



INFORMING
DECISIONMAKERS
TO ACT

FINAL REPORT

AUGUST 31, 2010 TO AUGUST 30, 2015

COOPERATIVE AGREEMENT WITH USAID
AID-OAA-A-10-00009

IMPLEMENTED BY:

POPULATION REFERENCE BUREAU

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IDEA END-OF-PROJECT REPORT

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Executive Summary

The IDEA Project—**Informing Decisionmakers to Act**—launched in July 2010 as a five-year, \$15 million project carried out by the Population Reference Bureau (PRB) with funding from the United States Agency for International Development’s (USAID’s) Office of Population and Reproductive Health. In the third year of the project, due to greater than expected field support from USAID missions, the financial ceiling was raised to a total of \$19.4 million. The project officially closed on Aug. 30, 2015. Over five years, the project worked in seven countries through USAID mission field support funding, and conducted activities in 10 additional countries through USAID core and regional bureau funding.

The project Strategic Objective (SO), as defined by USAID, was to increase support among decisionmakers for effective health and population policies and programs. In order to achieve this result, three intermediate project results (PRs) were identified: 1) Health and population data information analyzed, synthesized, and disseminated to engage relevant policy and advocacy audiences (Content Development); 2) Capacity of media to provide quality coverage of key health and population issues strengthened (Media); and 3) Individual and institutional capacity to use information to influence decisionmakers improved (Capacity Building). By equipping policy audiences with accurate, understandable information about population, family planning (FP), and reproductive health (RH), PRB’s IDEA team enhanced policy and advocacy efforts carried out by civil society, the public sector, the development community, and donors. IDEA developed materials on priority issues in cutting-edge, innovative formats; trained and supported media to influence policy change; built the communications capacity of institutions, researchers, and advocates; nurtured communities of policy champions; and created space for policy dialogue on critical FP/RH issues.

Over five years of IDEA project activities, PRB achieved an impressive 47 SO results—more than double the target of 20 SO-level results for the project. Individually, each of these results demonstrates a shift in policies, programs, and priorities to increase access to FP for women and families. Collectively, they improved the enabling environment for FP in countries around the world.

Many results come from countries where IDEA received USAID mission field support for project activities; these included changes in traditional by-laws for early marriage in Malawi and county-level budget increases for FP in Kenya. Many additional results are attributed to core funding. Media training and technical assistance resulted in increased news coverage on FP/RH, such as news coverage of rape injustices in India and Pakistan which led to prosecution for the attackers. ENGAGE multimedia presentations were used to catalyze dialogue at international events, including *Harnessing the Demographic Dividend* which has been presented to many heads of state and influenced their investments in FP as a development strategy. Capacity building for policy communication enabled FP experts to effectively communicate with leaders and effect change, as in the case of Policy Fellow Evelyn Sakeah, whose communication to the President of Ghana directly influenced the allocation of funding for midwife training.

The project recorded thousands of additional project results. We have identified nearly 300 instances of other organizations using IDEA materials, such as the annual World Population Data Sheet, to support health and population advocacy, training, and reporting; nearly 3,000 news stories produced on FP/RH and population by IDEA-trained journalists; and more than 200 instances of our policy communication training alumni using their skills in direct communication with decisionmakers about FP/RH. Each of these intermediate steps are critical on the path to policy change.

These project and SO results demonstrate that:

- Concise, evidence-based, nontechnical information empowers leaders and decisionmakers with a better understanding of the investments required to achieve sustained social and economic growth.
- Holding governments accountable through the media requires journalists who understand the issues, know how to best use data, and frame the challenges in each country.
- Training researchers and advocates to influence policies requires a strategic, intentional effort and leads to sustainability and local ownership.

In addition, concerted national and subnational advocacy efforts for FP are critical for improved outcomes. FP advocates cannot depend on the momentum from international initiatives such as Family Planning 2020 (FP2020) alone to yield change at the local level. Strengthening the advocacy skills of local decisionmakers and organizations in the public and private sectors, including civil society, is essential to success. Partnering with local organizations facilitates both ownership of activities and sustainability over time. As decisionmaking in many countries devolves to lower levels, PRB's work under IDEA followed a similar route, with activities focusing increasingly on leaders at subnational levels. Nontechnical, concise information has become even more important and empowering at these levels; at the same time, devolution inspires new challenges, such as the importance of working in local languages and an appreciation of cultural context. Recognizing that context and the changing local environment matter, PRB and the IDEA Project have been partners for change with individuals, communities, and countries.

The IDEA Project, 2010-2015

IDEA 2015—A VISION ACHIEVED

When the Population Reference Bureau (PRB)'s IDEA Project launched in 2010, we laid out a vision for what we would achieve in five years. By positioning family planning (FP) and reproductive health (RH) as development priorities in national and regional policy dialogue, and providing evidence to support policy and program change, we would contribute to policy and programmatic changes so that women and girls, men and boys, young and old would be healthier and more productive. As a result, communities and nations would be more committed to meeting the health needs of their people. As the project comes to a close after five years and US\$19.4 million, we can confidently say that we achieved these goals.

The IDEA Project—Informing **D**ecisionmakers to **A**ct—successfully increased political commitment and repositioned FP as a development priority among decisionmakers. By equipping policy audiences with accurate, understandable information about population, FP, and RH, PRB's IDEA team enhanced policy and advocacy efforts carried out by civil society, the public sector, the development community, and donors. IDEA developed materials on priority issues in cutting-edge formats; trained and supported media to influence policy change; built the communications capacity of institutions, researchers, and advocates; and nurtured communities of policy champions.

As we tell the story of these results and achievements under IDEA through this end-of-project report, we also tell the story of how our project has evolved to more effectively meet our goals. It reflects a willingness to try new approaches, an awareness of what works, and an ability to cultivate successful partnerships in the field. Though challenges remain to achieving universal and equitable access to FP around the world, our efforts have led to sustainable change and provide the foundation for achieving even greater impact.

THE IDEA PROJECT

The IDEA Project launched in August 2010 as a five-year, \$15 million project carried out by PRB with funding from the United States Agency for International Development (USAID)'s Office of Population and Reproductive Health.¹ In the third year of the project, the financial ceiling was raised by \$4.4 million to a total of \$19.4 million. The project officially closed on Aug. 30, 2015. Over five years, the project worked in seven countries through USAID mission field support funding, and conducted activities in 10 more countries through USAID core and regional bureau funding.

The project Strategic Objective (SO), as defined by USAID, was to increase support among decisionmakers for effective health and population policies and programs. In order to achieve this result, three intermediate Project Results (PRs) were identified: 1) Health and population data information analyzed, synthesized, and disseminated to engage relevant policy and advocacy audiences (Content Development); 2) Capacity of media to provide quality coverage of key health and population issues strengthened (Media); and 3) Individual and institutional capacity to use information to influence decisionmakers improved (Capacity Building).

Project activities from both Core and Field Support funding sources were structured into these three PRs. In addition, all project activities were informed by PRB's model of policy change, a framework for creating windows of opportunity for policy change.

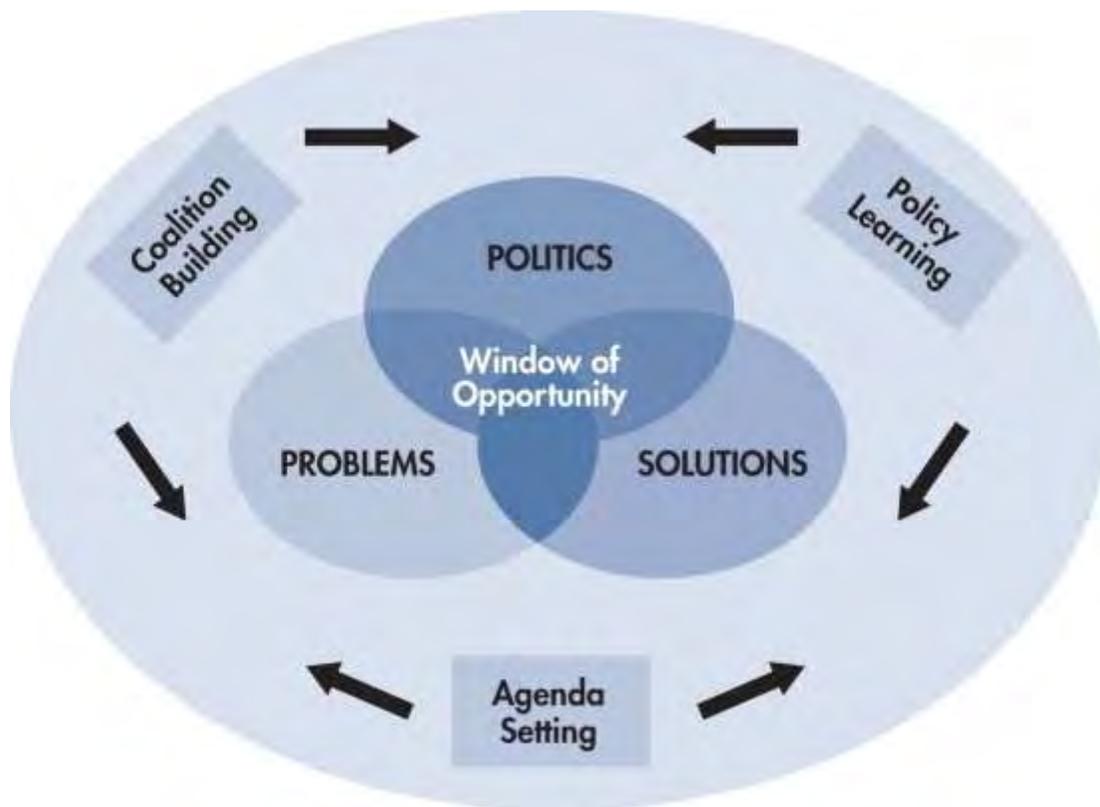
¹ In 2010, USAID awarded three IDEA Projects to the Population Reference Bureau, the Wilson Center, and the Aspen Institute through a competitive process. Unless otherwise stated, throughout this report IDEA Project refers only to PRB's IDEA Project.

POLICY CHANGE MODEL

PRB's approach draws on a policy change model for transforming knowledge into action. This model conceptualizes the policy process as the interaction of problems, solutions, and politics. A window of opportunity for program and policy change opens when a problem rises to the attention of decisionmakers, an effective solution is identified, and the political environment is right for policy change.

PRB uses three drivers of change to create these opportunities: strengthening coalitions that take on the issues (coalition building); focusing attention on priority issues (agenda setting); and increasing stakeholders' knowledge about those issues and the policy changes needed to address them (policy learning). To impact policy—and create the conditions for its implementation—the drivers should be applied simultaneously and consistently over time as actors change and new issues arise.

Theoretical Framework: Creating Windows of Opportunity for Program and Policy Reform



PROJECT RESULT 1: CONTENT DEVELOPMENT

Providing data and information about health and population issues to engage policy and advocacy audiences. Using clear language and evidence-based experiences, IDEA reached out to multisectoral audiences around the world with the most current information about health and population—with the goal of informing them about what works, why it matters, and how to move forward. Whether to a parliamentarian, a minister of finance, or an activist, IDEA was committed to showing the health, economic, and environmental benefits of improving access and use of FP/RH services.

The interactive infographic is especially brilliant—super engaging and effective in communicating the important role that voluntary family planning has to play in building resilience!

– **Laura Robson**, Community Health Programmes Coordinator, Blue Ventures

Under IDEA, PRB continued to produce materials we have long been known for, such as policy briefs, reports, factsheets, and wall charts, including the annual World Population Data Sheet. Harnessing technology, innovation, and data visualization, the format of materials expanded to include multimedia ENGAGE presentations, webinars, podcasts, infographics, and interactive graphics.

Materials were produced by

PRB staff in Washington, D.C., and in partnership with experts and organizations in-country, targeting global, national, and local policy audiences. PRB convened policy dialogues in-country, in Washington, D.C., and online, bringing together stakeholders, decisionmakers, and experts to advance understanding on a variety of critical issues for population and health. Communities of practice, such as the Interagency Gender Working Group (IGWG) and Africa Population, Health, and Environment (AfricaPHE) Network, were strengthened and expanded.

PRB continued to disseminate print materials through traditional channels to a network of over 17,000 users. But the IDEA project reflects massive growth in the reach of our digital and social dissemination. PRB's email list reaches over 12,000 individuals, while our social media reach is expanding rapidly.

PRB's materials on the demographic dividend have been great. You make it technically sound and, at the same time, accessible to the nonexpert.

– **Duff Gillespie**, professor, Bill & Melinda Gates Institute for Population and Reproductive Health, Johns Hopkins Bloomberg School of Public Health

I get to work with PRB and with IGWG, using the research we're producing at the Center [on Gender Equity and Health], to help ensure that the science produced gets into the hands of the practitioners and the advocacy and movers of policy to make a difference and make an impact. Science is our job but the impact of that science is our priority, and working with PRB and with IGWG allows us to make that priority happen.

– **Anita Raj**, director, Center for Gender Equity and Health, University of California, San Diego

PROJECT RESULT 2: MEDIA

Strengthening the capacity of media to provide quality coverage of key health and population issues. The media play a vital role in setting a country's policy agenda. Compelling and accurate news reports have the potential to spur policymakers to advance national development by addressing RH, FP, gender disparities, and population dynamics. To capitalize on this potential, IDEA worked with journalists through seminars and study tours exposing the critical FP/RH issues in their countries. Understanding the consequences of contraceptive stockouts, the benefits of integrated FP services, or the desires of women to reduce their fertility inspired journalists to tell the stories of their communities, and to hold government accountable as stewards of the nation's health.

Through workshops, study tours, and mentoring, IDEA helped journalists in developing countries understand how FP, RH, and population growth can impact national development. Interactive workshops introduced reporters and editors to experts and public officials who manage programs and implement policies. Week-long study tours and shorter field visits enabled journalists to see first-hand how

As a national broadcaster, I've always felt that women have been a side story, a "by-the-way" story... People think it's taboo to talk about them, but these are issues affecting us every day, and if they're not addressed now, they affect the development of any nation—they will affect the economy of any nation... At the end of it all, you want policymakers to move. For me—that's why I do my stories. I want policymakers to move, so that when they make those moves, it's for the benefit of the people they are serving.

– **Faith Kandaba**, manager of Current Affairs, Zambia National Broadcasting Corporation, PRB Women's Edition Journalist

population and RH problems manifest themselves and to talk to the people who are affected.

Continuing engagement through mentoring and e-bulletins ensured that the lessons from training and study

tours were carried forward in ongoing reporting. And PRB continued its lauded Women's Edition network through its 21st year, training cadres of influential female reporters and editors to provide high-profile coverage of issues critical to improving women's health and gender equity.

We are currently working in partnership with PRB on a media project in three communities in Malawi relating to sexual and reproductive health. It involved the production of radio programs to bring about policy change. Already, there have been several instances in which clinics have changed their hours to accommodate youth, one radio station has uncovered suspected theft within one youth-friendly health services program and, in another case, a woman has rescued her 15-year old daughter from a child marriage after hearing about a DRP-PRB-sponsored radio program that marriage under the age of 18 is now illegal in Malawi.

– **Charles Rice**, Vice President/Managing Director, Developing Radio Partners, Malawi

PROJECT RESULT 3: CAPACITY BUILDING

Improving the capacity of individuals and institutions to use information to influence decisionmakers.

Researchers, advocates, and program managers have visions of improving the RH of women and men by influencing policy and program change, but often lack the skills to see those changes come to fruition. Whether working in the field or with PhD students from developing countries, IDEA gave participants the skills, experience, and confidence to engage in the policy process. For researchers, the challenge was to present study findings in a clear, nontechnical way; for advocates, it was learning to use data to support the policy or program changes they want to make. IDEA conducted one- and two-week policy communication workshops in-country throughout the project. The Policy Communication Fellows program, founded in 1987, welcomed its 28th cohort of PhD students. Individual champions were coached in delivering effective messages and generating policy dialogue, including support for four International Policy Fellows based in the Office of Population and Reproductive Health at USAID.

And at the institutional level, empowering agents of change with more effective and strategic communications was critical for breathing new life into population and RH issues. Agencies like Kenya's National Council for Population and Development (NCPD) and Malawi's Ministry of Economic Planning and Development presented opportunities to revitalize FP/RH on national development agendas. At the same time, NGOs—including International Planned Parenthood Federation (IPPF) affiliates, civil society groups, and other mission-driven organizations—learned how to tap into their institutional passion and use their program evidence to promote improvements in the understanding of, access to, and use of FP/RH services by women and men in their countries. IDEA

The program really teaches you to translate what you do from the academic research and communicate that to the policy audience—basically making them able to understand what you are doing in your research, why you do it, and why it's important.

– **Frederick Manang**, Policy Fellow, 2014-2015

partnered directly with and fostered coalitions among these groups, strengthening their work to call for the policy changes they identified for their communities.

IDEA IN THE FIELD

Over the five years of the IDEA Project, PRB received USAID mission field support funding for program activities in seven countries. Through USAID regional bureau funding and PHE core funds, PRB conducted small project activities, such as media and capacity building training, in an additional 10 countries. Through these programs, PRB engaged with numerous consultants and organizations in each country to conduct activities on the ground, ensuring that project activities supported ongoing advocacy activities and were sustainable through local organizations.

In **Kenya**, where PRB has long partnered with NCPD, IDEA actively supported NCPD from 2010 to 2015, while also partnering with the Centre for the Study of Adolescence and the Inter-religious Council of Kenya for various activities. IDEA produced four multimedia ENGAGE presentations, on topics such as national development, youth, HIV/AIDS, and faith, as well as diverse policy communication materials such as policy briefs, data sheets, and factsheets. Annual activities also included capacity building for policy communication, advocacy, and media. IDEA activities contributed to a number of significant policy wins in the country, including revision and passage of the national population policy in 2012; revision of the adolescent RH and development policy, launched by Parliament in early September 2015; and myriad county-level commitments such as budget lines for FP.

In **Burkina Faso**, IDEA began working in September 2010 to create an ENGAGE presentation, *Burkina on the Move*. IDEA partnered with Conseil National de Population (CONAPO) to establish a stakeholder task force to develop the presentation, which served as the keynote address at the “Population, Development, and Family Planning in West Africa: An Urgency for Action” conference held in Ouagadougou, in February 2011. This conference launched the Ouagadougou Partnership and was attended by more than 300 participants including the President of Burkina Faso, His Excellency Blaise Compaoré; multiple ministers and government officials; and country teams from eight West African countries. After seeing the presentation, the President met with members of the stakeholder task force and pledged his continued leadership on population issues in the country and region.

Between 2011 and 2013, IDEA was active in **Senegal**, collaborating with a local multisectoral task force to create an ENGAGE multimedia presentation for the purpose of engaging and educating high-level policymakers, fostering dialogue across sectors, and increasing political commitment and resources toward strengthening FP services. IDEA partnered with the Department of Reproductive Health-Ministry of Health and the Direction of Population and Planning for Human Development-Ministry of Finance and Economics, while the Secretary General of the Ministry of Health assumed the role of the president of the task force. These partners continue to work together as they implement activities for the Ministry of Health, sustaining efforts in FP/RH advocacy.

IDEA activities in **Malawi** launched in late 2011 and were carried through September 2014. IDEA partnered with the Ministry of Finance, Economic Planning, and Development and the Family Planning Association of Malawi to develop and disseminate three multimedia ENGAGE presentations (focusing on FP and development, youth, and faith); conduct media training for print and broadcast journalists; develop and disseminate publications including policy briefs, a population primer, data sheets, and district infographics (in English and Chichewa); and conduct capacity building in policy communication and in communicating with the media. These activities resulted in increased understanding of the role of FP in development, particularly after a national television broadcast of an ENGAGE presentation, revision of by-laws by traditional authorities to deter early marriage, and youth journalists leading the charge to make a local sexual and RH clinic more accessible to youth.

From 2012 to 2013, IDEA worked in **Mozambique** with the national statistical institute, Mozambican Instituto Nacional de Estatística (INE). In collaboration with INE, IDEA produced a series of thematic and regional brochures and a data sheet highlighting key Demographic and Health Survey (DHS) findings, a guide for journalists on using the DHS, and a guide for teachers on using the data sheet in a classroom setting. IDEA also supported INE to conduct provincial-level dissemination meetings for the DHS and to train journalists in using and understanding the data. These activities successfully enabled broad understanding and use of this important survey.

In 2012, IDEA began work in **Benin** that carried through the end of the project. IDEA partnered with the Division of Maternal and Child Health at the Ministry of Health, the Association Béninoise pour la Promotion de la Famille, and the Association of Journalists and Communicators in Science (Benin chapter) to develop and disseminate a national ENGAGE multimedia presentation; conduct a series of media workshops for journalists; and develop a population data sheet and data pamphlets based on the most recent DHS. The ENGAGE presentation was launched nationwide in January 2015, and Beninese journalists trained under IDEA won first place in several international media awards for print and radio broadcast reporting.

Ghana was the final country in which IDEA launched project activities, commencing in October 2014. Partnering with the National Population Council, IDEA produced a national multimedia ENGAGE presentation. The presentation was launched to a multisectoral audience of stakeholders by the Vice President of the Republic of Ghana on July 8, 2015.

PROJECT MANAGEMENT

PRB's five years of IDEA implementation were characterized by strong management, administration, and financial oversight. As PRB launched IDEA in 2010, the anticipated size of the project necessitated careful review of current management systems. PRB piloted several new, carefully considered approaches through IDEA, including a four-person management team, new systems for tracking project indicators and results, and greater attention to financial oversight. This attention to project management laid the groundwork for technical success, ensuring that funds were budgeted and tracked carefully so that technical work could proceed smoothly. It also facilitated a smooth transition to a new project director in 2013.

In August 2012, PRB submitted its Management Review for the IDEA project to USAID. The review was well-received by USAID staff, who concluded that, "In sum, the project staff and the AID management team are in agreement that the project is working well." IDEA spending of Core and Field funds and minimal pipeline at the end of each project year reflected the success of the management and staffing plan. In the Management Review, USAID stated, "PRB appears to do an excellent job in financial management. Their spending on this project is always on track and they do not carry a large pipeline." In fact, one of the IDEA project partners was advised by USAID to turn to PRB for advice on financial management and reporting for their project.

Due in large part to our effective implementation of technical work and new interest from USAID missions in IDEA project efforts to reposition FP, the IDEA Project received more field support than anticipated. In 2012, with the IDEA project quickly approaching its ceiling, USAID approved an increase of the project ceiling by \$4.4 million, bringing the total to \$19.4 million. As a result of outreach, the project received field support funds for the first time from several USAID missions, including Benin, Mozambique, and the Bureau for Latin America and the Caribbean. PRB reached the financial ceiling of \$19.4 million in the final year of the project and had to decline additional Kenya PEPFAR and Population funds and discourage other new funding.

IDEA by the Numbers

5 years

17 countries

47 strategic objective results

49 project staff

257 live and web based events

578 information products

1,247 trainees

2,967 news stories

7,431 Facebook followers

12,000 email recipients

17,006 print product recipients

3,800,000 aggregated potential Twitter reach

\$19,400,000 spent

Strategic Objective Results

The IDEA Project SO, as defined by USAID, was to increase support among decisionmakers for effective health and population policies and programs. In order to achieve this result, PRB worked through three intermediate PRs: 1) Health and population data information analyzed, synthesized, and disseminated to engage relevant policy and advocacy audiences (Content Development); 2) Capacity of media to provide quality coverage of key health and population issues strengthened (Media); and 3) Individual and institutional capacity to use information to influence decisionmakers improved (Capacity Building).

Over the last five years, the project successfully achieved its SO. The project recorded 47 SO-level results over the course of five years, which are shared as individual stories below, organized by PR. This is significantly above and beyond the 20 SO-level results we estimated we would achieve over the life of the project. These SO results tell the story not only of increased support among decisionmakers, but of changes in policies and budgets as their increased support is translated into policy actions.

Many results come from countries where IDEA received USAID mission field support funding for project activities; these included changes in traditional by-laws for early marriage in Malawi and county-level budget increases for FP in Kenya. Many additional results are attributed to Core funding. Media training and technical assistance resulted in increased news coverage on FP/RH, such as news coverage of rape injustices in India and Pakistan, which led to prosecution for the attackers. ENGAGE multimedia presentations were used to catalyze dialogue at international events, such as *Harnessing the Demographic Dividend* which has been presented to many heads of state and influenced their investments in FP as a development strategy. Capacity building for policy communication enabled FP experts to effectively communicate with leaders, as in the case of Policy Fellow Evelyn Sakeah whose communication to the President of Ghana directly influenced the allocation of funding for midwife training.

The results summarized in this section comprise our SO results, but the project recorded hundreds of additional PRs. These many intermediate steps along the way are critical on the path to policy change. We have identified nearly 300 instances of other organizations using IDEA materials to support health and population advocacy, training and reporting; nearly 3,000 news stories produced on FP/RH and population by IDEA-trained journalists; and more than 200 instances of our policy communication training alumni using their skills in direct communication with decisionmakers about FP/RH. Each of these moves the circles of problems, politics, and solutions closer together to create windows of opportunity for the larger, strategic-level policy changes. The PR framework and a summary of our results in reaching our project indicators are included in the following sections of this report (see page 34): “IDEA Performance Indicators and Targets” and “IDEA Project Results Framework.”

These project and SO results demonstrate that:

- Concise, evidence-based, nontechnical information empowers leaders and decisionmakers with a better understanding of the investments required to achieve sustained social and economic growth.
- Holding governments accountable through the media requires journalists who understand the issues, know how to best use data, and frame the challenges in each country.
- Supporting institutions and training researchers and advocates to influence policies requires a strategic, intentional effort and leads to sustainability and local ownership.

PR 1: CONTENT DEVELOPMENT

Providing data and information about health and population issues to engage policy and advocacy audiences

IDEA Gives Voice to Youth in Kenya Policies

August 2015. Under the IDEA project, PRB has supported and facilitated the Youth Sexual and Reproductive Health (SRH) Civil Society Organizations (CSO) Coalition in Kenya since 2011, with the goal of strengthening the capacity of CSOs to advocate for youth SRH among decisionmakers and to effectively influence policy change. In September 2014, the Youth SRH CSO Coalition met with the government's technical working group responsible for revising Kenya's Adolescent Reproductive Health and Development Policy. In attendance at this Stakeholders' Consultative Meeting were more than 50 stakeholders and representatives from government agencies, donor organizations, international NGOs, and CSOs. Youth SRH CSO Coalition participants shared recommendations they developed to inform the policy's revision and strengthen adolescent and youth sexual and RH and rights. The policy was revised with substantial input from the IDEA policy review, and was launched on Sept. 2, 2015, ushering in an improved policy environment for youth SRH in Kenya.

