

ADVOCACY APPROACHES, INITIATIVES, AND WINS

Pathfinder: How We Advocate

MARCH 2023



INTRODUCTION

At Pathfinder, we know that advocacy is essential to creating the social, political, economic, and judicial systems and policies that allow for the delivery of effective, rights-based, and client-centered health services. Pathfinder is at the forefront of advocating for evidence-based policies that advance sexual and reproductive health and rights (SRHR). We draw on our 60 years of experience, inspiring policymakers and communities to take action, and working closely with local civil society organizations, governments, faith-based institutions, and the private sector on advocacy initiatives around the world. Across the world, our advocacy initiatives have removed barriers to sexual and reproductive health and rights, improving health and well-being for millions of people.

ADVOCACY STRATEGY

Pathfinder’s advocacy efforts focus on having the policies, laws, and funding in place to advance SRHR. We seek to draw and sustain the attention of critical decision makers at global, national, state, and community levels who encourage equitable resource allocation and remove barriers to policies that create an enabling environment for SRHR. We identify key decision-makers, influencers, and advocates that have the power to impact change in each country where we operate and build deep relationships with them to facilitate long-term shifts in policy. To do this work, we have adapted the **SMART Advocacy Approach**—a global tool and family planning management framework developed by the Bill & Melinda Gates Institute for Population and Reproductive Health’s Advance Family Planning Project. Pathfinder and our partners use the approach to strengthen the advocacy capacity of community-based organizations and develop advocacies strategies that can be incorporated into SRHR programs. The approach focuses on opportunities that have the highest potential for success in the near term, connecting short-term advocacy strategies and wins with broad, long-term goals. The approach allows SRHR champions to maximize their time and funds, and effectively persuade those in power to take action.

PATHFINDER ADVOCACY WINS (2018-PRESENT)



- **68** SRHR national/ subnational policies, action plans, guidelines, standards of practice developed in 15 countries
- **3** national population, health, and environment policies developed



- **\$8,002,480** mobilized at subnational level in 2 countries
- **\$250,000** small grants for advocacy awarded in 7 countries
- **\$600,000** advocacy grant awarded to Pathfinder Tanzania



- **7,140** direct actions taken by Pathfinder-affiliated advocates in support of the Global HER Act
- **20** advocacy-specific engagements led globally (events, international days of recognition, webinars)



- **102** people trained on SMART Advocacy in 15

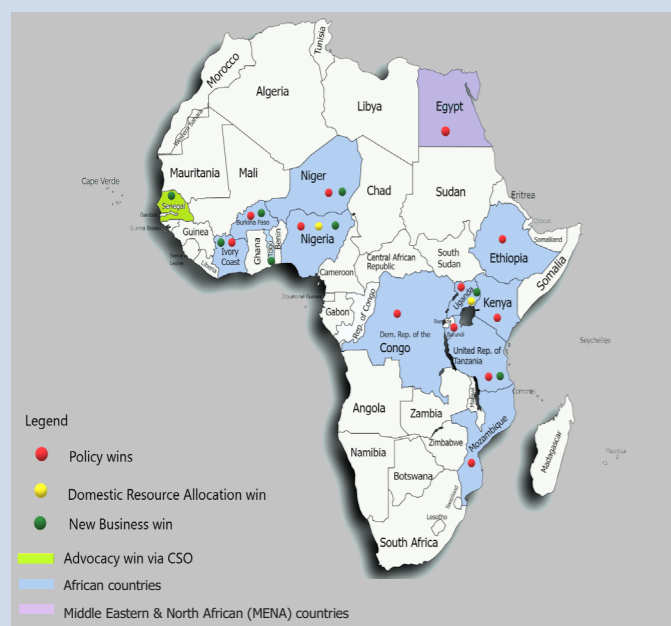


- **8** partnerships established
- **More than 50** advocacy and SRHR coalitions include Pathfinder representatives
- **14** civil society organizations supported with advocacy efforts
- **17** government relationships created and sustained

9 Advocacy Pathways

- Issue awareness
- Capacity strengthening
- Parliamentary engagement
- Countering opposition
- Social mobilization
- Institutional strengthening
- Program advocacy
- Research and learning
- Partnership building

Advocacy Wins - Snapshot



ADVOCACY WINS

Pathfinder worked with partners to achieve the following advocacy wins over the past five years.

