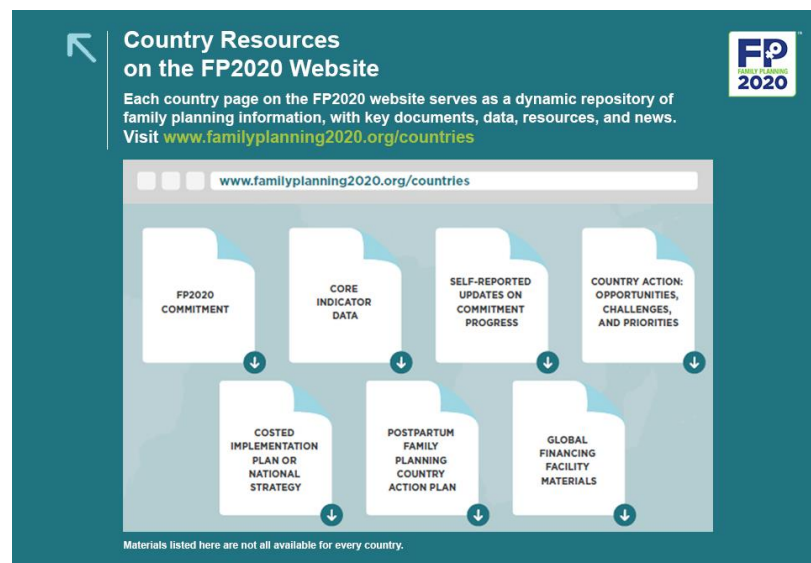
- Key documents, including government strategies and plans, Global Financing Facility (GFF) materials, and self-reported commitment updates;
- 2016 Core Indicator data;
- Country-specific research and news;
- Enhanced shareability of data and information by email or social media

On November 1, visit
www.familyplanning2020.org/countries
to explore the new country pages!

Spread the word! Share this with your networks:

TWEET THIS:

Check out @FP2020Global's updated country pages for #familyplanning #data, resources & more! <http://bit.ly/1auq2Ak> #FP2020Progress [ATTACH IMAGE]



[CLICK TO DOWNLOAD IMAGE](#)

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