Kenyan Leaders Add County-Level Budget Items for FP

July 2015. Since July 2013, Kenya's NCPD has conducted widespread outreach on population and development issues to stakeholders in several Kenyan counties with IDEA funding and technical support. NCPD and IDEA's efforts to reposition FP as a development priority throughout Kenya are critical as the recently passed new Kenya Constitution devolves decisionmaking and budgeting to county governors and county assemblies. In the last five years, the ENGAGE presentation *Kenya Leading the Way* has been shown throughout the country nearly 100 times in 38 counties. After NCPD forums in Homa Bay and Kisumu Counties, stakeholders expressed their commitment to population and RH issues, and in Lamu County stakeholders expressed commitment to programs for population and RH as they relate to young people. In both Bungoma and Homa Bay counties, politicians focused on health and technocrats have agreed to be in regular communication. In the past, once the health committee approved the health budget, they did not track activities, expenditures, or funding gaps. During IDEA-sponsored high-level meetings in these counties, officials from county health committees and county health management teams agreed to meet regularly to monitor progress towards implementing health budgets, including FP funds. In Embu and Bungoma counties, IDEA advocacy efforts led to successful budget allocations. In Embu, 1.5 million Ksh (US\$14,484) was allocated to a FP line item in 2015. In Bungoma, 750,000 Ksh (US\$7,242) has been allocated directly for FP. Although in both counties the amounts allocated are small, the line items will allow for donors and the national government to contribute directly to FP in these counties. In addition, line items provide an opportunity for careful budget monitoring and evaluation of remaining financial need.

Benin Minister of Development and Planning Becomes Vocal FP Champion

March 2015. In Benin, IDEA brought together a multisectoral task force to inform the country ENGAGE presentation, which was co-chaired by the minister of Development and Planning. Through his involvement in the task force and development of the presentation, the minister became a vocal champion of FP as an important component of population and development. At a Paris roundtable on FP in early 2015, the minister strongly emphasized the importance of FP during a critical international dialogue.

New Donor Support for PHE and the HoPE-LVB Project

December 2014. IDEA materials and activities have been critical in building support for the integrated PHE approach among decisionmakers and donors. Regional institutions, such as the East, Central, and Southern African (ECSA) Health Community and the Lake Victoria Basin Commission have held regional meetings of ministers focused on PHE and support for PHE has been illustrated through outcome documents and statements. IDEA contributed to these outcomes by training PHE champions who

presented in plenary sessions at the ECSA Best Practices Conference in Arusha, Tanzania. Health of People and the Environment-Lake Victoria Basin (HoPE-LVB) staff showed the HoPE-LVB ENGAGE multimedia presentation as well as other presentations created with technical assistance from PRB. Meanwhile, in Nairobi, HoPE-LVB project director Lucy Shillingi showed the ENGAGE presentation to senior officials and secretaries of the Kenyan Ministries of Health, Environment, Water Resources, Planning, and East Africa Community Affairs, resulting in the formation of a Regional Policy Steering Committee on PHE by the Lake Victoria Basin Commission. Finally, the PHE ENGAGE presentation was used by Sono Aibe of Pathfinder International in meetings with the Barr Foundation, who subsequently agreed to fund Pathfinder PHE activities in Tanzania.

Reaching Traditional Chiefs in Malawi

September 2014. The ENGAGE presentation, *Malawi: Investing in Our Future Now*, has been shown more than 69 times across 22 of Malawi's 28 districts through partnership between the IDEA project and the Family Planning Association of Malawi. One of the key audiences of this advocacy effort has been traditional chiefs. The ENGAGE presentation and subsequent discussion of these population and FP/RH issues has yielded important community actions that can be seen in policy change and improved FP services. As a result of the dialogue about population, development, and RH, the traditional chiefs have 1) drafted by-laws on keeping girls in schools, imposing penalties on parents for early marriages/unintended pregnancies; 2) formed advocacy committees; 3) formed RH committees; and 4) requested a meeting with their local Member of Parliament (MP) to discuss these issues. At least one traditional leader has also called on health professionals to provide FP services in their area. In addition, as a result of this dissemination effort, villages are presenting the video of the ENGAGE presentation in Chichewa as a way to raise awareness of health, population, and development issues, and villages outside of the dissemination area have requested activities. Through mobilizing local leaders with timely evidence, a key set of stakeholders are paying increased attention to population and development issues. Key partners in population and development, such as the RESPOND Project, Health Policy Project, and JournAIDS are using the presentation as an advocacy tool as well.

ENGAGE Presentation on Demographic Dividend Continues the Conversation at High-Level Meetings

September 2014. The IDEA ENGAGE presentation, *Harnessing the Demographic Dividend*, continues to be used as a key presentation to open dialogue on population and development issues in sub-Saharan Africa. Most notably, on Sept. 22 at United Nations (UN) Headquarters in New York, UNFPA and the World Bank Group brought together heads of state from the Sahel region of Africa, including the Presidents of Chad, Côte d'Ivoire, and Niger, to discuss how the region can take advantage of a demographic dividend. UNFPA's executive director Babatunde Osotimehin, vice president of the World Bank Group, Makhtar Diop, and Melinda Gates served as panelists at the event. UNFPA used the ENGAGE presentation to open the event and explain what is needed for countries to attain a demographic dividend.

ENGAGE Presentation on Demographic Dividend Opens High-Level Ministerial Meeting

November 2013. PRB played a key role in the High-Level Ministerial Meeting conducted just prior to the International Conference on Family Planning (ICFP) in Addis Ababa, Ethiopia, in November 2013. The event called together 356 participants from 47 countries, included 26 leaders from African Ministries of Health, Youth, Economic Planning and Development, and Finance, 75 additional ministerial representatives, and 15 MPs. The meeting opened with Dr. Sheila Macharia of USAID/Kenya delivering PRB's *Harnessing the Demographic Dividend* ENGAGE presentation to the group. The meeting served as a platform for leaders to discuss the investments in FP and youth necessary to achieve the accelerated economic growth known as the demographic dividend. The presentation helped to generate meaningful policy dialogue and lively discussion about key issues, as Honorable Sufian Ahmed, minister of Finance and Economic Development in Ethiopia, stated, "Africa's young people will be the force behind our economic progress. It entirely depends on the policy and funding decisions we make now." Nearly all

participants praised both Dr. Macharia and the presentation for its clear and valuable information. In addition, PRB served on the Steering Committee for the meeting and led the development of print and electronic materials for all participants in French and English.

PHE Conference Builds New Support for FP/RH and Environment Integration

November 2013. In November 2013, PRB, in partnership with the PHE Ethiopia Consortium, convened the second international Population, Health, and Environment (PHE) Conference in Addis Ababa, Ethiopia. The conference, funded by the David and Lucille Packard Foundation, USAID's Office of Population and Reproductive Health, and USAID's East Africa Regional Office, brought together over 150 PHE implementers and advocates from 20 different countries to share lessons learned and common challenges across PHE projects. In his opening address, the minister of Environment and Forestry of Ethiopia emphasized the importance of RH and PHE efforts for development and long-term sustainability in Ethiopia. In addition, PRB's ENGAGE multimedia presentation, *Population, Health, and Environment Working Together*, was launched at the conference. The front page of the Ethiopian Herald, Ethiopia's English language newspaper, featured the PHE conference for two straight days, increasing the visibility of the integrated PHE approach. The ripple effects reported afterward by participants included new collaborations, new donors visiting PHE projects, and new directions for technical assistance and support.

PHE Is Positioned as a Development Priority in Ethiopia

September 2013. IDEA worked with partner PHE Ethiopia to develop a policy brief that describes the integrated PHE approach and positions it as an effective strategy for meeting multiple targets within Ethiopia's Growth and Transformation Plan—the Ethiopian government's development plan for the next five years. The policy brief has been used by PHE Ethiopia extensively during one-on-one meetings as a critical document for introducing policymakers to the integrated PHE approach in Ethiopia, and these efforts have led to requests for more policy work from PHE Ethiopia for various Ministries, including the Ministry of Women, Environmental Protection Authority, as well as several donor agencies. PHE Ethiopia was one of the steering committee members for the 2013 National Population and Development Conference in Gondar, Ethiopia, and the PHE brief was disseminated widely at the meeting, introducing hundreds more to the PHE approach in Ethiopia.

U.S. Senate Staff Briefed With IDEA Child Marriage Materials

June 2013. IDEA-produced materials were used by USAID and State Department colleagues who were asked to brief Senator Richard Durbin's (D-Ill.) staff on child marriage. Senator Durbin serves on the Foreign Relations Committee and was the sponsor of a bill to end child marriage, a provision that was added to the Violence Against Women Act, passed in March 2013. The materials used in the briefing included the 2011 policy brief, "Who Speaks for Me? Ending Child Marriage," and the PowerPoint slides from a widely attended Interagency Gender Working Group panel in June 2013 on "Vision, Innovation and Action to Address Child Marriage." Senior gender advisors from USAID used the material to demonstrate compliance on the issue and to share strategies on prevention and response to child marriage.

IDEA Builds Support for Kenya's National Policy on Population

May 2013. At an IDEA-supported parliamentary retreat in July 2011 organized by PRB partner NCPD, approximately 185 MPs, stakeholders, and development partners gathered to discuss the draft National Policy on Population 2011-2030. IDEA multimedia presentations and publications informed the discussion, and public statements were made in support of FP policies by both the Speaker of the National Assembly and the minister for Planning, National Development, and Vision 2030. At the end of the retreat, the MPs resolved to adopt the draft National Policy on Population 2011-2030, to ensure increased allocation of resources for population program management, and to advocate for population issues at all levels. With IDEA support, NCPD then expanded their policy dialogue with stakeholders, holding events throughout the country and developing and distributing a range of policy briefs, data sheets, and multimedia presentations. The policy, which relies on a multisectoral approach to voluntary

FP, was successfully passed in 2012 and earned the Kenyan government the Aspen Institute's prestigious RESOLVE Award, honoring nations for expanding access to RH. NCPD was acknowledged for its leadership role.

IDEA Speaks to African Ministers of Youth on Population

September 2012. IDEA's project director was invited to give the lead technical presentation to the 4th Conference of the African Union Ministers in Charge of Youth (COMY IV). The talk focused on the importance of investing in youth in order to take advantage of the demographic dividend. In making the presentation, he focused on the importance of investing first in FP to address the population age structure of African countries. The director met with the ministers from Lesotho and Burkina Faso. At the request of the African Union, IDEA prepared flash drives that contained a full set of youth and RH materials developed in recent years by IDEA and PRB so that each minister and key staff members could have quick access to reference materials on youth and the demographic dividend.

HoPE-LVB Project Presented to Ugandan MPs

August 2012. On August 21, 2012, Uganda's Population Secretariat, together with the World Bank and Partners in Population and Development, sponsored a breakfast meeting for Ugandan Parliamentarians in Kampala. Grace Nagendi, director of the HoPE-LVB project, was invited to give a presentation introducing the MPs to the project. PRB staff created a modifiable PowerPoint presentation on the HoPE-LVB project and worked with Ms. Nagendi to adapt the presentation to fit the audience, goals, and timing of this meeting. The presentation was well received and the MPs expressed interest in becoming champions for the project, scaling it up in their districts, and meeting with project leadership for further discussion.

ENGAGE Presentation on FP and Poverty Reduction Reaches Public and Policymakers

July 2012. In Uttar Pradesh, one of India's most populous states, the State Innovations in Family Planning Services Agency (SIFPSA) and the National Rural Health Mission used the ENGAGE presentation on FP and poverty reduction during their World Population Day events to raise awareness about the importance of prioritizing population issues. The event was well attended—more than 100 attendees saw the presentation and participated in follow-on discussions.

Vice President of Malawi Asserts the Importance of FP After Viewing PRB's ENGAGE Presentation

May 2012. The Malawi ENGAGE presentation, *Malawi: Investing in Our Future Now*, was launched on May 8, 2012, at the opening ceremony of the first National Leaders' Conference on Family Planning, Population and Development. The conference was officially opened by the Right Honorable Khumbo Kachali, Malawi's Vice President and minister of Health, who stayed for the ENGAGE showing. The following day, a member of Malawi's ENGAGE Task Force received a message from the Vice President, saying that he had enjoyed the presentation. The presentation had successfully engaged decisionmakers and increased their understanding of the importance of addressing population issues, FP, and fertility as part of larger sustainable development efforts. The feedback also acknowledged the joint efforts of the Ministry of Economic Planning and Development and the Ministry of Health to re-position FP as a key strategy to address the pace of population growth and sustainable development for the country.

The Malawi ENGAGE presentation was also used to commemorate World Population Day (July 11). For this day, PRB produced a television program showcasing the ENGAGE presentation. The television program also included a talk-show component with leaders from different sectors: government, development partners, local nongovernmental organizations, and the religious community, who expanded on some of the issues highlighted in the multimedia presentation. Malawi's Vice President provided a supportive statement that was included in the broadcast, read on his behalf by Principal Secretary Charles Mwansambo. Subsequent airdates for the program were scheduled to honor Malawi's celebration of World Population Day on July 25, and World Youth Day on Aug. 12. A Chichewa version of the presentation was aired as a "documentary" on national television on July 25 and Aug. 12.

Amplifying U.S. State Department Voice on Female Genital Mutilation/Cutting (FGM/C)

February 2012. At the first ever high-profile event at the U.S. State Department to commemorate the International Day of Zero Tolerance to Female Genital Mutilation, PRB was a key organizer and an information source for Secretary of State Clinton's speech and for various print and electronic materials disseminated. More than 200 people attended the Feb. 16 event, including ambassadors and representatives from Djibouti, Kenya, Gambia, and Mali. The reach of the event was extended around the globe through information disseminated over webchats, Facebook, Twitter, and livestreaming Q&A with embassy audiences in Bamako and Dakar. USAID and PRB set up a Twitter hashtag (#EndFGM) that generated thousands of tweets. PRB, whose 2010 FGM/C Wall Chart was the sole display at the event, also created a web package of materials that included links to data, an online discussion, a policy paper, a PowerPoint presentation on FGM/C, and newspaper articles.

Strengthening Multisectoral Alliances for FP Advocacy

November 2011. In Senegal, IDEA effectively, and for the first time, brought together the Ministry of Health and the Ministry of Planning and Finance to co-chair a multisectoral task force designed to build a consensus on priority FP issues and create an ENGAGE presentation—*Le Sénégal en marche*. The 20 Task Force members included representatives from five Ministries and multiple private-sector organizations, who worked together over several months to identify the most compelling reasons to strengthen FP and to strategize on how to request support and communicate effectively to high-level decisionmakers. Two key individuals were identified to co-chair the ENGAGE Task Force activity: a representative of the Department of Reproductive Health—MOH (Dr. Bobacar Daff), and a representative of the Direction of Population and Planning for Human Development—Ministry of Finance and Economics (Mr. Bakary Djiba). The MOH and MOFE continue to work together, conducting joint FP advocacy events as well as sustaining supportive dialogue for FP independently, and credit PRB's work for invigorating FP advocacy in the country.

RHSC Builds on USAID's Advocacy Model With ENGAGE Presentations

May 2011. Following the launch of the ENGAGE presentation, *Burkina on the Move*, developed by IDEA, the Reproductive Health Supplies Coalition (RHSC) secretariat was so impressed with this innovative way of presenting FP advocacy messages that it approached PRB about collaborating with USAID and John Snow, Inc/DELIVER to develop a similar presentation for the 2011 RHSC meeting. The coalition leveraged funds from the Bill & Melinda Gates Foundation to design and produce the presentation, which was delivered by USAID/Kenya's, Sheila Macharia. The presentation content served as a springboard for the conference, with many references to priority points in the presentation throughout the two-day event. Subsequently, more than 200 narrated versions of the presentation on CD-ROMs have been distributed to RHSC advocates for use in their programs.

Shaping Global Media Coverage on "The World at 7 Billion"

July 2011. As media focused greater attention on the world population reaching 7 billion, two leading publications—*National Geographic* and *Science*—dedicated significant coverage to the issue. PRB's senior demographer, Carl Haub, provided ongoing technical assistance to these two publications—one popular and the other technical—offering background and suggestions on how to frame the issues in their coverage.

Burkinabe President Motivated by *Burkina on the Move*

February 2011. The *Burkina on the Move* multimedia ENGAGE presentation served as the keynote address at the international conference, "Population, Development, and Family Planning in West Africa: An Urgency for Action," held in Ouagadougou, Burkina Faso, in February, 2011. The then-President of Burkina Faso, His Excellency Blaise Compaoré, officially opened the conference and watched Madame Barry of the National Population Council delivering *Burkina on the Move*. The next day, President Compaoré invited a delegation of U.S. and French government representatives, donors, and country team representatives from each of the eight countries participating in the conference to meet at the

presidential palace for further discussions. At this meeting, the President was very engaged in the issues, discussed the association between rapid population growth and its impact on economic growth, and asked for thoughts from the group. Country representatives largely urged him to talk to their presidents. At the end of the meeting, he pledged his leadership in Burkina Faso on population and FP issues and promised to provide leadership at the regional level as well.

“Family Planning is a Best Buy” for Kenya

November 2010. At the Kenya Population and Development Leaders Conference in November 2010, at which the multimedia ENGAGE presentation *Kenya Leading the Way* was delivered as the keynote address, the phrase “family planning is a best buy” was highlighted as one of the presentation’s key messages. The phrase was incorporated into the conference resolutions, the conference plan of action, and the conference report, which has been disseminated widely throughout the country. In addition, at the recent parliamentary meeting organized with IDEA support by the Ministry of Planning and the National Coordinating Agency for Population and Development (NCAPD) to review a draft revision of Kenya’s Population Policy, the MPs endorsed the conference report, drawing attention to the importance of FP as a best buy for Kenya.

PR 2: MEDIA

Strengthening the capacity of media to provide quality coverage of key health and population issues

PRB-Trained Journalists Win Top Honors

December 2014. The Population Institute’s top 2014 Global Media Award for Best Article or Series of Articles went to a group of Uganda health journalists for a special edition of the *Health Digest* that focused on RH policy. The IDEA project funded the Health Journalists Network in Uganda (HEJNU) to produce the 43-page publication, train and provide editorial guidance to the journalists, and distribute the digest countrywide to government offices, health facilities, and advocates for RH. In this special edition, the journalists analyzed Uganda’s RH policies and highlighted ways in which the country could improve women’s RH.

In addition, two reporters from Benin trained by PRB won the top prizes for print and broadcast in another competition for excellence in media coverage of FP issues. The contest was open to journalists from the nine Ouagadougou Partnership (OP) countries. The competition followed a PRB-sponsored workshop for OP-country journalists in May 2014 in Dakar that focused on the commitments governments had made to the Partnership regarding FP. The contest succeeded in its mission to stimulate media coverage of the OP by informing the public about benefits of FP and helping policymakers and program managers make informed decisions to advance their national plans. The contest was sponsored by the Population Council, the Ouagadougou Partnership Secretariat, and PRB, and was judged by an independent panel. The winners were honored at the Ouagadougou Partnership meeting in December 2014 in Paris.

Uganda Radio Stations Give Voice to Women’s Health Concerns

March 2014. For the last several years IDEA has worked with the Uganda Radio Network (URN) to increase capacity to report on FP/RH issues. IDEA holds workshops for journalists and producers from 20 stations around the country providing guidance on how to address FP/RH issues in radio programs and news stories. URN also sends staff to each of the stations several times a year to mentor the staff and reinforce the workshop training. According to Sam Gummah, director of the network, “We use the PRB brief, fact sheet and video clips [on the demographic dividend]... extensively in our training. Dr. Peter Ibembe and his Reproductive Health Uganda team refer to them quite a lot. That’s how we are able to feature sober debate on population and development on radio without being muddled up by [others’] political views.”

In 2014, URN included district health officers in the workshop to improve communication between them and the journalists. Radio programs on these stations that focus on FP and RH have become very popular in Uganda, and the result has been better communication between health workers and women seeking maternal health care, as well as between district health officers and journalists.

- In Sembabule in central Uganda, the District Health Officer (DHO) made staff changes as a result of radio programs, providing staff who could provide better maternity care.
- DHOs in two other districts (Moyo in the north and Masindi in the west) took steps to improve communication with journalists by issuing a letter to public health workers directing them to provide information to journalists when they request it.
- In northern Uganda, a radio station in Lira broadcasts a program on reproductive health and has become a cornerstone for health information in the district. They are now seeing more men accompanying their wives to antenatal visits. Other radio stations broadcasting FP/RH programs also have become centers of contact for listeners. In several areas, listeners walk long distances to the stations in search of presenters appearing on the programs to ask for more information or to be directed to health providers they have heard on the air. Also, health providers in Soroti Town credit programs on a local radio station for helping to send more women to health centers for safe motherhood services.
- Liberty FM has been running an RH program, and its popularity has prompted Liberty TV to replicate it on the television service.

Seeking Justice Through Media

October 2013. In Kenya, Njeri Rugene, a Women's Edition journalist for the *Daily Nation*, galvanized support for a 16-year-old Busia girl who was gang raped, thrown into a pit latrine, and left with life-altering injuries. Her alleged attackers were sentenced to cut grass at a police post and then released. Thanks to this journalist's dogged reporting, the story went global and nearly 2 million people signed a petition demanding the suspects be prosecuted and the police who released them be investigated. Following street demonstrations and continued reporting, Kenya's Supreme Court chief justice called for "immediate action" by the national director of public prosecutions. Nearly two years after the attack, three of her assailants were tried, convicted, and each sentenced to 15 years in prison.

In Pakistan, a front-page story in *The Express Tribune* by Farahnaz Zahidi Moazzam, a Women's Edition journalist, resulted in justice for a rural Pakistani woman who was gang-raped in front of her husband and children. Local political leaders and their tribes were protecting the culprits, until Pakistan's chief justice saw the story; eight suspects were arrested within 24 hours, the case was sent to court on a fast track, and all were convicted and sentenced to 14 years in prison.

Both of these journalists, trained by PRB under Women's Edition, credit the program with opening their eyes to RH and rights issues.

PRB's Media Work in Senegal Positions FP on National Agenda

July 2013. Among the reporters that PRB sponsored to cover the 2009 International Conference on Family Planning (ICFP) in Uganda was a reporter for *Le Soleil*, Senegal's leading newspaper. In 2013 at a PRB-sponsored workshop in Dakar, the director of RH in Senegal's Ministry of Health told journalists that the *Le Soleil* articles from that conference were an important factor in the country's decision to develop a national action plan on FP. He said the articles helped to put FP on the government's agenda.

Women's Edition Journalist's Investigation Prompts Indian Government to Start Pilot Project for One-Stop Crisis Centers

January 2013. Shortly after the widely reported gang rape and death of a young medical student in India, Aarti Dhar, a Women's Edition journalist from *The Hindu*, one of the country's leading English newspapers, began investigating what happened to a 2009 national government notification to the states

advising them to establish rape crisis centers. She found that the advisory had been largely ignored. Shortly after her January 2013 article appeared, a commission formed in response to the gang rape included crisis centers in its recommendations, and shortly thereafter India's government announced a pilot project establishing one-stop rape crisis centers in public hospitals in 100 districts.

Kenyan Newspaper Puts RH on List of Topics for Election Campaigns

November 2012. A Women's Edition journalist, Njeri Rugene, a parliamentary editor and reporter in Nairobi, credits the Women's Edition seminar in November 2012 with giving her the impetus to persuade her newspaper, the *Daily Nation* (largest newspaper in eastern Africa), to put RH on the newspaper's list of priority topics for the upcoming election campaigns. She wrote to PRB, "[P]olitics and election fever have overshadowed everything. But I am glad that I managed to push through matters [of] reproductive and women's health to be recognized and included as among the agenda our media group has set out for candidates in seeking elective seats."

Addressing Abuse During Labor and Delivery

January 2012. In both Uganda and Malawi, PRB-trained journalists exposed abuse of pregnant women during labor and delivery, spurring actions by health care officials and policymakers. Radio Buddu in Uganda is giving women a chance to voice complaints and demand better RH services. Every Sunday, talk show staff, trained by PRB, air a show on RH issues. During one show, women complained that maternity nurses at the public hospital were verbally abusing and extorting money from them. As a result, hospital officials responded, and notices were posted throughout the hospital with phone numbers to call to report such abuse. In Malawi, a Women's Edition journalist with *The Nation* published an investigative report and editorial on nurses' abuse of pregnant women during labor and delivery. The reports spurred a meeting of the National Organization of Nurses and Midwives, and the Ministry of Health is conducting its own investigations to identify the nurses responsible.

Malawi President's Daughter Follows Up on IDEA Media Training

December 2011. A 2011 seminar and study tour for journalists in Malawi provided a forum for dialogue among journalists, parliamentarians, and community leaders on the issue of child marriage. Among the stories produced by journalists who participated in the Lilongwe/Mangochi activity was a special report by a Zodiak journalist. After the Blantyre/Chikhwawa activity, an article in Blantyre's *Daily Times* by one of the participating journalists caught the attention of one of the President's daughters who congratulated PRB on this innovative media training format and offered her support to help headline the issue of early marriage for change at future events.

PRB Collaborates With Malawi Policymakers to Educate the Media on the Importance of Youth

December 2011. PRB's media trainings in Malawi in 2011 garnered attention from high-level policymakers. At the first workshop in PRB's series of media trainings on population and youth development, the new minister of Youth Development, Welfare, and Sport, Enoch Chihana, gave a keynote address. The second workshop in the series was opened by the government's regional director for youth in the Southern Region, Deus Lupenga. In his keynote address to the journalists, Hon. Chihana called on all sectors of society to join government in providing opportunities to the country's many young people so that the "youth bulge" can be an asset rather than a liability to the country's development.

Igniting a Firestorm on FGM/C Through Liberia's Media

December 2011. Inspired by the Women's Edition visit in December 2011 to a Senegalese village that abandoned FGM/C, a Liberian journalist broke the silence in her country, where FGM/C is practiced by a women's secret society and is not discussed publicly. Her commentary ignited a firestorm that made international headlines, encouraged other journalists, and moved the government to speak publicly on the issue. The executive editor of the *New Narratives* publication wrote to PRB that the Women's Edition journalist in Liberia "was a big force behind the scenes making this happen. Thanks to you for helping give her the courage and motivation on this."

Media Training Improves Maternal Health and FP/RH in India

March 2011. Shai Venkatraman, a Women's Edition journalist and on-air reporter for India's NDTV, credited IDEA's media training for giving her the perspective to report on health issues in a "newsy" way so that her stories now effectively compete for air time with political stories. Several of her stories have contributed to improving the policy environment for FP/RH, as illustrated by the following examples:

- Following her story on rising maternal mortality in Mumbai, civic authorities appointed a committee to monitor maternal deaths in every public hospital in the city.
- Following her story on the need for health care for women living in slums, health camps were started to offer care to pregnant women and advise on FP. Authorities also plan to train midwives living in the slums on delivery and antenatal care.
- The state government of Maharashtra had supported a FP program called the Honeymoon Package, which was successful in promoting birth spacing. However, the state decided to discontinue funding for the program until Ms. Venkatraman reported on its benefits and success. After the report was broadcast, funding for the Honeymoon Package was renewed and a proposal was offered to extend it throughout the rest of Maharashtra.
- After producing a series of stories on breastfeeding—a delicate subject in India—the state of Maharashtra incorporated the news stories into its breastfeeding awareness campaigns.
- As a result of her documentary on health issues in Jammu and Kashmir, the Ministry of Health authorized additional funds to the state to establish medical centers in remote areas.

