

2016 FP2020 ANNUAL COMMITMENT UPDATE QUESTIONNAIRE RESPONSE



POPULATION REFERENCE BUREAU

[HTTP://WWW.FAMILYPLANNING2020.ORG/POPULATION-REFERENCE-BUREAU](http://www.familyplanning2020.org/population-reference-bureau)

In July 2016, the Population Reference Bureau shared the following update on progress toward achieving its Family Planning 2020 commitment during the 2015-2016 time period (commitment included below for reference).

POLICY & POLITICAL UPDATES

- **Guiding district policy makers in Ghana in integrating population into development plans:** With frequent transitions among parliamentarians and other elected officials at the local and national level, the Ghanaian National Population Council (NPC) needed an easy to use presentation with simple yet compelling messages describing the critical role population growth and family planning play in achievement of Ghana's national development goals. To address this challenge, USAID/Ghana invited PRB's IDEA Project to support the NPC and a task force composed of representatives from government ministries, NGOs, academic institutions, the media, and development partners to develop a multimedia ENGAGE presentation that could be easily used by the NPC and its regional offices. The presentation, *Ghana on the Rise: Investing in Population and Development*, was launched on July 8 in time for the 2015 World Population Day.
- Nine months later, *Ghana on the Rise* is getting a lot of use. The NPC has shown the presentation in 180 districts across the country as part of a 10-day DfID-funded training aimed at building the capacity of district assembly staff to integrate population variables into their district development plans. According to Marian Kpakpah, NPC executive director, the ENGAGE multimedia presentation is the organization's go-to resource for promoting policy dialogue, and is a model of how a simple, straight forward message combined with an engaging communication approach can serve as an advocacy tool at both the lowest health administration and national levels.

FINANCIAL UPDATES

- **Securing county level budget commitments to family planning in Kenya:** In mid-2015 policymakers in Kenya's Embu and Bungoma counties approved budget commitments in the 2016 fiscal year for family planning. PRB through USAID's IDEA Project, worked with the National Council for Population and Development to: identify local family planning champions with links to decisionmakers; convene a policy communications workshop focused on building skills to advocate around the budget process. Using PRB's ENGAGE multimedia presentations champions were able to make the case for family planning

PROGRAM & SERVICE DELIVERY UPDATES

- **World Population Data Sheet brings demographic data to the fore:** PRB's annual *World Population Data Sheet (WPDS)* continues to be an important resource to media, researchers, policymakers, and advocates worldwide. The 2015 WPDS, which addressed the theme of women's empowerment, broke new ground in its use of digital visualization, and included an interactive dashboard that allowed users to select any country and view current and project population figures as well as a range of gender-specific indicators. The WPDS 2015 microsite was tapped by the Visually design blog as one of the top 24 interactive websites of the year. The data sheet has been downloaded more than 180,000 times. The publication generated significant media coverage, including features in the Wall Street Journal, Bloomberg, CNN online, Al Jazeera, Voice of America, the Huffington Post, and dozens of overseas content producers including the Jakarta Post, India's Daily Star, the Vanguard (Nigeria), Daily Pakistan, allAfrica.com, and the Japan Times. The data sheet – along with PRB's other global family planning products - reach our 4,340 Twitter followers plus others who have mentioned our work, and their followers, giving us a potential reach of nearly 4.6 million.
- **Summarizing the evidence on investing in adolescent reproductive health:** PRB's Population and Poverty (PoPPov) Research Initiative launched the report, *Making the Case for Investing in Adolescent Reproductive Health*, which summarizes findings from new research studies receiving funding under the Population and Poverty (PoPPov)

Research Initiative. The report examines the evidence for investing in adolescent reproductive health and family planning programs from the perspective of making an evidence-based argument to guide the investment or spending decisions of public or private organizations. It surveys evidence on the effectiveness of several types of interventions: school-based programs; peer education; youth-friendly services; sexuality education; youth development and life skills training; social marketing and behavior-change communication; cash transfers and other financial incentives; and multipronged interventions.