Côte d'Ivoire: Free Family Planning

In 2020, the Ministry of Health, through the National Program for Maternal and Child Health, made family planning free for all women in the Agnéby-Tiassa health region.

Niger: Task-Sharing and Shifting

The President of Niger approved a decree which revised a reproductive health (RH) law in July 2019, allowing for task-sharing and task-shifting of family planning services. This law allows community-based distributors to provide the self-injectable contraceptive Sayana® Press in communities and community health workers to provide implants at community health posts—contraceptive methods that previously could only be obtained at a clinic from a health provider.

Burundi: Community Health Workers Provide Sayana® Press

In 2019, Director General of the Ministry of Public Health and the Fight Against AIDS in Burundi signed a guidance document authorizing community health workers to offer the self-injectable contraceptive Sayana® Press to communities. This task-sharing

provision is part of the government's efforts to expand women's access to contraceptive methods by decreasing the need to travel for contraception.

Bangladesh: Family Planning Costed Implementation Plan to Inform National Health Plan

On April 18, 2020, the Directorate General of Family Planning (DGFP), Ministry of Health and Family Welfare, endorsed the use of Family Planning Costed Implementation Plan for revising operational plans by Family Planning Costed Implementation Plan for the revision of its departmental operational plans, putting a much stronger focus on family planning investments within the country's Health Population and Nutrition Sector Program.

India: Inclusion of Pathfinder Behavior Modeling Videos in State Health Plans

Pathfinder's Youth Voices for Agency and Access program created videos that modeled healthy behaviors related to family planning use and reproductive health. The State Health Society in Bihar endorsed the videos for use across family planning programs.

Pakistan: Postpartum Family Planning Policy

The Government of Sindh approved a Post-Pregnancy Family Planning Policy to support the realization of Pakistan's FP2030 goals. Pathfinder contributed to both development and advocacy for adoption of the policy.



Supriya Vitthal Patil (left), Vitthal Patil (right). This married couple reaches other couples with contraceptive information and services in India.

Ethiopia: Cervical Cancer Prevention and Treatment and Family Planning Budget

In 2022, the government of Ethiopia's public health system integrated cervical cancer prevention services into HIV and reproductive, maternal, newborn, child health and family planning services, expanding access.

Through our advocacy efforts, three woredas (districts) also allocated 345,000 ETB to family planning commodities.

Kenya: Adolescent Health

In 2019, Pathfinder supported the Kenyan Ministry of Health's Division of Adolescent & School Health to develop the Adolescent Health Strategy, which will expand access to essential services, including sexual and reproductive health care, to Kenyan adolescents.

Nigeria: Investments in Sexual and Reproductive Health

Through our Advance Family Planning Project, Pathfinder Nigeria played a critical role in advocating for increased budgetary allocation for family planning in several states, resulting in more funds for adolescent and youth sexual and reproductive health and increased

contraceptive choice. Our advocacy wins resulted in reaching 10,000,000 women of reproductive age with sexual and reproductive health care and mobilized \$8,000,000 in domestic resources at subnational level.

Uganda: Family Planning Budget

Pathfinder's advocacy efforts contributed to Kyegegwa District approving 9 million Ugandan shillings for family planning in 2021.

Tanzania: Comprehensive Postabortion Care Guidelines and Female Condoms

The Tanzanian government adopted guidelines for comprehensive postabortion care (cPAC). The government, with support from Pathfinder, disseminated the guidelines to more than 1,200 health facilities in Tanzania, and 15% of all cPAC cases have been managed with misoprostol. Additionally, the Medical Stores Department of Tanzania procured and distributed 1.5 million female condoms in 2021, up from 300,000 in 2017, a 400% increase.