Senegalese Policymakers Investigate Child Marriage

February 2011. Child marriage—before age 18—is reported by approximately 40 percent of women in Senegal; approximately 10 percent are married before age 15. To help journalists better understand the situation of child marriage in Senegal, IDEA organized a study tour for Senegalese journalists—taking them to the rural regions of Kolda and Sédhiou, where the practice is quite common. Media coverage by the Dakar-based journalists coming out of the study tour had an effect on both decisionmakers and the Dakar public, while radio coverage in local languages led leaders in Kolda to take action and form community organizations to advocate against early marriage. The cumulative effect of these stories has produced a positive impact: It raised the topic to a level that prompted a high-profile political leader to take action. The Hon. Iba Der Thiam, vice president of the National Assembly, created a parliamentary commission to investigate child marriage in Senegal.

PR 3: CAPACITY BUILDING

Improving the capacity of individuals and institutions to use information to influence decisionmakers

HoPE-LVB Documentary Wins Global Media Award

December 2014. *Hope in the Basin: Voices of the People* received the award for Best Film or Miniseries at the Population Institute's prestigious Global Media Awards in 2014. A 20-minute documentary, *Hope in the Basin* highlights the success that an integrated PHE program is having in helping to protect Africa's Lake Victoria, the world's second largest freshwater lake by surface area. The film documents how local communities and organizations—together with Pathfinder International, OSIENALA (Friends of Lake Victoria), and the Ecological Christian Organization (ECO)—are coming together to both restore fish stocks in Lake Victoria as well as save and improve lives by making FP and reproductive services available to women living in the Lake Victoria basin. IDEA provided policy communication training to ECO staff, worked with HoPE-LVB on messaging and communicating evidence, and provided technical assistance by reviewing drafts of the film. The film was subsequently shown to county governments and local leaders and has generated more requests for the scale up of the PHE approach beyond the existing project areas.

Policy Communication Training Skills Apparent at Uganda National Family Planning Conference

July 2014. In July, a landmark National Conference on Family Planning was held in Uganda, during which President Museveni made progressive statements about the role of FP in economic development for the country. At an opening plenary session which included the President, Policy Fellow alumnus, Dr. Eliya Zulu, used his policy communication skills, and PRB materials, to present on the potential of a demographic dividend in Uganda. During conference sessions PHE policy communication alumni, Gladys Kalema and Dorah Taranta, each applied their skills when presenting during conference sessions about PHE in Uganda. The conference and Dr. Zulu's report on the demographic dividend have been key in igniting new momentum for FP policy advocacy in Uganda. The Family Planning Costed Implementation Plan, launched in November 2014, includes messages about the demographic dividend as well as integrated approaches to delivering FP services.

A Policy Fellow's Web Article Leads to Ghanaian President Funding Midwife Trainings

June 2014. Evelyn Sakeah, Policy Fellow, put her new-found policy communication skills to work immediately. Her dissertation research evaluated a pilot program in Upper East Region of Ghana to train community nurses as midwives to improve maternal health outcomes. Under the fellowship, Evelyn learned to craft her research into messages that would articulate the steps that policymakers need to take in order to save mothers' lives. Evelyn shared the web article about her dissertation, written for the Policy Fellows program, with her supervisors at the Ghana Health Service. In turn, they shared it with the current President of Ghana during the presidential election. In a preelection debate about addressing maternal mortality, the President referred to data and recommendations from Evelyn's article. After he won the election, and when the European Union granted 52 million euros to Ghana to address maternal mortality, the President followed through and allocated funding within that grant to train more midwives, in line with Evelyn's recommendations. Evelyn has since been commissioned by the minister of Finance to submit a proposal for the national budget to begin the scale up of midwife training. As a result of her recommendations in 2014, the President committed to putting 10 percent of his salary, and that of his cabinet, toward investing in community health centers to improve availability and access to maternal health services.

Amplifying Youth Leader's Voice

November 2013. One of the star presenters at the High-Level Ministerial Meeting at the 2013 ICFP was Christelle Kwizera, a youth representative from Rwanda who was chosen as the only youth speaker of the day. Ms. Kwizera's poignant delivery of youth priorities in FP/RH led to multiple accolades and an animated discussion from the assembled dignitaries, and her presentation provided a much-needed youth perspective to the discussion. Ms. Kwizera publicly credits PRB's work with her prior to the meeting—in developing her presentation, identifying key messages and data, and assisting to refine her slides, script, and presentation style—as critical to developing effective messages that have been heard by policymakers and program planners widely. Since the conference she has been sought out as a youth voice in numerous venues in the United States, and has been selected as a 2014 MILEAD Fellow, representing Africa's most promising young women leaders.

HoPE-LVB Policy Communication and ENGAGE Presentation

September 2013. PRB is supporting activities to get the message out about the HoPE-LVB project and the integrated PHE approach to decisionmakers at many levels. In September 2013, community-level PHE champions at project sites in Kenya and Uganda were trained to promote the successes of HoPE-LVB using PRB-created talking points. PHE champions, project staff, and other community members spoke with radio, television, and print journalists during media study tours to project sites in both Uganda and Kenya, resulting in a TV station and four radio stations in Uganda, and a TV station and five radio stations in Kenya airing stories about HoPE-LVB in their prime-time or evening news. At the regional level, participants from the ECSA Health Community learned about HoPE-LVB and PHE from presentations at the ECSA Best Practices Conference plenary and preconference workshop in Arusha, Tanzania. HoPE-LVB staff showed the HoPE-LVB ENGAGE multimedia presentation and delivered

presentations created with technical assistance from PRB. A recommendation for supporting PHE activities will be presented to the Council of Ministers for their adoption in February. Meanwhile, in Nairobi, HoPE-LVB project director, Lucy Shillingi, showed the ENGAGE presentation to senior officials and secretaries of the Kenyan Ministries of Health, Environment, Water Resources, Planning, and East Africa Community Affairs, resulting in a recommendation that the Lake Victoria Basin Commission prepare a concept paper establishing a Regional Policy Steering Committee on PHE.

Study Tour Leaves Malawi Inspired to Follow the Lead of Kenya's NCPD

July 2013. In a strong display of South-to-South capacity-building, a delegation from Malawi composed of staff from the Ministry of Planning and Economic Development (MEPD), USAID, UNFPA, the Health Policy Project, and IDEA traveled to Kenya to meet with the NCPD, their counterparts in government, and partners in order to learn from Kenya's track record in the implementation of the national population policy. The purpose of the study tour was for the Malawi delegation to learn from NCPD, with whom PRB has worked for many years. The lessons included assuming responsibility for population issues, advocating with parliamentarians, and working with journalists, as well as other activities it has undertaken to keep population on the national and subnational development agenda. As a result of the study tour, MEPD is developing an action plan that will help them become a higher-visibility organization that can advocate more effectively for population and development issues within the government of Malawi.

Malawi Workshop Training Yields Poverty-Reduction Expansion

March 2013. The first PRB policy communication workshop ever held in Malawi in March 2013 has already built the communication skills of at least one FP/RH advocate in the country and led to policy change. Thomas Munthali credits the workshop with both advancing his career and giving him the skills to communicate with policymakers for change. Shortly after the training, Munthali took a leading role in an NGO, Innovations for Poverty Action, whose mission is to conduct policy-relevant research and share it with decisionmakers to influence change. He says he is now "a resource person within the global platform of my organization on how to effectively reach out to policy and decision makers." One success that Munthali reported is the scale up of the "Savings Culture Project" that aims to encourage savings, particularly among women. He communicated with District Executive Committee (DEC) members about the project, drawing directly on his PRB policy communication skill set. As a result of his presentation, the DEC renewed their support for the program, extending its timeframe. Munthali credited this success and others on the IDEA training and thanked PRB for this "life time gift."

IDEA ENGAGES African Ministers of Economy and Finance on the Demographic Dividend

March 2013. IDEA played a pivotal role in convincing African finance ministers that immediate health and educational investments are needed to slow fertility if they hope to reap a "demographic dividend" in the decades ahead. Through our ENGAGE presentation on the demographic dividend, along with factsheets developed for the Africa Union (AU) and Economic Commission for Africa (ECA), PRB worked with policymakers to turn data into policy actions. The ministers called for health and education investments in their final statement of commitment at the 6th Joint Annual Meeting of Ministers of Economy and Finance in Côte d'Ivoire. An IDEA ENGAGE multimedia presentation on the demographic dividend was presented by Dr. Sheila Macharia, senior health manager at USAID/Kenya, to finance experts who accompanied and made recommendations to the ministers. Dr. Macharia was coached prior to her presentation by PRB staff who attended the meeting. Prior to the meeting IDEA staff travelled to Addis Ababa for a week of technical assistance with the AU, ECA, Gates Institute for Reproductive Health, and Packard Foundation to design and produce a series of policy briefing papers on the various investments needed for the demographic dividend. Since the event, IDEA has received many requests for screenings of the ENGAGE presentation, and it has been presented at the USAID Africa State of the Art meeting, the regional meeting of IPPF, and the Aspen Institute's demographic dividend event, among others.

Work With HoPE-LVB Leads to New Environmental Law in Wakiso District

October 2012. On October 18, 2012, Uganda newspaper *The Daily Monitor* reported that authorities in Wakiso District had drafted new laws to curb forest degradation. In the article, a Wakiso government official said that the district has been working on addressing environment and population challenges with the HoPE-LVB project. PRB has been providing technical assistance and support for project advocacy staff to meet with district and national officials, community groups, and the media, and has worked to build the capacity of the personnel who communicate externally about the project. *The Daily Monitor* article cited HoPE-LVB project director, Grace Nagendi, “We are developing and testing two scalable models for building capacity and promoting an integrated set of population, health, and environment interventions to be adopted by Ugandan communities, local governments, and national governments,” Ms. Nagendi said, adding that the project, funded by MacArthur Foundation, Packard Foundation, and USAID, is being piloted at the basins of Uganda and Kenya before being rolled out to other areas.

Long-Term Impact of Capacity-Building Efforts

September 2012. Joseph de Graft-Johnson, a Ghanaian Policy Fellow from PRB’s 1989-1990 cohort, credits the skills he gained from the Policy Communication Fellows training in garnering support from country-level policymakers to improve programming for newborn health (specifically kangaroo care) in Malawi, Rwanda, Tanzania, and Nigeria. Joseph is currently the newborn health team leader on the USAID maternal, newborn, and child health flagship project, Maternal and Child Health Integrated Project with Save the Children. Joseph is just one example of the nearly 400 Policy Communication Fellows alumni PRB has trained who continue to apply their skills daily in work around the world.

Engendering Ownership by Transferring Training Curriculum and Skills

June 2012. The Africa office of the World Health Organization (WHO/AFRO) is continuing to train leaders in FP advocacy with USAID-supported curriculum. In 2008, PRB, under BRIDGE and Africa 2010, developed a training curriculum with WHO/AFRO, which incorporated the FP advocacy toolkit that the projects developed—*Repositioning Family Planning: Guidelines for Advocacy Action*. Since then, WHO/AFRO has incorporated the workshop into its regional advocacy training programs—taking full ownership of the training process. In 2011, WHO/AFRO trained nine country teams from the East and Southern African subregion and conducted another training workshop for the remaining six WHO sub-Saharan African countries in 2012. To date, WHO/AFRO staff and local trainers have trained more than 110 FP advocates from 40 countries.

Kenya Renews a Focus on FP and Increases Financing of FP Commodities

February 2012. On February 14, NCPD organized a key meeting with the government of Kenya, USAID/Kenya, and UNFPA/Kenya to renew the country’s focus on FP as a key strategy to achieving Vision 2030. This event was also used to share NCPD’s new strategic plan and website whose redesign was initiated and supported by IDEA. During the meeting, the government of Kenya pledged 580 million Kenyan shillings for FP commodities, an increase of more than 10 percent over the previous year. NCPD reported that the support received from IDEA through the *Kenya Leading the Way* presentation and published materials, such as policy briefs and the Kenya population data sheet, played an important role in lobbying for funds to be increased.

IDEA Creates Sustained Youth Communication Platform Through Facebook

December 2011. Created in December 2011 following the ICFP, the “2011 ICFP Youth Leaders” Facebook group has become a forum for youth participants to share lessons learned, challenges, and experiences implementing programs and advocating for adolescent and youth sexual and reproductive rights and health. Increasingly, the international development community has recognized youth-led and youth-serving organizations and young people as assets, partners, and champions of sustainable development, helping to promote gender equality, reduce poverty, support economic growth, and build strong democracies. But often, there are no available communication platforms or “spaces” for young people to share their perspectives on the policies and programs that affect their lives. This PRB-managed

Facebook group offers the young people that participated in the preconference youth workshop an opportunity to use the policy communication skills and information they acquired during the conference on a regular basis. At the same time, the youth leaders have used the Facebook group to share their experiences in adolescent and youth sexual and RH and learn from one another.

IDEA Supports FP and PHE Advocacy in the Lake Victoria Basin

December 2011. IDEA's technical support to the HoPE-LVB project on policy communication and advocacy is helping reach new audiences in the Lake Victoria Basin region with information on the importance of FP and an integrated PHE approach for the region's development. The project launch at the ICFP in 2011 brought together project staff, donors, technical assistance partners, as well as policymakers from Uganda and Kenya. IDEA provided support for the launch planning and moderated the launch event, which was attended by seven Ugandan Members of Parliament, as well as Kenyan staff from the Ministry of Planning. One MP, Dr. Chris Baryomunsi, spoke at the event and expressed his support for integrating family planning with environmental initiatives.

Assessment of Impact

Over five years of IDEA project activities, PRB achieved 47 SO results. Each SO result is described in the section “IDEA Performance Indicators and Targets,” (see page 34). Individually, each of these results demonstrates a shift in policies, programs, and priorities to increase access to FP for women and families. Collectively, they created an improved enabling environment for FP around the world.

In addition to SO results, the project created 578 information products which were accessed over 3.9 million times in print and online (after initial dissemination); held 391 policy dialogue and media events; and trained over 1,200 individuals. These materials, events, and skilled individuals also generated impact—we documented hundreds of cases of IDEA materials being used to support health and population advocacy, training, and reporting. Journalists trained by IDEA produced nearly 3,000 news articles, while policy communication trainees applied their skills in communicating with decisionmakers more than 200 times.

IDEA activities directly contributed to passage of three national-level policies: Kenya’s National Population Policy for 2012-2030; Malawi’s National Population Policy of 2012; and Kenya’s Adolescent Sexual and Reproductive Health and Development policy, launched in September of 2015. These national policies prioritize FP and RH services for women, men, and adolescents, giving strategic direction to programs for the entire country. Passage of these policies has had an impact on the quality of life and access to services for millions of people. By informing decisionmakers in Malawi and Kenya about the evidence related to population, FP, and adolescent health, IDEA played a significant role in building the necessary support to adopt these policies, as well as informing the content of the policies.

PRB’s model of collaboration should be considered as a best practice as demonstrated by the breadth and number of positive results (with modest funding). The model of collaboration and participatory approach contributed to the success; the model ran throughout every phase of the initiative to raise the profile of family planning as one critical intervention for reaching a person’s and the nation’s development goals.

– Lonnie Ncozana,
Program Director,
Family Planning Association of Malawi

Many other SO results demonstrate significant impact, as well. Senior policymakers, including numerous ministers and the presidents of two countries, spoke out publicly in favor of FP programs after seeing IDEA ENGAGE presentations. This step is important in building an enabling environment for FP at all levels. In Malawi, traditional leaders revised community by-laws to discourage early marriage after viewing ENGAGE presentations and receiving additional materials with policy-relevant data. These traditional by-laws have a strong influence on daily life at the community level, and arguably can have a more immediate impact on women’s lives than changes at the national level. In Kenya, several counties added or increased budget lines for FP in response to advocacy messages from IDEA activities and materials. In a country transitioning to decentralized budget and decisionmaking, this step is important in ensuring the continued priority of FP programs.

Being a [PRB] Fellow defined the career course that I took....About five years ago, I left the research organization I was working for, to form a policy think tank [AFIDEP], an organization whose primary aim is to promote use of research evidence in decisionmaking processes. So, it’s a way of taking the lessons that we got from the PRB fellowship to the next level, making sure that within Africa, we are building local capacity to do the research communication, to work with policymakers, to enhance uptake of research evidence, and also try to build capacity in use of evidence.

– **Eliya Zulu**, founder and executive director,
African Institute for Development Policy

Through IDEA’s capacity-building programs, more than 1,200 individuals have been trained to communicate effectively with decisionmakers about FP/RH. It is nearly impossible to quantify the impact of these training programs, yet their impact is substantial. Following her PRB training, PRB Policy Communication Fellow, Evelyn Sakeah, was able to communicate the value of training midwives to reduce

maternal mortality in Ghana, and the President took action and allocated funding. In Kenya, India, and Pakistan, Women's Edition journalists exposed the violence and injustice of rape, leading to arrest and prosecution of perpetrators and reinvigorating government commitments to rape crisis centers. In Kenya and Pakistan, perpetrators who initially were not pursued are now sentenced and in jail. In India, 600 hospitals now have rape crisis centers which had been promised, but not delivered, years ago. In these cases, and others, the skills which trainees learned through PRB programs were practical and applicable, leading to stronger advocates, more effective reporters, and ultimately better access to services for communities.

Harnessing the demographic dividend is an excellent and accessible representation of a complex phenomenon. Congratulations on a difficult job well done... I think it was an excellent use of PRB's expertise and connections to various audiences to address the misunderstandings that have somehow circulated among the policy community about what created the dividend, and under what circumstances its positive effects can be realized.

— **Richard Cincotta**, Wilson Center Global Fellow, demographer in Residence, The Stimson Center

IDEA's work developing policy communication materials, "providing data and information about health and population issues to engage policy and advocacy audiences," is another instance in which our outputs yield impact. In many cases, PRB has created advocacy and communication tools for other individuals and groups to use in their own work. Feedback consistently confirms that these individuals use and value these materials—and while in some instances difficult to trace, in others the impact is clear. For example, PRB's body of work on the demographic dividend under the IDEA project played a pivotal role in shaping the policy discussion of the economic benefits countries can achieve through increased investments in FP. PRB was the first to publish explanations of the demographic dividend using a gears framework, a graphic which now appears in IDEA policy briefs, reports, interactive graphics, and ENGAGE

presentations, and has been used to elucidate the role of different investments, including FP, in spurring economic growth in response to a changing population age structure. These materials reached hundreds of senior-level decisionmakers, including six heads of state. As dialogue on the demographic dividend has expanded, the gears framework has become synonymous with the discussion. Similar images of six gears have adorned other publications, from research reports to newspaper supplements, which have been produced by organizations and researchers without PRB input. For example, a report in Uganda on the country's ability to harness a demographic dividend drew on language from PRB materials and featured graphics of gears to explain the concept; this report reached the president of the country, who spoke out publicly in favor of FP in response. While PRB was not involved in producing that report, it is clear that our work has influenced the way experts, researchers, advocates, and leaders discuss and understand this concept.

In end-of-project interviews with select thought-leaders in the fields of FP, population, and RH, the increased focus on the demographic dividend as a paradigm for development was highlighted as one of the most notable changes in the field over the last five years. An increased focus on the demographic dividend in Africa was considered indicative of leaders now considering FP/Pop/RH as core development issues, even policymakers outside the health sector.

Lessons Learned

The IDEA project achieved significant impact in FP and RH policy and advocacy, fostering policy champions, and reaching decisionmakers at national and subnational levels. We have engaged policymakers, community leaders, journalists, and researchers with a multisectoral approach to our work, using evidence to demonstrate the critical role that FP plays in all sectors of development. Through this work, we have seen great successes, encountered challenges, and learned many lessons about what makes our work most effective.

Concise, nontechnical, relevant information empowers leaders and decisionmakers.

Stakeholders from a wide array of sectors at both local and national levels are able to effectively communicate FP's benefits and role in advancing development in their country or community. Nontechnical materials help them address questions frequently raised by various sectors such as religious leaders and can even help create new champions among these sectors. Whether for a technical concept such as the demographic dividend, or a multisectoral approach such as PHE, concise, nontechnical information and evidence empower leaders and decisionmakers with a better understanding of the investments needed for sustained social and economic growth, and build a broad base of support for FP. It is critical that both advocates and leaders be equipped with accurate data, as well as with the skills to effectively communicate this information to decisionmakers.

As decisionmaking in many countries devolves to lower levels, PRB's work under IDEA followed a similar route, with activities focusing on leaders at subnational levels. Nontechnical, concise information has become even more important and empowering at these levels; at the same time, decentralization inspires new challenges, such as the importance of working in local languages and an appreciation of cultural context.

Using a variety of materials and tools for policy communication, and including innovative approaches such as infographic and multimedia presentations, helps spotlight the policy relevance of data and reaches a broad range of audiences.

This approach enables policymakers and civil society leaders to manage the overwhelming amount of data available, absorb information quickly, and analyze policy implications. Centralizing indicators for different countries or regions from different sources is valuable and can give audiences a new perspective on the data. Complementary visuals and interactive elements enable a deeper understanding of the data, meeting users' demand to explore the evidence in new ways.

Disseminating these materials—from multimedia presentations to policy briefs—at events and online further expands the reach of policy messages. PRB's innovative infographics and ENGAGE presentations show that well-presented data are powerful—raising awareness, influencing policy dialogue, and driving policy action.

While our audiences, including policymakers, are increasingly connected and aware of events worldwide, print materials remain relevant and in demand, even as technology and internet access enable a broader package of interactive materials.

Accountability through the media requires journalists who understand the issues as well as the data.

Knowledgeable journalists can provide strong coverage of population and health issues in ways that compel policymakers to act. Data-driven journalism requires reporters and editors to understand statistics and know how and when to use them, both to find and bolster stories and to inform readers, listeners, and viewers. PRB training, continually enhanced with lessons learned and site visits, builds these skills while enabling journalists to monitor and strengthen coverage of these issues to inform decisionmaking within their countries. Data literacy is becoming more important as more open sources of data become available to reporters.

Traditional reporting skills are essential, even as reporting modalities may be changing. Journalists must understand the facts and the evidence if they are to report information accurately and hold governments accountable. PRB focuses on a core group of journalists, communicates with them regularly, and helps them to see problems and solutions from a policy perspective. Training also includes taking journalists into the field where they can witness problems and solutions and talk to the people affected.

Training to influence policy requires a strategic effort to build capacity of different policy community actors, particularly strengthening their communication skills.

Through academic training, researchers and experts focus on methodology and expertise within their discipline, but are rarely taught to communicate with nontechnical audiences. An intentional effort to learn the skills necessary to translate specialized knowledge for policy audiences helps them bridge this gap so that as leaders they are equipped to inform change outside of academia.

This type of training, in turn, empowers researchers to have a larger impact. Policy communication training alumni know that it is not enough to collect data and publish journal articles; after their training they go the extra mile to reach decisionmakers, dedicating themselves to effectively communicating their findings and recommendations to different policy audiences.

Gender equality is essential for achieving other development goals, and is also an important stand-alone goal.

PRB's gender work under IDEA has generated dialogue and highlighted the potential for gender-transformative programs and policies to positively affect families, communities, nations, and organizations worldwide. Gender is intimately linked to rights and equity, and a gender-sensitive perspective will enhance and advance equitable RH and FP goals.

As the world moves from the Millennium Development Goals to the post-2015 Sustainable Development Goals, and more RH and FP initiatives adopt a rights-based approach, emphasizing informed choice, inclusiveness, and gender equality should be both a specific goal and integrated into the targets and achievement of other goals.

Efforts to connect PHE implementers with regional and national PHE networks and global advocates are creating a global PHE policy community with a stronger collective and coordinated voice that can influence national development plans and the international development agenda.

Concise, nontechnical information is critical for engaging the leaders and decisionmakers who may fall outside the health community, yet have an important role to play in PHE policies and implementation. Periodic policy dialogue that brings these policymakers together with champions, researchers, and implementers is effective in mobilizing support and scaling up the approach.

Underpinning all of these lessons, it is clear that **concerted national and subnational advocacy efforts are critical.**

FP advocates cannot depend on the momentum from international initiatives such as FP2020 alone to yield change at the local level. Multisectoral advocacy is key to changing national policies; a groundswell of advocacy coming from government, NGOs, donors, traditional leaders, and civil society leaders outside of the health community can contribute to policy change, the expansion of FP initiatives, and improved RH at all levels. Policy dialogue that brings together policymakers, champions, researchers, and implementers mobilizes support for increased investments in evidence-based approaches and can result in scaling up success.

To be successful at the national and subnational level, institutional advocacy capacities must be strengthened.

While governments make commitments to improve family programs, action can flounder when institutions and advocates lack the skills to hold decisionmakers accountable. Strengthening the advocacy skills of local decisionmakers and organizations in the public and private sectors, including civil society, is essential to successful advocacy. Partnering with local organizations facilitates both ownership of activities and sustainability over time. Over the course of the IDEA project, PRB has worked with stakeholders at the national, regional, and community levels in different ways. Recognizing that context and the changing local environment matter, PRB has been a partner for change with individuals, communities, and countries.

Achievement of Project Indicators

Behind these stories of change and success at the SO level are process indicators carefully tracked under IDEA—such as the number of pieces of content produced, numbers of stories published, or numbers of people trained. These indicators serve as a reminder that changes in the policy environment for FP/RH rarely happen overnight, but are the result of long-term investments, continuous hard work, and the nurturing of champions.

The IDEA Project produced 578 information products, including policy briefs, data sheets, ENGAGE presentations, infographics, and more. These were produced in multiple languages, including Spanish, French, Portuguese (Mozambique), and Chichewa (Malawi). These materials were requested in print and accessed online over 3.9 million times in addition to their initial dissemination—more than twice the reach we targeted for our indicators. We have identified nearly 300 instances of other organizations using these materials to support health and population advocacy, training, and reporting, though these are only the instances that were reported to us anecdotally, and a systematic collection likely would have yielded much more. Together, this is significantly above and beyond the 300 materials we predicted we would produce, which we estimated would be accessed 1.6 million times and lead to 50 uses by other organizations to support health and population advocacy, training, and reporting.

The IDEA project trained over 700 journalists in reporting on RH, FP, and population issues. These trainings yielded outcomes. Seventy-four media outlets reported improvement in the quality of coverage of key health and population issues as a result of partnering and training with IDEA, and journalists produced nearly 3,000 news stories on RH, FP, and population. Over the last five years of the IDEA project, that is an average of more than one article in print, broadcast, or online every single day. These indicators are well above and beyond our targets—nearly doubling the target of 1,500 news stories to be produced.