- **Looking at FP2020 goals through a gender and rights lens:** PRB's Policy Brief, *Family Planning and Human Right – What's the Connection and Why is it Important?* provides guidance to policymakers, program planners, collaborating agencies, service providers, and all those working in the family planning and reproductive health arena on what exactly the term voluntary, rights-based family planning means in the context of family planning. It answers the questions, "What are the international underpinnings of importance of voluntary, rights-based family planning, and what is the role this concept will play in achieving FP2020 goals?" The brief fills an important gap in the policy literature, and has been cited at high level forums addressing FP2020 goals.
- **Training senior journalists to cover family planning issues through local media channels:** In May 2016, PRB's media team conducted a pre-conference media training workshop for 17 journalists attending the 4th global Women Deliver conference. The journalists, which included eight alumnae of PRB's Women's Edition program representing 15 countries, were among about 50 reporters sponsored by Women Deliver to cover the conference; the most senior journalists were selected to participate in the PACE PRB workshop. At the conference PRB interviewed a dozen high level policy makers, including the Ethiopian Minister of Health and the former president of Malawi, to determine which media sources (print, online, broadcast, social media, etc.) provide information that influences policymakers' decisions. The results from this analysis of the policy landscape will enable PRB to better help journalists produce news articles and programs that are useful in reaching policymakers with FP2020 messages.
- Earlier in the year, PRB supported 18 journalists from sub-Saharan Africa and Asia to cover the 2016 International Conference on Family Planning held in January 2016 in Bali, Indonesia. Ten of these journalists were "master's class" alumnae of PRB's Women's Edition program, which is designed to increase and strengthen news coverage of reproductive health issues, including family planning. They represented India, Pakistan, the Philippines, Kenya, Malawi, Nigeria, Tanzania, and Uganda. In addition, PRB sponsored eight journalists from the francophone West African countries of Senegal, Niger, Côte d'Ivoire, and Burkina Faso. Together, the journalists produced more than 95 articles and broadcast segments during and after the conference. They wrote on a range of issues, from emergency contraception to vasectomy, and they took the opportunity to connect with delegates from their countries to put the issues into a local context. A sampling of the articles written for English-language publications and websites appears in the footnote¹.
- **Demographic Dividend:** The Demographic Dividend initiative, supported by the Packard Foundation, provides technical assistance to sub-Saharan African countries in understanding and planning for the multisectoral investments needed to bring about a demographic dividend. PRB led a track dedicated to the Demographic Dividend at the ICFP in January 2016. The demographic dividend track included two invited panels composed of high-level policymakers and program staff and two research panels, one on youth and the demographic dividend and one on modelling the demographic dividend.
- At the regional level, objectives include information sharing and coordination with other organizations/actors working on the demographic dividend. It also includes building capacity of local actors to understand the demographic transition and the policy levers needed to yield a demographic dividend. The initiative also includes objectives for working specifically in three countries: Democratic Republic of the Congo, Ethiopia, and Senegal. At the country level, PRB also collaborates with local partners in developing tools to describe potential pathways to a

¹ **Men, the Weak Link in the Push for Contraception and Sterilisation** by Aarti Dhar, <http://thewire.in/2016/02/02/men-the-weak-link-in-the-push-for-contraception-and-sterilisation-20595/>; **MPs Call for Integrated Approach to Family Planning**, by Edyth Kambalame, <http://mwnation.com/mps-call-for-integrated-approach-to-family-planning/>; **Emergency Contraceptive Pills: The Misunderstood Savior for Pakistan?**, by Farahnaz Zahidi, http://www.huffingtonpost.com/farahnaz-zahidi/emergency-contraceptive-p_b_9123750.html; **Family Planning: Passing the Message Through Entertainment**, by Rose Mose, <http://www.authorityngr.com/2016/02/Family-planning--Passing-the-message-through-entertainment/>; **Why India Needs a Sex Positive Approach** by Shai Venkatraman, http://www.business-standard.com/article/punditry/why-india-needs-a-sex-positive-approach-116020200529_1.html; **Family Planning Conference Urges Increased Access to Services**, by Zofeen Ebrahim <http://www.dawn.com/news/1235448/family-planning-conference-urges-increased-access-to-services>; **Local Vasectomy Rates on the Rise** by Stella Barozi, <http://www.thecitizen.co.tz/News/Vasectomy-rate-in-TZ-rising-doc/-/1840340/3052162/-/41u7ey/-/index.html>; **Children Born in Small Families Live Longer** by Anne Mugisa, http://www.newvision.co.ug/new_vision/news/1415822/children-born-families-live

demographic dividend and the role of investments in key sectors. We also train researchers on how to take their work on the demographic dividend, and translate data into policy messages for busy decision makers.

- **Equipping youth advocates to talk about the demographic dividend.** At the 2016 ICFP meeting, PRB co-chaired a workshop on “Youth and the Demographic Dividend,” to help youth advocates understand the demographic dividend concept, highlighting the importance of young people and key investments in youth necessary to harness the dividend. PRB sponsored a second workshop, “Using Data to Develop Policy Messages,” where young people were trained to develop compelling advocacy messages on the demographic dividend. Based on focus group discussions conducted during the workshops, PRB is producing a video in which youth advocates speak about the importance of the demographic dividend to their lives which will be released later in 2016.

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The following text is the commitment made by the Population Reference Bureau at the 2012 London Summit on Family Planning. To review the commitment online, please visit: <http://www.familyplanning2020.org/population-reference-bureau>.

The Population Reference Bureau informs people around the world about population, health and the environment and empowers them to use that information to advance the well-being of current and future generations.

POLICY & POLITICAL COMMITMENTS

Population Reference Bureau commits to increasing support for family planning through evidence-based advocacy initiatives and materials as well as increasing the quality and quantity of media coverage on family planning.