

FP2020: MAKING THE NUMBERS WORK FOR ADVOCATES

A TIPSHEET FOR ADVANCING EVIDENCE-BASED ADVOCACY



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Achieving progress on Family Planning 2020 (FP2020) commitments depends on analysis and accessibility of accurate data to guide interventions, monitor progress, and hold commitment makers accountable. Advocates, decision makers and other stakeholders should be armed with reliable and timely data to make informed decisions about policies and programs.

FP2020 just released its 2018 annual progress report, giving advocates a rich source of data to hold commitment makers accountable. As a community, it's our role to translate the data into advocacy and communication strategies. Follow these tips to make the numbers work for you:

1 Utilize Track20 country data sheets: These short and reader-friendly country data sheets are a key resource you can adapt for your own use. To find your country data sheet, visit familyplanning2020.org/countries and click on your country. You'll find information on modern contraceptive prevalence (mCPR), unmet need, demand satisfied and much more.

2 Understand your country data: Review the country data sheet to familiarize yourself with family planning data and statistics in your country. Look for specific facts and figures that will support your advocacy needs and help focus your advocacy efforts. As you review the numbers, ask yourself: what problem could this data help solve? How do current figures compare to longstanding trends? Who is affected by these numbers, and how?

3 Choose your target audience: You now know your data illustrates a specific problem. But who has the power to solve it – and what would they need in order to take action? How can you persuade them to get involved, and what would you like them to do? Make a list of decision makers and a corresponding list of actions you'd like them to take – who has the power to make the biggest impact?

4 Translate the data into meaningful messages for your target audience: You want to choose the best message to motivate your audience to act. Do as much background work for your decision makers as you can, and show what they stand to gain by following your lead. If they act, what would the outcome be? Most people are moved by a combination of messages that touch their head (data, statistics, facts) and heart (stories, examples). A good first step is drafting key data takeaways: what is the most important information for your audience to understand?

5 Choose how to communicate with your audience: Would an infographic help make your case, or do you need something more text-focused, like a factsheet or report? Would your decision maker like you to draft a policy change, or provide a toolkit? Would a video of a person's story make the greatest impact? Once you pick the best medium for your information, choose someone your decision makers see as credible and informed to deliver your message, and consider the right time to deliver it.

6 Develop and package advocacy materials and/or social media tools to enhance communication: The ability to translate key advocacy messages using a variety of media extends the value of the advocacy message and can capture a wide audience. Create evidence-based and eye-catching advocacy materials such as infographics and photos to target decision-makers. Make sure to support your messages with facts, figures, stories, and other data.