Policy communication training activities built the skills of 547 advocates and researchers. Every single Policy Communication Fellow demonstrated improved capacity to communicate information to decisionmakers, and nearly 200 workshop participants applied their skills directly in communication to inform decisionmakers about health and population issues. These exceed the predicted 200 trainees and 50 instances of applying the skills that we outlined at the beginning of the project.

Each of these PRs moves the circles of problems, politics, and solutions closer together to create windows of opportunity for the larger, strategic level policy changes. As a project overall, we far exceeded the targets identified at the beginning of the project. Achieving the level of results that we did indicates an awareness of what works, as we were able to foster successful approaches for greater results. These project indicators further reflect a willingness to try new approaches; for example, the number of information products far surpassed our goal in part because we piloted and developed several new types of products, such as interactive and static infographics, during the project.

In several cases, our indicators fell short of the target. One of these indicators is, “number of individuals on the dissemination list who represent key target audiences.” Our target after five years was 20,000; we fell short of this, with a final print dissemination list representing 17,006 individuals within our target audiences. As a project, we chose to focus on “quality” over quantity when it came to print dissemination. We chose to prioritize a concern about having the right individuals on our mailing list, rather than having as many people as possible. At the same time, we expanded our suite of digital and electronic materials. This was another reason to focus less on expanding our print dissemination list and more on new forms of digital dissemination, including an extensive email list and burgeoning social media presence. PRB’s email list numbers over 12,000 and our social media reach is growing rapidly. Over 3,600 people follow @PRBdata on Twitter. Just over this past year (2015), PRB’s Twitter has achieved a potential reach of 3,842,269 (the total aggregate number of followers of the people who have mentioned us). One of our

recent most retweeted mentions is by @CNNMoney, who used our *2015 World Population Data Sheet* in an article that was retweeted 29 times, with a potential reach of 80,482.

Neither did we achieve the two original indicators related to journalism schools. Although we did create a curriculum, we ran into barriers early in the project in identifying journalism schools interested in developing entirely new courses related to population and health. In program year 2012-2013, in consultation with the IDEA Agreement Officer's Technical Representative (AOTR), we decided to work only with the Malawi Institute of Journalism (MIJ) to adapt the course specifically to the Malawi context and introduce the course at MIJ in conjunction with a review of the entire curriculum. MIJ incorporated this material into their coursework with our help. In agreement with the IDEA AOTR, this indicator was ultimately removed from the Performance Monitoring Plan and the IDEA project pursued other media activities such as workshops, trainings, and field visits.

Despite these challenges, the IDEA Performance Indicators illustrate the success that the project achieved in implementing activities, reaching audiences, and training individuals. The ambitious targets set at the beginning of the project were largely exceeded, sometimes surprisingly so, in a testament to the value of this work.

IDEA Performance Indicators and Targets

(Cumulative Results)

RESULT	#	INDICATOR	TOTAL TARGET	TOTAL CUMULATIVE
PROJECT OBJECTIVE: Increase support among decisionmakers for effective health and population policies and programs	SO	Evidence of project information and activities used to increase support for health and population policies and programs	20	47
PR 1. Health and population data and information analyzed, synthesized, and disseminated to engage relevant policy and advocacy audiences	1.1	Evidence that IDEA-produced materials and presentations are used by other organizations and individuals to support health and population advocacy, training, and reporting	50	285
	1.2	Number of IDEA-generated information products developed (by format and language)	300	578
	1.3	Number of materials requested in print or accessed electronically after initial dissemination activities	1.6MM	3.9MM
	1.4	Number of live and web-based events conducted to foster dialogue on population and health policy and program issues	120	257
	1.5	Number of individuals engaged in gender and PHE communities of practices	2,400	2,730
	1.6	Number of individuals on dissemination list who represent key target audiences	20,000	17,006

<p>PR 2.</p> <p>Capacity of media to provide quality coverage of key health and population issues strengthened</p>	2.1	Evidence of media outlets reporting improvement in quality of coverage of key health and population issues	25	74
	2.2	Evidence of journalism schools incorporating health and population topics into curricula on a sustained basis	6	1
	2.3	Number of courses on health and population issues introduced into journalism schools	8	0*
	2.4	Number of news stories on health and population issues resulting from IDEA	1,500	2,967
	2.5	Number of journalists participating in IDEA-organized events or supported to attend other workshops and conferences	300	1,107
	2.6	Number of seminars or media events held	40	134
<p>PR 3.</p> <p>Individual and institutional capacity to use information to influence decisionmakers improved</p>	3.1	Evidence of training participants using acquired skills to inform decisionmakers about key health and population issues	50	184
	3.2	Evidence of Policy Fellows having improved capacity to communicate information on key health and population issues to decisionmakers	50	59
	3.3	Number of technical assistance activities that strengthen capacity of individuals and institutions to use or communicate information to decisionmakers	300	360
	3.4	Number of participants trained through IDEA capacity building efforts	200	547

*NOTE: As per discussions with and approval from the IDEA AOTR at USAID, PRB has requested that this activity and the indicator related to it be removed from IDEA workplans and reporting.

IDEA Project Results Framework

Project Strategic Objective Increase support among decision-makers for effective health and population policies and programs

- Evidence of project information and activities used to increase support for health and population policies and programs

PR1. Health and population data and information analyzed, synthesized, and disseminated to engage relevant policy and advocacy audiences

PR2. Capacity of media to provide quality coverage of key health and population issues strengthened

PR3. Individual and institutional capacity to use information to influence decisionmakers improved

- 1.1 Evidence that IDEA-produced materials and presentations are used by other organizations and individuals to support health and population advocacy, training, and reporting
- 1.2 Number of IDEA-generated information products developed (by format and language)
- 1.3 Number of materials requested in print or accessed electronically after initial dissemination activities
- 1.4 Number of live and web-based events conducted to foster dialogue on population and health policy and program issues

- 2.1 Evidence of media outlets reporting improvement in quality of coverage of key health and population issues
- 2.2 Evidence of journalism schools incorporating health and population topics into curricula on a sustained basis
- 2.3 Number of courses on health and population issues introduced into journalism schools
- 2.4 Number of news stories on health and population issues resulting from IDEA activities

- 3.1 Evidence of training participants using acquired skills to inform decisionmakers about key health and population issues
- 3.2 Evidence of Policy Fellows having improved capacity to communicate information on key health and population issues to decisionmakers
- 3.3 Number of technical assistance activities that strengthen capacity of individuals and institutions to use or communicate information to decisionmakers
- 3.4 Number of participants trained through IDEA capacity building efforts

Financial and Cost-Share Report

The IDEA cooperative agreement was awarded to PRB on July 14, 2010, with a ceiling amount of \$15,000,000 over a five-year period, ending on July 22, 2015. It was subsequently amended to change the award period to Aug. 31, 2010 through Aug. 30, 2015 and increase the ceiling to \$19,400,000. Total obligations were \$19,363,782 and actual expenditures totaled \$19,363,782 (see Table 1).

IDEA received field support funding from the Africa Bureau, Africa Regional Office, and Latin America and Caribbean Office, and Benin, Ghana, Kenya, Malawi, Mozambique, and Senegal missions, in addition to core obligations (see Table 2). Bangladesh, Haiti, Malawi, and Zimbabwe missions, and Global Health/Office of HIV/AIDS obligated small amounts of funding to reimburse travel costs for the USAID Fellow's travel expenses. IDEA received Population and PEPFAR funds.

PRB provided matching funds for over 30 percent of the project ceiling, far in excess of the 20 percent requirement. Matching funds totaled over \$6,000,000. Highlights of these in-kind contributions that contributed to the success of the IDEA project include:

- Support for the development and dissemination of the World Population Data Sheet and associated online content in each year of the project.
- Development of the ENGAGE presentation development model and multimedia format that has been used to develop more than 15 full-length presentations under the IDEA project.
- Development of a curriculum to train developing country journalists in using data accurately in their reporting, and conducting 15 training sessions for more than 200 journalists in Uganda, Kenya, and Malawi.
- Leadership of the Population-Poverty (PopPov) Network of researchers, including facilitating the communication to policy audiences of research results on population dynamics, RH, and economic development.
- Leadership of the Population and Climate Compatible Development Expert Working Group, including assembling a group of experts, reviewing evidence on the connections between population and climate change with an emphasis on FP as a key component of RH, and identifying action opportunities.
- Support for PRB's website, www.prb.org, which reaches an international audience of nearly 3.8 million unique visitors each year, through which we disseminate all IDEA content.

Table 1**SUMMARY OF EXPENDITURES (IN THOUSANDS)**

	FY10	FY11	FY12	FY13	FY14	FY15	TOTAL
Salaries	31	709	942	956	1,042	862	4,542
Fringe Benefits	12	276	381	375	408	353	1,806
Overhead	29	628	886	693	853	697	3,786
Consultants	3	300	645	592	294	227	2,062
Subagreements	-	390	534	728	734	670	3,058
Distribution	1	106	118	105	123	102	556
Printing	-	60	93	111	137	167	568
Travel	10	427	532	553	552	308	2,382
ODCs	1	69	152	106	185	91	604
TOTAL	87	2,966	4,284	4,220	4,329	3,477	19,364

Table 2**SUMMARY OF OBLIGATIONS
(IN THOUSANDS OF DOLLARS)**

Core Funding	11,187
Kenya Population	2,650
Malawi	2,003
Africa Bureau	1,400
Kenya PEPFAR	975
Benin	490
Mozambique	220
Ghana	201
LAC Bureau	100
Senegal	72
REDSOE	53
Haiti	4
GH/OHA	4
Bangladesh	3
Zimbabwe	2
TOTAL	19,364

Acknowledgments

This report was prepared by Marissa Pine Yeakey, senior policy analyst, with support from Donna Clifton, information specialist, with PRB. Thanks in particular go to Susan Rich, vice president for Global Partnerships and IDEA project director; Jason Bremner, associate vice president and program director, Population, Health, and Environment; and Charlotte Feldman-Jacobs, associate vice president and program director, Gender; for their valuable input to this report and, more significantly, their excellent stewardship of the IDEA project. Thanks as well to all of the PRB staff who worked on the IDEA project; without their dedication, the project would not have been so successful and the final report would have been much more challenging to produce.

Finally, many continued thanks to the USAID Office of Population and Reproductive Health for their support of PRB through the IDEA project, and in particular to Shelley Snyder, PRB's IDEA project AOTR, for her consistent support and encouragement.

Appendix A: IDEA Success Stories

JUNE 2015

FOSTERING FUTURE LEADERS FOR POLICY CHANGE

Highlights

71 young researchers empowered with the skills to improve health and population policies.

Participants emerge as leaders in research and policy communication in their own countries and worldwide.

Policy Fellow's recommendations spurred Ghana's president to **increase midwife training funds.**

Many researchers aspire to influence policies and programs but lack the necessary strategies and skills to reach decisionmakers with their research findings. **To overcome this research-to-policy gap, the Population Reference Bureau's (PRB) Policy Communication Fellows Program strengthens the capacity of young developing-country researchers to influence policies for lasting change.**

Now entering its 28th year, the program empowers doctoral students from USAID-priority countries with the skills to translate their research into clear and actionable messages for policy audiences. With these skills, Policy Fellows can become the next generation of leaders shaping policy in their countries. Over the life of the program, PRB has trained nearly 400 researchers (71 during the IDEA Project) from countries around the world through this annual fellowship.

Activities

Under the IDEA Project, the core tenets of the Policy Communication Fellows Program remained the same, while the program evolved with exciting innovations. In order to develop skills communicating with policymakers and decisionmakers, the program includes a two-week skills-building workshop, a year of mentorship with senior PRB staff, and interaction with research-to-policy experts in Washington, culminating with a policy-focused presentation. As communication platforms are constantly evolving, Fellows now build skills in communicating their findings and recommendations via new web-based media, including writing articles for publication on PRB's website, tailoring messages for social media, and delivering "60-second soundbites" on camera. Each of these program components strengthens their capacity to communicate key messages quickly and compellingly. Working with electronic platforms and new media teaches participants how to expand the reach of their findings, ensuring that policy-relevant results can be shared more broadly than just through scholarly journals.

Results

Many of IDEA's Policy Communication Fellows have become leaders around the world and report that the policy communication skills learned through the fellowship have been invaluable in their work in academia, government, civil society, and in bilateral and donor organizations—such as the UNFPA, the World Bank, the UNICEF Middle East and North Africa regional office, CARE Cambodia, and University of Pretoria. Alumni regularly use their policy communication skills to influence health and population policies in their countries and around the world. They frequently speak with and present to policy audiences, including Ministries of Health, Population, and Finance; National Family Planning Councils; and economic and health-focused research centers. Through these venues, alumni from all 28 years of the program have informed policies such as national reproductive health strategic plans and national social protection policies.

Policy messages influence the president of Ghana. Policy Communication Fellow Evelyn Sakeah, Ph.D., trained under IDEA, developed a web article summarizing her dissertation research evaluating a pilot program to train community nurses as midwives to improve maternal health. She shared the web article with her supervisors at the Ghana Health Service, who shared it with Ghana's current president. When the European Union granted Ghana 52 million euros to address maternal mortality, the president acted on Sakeah's recommendations and allocated funding to train more midwives. The Ministry of Finance commissioned her to submit a proposal for the national budget to begin scaling up midwifery training. She continues to apply her policy communication skills as she presents this proposal to stakeholders within various ministries and around the country.

About the IDEA Project

With funding from the U.S. Agency for International Development, IDEA—Informing Decisionmakers to Act—increases support among policy audiences for effective health and population programs around the world. By increasing the flow of accurate, understandable information about population, family planning, and reproductive health to policy audiences, IDEA enhances efforts carried out by civil society, the public sector, the development community, and donors. IDEA develops materials on priority issues in cutting-edge formats; trains and supports media to influence policy change; builds the communications capacity of institutions, researchers, and advocates; and nurtures communities of policy champions.

Policy Fellows alumni emerge as leaders in research and policy communications. Over the course of the IDEA project, they have presented research on reproductive health and family planning before international audiences at the International Conferences on Family Planning, the 24th Summit of the African Union in 2014, and other global meetings. Within their own countries, alumni are frequently asked to speak to policy audiences because of their communication skills. By staying in contact with alumni from all 28 years of the program, PRB has documented the program's long-term impacts as young researchers transition to respected experts in national and global policy dialogue.

Former Fellow Eliya Zulu founded the African Institute for Development Policy (AFIDEP) with a mission to bridge the gap between research, policy, and practice. Zulu has become a globally recognized expert on issues of population and development policy, speaking frequently before heads of state, donors, and national policymakers about the investments necessary for a demographic dividend. Joseph de Graft-Johnson, a participant 25 years ago, has used his position as an expert on maternal and neonatal health to influence national policies on infant care throughout sub-Saharan Africa.

Translating research for policy becomes an essential job skill. As a health specialist at the World Bank Group, Rifat Hasan, Ph.D., has many opportunities to use the skills she learned from the Policy Communication Fellows Program. "I frequently find myself writing policy papers, developing presentations, and delivering presentations. The PRB training was incredibly valuable with respect to all three. Being able to take complicated issues and write a note that a nonexpert can understand is important in trying to influence decisionmaking," reports Hasan. "In my career, I often play the role of translating existing research findings into policy messages and recommendations for decisionmakers."

Lessons Learned and Looking Forward

Teaching researchers to influence policies requires a strategic effort to strengthen communication skills. Through academic training, Policy Fellows focus on research methodology and communicating their expertise within their discipline, but are rarely taught to communicate with nontechnical audiences. An intentional effort to learn the skills necessary to translate specialized knowledge for policy audiences helps Fellows bridge this gap so that as future leaders they are equipped to inform change outside of academia.

Training researchers in policy communication empowers them to have a larger impact. Policy Fellows alumni know that it is not enough to collect data and publish journal articles; after their training they go the extra mile to reach decisionmakers, dedicating themselves to effectively communicating their findings and recommendations to different policy audiences.

Research on how to influence policy is improving, helping researchers refine their approaches for increased impact. We have more information than ever about what makes effective policies and how research can influence the policy process, creating more opportunities for Policy Fellows to use data to encourage evidence-based decisionmaking.

Policymakers are increasingly connected, aware of events worldwide, and make decisions based on information transmitted through mass media and electronic communications. PRB Policy Communication Fellows are increasingly harnessing the powers of digital and social media to influence policy change.

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JUNE 2015

EXPANDING THE POPULATION-HEALTH-ENVIRONMENT (PHE) APPROACH

Highlights

Multimedia presentation **introduced PHE approach to new donors and decisionmakers** across sub-Saharan Africa.

Technical assistance **built solid community support for PHE projects in the Lake Victoria Basin.**

IDEA support strengthened Ethiopia PHE Consortium's policymaker outreach that **led to expanded PHE projects in Ethiopia.**

The Population-Health-Environment (PHE) approach to community development links interventions in voluntary family planning and reproductive health services with efforts to conserve biodiversity, manage natural resources, and develop sustainable livelihoods.

PHE is a means of extending services beyond existing health care and development assistance systems because PHE projects often work in extremely remote communities. Over the last decade, interest in the integrated PHE approach has spread across many sub-Saharan African countries, expanding its use. At the same time, greater emphasis in the development community on sustainability and multisectoral approaches has garnered increased attention to the promise of PHE. Today, the number of organizations implementing PHE projects is increasing, the share of donors supporting PHE is rising, and interest in this approach is growing among decisionmakers at local, national, and regional levels.

Activities

Over the last five years, the Population Reference Bureau's IDEA Project has been a leader in expanding support for the PHE approach in sub-Saharan Africa. IDEA has convened implementers and champions to share best practices and lessons learned, helped them raise the profile of PHE with established and potential new donors, and built individual and institutional capacity through skills training, technical assistance, and partnerships to produce informative and innovative print and multimedia materials.

IDEA has trained PHE champions, implementers, and members of the media to communicate effectively to decisionmakers about complex population-health-environment links and solutions, and supported these groups to expand the base of support for population and reproductive health policies outside of the health sector. By doing so, IDEA has been instrumental in bridging the gaps between projects, country PHE networks, and policymakers.

In addition, IDEA has produced policy briefs and multimedia materials on the connections among population, family planning, and other development sectors—such as climate change and food security—to build support for population and family planning among a multisectoral audience. IDEA materials have reached decisionmakers around the globe, reinvigorating conversations about family planning and its benefits to the environment.

Through IDEA, the PHE community of practice has grown larger and stronger, reaching more decisionmakers with more messages through more channels than individual champions working alone. By expanding the PHE community through monthly e-updates for the Africa PHE network, periodic PHE meetings and conferences, and advocacy support to country PHE networks and regional initiatives, IDEA has been at the forefront of PHE expansion in sub-Saharan Africa.

Results

IDEA conference raises profile of the PHE approach and forges new partnerships. IDEA convened more than 150 PHE implementers, advocates, and donors at the 2013 International Population, Health, and Environment Conference to learn from each other and discuss future directions for the integrated PHE approach. The conference also engaged nontraditional audiences—including maternal health and family planning advocates—to examine the relevance of the PHE approach to their work in other development sectors. Opening remarks from Ethiopia's minister of environment and forestry emphasized the importance of family planning and integrated approaches for achieving Ethiopia's environment and development goals.

About the IDEA Project

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The conference, supported by the David and Lucile Packard Foundation and the USAID East Africa Regional Office, forged new partnerships and raised the profile of the PHE approach within the larger development community.

Multimedia presentation energizes new support for PHE integration. “Population, Health and Environment Working Together,” a multimedia ENGAGE presentation developed by IDEA, explains how the PHE approach works to improve health, livelihoods, food security, and natural resources worldwide. The presentation has been viewed by donors, decisionmakers, and policymakers at national and subnational levels, and is used by organizations like the United Nations Foundation and Sierra Club as part of trainings for population-environment grantees and advocates. This ENGAGE presentation has introduced new audiences to PHE and generated financial support from new donors for PHE projects.

IDEA provides significant technical support to Lake Victoria PHE projects. IDEA was a key technical resource in forming an innovative partnership to integrate family planning and maternal health service delivery with sustainable natural resource management in the Lake Victoria Basin. USAID and multiple foundations jointly fund the Health of People and the Environment in the Lake Victoria Basin (HoPE-LVB) project, developed by Pathfinder International and partners. IDEA worked closely with HoPE-LVB project staff to meet with district and national officials, community groups, and the media, building stakeholder support at multiple levels; strengthened the capacity of personnel who communicate externally about the project; and helped produce materials such as fact sheets and presentations used in many of those communications. Finally, IDEA also provided data-collection assistance, enabling HoPE-LVB staff to communicate valuable midterm results to policymakers and donors and build solid community support for the project.

In 2012, authorities in Uganda’s Wakiso District worked with HoPE-LVB to address environment and population challenges, specifically drafting laws to curb forest degradation. The following year, a presentation by the project director to the Kenyan ministries of Health, Environment, Water Resources, Planning, and East Africa Community Affairs resulted in the formation of a Regional Policy Steering Committee on PHE by the Lake Victoria Basin Commission, the organization representing Kenya, Uganda, Tanzania, Rwanda, and Burundi that manages Lake Victoria.

IDEA supports PHE Ethiopia Consortium as a national PHE champion. With support from IDEA, the PHE Ethiopia Consortium has played a critical role in raising the profile of the PHE approach among policymakers within Ethiopia and internationally. IDEA supports the Consortium to directly engage with high-level policymakers through one-on-one meetings, PHE project site visits, and periodic policy dialogues. These engagements have led to the expansion of the PHE approach in Ethiopia and requests by policymakers for PHE Ethiopia’s multisectoral policy work. Today, the PHE Ethiopia Consortium is seen as a national and regional leader and an example of the success country networks can accomplish in raising the profile of the PHE approach among key audiences.

Lessons Learned and Looking Forward

Concise, nontechnical information empowers leaders and decisionmakers beyond the health community with a better understanding of the connections among population, health, the environment, and development and builds a broad multisectoral base of support for family planning.

Periodic policy dialogue that brings together policymakers, champions, researchers, and implementers mobilizes support for increased investments in integrated PHE approaches and can result in scaling up the approach.

Efforts to connect PHE implementers with regional and national PHE networks and global advocates are creating a global PHE policy community with a stronger collective and coordinated voice that can influence national development plans and the international development agenda.

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JUNE 2015

INFORMING POLICY AND DEVELOPMENT THROUGH MEDIA

Highlights

More than **700** journalists from **25** countries trained through PRB workshops.

More than **2,800** news stories and broadcast programs produced, reaching millions of readers and listeners.

Coverage increased scrutiny of public hospitals in India, focused attention on child marriage in Senegal, brought justice for rape victims in Kenya and Pakistan.

The media can play a vital role in setting a country's policy agenda. Compelling and accurate news reports have the potential to spur policymakers to advance national development by addressing reproductive health, family planning, gender disparities, and population dynamics. Media attention is also critical to holding policymakers accountable for their commitments and for spending public resources wisely and equitably to improve citizens' lives.

Over the past five years, information sources have expanded significantly as governments and other agencies have made vast amounts of digital information publicly accessible. For data-literate journalists, this wealth of information, combined with new digital tools, have enabled them to better explain and illustrate complex issues like population dynamics in innovative ways.

Activities

Through workshops, study tours, and mentoring, PRB helps journalists in developing countries understand how family planning, reproductive health, and population growth can impact national development. Stimulating interactive workshops introduce reporters and editors to experts and public officials who manage programs and implement policies that address these issues. Week-long study tours and shorter field visits enable journalists to see first-hand how population and reproductive health problems manifest and to talk to the people who are affected. The vast majority of these journalists participate in two or more training sessions, and PRB keeps them engaged and motivated through online mentoring and monthly e-bulletins.

PRB's lauded Women's Edition network, a cadre of influential female reporters and editors, provides high-profile coverage of issues critical to improve women's health and gender equity. Launched more than two decades ago, Women's Edition selects about a dozen senior-level female journalists from developing countries for two years of active participation, during which time they attend four, week-long seminars and cover international conferences. Not only does the project improve news coverage of family planning and reproductive health issues, it empowers participants by enabling them to share experiences, learn, and gain confidence from each other. Their bonds cross borders, cultures, and political differences.

Results

Under the IDEA project, more than 700 journalists from 25 countries participated in PRB training activities, resulting in more than 2,800 news stories and broadcast programs that reached millions of readers and listeners. PRB-trained journalists often become newsroom experts on reproductive health and population issues, and many win promotions to influential positions within their media institutions. Some of their work also earned national and international awards, including the Population Institute's prestigious Global Media Award. More important, their articles and programs prompt action that improves the lives of women and girls.

Improving public accountability for government health services. In India, examples of impact from work by Women's Edition participants included a TV reporter's story in Mumbai that prompted civic authorities to monitor maternal deaths in public hospitals throughout the city; another story led to health camps to care for pregnant women in the slums; and a third led to renewal of a family planning program that promoted birth spacing. During a national discussion on preventing and responding to rape, another Indian journalist's reporting prompted the government to announce a long-promised pilot project establishing one-stop rape crisis centers in 600 public hospitals.

About the IDEA Project

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Drawing attention to early marriage. Journalist training, study tours, and reporting by Senegalese reporters generated a front-page story in the state-owned newspaper as well as coverage by radio stations about child marriage in the southern part of the country. The region's governor thanked the media for spurring public discussion and leading local women to initiate action against early marriage.

Justice for rape victims. Stories by journalists in Kenya and Pakistan brought justice for women who had been gang-raped. The Kenyan journalist's investigation sparked global outrage and led to successful criminal prosecutions after she uncovered the story of a 16-year-old girl who was gang-raped, thrown in a pit latrine, and left with life-altering injuries. In Pakistan, the country's chief justice saw the story of a rural woman gang-raped in front of her husband and children; within 24 hours, eight suspects were arrested and later sentenced to prison.

Lessons Learned and Looking Forward

More than two decades of experience underpin PRB's work building the skills of journalists to report accurately and contextually on reproductive health and population. PRB training, continually enhanced with lessons learned, enables journalists to monitor and strengthen coverage of these issues to inform the decisionmaking within their countries. Data literacy is becoming more important as more open sources of data become available to reporters.

Data-driven journalism requires reporters and editors to understand statistics and know how and when to use them

both to find and bolster stories and to inform readers, listeners, and viewers. Online tools can help journalists see trends and patterns in the numbers, and data visualization tools provide journalists with new ways to tell a story.

Traditional reporting skills are essential, even as reporting methods may be changing. Journalists must understand the facts and the evidence if they are to report information accurately and hold governments accountable. PRB focuses on a core group of journalists, communicates with them regularly, and helps them to see problems and solutions from a policy perspective. Training also includes taking journalists into the field where they can witness problems and solutions and talk to the people affected.