ADVOCACY PROGRAMS

Advance Family Planning India, Nigeria

From 2015 to 2023, Pathfinder was the local partner of the Advance Family Planning project in Nigeria and India. In Nigeria, we used evidence-based advocacy to increase financial investments and political commitments to family planning services. Pathfinder worked with local champions to reach policymakers and push for: sustained family planning funding nationally, and across states and communities; expanded access to family planning through task-sharing and task-shifting; and youth access to family planning information and services. Pathfinder played a critical role in advocating for increased budgetary allocation for family planning in several states and supporting the government to adopt several policies including a strategic framework for adolescent and youth programs.

In India, we focused on unlocking new funds for family planning programs in the private sector following an amendment to a law that mandated Indian corporations allocate 2% of their profits to corporate social responsibility. Pathfinder's advocacy efforts resulted in inclusion of family planning in Indian corporations' corporate social responsibility programs for the first time.

Supporting Governments to Fulfill SRHR Commitments

Many of Pathfinder's advocacy efforts focus on supporting country governments to fulfill their SRHR commitments under global and regional agreements and goals. These include:

- FP2030
- Generation Equality Forum
- ICPD+25
- Maputo Plan of Action
- Sustainable Development Goals
- UN Framework Convention for Climate Change
- UN Declaration on the Elimination of Violence Against Women

Population Action International Public Health Care (PAI PHC) Advocacy Grant Uganda

From 2020-2021, Pathfinder Uganda, through the PAI PHC advocacy grant, advocated for the continuity of maternal and child health services in health facilities during the COVID-19 pandemic. Our advocacy helped to ensure district officers in three districts (Kyegegwa, Kibaale and Gomba) issued mandates and provided oversight to public health facilities as they implemented national guidelines on the provision of maternal and child health services as an essential service during and after the pandemic.



Bulo Health Center, Uganda, November 2021



Advocacy workshop in Burkina Faso, where participants learned the Advance Family Planning Smart Advocacy approach.

Advocacy for the Involvement of Young People in Budgeted National Plans for Family Planning Burkina Faso, Côte D'Ivoire, Sénégal, Togo

Pathfinder, with several partners including Palladium's HP+ program and the Ouagadougou Partnership, led an innovative and participatory advocacy approach that strengthened the advocacy capacity of youth-led civil society organizations in West Africa to ensure young people's sexual and reproductive health needs are reflected in the next generation of family planning Costed Implementation Plans. The project, funded by PAI Opportunity Fund/ Advance Family Planning, applied a digital tool created by Pathfinder—the **Tool for Adolescent Responsive Planning**—and the SMART advocacy approach to ensure youth-led organizations had the capacity to engage in development of country action plans for family planning, and advocate for those inclusion of youth needs and perspectives. As a result, ministries of health in Côte d'Ivoire, Senegal, Burkina Faso, Togo, and Niger ensured the effective participation of young people by involving them in reviewing, developing, and implementing Family Planning Costed Implementation Plans.

Health of People and the Environment in the Lake Victoria Basin (HoPE-LVB) Kenya, Uganda

From 2011-2018, HoPE-LVB applied an integrated population, health, and environment (PHE) approach to address the interconnected challenges of diminishing natural resources, pervasive poverty, food insecurity, poor sexual and reproductive health outcomes, and inaccessible health services. To ensure sustainability, institutionalization, and scale-up of these approaches, the program had a strong advocacy component. Systematic advocacy efforts from inception to close-out of the program resulted in widespread government buy-in for PHE and incorporation of PHE into national policies that continue to provide guidelines and frameworks for integrated solutions. This included the regional East African Community's Integrated PHE Strategic Plan (2016-21); Kenya's Vision 2030 national development plan and several county development plans; Uganda's vision 2040 development plan and multiple subnational policies; and strategic plans in both countries specific to PHE. HoPE-LVB has contributed to PHE's inclusion in both family planning and climate change policies.

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