Holding governments accountable requires journalists to keep a watchful eye on promises made by leaders.

Knowledgeable journalists can provide strong coverage of population and health issues in ways that compel policymakers to act.

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JUNE 2015

TRANSFORMING GENDER NORMS AND ADVANCING EQUALITY

Highlights

U.S. Congress briefed with PRB materials before passage of the Violence Against Women Act.

U.S. Secretary of State's remarks on ending female genital mutilation/cutting shaped by PRB data.

The **Interagency Gender Working Group's** community of practice strengthened and expanded.

The global lens on gender has evolved in the past five years. Gender champions have transitioned from simply raising awareness to developing new strategies for integrating and mainstreaming gender equality throughout society. The framework of development has shifted from a needs-based to a rights-based approach, and gender equality is now acknowledged as a cornerstone of sustainable development, critical to the success of development goals.

The question is no longer “Why does gender matter?” but “How can we integrate gender equality into all of our work?” Similarly, we no longer ask whether to involve men in efforts to strengthen women’s rights and agency; we ask how we can constructively engage men in transforming harmful gender norms. In addition, organizations that promote gender equality in their programs and services are realizing they must turn the mirror on themselves and pursue greater gender equality in their internal operations and culture.

Activities

Under the U.S. Agency for International Development (USAID)-funded IDEA project, Population Reference Bureau (PRB) organized or supported dozens of forums, panels, brown bag lunch discussions, and events by the Interagency Gender Working Group (IGWG), a network of public and private agencies. These gatherings strengthened the global call for gender equality and focused attention on how transforming gender norms can contribute to sustainable development broadly. Experts quoted PRB’s print and online materials—including wall charts, data sheets, policy briefs, webinars, infographics, and multimedia presentations—and policymakers and advocates around the world turned to them as reliable resources.

Every year under IDEA, PRB marked the International Day of Zero Tolerance to Female Genital Mutilation/Cutting (FGM/C) and 16 Days of Activism Against Gender Violence, and has organized or supported a variety of events on child marriage. Through these events, PRB convened leaders, program experts, and advocates to strengthen collaboration and resolve for addressing these critical issues.

Through Women’s Edition, PRB worked with senior female journalists from developing countries to provide them with tools to write and broadcast strong, high-impact stories on a variety of sexual and reproductive health issues. The knowledge and confidence that Women’s Edition participants gain is often empowering, leading to more influence in their newsrooms, and, in turn, improving coverage of gender issues in the developing world.

Under IDEA, PRB brought together a wide range of partners to advance knowledge of and commitment to gender equality, through technical updates, panels, and online dissemination around major commemoration days and events. PRB has pushed the international development community to reflect on how gender equality within organizations can influence the achievement of gender equality in programs. Through a two-year activity, PRB brought gender mainstreaming—which often takes place out of the public eye—to a more public forum and helped make organizational gender equality a common objective.

With innovative data visualizations, including infographics on FGM/C, Constructive Male Engagement (selected as a featured infographic on Visualizing.org), and a series for the International Day of the Girl Child, PRB has cast familiar gender issues in a brighter light, winning new audiences and more effectively engaging policymakers. The ENGAGE presentation, “Family Planning and Gender Equality: Partners in Development,” has been used by a variety of partners to make the evidence-based case for family planning and gender equality as mutually reinforcing.

About the IDEA Project

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Results

Messages from “Who Speaks for Me? Ending Child Marriage” heard around the world. PRB’s brief on ending child marriage has been used as a resource nationally and internationally. USAID used the brief to inform Senate Foreign Relations Committee staff in preparation for the Violence Against Women Act, passed in March 2013. It was cited and quoted directly in UNFPA’s *State of World Population 2011* report and referenced throughout the International Center for Research on Women’s publication, *Solutions to End Child Marriage*.

Working with high profile partners to #EndFGM. PRB assisted the State Department in organizing a high-profile commemoration of the International Day of Zero Tolerance in 2012, hosted by then Secretary of State Hillary Rodham Clinton. In her clarion call to abandon the practice, Clinton cited PRB materials before an audience of more than 200, including ambassadors and representatives from several African countries. A live stream to U.S. embassies in Africa amplified the global reach and the Twitter hashtag #EndFGM generated thousands of tweets.

IGWG fosters innovation and collaboration. With IDEA funding, PRB has positioned the IGWG at the forefront of thinking and collaboration on gender equality. Through increasing the size (by over 100 percent in five years) and global reach of the IGWG community and offering regular opportunities for members to share information and ideas, PRB has created an essential forum for exchange and growth within the broader gender community.

Gender-Based Violence Task Force leads on 16 Days of Activism. The Gender-Based Violence (GBV) Task Force, which PRB co-chairs, hosted successful events commemorating 16 Days of Activism Against Gender Violence every year. With more than 100 attendees at each event, attention was focused on subjects ranging from abuse of women in childbirth to engaging men in ending violence to using innovative technologies to prevent domestic violence. PRB partnered and collaborated with dozens of organizations and funders, including USAID, PAHO, and CARE, to reach a wide and diverse audience.

Lessons Learned and Looking Forward

Data are powerful. PRB’s innovative infographics and ENGAGE presentations on gender-related barriers and success stories show that well-presented data can raise awareness, change minds, and drive policy action.

Gender equality is essential for achieving other development goals, and is also an important stand-alone goal. PRB’s gender work under IDEA has generated dialogue and highlighted the potential for gender-transformative programs and policies to positively affect families, communities, nations, and organizations worldwide. As the world moves from the Millennium Development Goals to the post-2015 Sustainable Development Goals, gender equality should be both a specific goal and integrated into the targets and achievement of other goals.

As more reproductive health and family planning initiatives adopt a rights-based approach emphasizing informed choice, inclusiveness, and equity, gender is fundamental. **Gender is intimately linked to rights and equity,** and a gender-sensitive perspective will enhance and advance reproductive health and family planning goals.

Over the course of the IDEA project, PRB has worked with stakeholders at the national, regional, and community levels to promote gender equality in different ways. Recognizing that **context and the changing local environment matter,** PRB has been a partner for change with individuals, communities, and countries.

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JUNE 2015

GENERATING DIALOGUE ON THE DEMOGRAPHIC DIVIDEND

Highlights

PRB materials have defined the conversation on the links between family planning and accelerated economic growth.

Policy briefs **catalyzed discussions in sub-Saharan Africa** among heads of state, ministers, and finance experts at high-level meetings.

Multimedia presentation **convinced African finance ministers** to recommend investments in health and education.

The promise of rapid economic growth that can occur as a country's age structure changes—known as a demographic dividend—is igniting a resurgence of interest in population and family planning issues across sub-Saharan Africa.

Based on recent gains in health across much of Africa and the past experience of several Asian countries, many African leaders believe they too can attain a demographic dividend.

But a demographic dividend will not automatically result from Africa's large population of young people. It also requires action from leaders, including investments in family planning, education, and child survival to foster fertility decline as the first step. Only when there are fewer children to support and the large population of young people reaches working-ages can countries begin to transform this demographic opportunity into the accelerated social and economic gains of a demographic dividend. Additional policies are crucial to support good governance, a healthy and skilled workforce, infrastructure, and economic development.

Activities

Over the last five years, the Population Reference Bureau's IDEA Project has been a leader in communicating the potential of a demographic dividend. IDEA created the defining set of materials explaining the demographic dividend, illustrating how investments in family planning—combined with investments in health, gender equality, education, and the labor force—can foster economic growth and transform development. Project activities translated the evidence base about the demographic dividend into clear messages and concepts, creating tools for policy communication that are easily understood and useful for leaders and advocates.

These tools have reached audiences from civil society leaders to heads of state. For example, the multimedia ENGAGE presentation, "Harnessing the Demographic Dividend," uses data and animated graphics to show what it takes for the demographic dividend to be realized, and has been the opening presentation at nearly every high-level dialogue in sub-Saharan Africa on the demographic dividend over the last four years. To complement the key messages from the ENGAGE presentation, IDEA produced a series of short video presentations and an online interactive infographic.

Various IDEA policy briefs, such as "The Challenge of Attaining the Demographic Dividend," provide more detailed data and information to explain the demographic dividend and clarify how to achieve it. Two series of briefs about the demographic dividend were commissioned for the 2013 International Conference on Family Planning (ICFP) in Addis Ababa, Ethiopia, and the United Nations Economic Commission for Africa (UNECA) in Abidjan, Côte d'Ivoire. And IDEA has written specific country briefs on the demographic dividend with partners in Kenya, Malawi, and other countries.

IDEA staff, through participation in policy dialogue, technical meetings, development of materials, and technical assistance with southern partners, have emerged as leading authorities on the demographic dividend. Increasingly IDEA is asked to foster continued collaboration in the development community about how to understand, explain, and harness the demographic dividend as a paradigm for sustainable development in sub-Saharan Africa.

Results

IDEA's communication framework for the demographic dividend has become the model for the international community and IDEA materials have been at the forefront of the discussion.

About the IDEA Project

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The ENGAGE multimedia presentation “Harnessing the Demographic Dividend” catalyzes discussion at international fora. It has been presented to heads of state, ministers, finance experts, and others at high-level events for UNECA, ICFP, Africa Union (AU), and the UN General Assembly. At these events the presentation enhanced policy dialogue about the importance of family planning and the investments and good governance practices necessary to achieve a demographic dividend as part of economic and social development efforts. “Harnessing the Demographic Dividend” has become the defining message about the connection between family planning and accelerated economic growth for sub-Saharan Africa. In 2014, the presentation launched discussion at an AU Commission (AUC) celebration of Africa Youth Day. The youth delegation used language from the presentation in their roadmap presentation to the AUC for youth and economic development in Africa.

IDEA demographic dividend publications are a model for the international community. The IDEA Population Bulletin on the demographic dividend has been disseminated around the world. The policy briefs are in high demand for international events, influencing discussions on the demographic dividend among policy audiences. These materials provide concrete guidance on the investments African leaders can make to position their countries to achieve a demographic dividend. During the 2013 ICFP High-Level Ministerial Meeting, information from the IDEA policy briefs framed the demographic dividend debate among policymakers, and the meeting report included data from IDEA materials. At Uganda’s first National Conference on Family Planning in 2014, President Yoweri Museveni launched a national report on the demographic dividend showcasing IDEA content and graphics.

IDEA technical assistance and leadership shape understanding of the demographic dividend among leaders. IDEA staff have participated in technical panels and reviews about the demographic dividend for a broad range of activities in Washington, D.C., and across the globe, including events for the Aspen Institute, Wilson Center, Population Association of America, ICFP, AU, and World Bank among others. IDEA provided detailed technical assistance to UNECA as they prepared and hosted a 2013 meeting for finance ministers. The IDEA technical support

to develop materials and the use of the ENGAGE presentation to frame discussion convinced finance ministers attending a 2013 UNECA and AU Conference that immediate health and educational investments are needed to slow fertility if they hope to benefit from the demographic dividend. The ministers called for such investments in their final statement of commitment concluding the conference.

Lessons Learned And Looking Forward

Concise, nontechnical information empowers leaders and decisionmakers with a better understanding of the demographic dividend and the investments required to achieve sustained social and economic growth.

Using a variety of materials and tools for policy communication reaches a broad range of audiences.

Disseminating these materials—from multimedia presentations to policy briefs—at different events and online further expands the reach of policy messages.

Multimedia presentations can increase and influence dialogue about the demographic dividend at high-level events by delivering concise and compelling messages.

As a result, there is increasing enthusiasm about the prospect of benefitting from a demographic dividend, especially among African leaders of countries with large, young populations. It is critical for advocates and leaders to be equipped with accurate data and tools to understand how to achieve and benefit from a demographic dividend, as well as how to effectively communicate this information to decisionmakers.

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JUNE 2015

MAKING DATA ACCESSIBLE FOR POLICYMAKING AND PLANNING

Highlights

World Population Data Sheets downloaded **1.3 million times.**

Malawi district-level indicators on child marriage and teen pregnancy generated **media coverage and local policy changes.**

Critical HIV/AIDS monitoring data made accessible to Kenyan planners.

The global community's pursuit of the Millennium Development Goals (MDGs) has highlighted the importance of reliable, accessible data for guiding efforts to reduce social inequities, particularly those relating to health. Appropriate indicators provide knowledge about the current status of target populations, how their status has changed, and whether progress has been made toward established goals.

But the right data are not always available to researchers, policy advocates, and policymakers, even though many statistics are now more accessible digitally or in open-data platforms. Notably, universities in developing countries are often resource-strapped, yet training future generations of leaders depends on having the most accurate and relevant data.

Population Reference Bureau (PRB) data sheets make critical data points easy to access, visualize, and understand. These poster-size publications and online resources facilitate routine monitoring of many indicators and put data in the hands of those who need it. Data sheets bring new perspectives and understanding to a wide set of current demographic and population-level indicators, particularly in contexts where electronic access to data is limited.

Activities

PRB has expanded the package of materials that comprise a "data sheet," adding online access and features to our traditional printed wall chart. The fundamental component is a data table compiling indicators across countries or regions, enhanced by graphs and explanations that are integral to making the data easy to understand and visualize. Online resources—interactive graphics such as maps, charts, and figures—allow audiences to explore the data in more detail.

Under IDEA, PRB's data sheets compile country-level data on specific topics. While the signature *World Population Data Sheet* highlights global population indicators, specialized data sheets like the *World's Women and Girls*, *Family Planning Worldwide*, or *Kenya AIDS Indicator Survey* assemble indicators around a particular theme or country. Developing an effective data sheet requires gathering indicators and measures from the best sources, and calculating indicators that are not otherwise available.

A global data sheet shows countries in relation to each other. This format enables easy cross-country and regional comparisons; when tracking progress on goals and commitments, such as the MDGs, this type of tool is an asset. Within a country, illuminating data at the subnational level across a given set of indicators enables audiences to develop a more nuanced sense of performance and disparities.

In the field, PRB works closely with partners to bring greater accessibility and understanding of data throughout the country. PRB partners with government ministries and agencies, and civil society organizations to select indicators from large-scale surveys and translate them into digestible information for planning and advocacy. These efforts focus on making the data available and usable at all levels, from national policies to county action plans.

Results

Data sheets are prominently displayed on the walls in ministries, clinics, and offices. PRB print data sheets and online versions are a go-to resource for partners around the world. Demand for printed data sheets continues to rise, even as electronic content expands.

About the IDEA Project

With funding from the U.S. Agency for International Development, IDEA—Informing **Decisionmakers to Act**—increases support among policy audiences for effective health and population programs around the world. By increasing the flow of accurate, understandable information about population, family planning, and reproductive health to policy audiences, IDEA enhances efforts carried out by civil society, the public sector, the development community, and donors. IDEA develops materials on priority issues in cutting-edge formats; trains and supports media to influence policy change; builds the communications capacity of institutions, researchers, and advocates; and nurtures communities of policy champions.

World Population Data Sheet brings demographic data to the fore. PRB's annual *World Population Data Sheet*—downloaded nearly 1.3 million times from the PRB website during IDEA—continues to be an important resource to media, researchers, policymakers, and advocates worldwide. The most recent edition, released in August 2014, was downloaded more than 130,000 times in just six months. Every year, this publication informs diverse print and broadcast media, such as the Financial Times, Voice of America (Africa), Christian Science Monitor, Huffington Post, and countless country and local news sources, including the Daily Telegraph (UK), Times of India, Vanguard (Nigeria), and the Korea Times.

Data on women and girls inform organizations from civil society to the private sector. IDEA published the *World's Women and Girls 2011 Data Sheet* to commemorate International Women's Day. The data sheet served as the basis for news stories around the world about women and girls in Ghana, India, Jamaica, Malawi, Pakistan, Uganda, and the United Arab Emirates. Beyond the news media, the data sheet was actively used by donors, governments, private companies, NGOs, and civil society groups. The United Methodist Church shared the data sheet at "Healthy Families, Healthy Planet"—a seminar for advocates encouraging the U.S. Congress to increase support for maternal health and international family planning. Kenya's Ministry of Planning and National Development used the data sheet to develop realistic targets for empowerment as part of their gender mainstreaming policy. In the United States, GAP, Inc. used the data sheet to develop content for their social responsibility website.

Country-level data inform media and leaders. In Malawi, IDEA worked with government ministries and NGOs to develop a series of 28 district data sheets in English and Chichewa drawing on the most recent census data and Demographic and Health Surveys. These one-page data sheets highlighted key population and well-being indicators at the district level, and have been in high demand, requiring several reprints, according to IDEA's country coordinator for Malawi. Journalists at community radio stations throughout the country based local news stories on the materials. Many of Malawi's local authorities revised their by-laws to deter early marriage and teen pregnancy based on information from the data sheets.

In Kenya, IDEA partnered with the National Council for Population and Development, the National AIDS & STI Control Programme, and the U. S. Centers for Disease Control and Prevention to develop two data sheets highlighting key indicators

from the 2012 Kenya AIDS Indicator Survey. Translating the complex survey findings into an accessible format helped facilitate use of these critical, HIV/AIDS-monitoring data for program planning throughout the country.

Lessons Learned and Looking Forward

In today's information overload, population data that are centralized and comparable are necessary. PRB selects data from a variety of sources to create a compilation that is accessible, reliable, and highly valued by our audiences.

Print materials remain relevant and in demand, even as technology and internet access enable a broader package of interactive materials.

Innovations in data presentation such as infographics help spotlight the policy relevance of data. This enables policymakers and civil society leaders to manage the overwhelming amount of data available, absorb information quickly, and analyze policy implications.

Data are most useful when they are relevant. PRB ensures that data sheets have the most current indicators, and also that the topics and indicators selected address priority issues for target audiences.

Compiling indicators for different countries or regions from different sources is valuable and can give audiences a new perspective on the data. Complementary visuals and interactive elements enable a deeper understanding of the data, meeting users' demand to explore the data in new ways.

Partnering with local organizations facilitates both ownership and use of data in planning. Even when large survey results are publicly available, they often go unused in planning because local organizations may not know how to access or interpret the data in ways that are relevant to their policies and programs.

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JUNE 2015

BUILDING COUNTRY PARTNERSHIPS FOR FAMILY PLANNING POLICIES

Highlights

Focused attention on family planning's role in saving lives, improving health, and advancing development via advocacy events, policy discussions.

Established and supported coalition that shaped revisions to Kenya's adolescent reproductive health and development policy.

Supported successful advocacy that led to a new ban on child marriage in Malawi, new population policies in Kenya and Malawi.

The past five years have yielded success in efforts to galvanize renewed support for family planning on the policy agendas of sub-Saharan African countries.

Not only is family planning increasingly recognized as a priority investment by public and private international donors, but many governments have made commitments to increasing access to family planning. Holding governments accountable for these commitments and translating this momentum into policy and program changes that improve people's lives depend on effective, sustained advocacy at the national and subnational levels.

Activities

In Malawi and Kenya, the Population Reference Bureau's (PRB) IDEA Project partnered with key local organizations to strengthen their institutional capacity to mobilize political support and resources for expanding and improving family planning services and policies.

IDEA ensured that messages were country specific to resonate with a variety of local stakeholders and foster dialogue. Country activities focused on communicating evidence and information about the role of family planning in achieving health and development objectives; nurturing family planning champions through capacity-building workshops; establishing and supporting policy communities of national experts and multisectoral leaders; and focusing attention on issues through a sustained series of national advocacy events to promote public discussion. This approach, designed to raise the profile of family planning on national agendas, has stimulated spirited debates on the links among family planning, women's health, and poverty reduction, leading to actions that increase political commitment and financial resources.

IDEA has supported government ministries and local organizations in Kenya and Malawi to engage high-level stakeholders in the development, review, and passage of new population policies, and to build support for family planning among various local officials and stakeholders. IDEA worked with partners to raise the profile of population and family planning issues through national conferences, and sustained attention on these issues through evidence-based materials and policy dialogue events with district and county leaders. IDEA has fostered champions who are now leading advocacy efforts in these countries.

Results

IDEA promotes family planning investments as cost effective and high impact. At the Leaders' Conference for Population and Development in Kenya in 2010 and in Malawi in 2012, PRB's multimedia ENGAGE presentations were shown as the keynote addresses and emphasized the message "family planning is a best buy." This message was incorporated into the conference resolutions, plans of action, and reports disseminated widely throughout both countries in preparation for their participation in Family Planning 2020 (FP2020), the 2012 global summit in London. These conferences and the decisions made at them have helped leaders from diverse sectors in both countries affirm the central importance of family planning to national development.

Parliaments in Kenya and Malawi pass population policies. With IDEA's help, Kenya's National Council for Population and Development (NCPD) successfully made the case for a new national population policy that will guide population and family planning activities in the country until 2050 (replacing the previous policy that expired in 2010). Earlier attempts to pass a new population policy failed, but with IDEA support, NCPD expanded their policy dialogue with stakeholders, holding events throughout the country and developing and distributing a range of policy briefs, data sheets, and multimedia presentations. The policy, which relies

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on a multisectoral approach to voluntary family planning, was successfully passed in 2012 and earned the Kenyan government the Aspen Institute's prestigious 2013 RESOLVE Award, honoring nations for expanding access to reproductive health.

In Malawi, IDEA developed advocacy materials in collaboration with the Ministry of Finance, Economic Planning and Development (MEPD) and the Ministry of Health to reposition family planning as a key strategy for promoting sustainable development and addressing the pace of population growth. In advance of the launch and dissemination of the country's new national population policy, IDEA developed and produced a television program on Malawi's population and development challenges, which aired widely and engaged high-level leaders in public discussion of the importance of family planning for national development. Malawi received a 2012 RESOLVE Award for increasing access to reproductive health services. At the ceremony, Malawi's Principal Secretary of Health Dr. Charles Mwansambo emphasized the government's expanded view of family planning "not only as a health issue but as a development issue."

Advocacy initiatives advance youth sexual and reproductive health. IDEA partnered with MEPD and the Family Planning Association of Malawi (FPAM) to develop and disseminate the PRB ENGAGE multimedia presentation, "Malawi: Investing in Our Future Now" across 22 of Malawi's 28 districts. The presentation has been widely used by family planning advocates to communicate the lifesaving benefits of family planning and its links to sustainable development. The presentation contributed to policy change in many communities, yielding new by-laws to improve girls' education, reduce child marriage, and unplanned pregnancies; and prompting calls from traditional leaders for local health providers to expand family planning services. This community engagement was also instrumental in generating stakeholder support for Malawi to pass a law banning child marriage and raising the minimum age of marriage to 18 in 2015, meeting their FP2020 pledge.

Fostering a participatory process for policy change.

In Kenya, IDEA created the Youth Sexual and Reproductive Health Civil Society Organization Coalition in 2011 and strengthened the capacity of Coalition members to influence the revision of Kenya's Adolescent Reproductive Health and Development Policy (ARHD). A 2012 IDEA assessment of the ARHD policy identified ways to strengthen its implementation, such as plans for mobilizing resources and establishing clear roles for government agencies and other groups. With IDEA support the Coalition shared input on

strengthening the ARHD policy with the Kenya Ministry of Health committee responsible for revising it. As a result, the revised policy (to be finalized later in 2015) directly reflects ideas shared by Coalition members and fully addresses the most pressing sexual and reproductive health needs of Kenya's young people. Revisions include special attention to vulnerable and/or marginalized adolescents (such as those living in slums, or living with HIV or disabilities); age-appropriate, comprehensive sexuality education; and minimum standards for youth-friendly services.

Lessons Learned and Looking Forward

Concerted national and subnational advocacy efforts are critical. Family planning advocates cannot depend on the momentum from international initiatives such as FP2020 alone to generate change at the local level.

Concise, nontechnical information empowers leaders and decisionmakers. Stakeholders from a wide array of sectors at both local and national levels are able to effectively communicate family planning's benefits and role in advancing development in their country or community. Nontechnical materials help them address questions frequently raised by various stakeholders such as religious leaders and can even help create new champions among these sectors.

Multisectoral advocacy is key to changing national policies. A groundswell of advocacy coming from government, NGOs, donors, traditional leaders, and civil society leaders outside of the health community can contribute to policy change, the expansion of family planning initiatives, and improved reproductive health.

Strengthening institutional advocacy capacities is an ongoing need. While governments make commitments to improve family programs, action can flounder when institutions and advocates lack the skills to hold decisionmakers accountable. Strengthening the advocacy skills of local decisionmakers and organizations in the public and private sectors, including civil society, is essential to successful advocacy.

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APPENDIX B: Print and Digital Products

All materials in English unless noted; other languages as indicated.

* = French; † = Spanish; § = Chichewa

In some cases, completion of product translations occurred in a subsequent program year. For brevity, these products have been grouped in a single program year in this table.

Title	Other Languages	Product Type
PY2010/PY2011		
Are Climate Change and Sustainable Development Really Linked?		Audio/webcast
Commemorating International Women's Day: Interview With Nafis Sadik, Special Envoy of the UN Secretary-General for HIV/AIDS in Asia/Pacific		Audio/webcast
Ending Child Marriage: Interview With Mary Robinson, Former President of Ireland and Member of The Elders		Audio/webcast
New and Upcoming Contraceptive Technologies		Audio/webcast
Providing Opportunities for Girls Through Education and Combating FGM/C in Rural Kenya		Audio/webcast
2010 World Population Data Sheet	*, †	Data Sheet
Kenya Population Data Sheet 2011		Data Sheet
The World's Women and Girls 2011 Data Sheet	*, †	Data Sheet
Fact Sheet on Child Marriage		Media Fact Sheet
Fact Sheet on The World's Women and Girls 2011 Data Sheet		Media Fact Sheet
ENGAGE: Burkina Faso en Marche	French only	Multimedia Presentation
ENGAGE: Family Planning: Pathway to Poverty Reduction (with narration)	*	Multimedia Presentation
ENGAGE: Family Planning: Pathway to Poverty Reduction (without narration)	*	Multimedia Presentation
Child Marriage in Yemen		Online Discussion Transcript
Have Reproductive Health Voucher Programs Improved Equity, Efficiency, and Impact?		Online Discussion Transcript
Integrating Equity Goals Into Family Planning Policies and Development Agendas		Online Discussion Transcript
Population and National Security		Online Discussion Transcript
Two Decades of Data Collection on Female Genital Cutting: What Has Changed?		Online Discussion Transcript
What Works for Women and Girls: Evidence for HIV and AIDS Interventions		Online Discussion Transcript
The World's Women and Girls 2011 Data Sheet (Landing Page)	*, †	Other
2010 World Population Clock		Other electronic
2010 World Population Data Sheet (Highlights)		Other electronic
2010 World Population Data Sheet (Landing Page)	*, †	Other electronic
Are Climate Change and Sustainable Development Really Linked? (Landing Page)		Other electronic
Child Marriage, Vesico Vaginal Fistula, and National Development		Other electronic
ENGAGE: Family Planning: Pathway to Poverty Reduction (Key Messages)	*	Other electronic
ENGAGE: Family Planning: Pathway to Poverty Reduction (Presentation Script)	*	Other electronic
Fact Sheet on Child Marriage (Landing Page)		Other electronic
Family Planning Can Improve Women's Lives in Rwanda, But Is Still Feared for Its Possible Side Effects		Other electronic
Female Genital Mutilation and Cutting: Telling a Story With Trends PowerPoint		Other electronic
International Women's Day: Reflecting on Family Planning and Reproductive Health		Other electronic
Photo Gallery: Tharparkar		Other electronic
PRB Women's Edition Journalists' Stories on International Women's Day		Other electronic
The World's Women and Girls 2011 Data Sheet (PowerPoint)		Other electronic
Who Speaks for Me? Ending Child Marriage (Landing Page)	*	Other electronic
Women Fight Back: Campaign to End Violence		Other electronic
ENGAGE: Family Planning: Pathway to Poverty Reduction (Presentation Guide)	*	Other Print
Who Speaks for Me? Ending Child Marriage	*	Policy Brief
Synchronizing Gender Strategies		Report
2011 International Day of Zero Tolerance to Female Genital Mutilation/Cutting		Web Article
A Microfinance Network Fights Malnutrition in Haiti	*	Web Article

Albania's Fertility Decline Tied to Traditional Family Planning Methods		Web Article
Despite Challenges, Ending Early Marriage in Ethiopia Is Possible		Web Article
Earthquake Magnifies Haiti's Economic and Health Challenges	*	Web Article
El Salvador Survey Shows Lower Fertility, Increased Contraceptive Use	†	Web Article
Engaging the Poor in Poverty Reduction: What Is the Role of Family Planning?		Web Article
Family Planning Improves the Economic Well-Being of Families and Communities		Web Article
Fertility and Infant Mortality Declines in Tanzania		Web Article
Gender Statistics Needed to Assess Progress Toward Development Goals	*, †	Web Article
Gender-Based Violence Increases Risk of HIV/AIDS for Women in Sub-Saharan Africa	*, †	Web Article
Human Development Report Includes New Measures of Global Inequality, Gender Equity, and Poverty		Web Article
In Bolivia, Slow Fertility Decline and Some Improvements in Health Indicators	†	Web Article
In Philippines, New Data Show Declines in Child Mortality, Fertility		Web Article
International Women's Day: 100 Years		Web Article
Many Peruvians Rely on Traditional Family Planning Methods		Web Article
New Estimates Reassess Progress Toward Reducing Maternal and Under-5 Mortality		Web Article
Pakistan's Historic Floods Threaten Progress in Maternal and Child Health		Web Article
Rising Global Food Prices Threaten to Increase Poverty	*, †	Web Article
Targeting Gender-Based Violence to Reduce HIV Among Women		Web Article
The Challenges of Integrating Family Planning and Maternal/Child Health Services		Web Article
PY2011/PY2012		
Family Planning and the Environment: Interview With Bob Engleman, Worldwatch Institute		Audio/webcast
Integrating Family Planning With Conservation in Madagascar: Interview With Vik Mohan, Blue Ventures		Audio/webcast
Involving Youth in Development Programming, Interview With Cate Lane, USAID		Audio/webcast
Video Presentation Population and Food Security: Africa's Challenge		Audio/webcast
"Public Health Is Like Sex": Recommendations on How to Advance the Women's Health Agenda in Africa		Blogs
2011 Mozambique Demographic and Health Survey Shows No Decline in Fertility But Dramatic Decline in Infant and Child Mortality		Blogs
7 Billion Today, But Where Will We Be in 2050?		Blogs
Bangladesh 2011 Demographic and Health Survey Shows Continued Fertility Decline and High Use of Family Planning		Blogs
Building Trust Between Government and Media in Senegal – A True Story		Blogs
Burkina Faso's 2010 Demographic and Health Survey/MICS Shows Slow Fertility Decline; Remarkable Progress On Health		Blogs
Cameroon 2011 Demographic and Health Survey Shows Stalled Fertility Decline, Improving Health Indicators		Blogs
Congo (Brazzaville) 2011 Demographic and Health Survey Shows No Fertility Decline, High Maternal Health		Blogs
Couple Dynamics in Family Planning; Men Advancing Family Planning; Engaging Men in Family Planning: How? Why?		Blogs
Couples, Communication, and Contraception		Blogs
Dakar: 2011 ICFP Opening Is Hours Away		Blogs
Ethiopia's 2011 Demographic and Health Survey Shows Remarkable Fertility Decline, But Continued Rural Health Challenges		Blogs
In Nairobi, Kenya, Marie Stopes Serves the Needs of Urban Communities		Blogs
In Uganda, Conservation Through Public Health Demonstrates the Population, Health, and Environment Approach in Action		Blogs
Kenya's New Data Website Puts Ball in Media's Court		Blogs
Looking Back at Dakar		Blogs
Malawi 2010 Demographic and Health Survey Shows Great Strides in Maternal and Child Health, Slow Fertility Decline		Blogs
Malawi Vice President Opens National Leaders Conference		Blogs
Malawi Vice President: "Family Planning Is a Family Business"		Blogs
Managing Population, Achieving Development: Malawi's Challenge and Opportunity		Blogs
Maternal Health and Gender-Based Violence: Research on and Responses to Service Provider Abuse in Childbirth and Intimate Partner Violence During Pregnancy		Blogs
Nepal's 2011 Demographic and Health Survey Shows TFR Decline, But Lagging Progress		Blogs
Opening of ICFP 2011 Urges Participants to Build on Momentum Toward Family Planning		Blogs
Population, Health, and Environment Champions Bring Their Experiences From the Field to the International Family Planning Conference		Blogs
PRB Policy Communications Fellows Sharpen Their Communications Skills at D.C. Workshop		Blogs

Quick Takes: DR Congo Fertility, More on Names in India, Family Planning in Africa, and Serbian Census Results		Blogs
Quick Takes: Fertility, Infant Mortality, and HIV in Uganda; Fewer Babies in Czech Republic; Urban U.S. Population Growth		Blogs
Quick Takes: HIV Prevalence in Cameroon. A Youth Tax in Germany? Latest on the Sex Ratio at Birth in India		Blogs
Quick Takes: India's "Demographic Dividend" and Incentives to Lower Birth Rates, China's One-Child Policy, More Births in Taiwan		Blogs
Quick Takes: Vietnam Fertility Below Replacement Level; Reversal in Poland's and Russia's Birth Rate		Blogs
Rwanda's 2010 Demographic and Health Survey Shows Remarkable Drop in Fertility and Child Mortality		Blogs
Senegal 2010-2011 Demographic and Health Survey Results		Blogs
Sex Ratio at Birth Trend in India Grows More Mixed		Blogs
The Power of Youth in Kibera		Blogs
The Whole Truth: Thinking About the Risk of Contracting HIV When Using Injectable Contraception		Blogs
U.S. Secretary of State Hillary Clinton: End Female Genital Mutilation/Cutting Through Honest and Direct Engagement With Communities		Blogs
Uganda 2011 Demographic and Health Survey Shows Fertility Decline, Increase in Family Planning Use, and Continued Decline in Infant and Under-5 Mortality		Blogs
Uganda TV Reports on Integrated PHE Projects With Conservation Through Public Health		Blogs
What Is the Way Forward For Demographic Inequalities?		Blogs
World AIDS Day at ICFP 2011		Blogs
Youth Take the Lead at ICFP 2011 Policy Communication Workshop		Blogs
Youth: A Breath of Fresh Air		Blogs
Zimbabwe's 2010-2011 Demographic and Health Survey Shows Fertility Increase, Stagnant Progress on Health		Blogs
2011 World Population Data Sheet	*, †	Data Sheet
Malawi Population Data Sheet 2012		Data Sheet
Population and Economic Development 2012 Data Sheet	*, †	Data Sheet
Fact Sheet on Population and Food Security: Africa's Challenge		Media Fact Sheet
Integrating Reproductive Health and HIV Services		Media Fact Sheet
The Effect of Girls' Education on Health Outcomes		Media Fact Sheet
The Effects of Violence on Women's Reproductive Health		Media Fact Sheet
Unmet Need for Contraception: Fact Sheet		Media Fact Sheet
ENGAGE: Family Planning and Gender Equality: Partners in Development (with narration)	*	Multimedia Presentation
ENGAGE: Family Planning and Gender Equality: Partners in Development (without narration)	*	Multimedia Presentation
ENGAGE: Malawi: Investing in Our Future Now (with narration)	§	Multimedia Presentation
ENGAGE: Senegal en marche	French only	Multimedia Presentation
PRB Discuss Online: Africa's Demographic Challenges		Online Discussion Transcript
PRB Discuss Online: What Does 'Poverty' Really Mean in India?		Online Discussion Transcript
2011 World Population Clock		Other electronic
2011 World Population Data Sheet (Highlights)		Other electronic
2011 World Population Data Sheet (Landing Page)	*, †	Other electronic
Combating FGM in Villages in Senegal: A Photo Slideshow		Other electronic
Commemorating International Youth Day: Reproductive Health of Youth in Sub-Saharan Africa (PowerPoint)		Other electronic
ENGAGE: Malawi: Investing in Our Future Now (Key Messages)	§	Other electronic
Family Planning and the Environment: Interview With Bob Engleman, Worldwatch Institute (Landing Page)		Other electronic
How Does Wealth Affect Health in Sub-Saharan Africa? A PRB Infographic		Other electronic
Integrating Family Planning and Maternal and Child Health Care: Saving Lives, Money, and Time (Landing Page)	*, †	Other electronic
Integrating Family Planning With Conservation in Madagascar: Interview With Vik Mohan, Blue Ventures (Landing Page)		Other electronic
Kenya Population Data Sheet 2011 (Landing Page)		Other electronic
Malawi Population Data Sheet 2012 (PowerPoint)		Other electronic
Malawi: On the Road to a Demographic Dividend? (PowerPoint)		Other electronic
Policy Fellows Alumni Connect Inaugural Semi-Annual Newsletter		Other electronic
Population and Economic Development 2012 Data Sheet (Landing Page)	*, †	Other electronic
Population and Economic Development 2012 Data Sheet (PowerPoint)		Other electronic
Population and Food Security: Africa's Challenge (Landing Page, part 1)		Other electronic

Population and Food Security: Africa's Challenge (Landing Page, part 2)		Other electronic
Updated selected graphics in the Graphics Bank		Other electronic
Video Presentation Population and Food Security: Africa's Challenge (Landing Page)		Other electronic
ENGAGE: Family Planning and Gender Equality: Partners in Development (Presentation Guide)	*	Other Print
ENGAGE: Malawi: Investing in Our Future Now (Presentation Guide)		Other Print
Why Population Matters to Malawi's Development: Managing Population Growth for Sustainable Development		Other Print
Financing Family Planning Commodities: A Priority for Achieving Contraceptive Security		Policy Brief
Increasing Family Planning Use Through Community-Based Approaches		Policy Brief
Integrating Family Planning and Maternal and Child Health Care: Saving Lives, Money, and Time	*, †	Policy Brief
Integration of Reproductive Health and HIV Services: Is Kenya Leading the Way?		Policy Brief
Investing in Youth Education and Employment for Kenya's Development		Policy Brief
Population and Food Security: Africa's Challenge	*	Policy Brief
"What Is Gender? And Why Is it Important?"		Web Article
2011 Human Development Report Links Environmental Degradation and Inequality		Web Article
Are the 58 Million Girls Who Married Early Overlooked by Policies and Programs?		Web Article
Commemorating International Women's Day, 2012		Web Article
Democratic Republic of Congo and Madagascar Connect Family Planning With Environmental Health		Web Article
Environmental Change, Migration, and Gender		Web Article
Family Planning Is a Crucial Investment for Kenya's Health and Development		Web Article
Gender-Based Violence Against the Transgender Community Is Underreported		Web Article
How Changing Age Structure and Urbanization Will Affect Food Security in sub-Saharan Africa		Web Article
Integrating Coffee Agribusiness and Community Health Initiatives in Rwanda		Web Article
International Day of Zero Tolerance to Female Genital Mutilation/Cutting Marks Ninth Year		Web Article
Population Size Not Alone in Shaping Climate Impact; Aging and Urbanization Also Key		Web Article
Rural Migrant Remittances May Protect Forests		Web Article
Why Population Matters to Malawi's Development		Web Article
Yemen's New Government Faces Long-Standing Demographic Challenges		Web Article
PY2012/PY2013		
Highlights From the World's Youth 2013 Data Sheet		Audio/webcast
Innovative Population and Environment Research		Audio/webcast
International Day of Zero Tolerance to Female Genital Mutilation		Audio/webcast
International Women's Day: Gaining Momentum on the Gender Agenda		Audio/webcast
Noncommunicable Diseases and Youth in Developing Countries		Audio/webcast
Reproductive Health in Humanitarian Crises: Interview With Janet Meyers, International Medical Corps		Audio/webcast
Tackling Gender Discrimination to Reduce Sex Selection		Audio/webcast
Webinar on PRB's 2012 World Population Data Sheet		Audio/webcast
16 Day Challenge: Keeping International Workers Safe; Preventing and Responding to Gender-Based Violence		Blogs
Birth Rate Shows Rise in Niger, Steady in Nigeria		Blogs
Birth Rates in India Continue to Decline		Blogs
Celebrating the First International Day of the Girl		Blogs
Côte d'Ivoire 2011-2012 DHS-MICS Shows Stagnant Fertility Decline But Steady Decline in Infant and Child Mortality		Blogs
Data Count!		Blogs
Demographic Dividend: Structure Counts!		Blogs
Educating Leaders About the Importance of Investing in Young People: PRB's ENGAGE Presentations		Blogs
Energy-Saving Stoves and Family Planning Benefit Women and Families in Rural Uganda		Blogs
Equatorial Guinea's First DHS Survey; Suriname Family Planning Use		Blogs
EYE ON: PRB's 2012 World Population Data Sheet		Blogs
Gender Matters!		Blogs
Haiti 2012 DHS: Lower TFR, Higher Contraceptive Prevalence; Infant Mortality Rate Unchanged From Previous Survey		Blogs

How Thailand Succeeded in Their Demographic Dividend		Blogs
Learning From Norway's Success in Empowering Women		Blogs
Less Is More: Policies to Help Make Policy		Blogs
Meeting the Reproductive Health Needs of Young People		Blogs
More Women Elected to Governments Worldwide, But Still Underrepresented		Blogs
One-Year Anniversary of the UN High-Level Meeting on NCDs: Who Will Bear the Burden?		Blogs
Political Will Needed for Real Change		Blogs
Preparing to Be Agents of Change in the Developing World		Blogs
Quick Takes: Contraceptive Revolution in the Philippines; Natural Increase in Russia		Blogs
Quick Takes: Natural Increase in Ukraine; Foreign Births in the U.K.; Two African Censuses; Births in Russia Still Rising		Blogs
Reproductive Health and Population Issues Within the MDGs		Blogs
Sex Selection Further Devalues Women		Blogs
The Criminalization of Condoms: Putting Sex Workers and the Public at Risk		Blogs
Total Fertility Rate Increases in Chad; Child Nutrition Improves Slightly		Blogs
Toward a Demographic Dividend		Blogs
Treading Softly, Yet Purposefully on the Research to Policy Bridge		Blogs
What Countries Are NOT Headed for Two Children per Woman?		Blogs
Which Comes First? The Chicken and the Egg of Development		Blogs
World Contraception Day		Blogs
2012 World Population Data Sheet	*, †	Data Sheet
Noncommunicable Diseases in Latin America and the Caribbean: Youth Are Key to Prevention		Data Sheet
The World's Youth 2013 Data Sheet	*, †	Data Sheet
Fact Sheet: Attaining the Demographic Dividend		Media Fact Sheet
Fact Sheet: Global Burden of Noncommunicable Diseases		Media Fact Sheet
Fact Sheet: Unmet Need for Family Planning		Media Fact Sheet
Fact Sheet: World Population Trends 2012		Media Fact Sheet
Addressing the Risk and Protective Factors in Young People's Lives (ENGAGE Snapshot)		Multimedia Presentation
Early Marriage Has Consequences for Development (ENGAGE Snapshot)	*	Multimedia Presentation
ENGAGE: Harnessing the Demographic Dividend (with narration)	*	Multimedia Presentation
ENGAGE: Harnessing the Demographic Dividend (without narration)	*	Multimedia Presentation
ENGAGE: HoPE-LVB (with narration)		Multimedia Presentation
ENGAGE: Kenya's Key: Investing in Young People (with narration)		Multimedia Presentation
ENGAGE: Kenya's Key: Investing in Young People (without narration)		Multimedia Presentation
ENGAGE: The Time is Now: Invest in Sexual and Reproductive Health for Young People (with narration)	*	Multimedia Presentation
ENGAGE: The Time is Now: Invest in Sexual and Reproductive Health for Young People (without narration)	*	Multimedia Presentation
Family Planning and Gender Equality Go Hand-in-Hand (ENGAGE Snapshot)		Multimedia Presentation
Family Planning and Millenium Development Goal 1 (ENGAGE Snapshot)		Multimedia Presentation
Family Planning Leads to Poverty Reduction (ENGAGE Snapshot)		Multimedia Presentation
Fertility and Economic Growth Around the World (ENGAGE Snapshot)		Multimedia Presentation
Fertility and Economic Growth in Bangladesh (ENGAGE Snapshot)	*	Multimedia Presentation
Gender-Based Violence Affects Family Planning (ENGAGE Snapshot)	*	Multimedia Presentation
Girls' Secondary Education Is a Pathway to Improved Health (ENGAGE Snapshot)		Multimedia Presentation
Progress in Reducing Adolescent Childbearing: Ghana's Success Story (ENGAGE Snapshot)		Multimedia Presentation
Tunisia and Indonesia: Success Stories for Gender and Health (ENGAGE Snapshot)		Multimedia Presentation
Unmet Need: A Persistent Challenge (ENGAGE Snapshot)		Multimedia Presentation
2012 World Population Data Sheet (Interactive Map)		Other electronic
2012 World Population Data Sheet (Landing Page)	*, †	Other electronic
2012 World Population Data Sheet graphics		Other electronic
Africa and the Challenge of Realizing the Demographic Dividend	*	Other electronic

Alumni Connect, Policy Communication Fellows Alumni E-Newsletter		Other electronic
Beyond the First Dividend: Sustaining the Second Demographic Dividend	*	Other electronic
Creating Jobs: Challenge for a Demographic Dividend	*	Other electronic
ENGAGE Presentation: Instructions to Embed Video		Other electronic
ENGAGE Presentation: User Guide		Other electronic
ENGAGE: HoPE-LVB (Presentation Guide)		Other electronic
ENGAGE: Kenya's Key: Investing in Young People (Landing Page)		Other electronic
ENGAGE: Malawi Investing in our Future Now – TV Talk show Broadcast		Other electronic
ENGAGE: Population, Health, and Environment Working Together (Presentation Guide)		Other electronic
ENGAGE: The Time is Now: Invest in Sexual and Reproductive Health for Young People (Handouts)	*	Other electronic
ENGAGE: The Time is Now: Invest in Sexual and Reproductive Health for Young People (Landing Page)	*	Other electronic
ENGAGE: The Time is Now: Invest in Sexual and Reproductive Health for Young People (Presentation Script)	*	Other electronic
ENGAGE: The Time is Now: Invest in Sexual and Reproductive Health for Young People (References)		Other electronic
Ensuring Skilled Attendants at Birth in Rural Ghana		Other electronic
Ethiopia and the Demographic Dividend		Other electronic
Family Planning: Francophone West Africa on the Move—A Call to Action (Landing Page)	*	Other electronic
Initiating the Demographic Dividend by Achieving a Fertility Decline	*	Other electronic
Noncommunicable Diseases in Latin America and the Caribbean (Background Data for Alcohol Use)		Other electronic
Noncommunicable Diseases in Latin America and the Caribbean (Background Data for Cigarette Use)		Other electronic
Noncommunicable Diseases in Latin America and the Caribbean (Background Data for Physical Inactivity)		Other electronic
Noncommunicable Diseases in Latin America and the Caribbean (Background Data for Unhealthy Diet)		Other electronic
Noncommunicable Diseases in Latin America and the Caribbean (Explanation of Cutoffs)		Other electronic
Noncommunicable Diseases in Latin America and the Caribbean (Technical Notes)		Other electronic
Noncommunicable Diseases in Latin America and the Caribbean: Youth Are Key to Prevention (Landing Page)		Other electronic
The Challenge of Attaining the Demographic Dividend (Landing Page)	*	Other electronic
The World's Youth 2013 Data Sheet (Landing Page)	*, †	Other electronic
The World's Youth 2013 Data Sheet (PowerPoint)		Other electronic
Toward a Demographic Dividend: Invest in Health and Education	*	Other electronic
When Technology and Tradition Collide: From Gender Bias to Sex Selection (Landing Page)	*	Other electronic
ENGAGE: Kenya's Key: Investing in Young People (Key Messages)		Other Print
ENGAGE: Kenya's Key: Investing in Young People (Presentation Guide)		Other Print
Journalists' Guide to Demographic and Health Surveys	Portuguese only	Other Print
Mozambique regional brochure - Central Region	Portuguese only	Other Print
Mozambique regional brochure - North Region	Portuguese only	Other Print
Mozambique regional brochure - South Region	Portuguese only	Other Print
Mozambique thematic brochure on fertility and family planning	Portuguese only	Other Print
Mozambique thematic brochure on gender	Portuguese only	Other Print
Mozambique thematic brochure on HIV	Portuguese only	Other Print
Mozambique thematic brochure on malaria	Portuguese only	Other Print
Mozambique thematic brochure on maternal and child health	Portuguese only	Other Print
Smaller Families, Healthier Families in Balaka District	§	Other Print
Smaller Families, Healthier Families in Chikwawa District	§	Other Print
Smaller Families, Healthier Families in Chitipa District	§	Other Print
Smaller Families, Healthier Families in Dedza District	§	Other Print
Smaller Families, Healthier Families in Dowa District	§	Other Print
Smaller Families, Healthier Families in Karonga District	§	Other Print
Smaller Families, Healthier Families in Kasungu District	§	Other Print
Smaller Families, Healthier Families in Lilongwe District	§	Other Print
Smaller Families, Healthier Families in Machinga District	§	Other Print

Smaller Families, Healthier Families in Nkhotakota District	§	Other Print
Smaller Families, Healthier Families in Nsanje District	§	Other Print
Smaller Families, Healthier Families in Ntcheu District	§	Other Print
Smaller Families, Healthier Families in Salima District	§	Other Print
Smaller Families, Healthier Families in Zomba District	§	Other Print
Noncommunicable Diseases and Youth: A Critical Window of Opportunity for LAC		Policy Brief
The Challenge of Attaining the Demographic Dividend	*	Policy Brief
When Technology and Tradition Collide: From Gender Bias to Sex Selection	*	Policy Brief
Family Planning: Francophone West Africa on the Move—A Call to Action	*	Report
Kenya Adolescent Reproductive Health and Development (ARHD) Policy Implementation Assessment Report		Report
16 Days of Activism Against Gender Violence		Web Article
Adolescents in Ga Mashie, Ghana, Share Reasons for Sexual Activity or Abstinence		Web Article
Africa and the Demographic Dividend	*	Web Article
Building a Better World: Partnering With Youth, International Day of Youth		Web Article
Contraceptive Needs of Older Nigerian Women Are Neglected		Web Article
Economic Shock of Crop Loss Increases Contraceptive Use Among Women in Rural Tanzania		Web Article
Improving Child Health Through Healthy Timing and Spacing of Pregnancies in Rural Ethiopia		Web Article
Improving Reproductive Health Services for Forcibly Displaced Women		Web Article
Improving Safe Childbirth in India		Web Article
Kenya's Adolescent Reproductive Health and Development Policy: Implementation Progress and Barriers		Web Article
Older Zambian Women's Reproductive Health Often Overlooked		Web Article
PRB Helps Malawi's Leaders Offer New Perspectives on Family Planning and Development		Web Article
Reducing Youth Unemployment in Sub-Saharan Africa		Web Article
Remittances From Sub-Saharan African Migrants Pay for Schooling, Health Care		Web Article
Some Kenyan Children Are Not in School Despite Free Primary Education		Web Article
South Korea's Demographic Dividend		Web Article
When Technology and Tradition Collide: From Gender Bias to Sex Selection		Web Article
Women More Vulnerable Than Men to Climate Change		Web Article
PY2013/PY2014		
Christelle Kwizera, Youth Representative for Sexual and Reproductive Health, ICFP 2013		Audio/webcast
Family Planning and Gender Equality Webinar		Audio/webcast
Family Planning and the Environment: Jason Bremner, Program Director, PRB		Audio/webcast
Harnessing the Demographic Dividend Webinar		Audio/webcast
Policy Change, Youth, and the 2013 International Conference on Family Planning, Part 1: Fundamentals of the Policy Process		Audio/webcast
Policy Change, Youth, and the 2013 International Conference on Family Planning, Part 2: Linking Policy to Youth Sexual and Reproductive Health		Audio/webcast
Population, Health, and Environment Working Together Webinar		Audio/webcast
Reproductive Health and Poverty Reduction in Rural Sub-Saharan Africa		Audio/webcast
The Family Planning Ripple Effect Webinar		Audio/webcast
Webinar on PRB's 2013 World Population Data Sheet		Audio/webcast
2013 Mozambique Population Data Sheet	Portuguese only	Data Sheet
2013 World Population Data Sheet	*, †	Data Sheet
Family Planning Worldwide 2013 Data Sheet	*, †	Data Sheet
Female Genital Mutilation/Cutting: Data and Trends 2014	*	Data Sheet
KAIS (Kenya AIDS Indicator Survey) 2012 Wall Chart (with adult data)		Data Sheet
KAIS (Kenya AIDS Indicator Survey) 2012 Wall Chart (with child data)		Data Sheet
African Success Stories in Fertility and Economic Growth (ENGAGE Snapshot)	*	Multimedia Presentation
Changing Population Age Structure (ENGAGE Snapshot)	*	Multimedia Presentation
ENGAGE: Population, Health, and Environment Working Together (with narration)		Multimedia Presentation
ENGAGE: Population, Health, and Environment Working Together (without narration)		Multimedia Presentation

ENGAGE: The Family Planning Ripple Effect (with narration)	*	Multimedia Presentation
ENGAGE: The Family Planning Ripple Effect (without narration)	*	Multimedia Presentation
Family Planning Helps Achieve Nutrition Goals (ENGAGE Snapshot)	*	Multimedia Presentation
Family Planning: A Ripple Effect for Child Survival (ENGAGE Snapshot)	*	Multimedia Presentation
Population, Health, and Environment Working Together (ENGAGE Snapshot)		Multimedia Presentation
What Is the Demographic Dividend? (ENGAGE Snapshot)		Multimedia Presentation
2013 World Population Data Sheet (Interactive Map)		Other electronic
2013 World Population Infographic		Other electronic
African Success Stories in Fertility and Economic Growth (ENGAGE Snapshot Landing Page)	*	Other electronic
Changing Population Age Structure (ENGAGE Snapshot Landing Page)	*	Other electronic
Contraceptive Evidence: Questions and Answers (Landing Page)	*	Other electronic
Early Marriage Has Consequences for Development (ENGAGE Snapshot Landing Page)	*	Other electronic
ENGAGE: Harnessing the Demographic Dividend (Landing Page)	*	Other electronic
ENGAGE: Population, Health, and Environment Working Together (Landing Page)		Other electronic
ENGAGE: Population, Health, and Environment Working Together (Powerpoint Template)		Other electronic
ENGAGE: The Family Planning Ripple Effect (Landing Page)	*	Other electronic
ENGAGE: The Family Planning Ripple Effect (PowerPoint Template)		Other electronic
ENGAGE: The Family Planning Ripple Effect (Presentation Guide)	*	Other electronic
Family Planning and Economic Well-Being in Bangladesh (Interactive web-based graphic)		Other electronic
Family Planning and Family Well-Being in Bangladesh Infographic		Other electronic
Family Planning and Family Well-Being in Bangladesh Infographic (Landing Page)		Other electronic
Family Planning Helps Achieve Nutrition Goals (ENGAGE Snapshot Landing Page)	*	Other electronic
Family Planning Leads to Poverty Reduction (ENGAGE Snapshot Landing Page)		Other electronic
Family Planning Worldwide 2013 Data Sheet (Landing Page)	*, †	Other electronic
Family Planning: A Ripple Effect for Child Survival (ENGAGE Snapshot Landing Page)	*	Other electronic
Female Genital Mutilation/Cutting: Data and Trends Update 2014 - Infographic		Other electronic
Female Genital Mutilation/Cutting: Data and Trends Update 2014 - Infographic (Landing Page)		Other electronic
Fertility and Economic Growth in Bangladesh (ENGAGE Snapshot Landing Page)	*	Other electronic
Gender-Based Violence Affects Family Planning (ENGAGE Snapshot Landing Page)	*	Other electronic
Interactive Graphics - World Population Data Sheet		Other electronic
Lesson Plan: 2013 World Population Data Sheet		Other electronic
Population, Health, and Environment Conference: Proceedings		Other electronic
Population, Health, and Environment Working Together (ENGAGE Snapshot Landing Page)		Other electronic
The Family Planning Ripple Effect for Child Survival (Interactive Infographic)		Other electronic
The Family Planning Ripple Effect for Child Survival Infographic		Other electronic
World Population Clock 2013		Other electronic
ENGAGE: Carrying Malawi Forward: Investing in SRH for Young People (Key Messages)		Other Print
ENGAGE: Family Planning and Gender Equality: Partners in Development (Key Messages)		Other Print
ENGAGE: Harnessing the Demographic Dividend (Presentation Guide)	*	Other Print
Kenya Policy Communication Workshop Newsletter (Fourth edition)		Other Print
Smaller Families, Healthier Families in Blantyre District	§	Other Print
Smaller Families, Healthier Families in Chiradzulu District	§	Other Print
Smaller Families, Healthier Families in Mchinji District	§	Other Print
Smaller Families, Healthier Families in Mulanje District	§	Other Print
Smaller Families, Healthier Families in Mwanza District	§	Other Print
Smaller Families, Healthier Families in Mzimba District	§	Other Print
Smaller Families, Healthier Families in Neno District	§	Other Print
Smaller Families, Healthier Families in Nkhata Bay & Likoma District	§	Other Print
Smaller Families, Healthier Families in Ntchisi District	§	Other Print

Smaller Families, Healthier Families in Phalombe District	§	Other Print
Smaller Families, Healthier Families in Rumpho District	§	Other Print
Smaller Families, Healthier Families in Thyolo District	§	Other Print
Teacher's Guide to the 2013 Mozambique Population Data Sheet	Portuguese only	Other Print
The Health Digest: Reproductive Health Policy magazine		Other Print
Ending Female Genital Mutilation: Laws Are Just the First Step		Policy Brief
Population, Health and Environment: What Can the County Government Do?		Policy Brief
Population, Health, and Environment Conference: Healthy Families, Healthy Environment		Policy Brief
Teenage Pregnancy Is Harmful to Women's Health in Kenya		Policy Brief
The Challenge Ahead: Initiating a Demographic Dividend	*	Policy Brief
The Potential of Youth for a Demographic Dividend: Investing in Health, Education, and Job Creation	*	Policy Brief
Understanding Population Projections: Assumptions Behind the Numbers	*	Policy Brief
A Practical Guide to Population and Development		Report
A Vision for the Health and Well-Being of Malawi's Young People		Report
Contraceptive Evidence: Questions and Answers	*	Report
Ending Female Genital Mutilation/Cutting: Lessons From a Decade of Progress		Report
Malawi's Pathway to a Demographic Dividend		Report
Communicating the Mozambique Demographic and Health Survey Findings		Web Article
Innovative Technologies Combat Gender-Based Violence		Web Article
International PHE Conference Energizes New Audiences		Web Article
New Kenyan Population Policy a Model for Other Countries		Web Article
PRB's Journalist Training Continues to Shape Stories		Web Article
Subsidized Contraceptives Benefit Disadvantaged Women		Web Article
The Emergence and Effectiveness of Global Health Networks		Web Article
The Power of Young People: Youth Sexual and Reproductive Health and Policy Change After the International Conference on Family Planning		Web Article
Top 10 Countries Closing Gender Gap		Web Article
Women Journalists Learn to 'Think Globally and Write Locally' Via PRB's Women's Edition		Web Article
Zero Tolerance to FGM/C: A Day for Reflection		Web Article
PY2014/PY2015		
Examining Adolescent Health in International Development: Interview With Cate Lane, USAID		Audio/webcast
2014 World Population Data Sheet	*, †	Data Sheet
2014 World Population Data Sheet (Landing Page)	*, †	Data Sheet
2015 World Population Data Sheet		Data Sheet
Malawi Youth Data Sheet		Data Sheet
The Urban-Rural Divide in Health and Development	*, †	Data Sheet
ENGAGE: Carrying Malawi Forward: Investing in Sexual and Reproductive Health for Young People (with narration)	§	Multimedia Presentation
ENGAGE: Carrying Malawi Forward: Investing in Sexual and Reproductive Health for Young People (without narration)	§	Multimedia Presentation
ENGAGE: Connecting Paths: Integrating Reproductive Health and HIV Services in Kenya		Multimedia Presentation
ENGAGE: Ghana on the Rise: Investing in Population and Development (abridged)		Multimedia Presentation
ENGAGE: Ghana on the Rise: Investing in Population and Development (full-length)		Multimedia Presentation
ENGAGE: Ghana on the Rise: Investing in Population and Development (more abridged)		Multimedia Presentation
ENGAGE: Improving Nutrition and Food Security Through Family Planning (with narration)	*	Multimedia Presentation
ENGAGE: Improving Nutrition and Food Security Through Family Planning (without narration)	*	Multimedia Presentation
ENGAGE: Le Bénin sur le point de décoller : Investir maintenant dans notre avenir (abridged)	French only	Multimedia Presentation
ENGAGE: Le Bénin sur le point de décoller : Investir maintenant dans notre avenir (full-length)	French only	Multimedia Presentation
ENGAGE: Connecting Paths: Integrating Reproductive Health and HIV Services in Kenya (Key Messages)		Other electronic
ENGAGE: Connecting Paths: Integrating Reproductive Health and HIV Services in Kenya (Presentation Guide)		Other electronic
ENGAGE: Ghana on the Rise: Investing in Population and Development (CD-ROM)		Other electronic
ENGAGE: Ghana on the Rise: Investing in Population and Development (Key Messages)		Other electronic

ENGAGE: Ghana on the Rise: Investing in Population and Development (Presentation Guide)		Other electronic
Family Planning and the Path to Resilience (Interactive Graphic)		Other electronic
IDEA Success Stories interactive website		Other electronic
Pursuing Gender Equality Inside and Out: Gender Mainstreaming in International Development Organizations (PowerPoint)		Other electronic
The Role of Health Insurance in Family Planning (Landing page)		Other electronic
The Urban-Rural Divide in Health and Development (Landing page)	*, †	Other electronic
ENGAGE: Carrying Malawi Forward: Investing in SRH for Young People (Key Messages)	§	Other Print
ENGAGE: Carrying Malawi Forward: Investing in SRH for Young People (Presentation Guide)		Other Print
ENGAGE: Improving Nutrition and Food Security Through Family Planning (Presentation Guide)	*	Other Print
ENGAGE: Le Bénin sur le point de décoller : Investir maintenant dans notre avenir (Key Messages)	French only	Other Print
ENGAGE: Le Bénin sur le point de décoller : Investir maintenant dans notre avenir (Presentation Guide)	French only	Other Print
Female Genital Mutilation/Cutting: Health Providers Should Be Advocates for Change		Other Print
IDEA Success Stories: Building Country Partnerships for Family Planning Policies	*	Other Print
IDEA Success Stories: Expanding the Population-Health-Environment Approach	*	Other Print
IDEA Success Stories: Fostering Future Leaders for Policy Change	*	Other Print
IDEA Success Stories: Generating Dialogue on the Demographic Dividend	*	Other Print
IDEA Success Stories: Informing Policy and Development Through Media	*	Other Print
IDEA Success Stories: Making Data Accessible for Policy and Planning	*	Other Print
IDEA Success Stories: Transforming Gender Norms and Advancing Equality	*	Other Print
Kenya AIDS Indicator Survey 2012—Central Regional Fact Sheet		Other Print
Kenya AIDS Indicator Survey 2012—Coast Regional Fact Sheet		Other Print
Kenya AIDS Indicator Survey 2012—Eastern North Regional Fact Sheet		Other Print
Kenya AIDS Indicator Survey 2012—Eastern South Regional Fact Sheet		Other Print
Kenya AIDS Indicator Survey 2012—Nairobi Regional Fact Sheet		Other Print
Kenya AIDS Indicator Survey 2012—Nyanza Regional Fact Sheet		Other Print
Kenya AIDS Indicator Survey 2012—Rift Valley North Regional Fact Sheet		Other Print
Kenya AIDS Indicator Survey 2012—Rift Valley South Regional Fact Sheet		Other Print
Kenya AIDS Indicator Survey 2012—Western Regional Fact Sheet		Other Print
Lancet Series - Adolescence and the Social Determinants of Health	*	Other Print
Lancet Series - Adolescence: A Foundation for Future Health	*	Other Print
Lancet Series - Prevention Science in Adolescent Health	*	Other Print
Malawi Youth Data Sheet Discussion Guide		Other Print
Malawi Youth Data Sheet Pocket Factsheet		Other Print
Building Resilience Through Family Planning: A Transformative Approach for Women, Families, and Communities	*	Policy Brief
Family Planning and Human Rights—What’s the Connection and Why Is It Important?	*	Policy Brief
Intimate Partner Violence and Family Planning: Opportunities for Action	*	Policy Brief
The Role of Health Insurance in Family Planning		Policy Brief
Pursuing Gender Equality Inside and Out: Gender Mainstreaming in International Development Organizations		Report
Status Update: Adolescent Sexual and Reproductive Health in Kenya		Report
Family Planning Champions in Kenya Celebrate Success in Counties		Web Article
The Importance of Adolescence		Web Article

APPENDIX C: Live and Web-Based Events

Event	Type	Country
PY2010-2011		
Burkina on the Move dissemination to high-level audiences (4)	Live	Burkina Faso
GBV Task Force brown bag (7)	Live	USA
GBV Task Force panel discussion on GBV in DR Congo	Live	USA
Gender Synchronization Strategies launch	Live	USA
IGWG Plenary	Live	USA
Kenya Leading the Way presentations (4)	Live	Kenya
Kenya Population Data Sheet launch	Live	Kenya
Policy Communications Fellows pre-PAA Workshop	Live	USA
Child Marriage in Yemen	Online Discussion	USA
Have Reproductive Health Voucher Programs Improved Equity, Efficiency, and Impact?	Online Discussion	USA
Integrating Equity Goals Into Family Planning Policies and Development Agendas	Online Discussion	USA
Population and National Security	Online Discussion	USA
Two Decades of Data Collection on Female Genital Cutting: What Has Changed?	Online Discussion	USA
What Works for Women and Girls: Evidence for HIV and AIDS Interventions	Online Discussion	USA
PY2011-2012		
A Three-Part Technical Update: Engaging Men in Family Planning and in Ending Gender-Based Violence	Live	USA
Conservation Through Public Health workshop on advocacy strategy	Live	Uganda
Earth Day Event by PHE Ethiopia Consortium	Live	Ethiopia
Expert Consultation: A Practical Guide for Conducting Gender Assessments in the Health Sector	Live	USA
GBV Task Force Brown Bags (3)	Live	USA
HoPE-LVB Advocacy Planning Meeting	Live	Uganda
IGWG Mother's Day event: Violence During Pregnancy and Childbirth	Live	USA
IGWG Plenary for International Women's Day 2012	Live	USA
Informal Discussion: Eliminating HIV—What Is a Must Do? Perspectives of a Kenyan Organization	Live	USA
Kenya Members of Parliament meeting	Live	Kenya
Launch of HoPE-LVB at ICFP	Live	Senegal
Malawi—National Leaders' Conference on Family Planning, Population, and Development	Live	Malawi
Meeting to expand the Kenya PHE Network	Live	Kenya
Participate, Communicate, and Advocate: A Policy Communication Workshop for Youth Participants at the ICFP 2011 (post-conference workshop)	Live	Senegal
Policy Communications Fellows pre-PAA Workshop	Live	USA
Reaching the Hardly Reached: Delivering Family Planning Through Population, Health, and Environment Integration	Live	Senegal
Workshop on Making the Link: Family Planning and Climate Change	Live	Senegal
Discuss Online: Mobilizing Youth in the Development Process	Online Discussion	USA
Integrating Family Planning and Maternal/Child Health Services in Russia	Online Discussion	USA
Integrating Family Planning and Maternal/Child Health Services: Interview with Debbie Bain Brickley, UCSF	Webinar	USA
PY2012-2013		
16 Days of Activism Against Gender Violence events (2)	Live	USA
Area Development Committee (ADC) ENGAGE dissemination meetings (Family Planning Association of Malawi subcontract activity [FPAM]) (2)	Live	Malawi
Adolescent Reproductive Health & Development (ARHD) Stakeholder Forums (2)	Live	Kenya
Advancing Advocacy with ENGAGE Presentations at Women Deliver	Live	Asia
Breaking the Cycle: Understanding the Intersections of Violence Against Women and Violence Against Children	Live	USA
GBV Task Force Brown Bags (5)	Live	USA

HoPE-LVB Meeting of the Minds	Live	Uganda
Launch of the Kenya ENGAGE young people presentation and ARHD Policy Assessment findings	Live	Kenya
Lilongwe District Executive Committee (DEC) ENGAGE dissemination approval meeting (FPAM subcontract activity)	Live	Malawi
Lilongwe District Village Development Committee (VDC) dissemination meetings (FPAM subcontract activity) (4)	Live	Malawi
Mozambique DHS dissemination events (11)	Live	Mozambique
Mozambique DHS sector 1 meetings (11)	Live	Mozambique
Mozambique DHS sector 2 meetings (4)	Live	Mozambique
Mukula ADC Dissemination of ENGAGE (FPAM subcontract activity)	Live	Malawi
National ENGAGE presentation in Malawi	Live	Malawi
NGO ENGAGE dissemination meeting (FPAM subcontract activity)	Live	Malawi
NGO/Community-Based Organization (CBO)/Civil Society Organization (CSO) Orientation on ENGAGE (FPAM subcontract activity)	Live	Malawi
Policy Communication Workshop for the Adolescent Sexual and Reproductive Health Civil Society Organization (CSO) Coalition	Live	Kenya
Policy Communications Fellows pre-PAA Workshop	Live	USA
Population Policy Mobilization Meetings (2)	Live	Kenya
Repositioning Family Planning as a Development Priority in Kenya Brown Bags (2)	Live	USA
Training of Trainers Workshop on Malawi Investing in our Future Now! Toolkit	Live	Malawi
Turning the Tide Together	Live	USA
Vision, Innovation, and Action to Address Child Marriage	Live	USA
Who Takes Care of the Caregivers? Providing Care and Safety for Staff in GBV Settings	Live	USA
Work with journalists at Africa Union/UNECA meeting	Live	Cote d'Ivoire
PY2013-2014		
2013 International PHE Conference	Live	Ethiopia
Advancing Advocacy Using ENGAGE Presentations	Live	Ethiopia
Area Development Committee meetings on ENGAGE presentation (FPAM subcontract activity) (7)	Live	Malawi
Breaking the Cycle Part II: Health Sector Responses to Violence against Women and Girls	Live	USA
Brownbag, The Time is Now: Invest in Sexual and Reproductive Health for Young People, at Advocates for Youth	Live	USA
County Dissemination of the Population Policy for National Development and Kenya Leading the Way (4)	Live	Kenya
CSO Coalition Meetings (2)	Live	Kenya
ENGAGE dissemination Area Development Committee meetings (6)	Live	Malawi
ENGAGE dissemination NGO meetings (5)	Live	Malawi
Expert Consultation: Engendering Organizations	Live	USA
Faith ENGAGE Task Force Meeting (2)	Live	Malawi
Further ENGAGE dissemination as requested	Live	Malawi
GBV Task Force Brown Bags (3)	Live	USA
Gender-Based Violence and Innovative Technologies: Opportunities, Challenges, and Ethical Considerations	Live	USA
Good Tools: Getting Data and Evidence to Policymakers (presentation for panel, Take it Outside! Exploring the evidence for youth reproductive health)	Live	Ethiopia
Integration of Population, Health, and Environment	Live	Ethiopia
Kenya Population, Health, and Environment (PHE) Network Members Meeting	Live	Kenya
Kenya's Key: Investing in Young People and Population Policy dissemination events (2)	Live	Kenya
Launch of PRB ENGAGE Presentation, The Family Planning Ripple Effect	Live	Ethiopia
Making Microbicides a Game-Changer for Women's HIV Prevention	Live	USA
Meeting of the Minds Mid-Term Review	Live	Kenya
Mid-Cycle Results From Child Marriage and Gender Norms Research	Live	USA
National Council for Population and Development Adolescent Reproductive Health & Development Stakeholder Forums (6)	Live	Kenya
National Council for Population and Development Population Policy Dissemination (4)	Live	Kenya
National Task Force to inform the content of the multimedia presentation (ENGAGE Benin)	Live	Benin
NGO District dissemination meetings on ENGAGE presentation (FPAM subcontract activity) (7)	Live	Malawi

Not Just the Words You Use, But How You Say Them	Live	Ethiopia
Parliamentary Network on Population and Development Breakfast Meeting	Live	Kenya
PHE Program Implementers Workshop–Homa Bay County	Live	Kenya
Pigs for Peace: Livestock Microfinance Programs Impact Conflict-Related Trauma	Live	USA
Policy Communication Fellows pre-PAA Workshop	Live	USA
Policy Communication Workshop for the Youth Sexual and Reproductive Health CSO Coalition	Live	Kenya
Pulling Back the Curtain: How the media can hold governments accountable for their FP2020 pledges	Live	Ethiopia
Southern Region ENGAGE planning meeting (FPAM subcontract activity)	Live	Malawi
Training on Using PRB’s ENGAGE Presentation–Harnessing the Demographic Dividend	Live	USA
Workshop for PHE Programme Implementers–Mombasa County	Live	Kenya
Youth ENGAGE Reference Group Meeting	Live	Malawi
Youth ENGAGE Task Force Meeting (3)	Live	Malawi
Policy Change, Youth, and the 2013 ICFP, Part 1: Fundamentals of the Policy Process	Webinar	USA
Policy Change, Youth, and the 2013 ICFP, Part 2: Linking Policy to Youth Sexual and Reproductive Health	Webinar	USA
Population, Health, and Environment Working Together ENGAGE Webinar	Webinar	USA
PRB’s ENGAGE Presentation, Family Planning and Gender Quality: Partners in Development	Webinar	USA
PRB’s ENGAGE Presentation, The Family Planning Ripple Effect: Children Survive and Nations Thrive	Webinar	USA
PRB’s ENGAGE Presentation, Harnessing the Demographic Dividend	Webinar	USA
PY2014-2015		
Adolescent and Youth Sexual and Reproductive Health Policy Review and Revision consultative meeting	Live	Kenya
Adolescent Sexual and Reproductive Health Fact Sheet Dissemination	Live	Kenya
Adolescent Sexual and Reproductive Health Policy technical working group meeting	Live	Kenya
Dissemination of Benin ENGAGE (6)	Live	Benin
Faith and Families for a Healthier Kenya Event (7)	Live	Kenya
Faith and Families for a Healthier Kenya Event for Senior Clergy	Live	Kenya
Faith and Families for a Healthier Kenya Forum for Young Parents (3)	Live	Kenya
Faith and Families for a Healthier Kenya–meeting for pastors and their wives (3)	Live	Kenya
Faith and Families for a Healthier Kenya presentation (5)	Live	Kenya
Faith and Families for a Healthier Kenya Seminar	Live	Kenya
Faith and Families for a Healthier Kenya Sensitization Event for Young Mothers (3)	Live	Kenya
Faith ENGAGE Faith-Based Organization Validation Meeting	Live	Malawi
Family Planning Stakeholders Meeting	Live	Kenya
Final FY 2016 High-Level meeting on county budgeting for family planning (3)	Live	Kenya
GBV Screening and Response: Making Referrals Work panel discussion	Live	USA
GBV Task Force Brown Bags (3)	Live	USA
Ghana ENGAGE Task Force meeting (3)	Live	Ghana
High-Level County Family Planning Meetings (2)	Live	Kenya
Holy Spirit Church Family Planning Meeting for Couples (2)	Live	Kenya
IGWG Plenary 2014	Live	USA
Journalist workshop in Mwanza, Tanzania	Live	Tanzania
Kenya’s Key: Investing in Young People and Population Policy Dissemination Events (3)	Live	Kenya
Launch of ENGAGE Connecting Paths: Integrating Reproductive Health and HIV Services in Kenya	Live	Kenya
National Family Planning Advocacy Technical Working Group Meeting	Live	Kenya
National Launch of the Benin ENGAGE	Live	Benin
National Launch of the Ghana ENGAGE	Live	Ghana
PHE Network Leaders Meeting	Live	Uganda
PHE Program Implementers Workshop - Nyeri	Live	Kenya

Policy Communications Fellows pre-PAA Workshop	Live	USA
Religious Parliamentary Discussion (3)	Live	Kenya
Setting the Stage: Asking Women About Violence and Responding Within Health Care Settings	Live	USA
The Right IDEA, end-of-project event in Nairobi, Kenya	Live	Kenya
The Right IDEA, end-of-project event in Washington, DC	Live and Webcast	USA
Theologians Meeting on Family Planning	Live	Kenya
Training of Presenters for Faith and Family Planning ENGAGE (2)	Live	Kenya
Workshop for Task Force members on disseminating Benin ENGAGE	Live	Benin
Workshop for Task Force members on disseminating the Ghana ENGAGE	Live	Ghana
Virtual meeting the Ghana ENGAGE task force chair and members of the USAID health team	Videoconference	Ghana

APPENDIX D: Women's Edition Members

Name	Title	Media Outlet	Country
2010-2012			
Arlene Martin-Wilkins*	Associate Editor	Jamaica Observer	Jamaica
Brenda Zulu	Freelance Journalist	Times of Zambia, Reality Check, Scidev.net	Zambia
Edyth Kambalame	Editor, Features Desk	The Nation	Malawi
Emma-Claudine Ntirenganya	Program Manager	Radio Salus/National University of Rwanda	Rwanda
Farahnaz Zahidi Moazzam	Freelance Journalist	Dawn Group of Newspapers (Pakistan)	Pakistan
Keo Kounila	Reporter, Writer, Documentary Producer	LIFT magazine, ABC Radio Khmer Language, Agence France Presse	Cambodia
Montessori Rajbhandari	Board Director, Communication Corner, and Senior Producer	Ujyaalo 90 Network	Nepal
Ora Garway	Managing Editor	The Punch	Liberia
Rina Jimenez-David	Columnist	Philippine Daily Inquirer	Philippines
Rose Moses	Editor	Saturday Champion	Nigeria
Shai Venkatraman	Features Editor	NDTV 24/7, Mumbai Bureau	India
Shifa Mwesigye	Staff Reporter	The Observer Media LTD	Uganda
Tetee C. Karneh	Station Manager	Liberia Women Democracy Radio	Liberia
Kwamboka Oyaro	Features Editor	The Standard	Kenya
2012-2014			
Alpha Arzu	Senior Reporter	The Independent	Bangladesh
Anne Mugisa	Deputy Business Editor	New Vision	Uganda
Chisomo Ngulube	Senior Editor and Producer	Malawi Broadcasting Corporation	Malawi
Evelyn Lirri	Health/Science Editor	Daily Monitor	Uganda
Faith Kandaba	News Anchor	Zambia National Broadcasting Corporation	Zambia
Gita Sapkota	Senior Health Reporter	The Rising Nepal	Nepal
Joana Mantey	Freelance Journalist	VOA	Ghana
Madhavi Rajadhyaksha	Special Correspondent	The Times of India, Mumbai	India
Maila Ager	Senior Reporter	Inquirer Interactive (online news of the Philippine Daily Inquirer)	Philippines
Makéba K. Tchibozo	Health Desk Chief	Adjinakou	Benin
Njeri Rugene	Parliamentary Editor	Daily Nation, Saturday Nation, and Sunday Nation	Kenya
Adesola Ayo-Aderele	Assistant Editor (Health and Features)	The Punch	Nigeria
Stella Barozi	Features Writer and Sub-Editor	The Guardian	Tanzania

2015 "Master Class" of Women's Edition Alumni			
Aarti Dhar	Deputy Editor	The Hindu, Jaipur	India
Anne Mugisa	Deputy Business Editor	New Vision	Uganda
Edyth Kambalame	Features Editor	The Nation	Malawi
Faith Kandaba	News Anchor and Head of Newscasting for Radio and TV	Zambia National Broadcasting Corp.	Zambia
Makéba Tchibozo	Health Reporter	Adjinakou	Benin
Njeri Rugene	Head, Mombasa office	Daily Nation	Kenya
Rina Jimenez David	Columnist	Philippine Daily Inquirer	Philippines
Rose Moses	Editor	Saturday Champion	Nigeria
Shifa Mwesigye	Freelance Journalist	The Observer	Uganda
Stella Barozi	Acting Features Editor	The Citizen	Tanzania
Zofeen T. Ebrahim	Freelance Journalist	Dawn newspaper, InterPress Service	Pakistan

*Arlene Martin-Wilkins participated in the first seminar of this group but did not continue, as Jamaica was no longer a USAID population priority country.

APPENDIX E: In-Country Media Workshops

Media Workshops/Training Events	Date	Number of Participants	Country
PY2010-11			
Women's Edition Seminar	December 2010	14	USA
Workshop on Early Marriage	December 2010	14	Senegal
Pre-conference Workshop at Burkina Faso Family Planning Conference	February 2011	21	Burkina Faso
Senegal Study Tour on Reproductive Health, Youth, and Early Marriage	February 2011	10	Senegal
Workshop for Community Radio Journalists	February 2011	10	Senegal
Central Malawi Workshop on HIV/FP Integration	March 2011	16	Malawi
Mali Study Tour on Reproductive Health and Early Marriage	April 2011	9	Mali
Southern Malawi Workshop on HIV/FP Integration	April 2011	16	Malawi
Uganda Radio Network Training	April-June 2011	150	Uganda
Kenya Study Tour on HIV/FP Integration	May 2011	8	Kenya
Centre d'Etudes des Sciences et Techniques de l'Information Seminar	May 2011	10	Senegal
Northern Malawi Workshop on HIV/FP Integration	May 2011	12	Malawi
Community Radio Training on Maternal Health	May 2011	10	Senegal
Malawi Seminar w/MPs on HIV/FP Integration	June 2011	11	Malawi
Women's Edition Seminar	June 2011	12	Ethiopia
Study Tour to Nakuru, Kenya	September 2011	7	Kenya
Study Tour to Kilifi, Kenya	September 2011	7	Kenya
PY2011-12			
Kenya Study Tour, Machakos County (County Health Audit)	November 2011	6	Kenya
Malawi Central Region Workshop/Site Visit on Child Marriage	November-December 2011	15	Malawi
Pre-conference Workshop at 2011 ICFP	November-December 2011	22	Senegal
Women's Edition Seminar	December 2011	12	Senegal
Malawi Southern Region Workshop/Site Visit on Child Marriage	January-February 2012	20	Malawi
Malawi Northern Region Workshop/Site Visit on Child Marriage	March 2012	14	Malawi
Uganda Radio Network Workshop	April 2012	30	Uganda
Burkina Faso Workshop on Population and Food Security	May 2012	19	Burkina Faso
Tanzania Workshop on Integrating FP and HIV Care and Services	May 2012	30	Tanzania
Malawi Central Region Workshop/Site Visit on Youth and Population	May 2012	16	Malawi

Women's Edition Seminar	June 2012	10	Indonesia
Malawi Southern Region Workshop/Site Visit on Youth and Population	June 2012	16	Malawi
Ethiopia Workshop on Population and Food Security	June 2012	22	Ethiopia
Senegal Workshop on Population and Food Security	June 2012	14	Senegal
PY2012-13			
Malawi Northern Region Workshop/Site Visit on Youth and Population	July 2012	16	Malawi
Senegal Study Tour with Association Sénégalaise pour le Bien Etre Familial on Male	August 2012	11	Senegal
Malawi Workshop/Site Visit on Population, Climate Change, and Food Security	September 2012	15	Malawi
Women's Edition Seminar	November 2012	14	USA
Malawi Southern Region Workshop for Editors on Population Basics	December 2012	8	Malawi
Malawi North and Central Region Workshop for Editors on Population Basics	December 2012	16	Malawi
Malawi Central Region Workshop on Youth and Health	January 2013	20	Malawi
Malawi Southern Region Workshop on Youth and Health	February 2013	16	Malawi
Malawi Northern Region Workshop on Youth and Health	March 2013	19	Malawi
Journalist Training at Africa Union/United Nations Economic Commission for Africa meeting	March 2013	8	Cote d'Ivoire
Malawi Central Region Workshop on Youth and Education	April 2013	16	Malawi
Malawi Southern Region Workshop on Youth and Education	May 2013	13	Malawi
Tanzania Workshop on RH/FP	May 2013	21	Tanzania
Benin Workshop on FP Links to Health and Development	May 2013	17	Benin
Benin Workshop on FP Links to Health and Development	May 2013	15	Benin
1-day Workshop for Senegal Editors-in-Chief on RH, FP, and the Demographic Dividend	May 2013	13	Senegal
2-day Workshop for Senegal Community Radio on RH, FP, and the Demographic Dividend	May 2013	10	Senegal
Women's Edition Seminar	May 2013	11	Malaysia
4 Mozambique Workshops on 2011 DHS	May-June 2013	85	Mozambique
Malawi Northern Region Workshop on Youth and Education	June 2013	17	Malawi
Kenya Study Tour on RH/FP and National Population Policy and Youth	June 2013	9	Kenya
Workshop on FP and Demographic Dividend	June 2013	10	Senegal
Workshop for Senegal Community Radio on FP National Action Plan	June 2013	8	Senegal
PY2013-14			
5 Mozambique Workshops on 2011 DHS	July 2013	54	Mozambique
Tanzania Field Visits on FP	July 2013	6	Tanzania

Tanzania 1-day Workshop on FP	July 2013	20	Tanzania
Dakar-Based Journalists and Community Radio Visit Sites in Pikine on FP	August 2013	12	Senegal
Malawi Central Region Workshop on Contraceptive Supplies	August 2013	19	Malawi
Malawi Southern Region Workshop on Contraceptive Supplies	August 2013	15	Malawi
Curriculum review for Malawi Institute of Journalism	August 2013	19	Malawi
Malawi Northern Region Workshop on Contraceptive Supplies	September 2013	19	Malawi
2-day Roundtable for Journalists, NGOs on FP, RH, and Population	September 2013	19	Tanzania
Study Tour on RH and FP	September 2013	7	Kenya
2-day Workshop for Regional Senegalese on FP and CPR	October 2013	13	Senegal
4-day Developing Radio Partners Workshop for Community Radio	October 2013	8	Malawi
Benin 3-day Workshop on FP and Economic Development	October 2013	21	Benin
Panel for Senegalese Journalists on Government Allocations to FP	November 2013	12	Senegal
Pre-ICFP Workshop for Francophone Journalists	November 2013	7	Ethiopia
Women's Edition Seminar	November 2013	11	Ethiopia
3rd International Conference on Family Planning	November 2013	15	Ethiopia
Workshop for Senegalese Journalists on Access to FP Among Migrants and Others in Low Income Areas	December 2013	6	Senegal
Health Digest Magazine Workshop	December 2013	18	Uganda
Benin 3-day Workshop on Adolescent RH	January 2014	14	Benin
Malawi Central Region Workshop on Gender Status and Male Involvement in RH	February 2014	19	Malawi
Malawi Southern Region Workshop on Gender Status and Male Involvement in RH	February 2014	18	Malawi
Community Radio in Malawi Workshop on Climate Change, Food Security, and Population Growth	February 2014	8	Malawi
Uganda Radio Network Workshop for Journalists w/HDOs	March 2014	42	Uganda
Malawi Northern Region Workshop on Gender Status and Male Involvement in RH	March 2014	19	Malawi
Malawi Central Region Workshop on Cost Benefits of FP	March-April 2014	17	Malawi
Tanzania Western/Lake Journalists Workshop on FP and RH	April 2014	30	Tanzania
Western/Lake Zones Editors' Workshop on FP and RH	April 2014	15	Tanzania
Study Tour for Kenyan Journalists on Adolescent RH	April 2014	10	Kenya
Malawi Southern Region Workshop on Cost Benefits of FP	April 2014	17	Malawi
Malawi Northern Region Workshop on Cost Benefits of FP	May 2014	17	Malawi
Journalists from Ouagadougou Partnership countries – West Africa	May 2014	20	Senegal
Benin Workshop on Male Involvement	May 2014	14	Benin
Women's Edition Seminar	June 2014	11	Jamaica

Workshop for Malawi Institute of Journalism Tutors on Population and Development	June 2014	17	Malawi
PY2014-15			
Tanzania Roundtable for Journalists on Media Advocacy for FP	July 2014	20	Tanzania
Tanzania Roundtable for Editors on Media Advocacy for FP	July 2014	15	Tanzania
Kenya Study Tour	August 2014	10	Kenya
Tanzania (Mwanza) Workshop for Journalists on Media Advocacy for FP	August 2014	17	Tanzania
Women's Edition Masters Seminar	November 2014	11	USA
Uganda Radio Network Workshop	January 2015	40	Uganda
Kenya Study Tour on FP, RH Basics, and Youth RH	March 2015	7	Kenya
Senegal Study Tour on Adolescent RH/FP	March 2015	11	Senegal
Kenya Study Tour on RH Basics	May 2015	11	Kenya
Mauritania 3-day Workshop	May 2015	11	Mauritania
Niger 3-day Workshop	June 2015	11	Niger
Senegal Study Tour on Adolescent RH/FP	July 2015	12	Senegal
Kenya (Bungoma County) Workshop on Male Involvement and Adolescents	July 2015	4	Kenya
Kenya (Homabay County) Workshop on Male Involvement and Adolescents	July 2015	9	Kenya

APPENDIX F: Policy Communication Fellows

First Name	Last Name	Academic Affiliation	Home Country
PY2010-2011			
Anuli	Ajene	Johns Hopkins University	Nigeria
Temitope	Akintunde	Obafemi Awolowo University, Nigeria	Nigeria
Amal	Awad	University of Wisconsin, Madison	West Bank/Gaza
Ava	Cas	Duke University	Philippines
Boaventura	Cau	Arizona State University	Mozambique
Debasree	Das Gupta	George Mason University	India
Yeetey	Enuameh	Drexel University	Ghana
Chalachew	Getahun	Addis Ababa University, Ethiopia	Ethiopia
Rifat	Hasan	Harvard University	Bangladesh
Ibrahim	Kasirye	University of Manchester, UK	Uganda
Nkang	Nkang	University of Ibadan, Nigeria	Nigeria
Viola	Nyakato	University of Tilburg, Netherlands	Uganda
Tannistha	Samanta	University of Maryland, College Park	India
Adel	Takruri	Johns Hopkins University	Palestine
Manisha	Tharaney	Tulane University	India
Eliud	Wekesa	London School of Economics, UK	Kenya
PY2011-2012			
Ismaila	Abubakar	Florida State University	Nigeria
Patricia	Anafi	University of Massachusetts, Amherst	Ghana
Fafanyo	Asiseh	Washington State University	Ghana
Fredy	Canchihuaman	University of Washington	Peru
Eziwanne	Dike	University of Ibadan, Nigeria	Nigeria
Uma	Kelekar	George Mason University	India
Loveness	Makonese	Rhodes University, South Africa	Zimbabwe
Divya	Nair	Johns Hopkins University	India
Georgina	Oduro	University of Cape Coast, Ghana	Ghana
Noor	Rakhshani	Johns Hopkins University	Pakistan
Rebha	Sabharwal	Arizona State University	India
PY2012-2013			
Shamma	Alam	University of Washington	Bangladesh
Magdalena	Benza Fiocco	San Diego State/University of California, Santa Barbara	Peru
Adriana	Biney	University of Ghana	Ghana
Yohannes	Dibaba Wado	Addis Ababa University, Ethiopia	Ethiopia
Priyanka	Dixit	International Institute For Population Sciences, India	India
Brian	Munkombwe	University of Texas, San Antonio	Zambia
Funmilola	OlaOlorun	Johns Hopkins University	Nigeria
Bernard	Onyango	Brown University	Kenya
Sowmya	Rajan	Duke University	India
Evelyn	Sakeah	Boston University	Ghana
Ian	Salas	University of California, Irvine	Philippines
Shonel	Sen	Pennsylvania State University	India
PY2013-2014			
Shah Md.	Atiqul Haq	City University of Hong Kong	Bangladesh
Chitalu	Chama-Chiliba	University of Pretoria, South Africa	Zambia
Nicholas	Cofie	Queen's University, Canada	Ghana
Tizta	Degfie	Jimma University, Ethiopia	Ethiopia
Weeam	Hammoudeh	Brown University	Palestine
Allen	Kabagenyi	Makerere University, Uganda	Uganda
Abhishek	Kumar	International Institute For Population Sciences, India	India
Abiba	Longwe	Radboud University Nijmegen, Netherlands	Malawi

Mary	Obiyan	Obafemi Awolowo University, Nigeria	Nigeria
Chinelo	Okigbo	University of North Carolina, Chapel Hill	Nigeria
Praveen	Pathak	International Institute For Population Sciences, India	India
PY2014-2015			
Patience	Afulani	University of California, Los Angeles	Ghana
Kennedy	Alatinga	University of the Western Cape, South Africa	Ghana
Shruti	Chhabra	Columbia University	India
Zarrina	Juraqulova	Washington State University	Tajikistan
Susan	Kibe	Fordham University	Kenya
Esther	Lamidi	Bowling Green State University	Nigeria
Fredrick	Manang	National Graduate Institute for Policy Studies, Japan	Tanzania
Martha	Munezhi	University of Utah	Zimbabwe
Elizabeth	Nansubuga	North West University, South Africa	Uganda
Takudzwa	Sharon Sayi	Princeton University	Zimbabwe
Comfort	Zuyeali Olorunsaiye	University of North Carolina, Charlotte	Nigeria
PY2015-16			
Gifty	Apiung Aninanya	Kwame Nkrumah University of Science and Technology, Ghana	Ghana
Saima	Bashir	Bowling Green State University	Pakistan
Teshome	Kanko	Addis Ababa University, Center for Population Studies, Ethiopia	Ethiopia
Jacob	Mazalale	Heidelberg University, Germany	Malawi
Evaline	Mcharo	University of Nairobi, Kenya	Tanzania
Evans	Muchiri	University of the Witwatersrand, South Africa	Kenya
Aparna	Mukherjee	International Institute for Population Sciences, India	India
Idrissa	Ouili	University of Montreal, Canada	Burkina Faso
Asm	Shahabud-din	Currently at the Institute of Tropical Medicine Antwerp, Belgium	Bangladesh
Doosuur	Zasha	Queen Margaret University, Scotland	Nigeria

APPENDIX G: Policy Communication Workshops

Title	Date	PY	Country	Number of participants
Communicating Population and Reproductive Health Information and Effective Interventions to Policymakers	April 3-15, 2011	PY2010/PY2011	Kenya	20
Communicating Population, Reproductive Health and HIV/AIDS Research and Effective Interventions to Policymakers	Nov. 7-18, 2011	PY2011/PY2012	Kenya	20
Communicating Population, HIV/AIDS, and Reproductive Health Research to Policymakers	Nov. 4-17, 2012	PY2012/PY2013	Kenya	20
HoPE-LVB: Communicating Information and Effective Interventions to Policymakers	Dec. 3-7, 2012	PY2012/PY2013	Uganda	13
Communicating Population and Health Research to Policy Makers	Feb. 11-22, 2013	PY2012/PY2013	Malawi	14
Communicating Population, Health, and Environmental Research to Policymakers	March 10-21, 2014	PY2013/PY2014	Malawi	15
Communicating Population, HIV/AIDS, and Reproductive Health Research to Policymakers	March 10-21, 2014	PY2013/PY2014	Kenya	20
Communicating Population, Health, and Environmental Research to Policymakers	June 2-6, 2014	PY2013/PY2014	Ethiopia	17
Communicating Population and Health Research to Policy Makers	Feb. 2-13, 2015	PY2014/PY2015	Kenya	18
Communicating Population, Health, and Environmental Research to Policymakers	June 15-19, 2015	PY2014/PY2015	Ethiopia	12

APPENDIX H: Training NGOs to Work With the Media Workshops

Title	Date	Country	Number of Participants
How to Work with the Media: An Introduction for NGOs	May 16-17, 2011	Mali	13
How to Work with the Media: An Introduction for NGOs	May 13-14, 2011	Senegal	17
Training NGOs to Work With the Media	November 29, 2011	Senegal	10
Training NGOs to Work With the Media	April 26-27, 2012	Kenya	14
Training NGOs to Work With the Media	April 30-May 1, 2012	Uganda	15
Training NGOs to Work With the Media	November 12-13, 2012	Malawi	13
Training NGOs to Work With the Media	November 15-16, 2012	Malawi	15
Training NGOs to Work With the Media	January 28-29, 2013	Kenya	15
Training NGOs to Work With the Media	January 31-February 1, 2013	Kenya	18
Training NGOs to Work With the Media	February 17-19, 2014	Kenya	24
Training NGOs to Work With the Media	September 15-17, 2014	Kenya	18

APPENDIX I: IDEA Staff and International Program Fellows 2010-2015

Staff Member	Years	Title
*Susan Rich	2013-2015	Project Director and Vice President for Global Partnerships
*Jason Bremner	2010-2015	Deputy Project Director and Associate Vice President, PHE
*Charlotte Feldman-Jacobs	2010-2015	Deputy Project Director and Associate Vice President, Gender
*Jay Gribble	2010-2013	Project Director and Vice President for International Programs
Lisa Aronson	2010-2013	Program Assistant
Kate Belohlav	2012-2015	Policy Analyst
Kristin Bietsch	2015	Research Associate
Ellen Carnevale	2010-2015	Vice President for Communications and Marketing
Donna Clifton	2010-2015	Information Specialist
Tyjen Conley	2010-2015	Web Communications Manager
Kristen Devlin	2011-2013	Program Assistant
Victoria Ebin	2010-2011	Senior International Media Specialist
Angela Farmer	2013-2014	Program Assistant
Mia Foreman	2011-2014	Policy Analyst
Smita Gaith	2013-2015	Policy Associate
Kate Gilles	2011-2015	Senior Policy Analyst
Peter Goldstein	2015	Vice President for Communications and Marketing
Maura Graff	2010-2015	Senior Policy Analyst
Ericha Gudmastad	2012-2014	Multimedia Producer
Carolina Hall	2010	Program Assistant
Carl Haub	2010-2015	Senior Demographer
Alexandra Hervish	2010-2013	Policy Analyst
Laili Irani	2013-2015	Senior Policy Analyst
Jessica Kali	2013-2015	Policy Analyst
Toshiko Kaneda	2010-2015	Senior Research Associate
Stephanie Kimou	2014-2015	Policy Analyst
Melina Kolb	2014-2015	Multimedia Producer
Nicole LaGrone	2015	Program Assistant
Carolyn Lamere	2013-2015	Program Associate
Shelley Megquier	2014-2015	Policy Analyst
Saznin Mehta	2013-2014	Program Assistant
Deborah Mesce	2010-2015	Program Director, International Media Training
Trisha Moslin	2010-2015	Program Financial Manager
Reshma Naik	2013-2015	Senior Policy Analyst
Kristen Patterson	2014-2015	Senior Policy Analyst
Heather Randall	2014-2015	Program Assistant

Karin Ringheim	2010-2011	Senior Policy Adviser
Amanda Roach	2012-2013	Program Assistant
Rhonda Smith	2010-2015	Associate Vice President for International Programs
Holley Stewart	2010-2015	Senior Policy Analyst
Tessa Tripodi	2013-2015	Graphic Designer
Heidi Worley	2014-2015	Senior Writer/Editor
Rachel Yavinsky	2011-2015	Policy Analyst
Marissa Yeakey	2010-2015	Senior Policy Analyst
Eric Zuelke	2010-2012	Editor
Megan Schmitt	2010-2011	International Programs Fellow (at USAID)
Elizabeth Bayer	2011-2013	International Programs Fellow (at USAID)
Richael O'Hagan	2013-2015	International Programs Fellow (at USAID)
Aasha Jackson	2015	International Programs Fellow (at USAID)

*Designated as key personnel

APPENDIX J: IDEA Awards

- Malawi—**The Resolve Award (2012)**, which honors nations for expanding access to essential reproductive health services, honoring Malawi was accepted by Dr. Charles Mwansambo, principal secretary for Health Ministry. Malawi was selected for repositioning family planning as a development issue—which has helped build broad support for policy changes and countrywide scale up of programs. Using Community Based Distribution Agents, Malawi has reached rural women with both family planning education and services; the country has increased use of modern contraceptives dramatically from 7 percent in 1992 to 46.1 percent in 2010.
- Kenya—**The Resolve Award (2013)** was presented by the Global Leaders Council for Reproductive Health to Honorable Beth Mugo, in recognition of Kenya’s 2012 Population Policy for National Development (PPND). The PPND recognizes that family planning and reproductive health are central to development, reaffirms that reproductive health is a human right, and that all people, regardless of income, must be able to choose the number and timing of their children—and have access to high-quality reproductive health care.
- **Edyth Kambalame**, features editor at *The Nation* in Malawi, was among 16 international journalists chosen to receive a 2015 Media Project Coaching and Leadership Fellowship. In 2012, she won a UNFPA award for her investigative piece about a practice in Dedza, Malawi, where men shared wives, which led government officials and NGOs to mount a campaign to discourage the practice.
- Two Women’s Edition alumna were among the five scholarship winners chosen to attend Women Deliver’s 2016 conference in Copenhagen in May 2016. They are **Farahnaz Zahidi Moazzam** (*The Express Tribune*) of Pakistan and **Rina Jimenez-David** (*Daily Inquirer*) of the Philippines.
- The **Health Journalists Network in Uganda** (HEJNU) won the 2014 top Global Media Award with its special edition of Health Digest on reproductive health policy. The 43-page publication was produced with support from PRB, and most of the HEJNU team of reporters had received previous PRB training; several were Women’s Edition alumna.
- **Faith Kandaba** of ZNBC-TV in Zambia won the overall Media Institute of Southern Africa’s Media Freedom Award in 2014, becoming the first female reporter to win the award.
- **Isaac Masingati** of *The Daily Times* in Malawi won the Global Media Award’s top honor for his article “Too Many People, Too Few Resources” examining how rapid population growth is influencing the provision of essential services in Malawi. His story appeared in a supplement sponsored by PRB in March 2013 about the National Population Policy. Isaac also was the managing editor for that supplement.
- **Njeri Rugene** was parliamentary editor at the *Daily Nation* when she won the 2013 Gender and Development Award (print) in the Kenya Media Network on Population and Development contest in November 2013. She won for her story “When Rapists Go Scot Free,” and she received the judge’s commendation for another story, “In the Shadow of Fistula.” The latter story she reported after her first Women’s Edition seminar, which is how she met the physician who months later informed her of a 16-year-old’s gang rape. Ms. Rugene’s stories about the rape triggered a global petition campaign that finally brought the rapists to justice.
- **Shifa Mwesigye**, a reporter for *The Observer* in Uganda and former Women’s Edition journalist, won the African Journalists Family Planning Reporting award from IPPF, awarded in November

2013. She won for her articles published in October 2012 that analyzed the status and prospects of reproductive health in light of President Museveni's pledges at the 2012 London Summit on Family Planning. Her articles appeared in a supplement sponsored by PRB.

- **Deus Ruhangariyo** won a Population and Development Media Award in the print-upcountry category for his August 2011 story "Family Planning: Reducing the Unmet Need," published in *New Vision* and its vernacular newspaper *Orumuri*.
- Rwanda's **Emma-Claudine Ntirenganya** was program manager at Radio Salus in 2011 when her proposal for an independent women's radio station won her an award from the Junior Chamber International. In 2013, she was named overall best journalist in reporting about population issues in the country's Annual Population Media Awards.
- Benin's **Makéba Tchibozo** of Radio 'Planète' and **Béatrice Koumenougbo** of the daily paper "L'autre journal" respectively won first prize in radio and in print of the Contest in Excellence for Media Production on Family Planning. Tchibozo won for her story on male involvement in the promotion of family planning and Koumenougbo for her investigation entitled, "Birth Control and Development: When Family Planning Suffers From the State's Priorities." The contest was open to journalists from the nine member countries of the Ouagadougou Partnership, with 20 journalists from six news organizations submitting entries. Media productions for the contest had to have been published March 1-Aug. 31, 2014. The contest was organized by the Population Council, the Ouagadougou Partnership, and PRB.
- *Hope in the Basin: Voices of the People* received the award for **Best Film or Miniseries** from the Population Institute in December 2014. A 20-minute documentary, *Hope in the Basin*, highlights the success that an integrated population, health, and environment program is having in helping to protect Africa's Lake Victoria, the world's second largest freshwater lake by surface area. The film documents how local communities and organizations—like OSIENALA (Friends of Lake Victoria) and the Ecological Christian Organization—are coming together to restore fish stocks in Lake Victoria. The film also looks at how Pathfinder International is saving and improving lives by making family planning and reproductive services available to women living in the Lake Victoria basin.

APPENDIX K: Partnering Organizations

Sub-Saharan Africa	Country
Agence pour le Développement du Marketing Social (ADEMAS)	Senegal
African Institute for Development Policy (AFIDEP)	Kenya
Association Sénégalaise pour le Bien-Etre Familiale (ASBEF)	Senegal
Centre de Formation et de Recherche en Santé de la Reproduction (CEFOREP)	Senegal
Centre d'Etudes des Sciences et Techniques de l'Information (CESTI)	Senegal
Conseil National de Population (CONAPO)	Burkina Faso
Daystar University (Nairobi)	Kenya
Division of Reproductive Health, Kenya	Kenya
Family Health Options Kenya	Kenya
HoPE-LVB	Uganda
Kenya PHE Working Group	Kenya
Lake Victoria Basin Commission	Kenya
Malawi Institute of Journalism	Malawi
Ministry of Families, Senegal	Senegal
Ministry of Finance, Senegal	Senegal
Ministry of Gender, Senegal	Senegal
Ministry of Health, Kenya	Kenya
Ministry of Health, Senegal	Senegal
Ministry of Infants and Children, Senegal	Senegal
Ministry of Planning, National Development, and Vision 2030, Kenya	Kenya
Ministry of Public Health and Sanitation, Kenya	Kenya
Ministry of Youth Affairs and Sports, Kenya	Kenya
Ministry of Youth Affairs, Senegal	Senegal
National Council for Population and Development, Kenya	Kenya
Ouagadougou Partnership	Burkina Faso
Partners in Population and Development (PPD)	Uganda
PHE-Ethiopia	Ethiopia
Reproductive Health Uganda	Uganda
Senegal Association of Health Journalists	Senegal
Tostan	Senegal
Uganda PHE Working Group	Uganda

United Nations Economic Commission for Africa (UNECA)	Ethiopia
Union of Community Radio Stations of Senegal (URCA)	Senegal
University of Nairobi	Kenya
University of Senegal	Senegal
USAID East Africa Office	Kenya
WHO/AFRO	Congo

Europe and Asia

Country

Agence Française de Développement	France
BKKBN (Indonesian National Family Planning Board)	Indonesia
Equilibres et Population	France
German Foundation for World Population (DSW)	Germany
Institute for Family Health - Russia	Russia
Marie Stopes International	United Kingdom
Ministère des Affaires Etrangères et Européennes, France	France
The Orchid Project	United Kingdom
WHO/Geneva	Switzerland

USA

Abt Associates
Academy for Educational Development
Advance Family Planning
AIDSTAR/Management Sciences for Health
Aspen Institute
BALANCED Project
Bill & Melinda Gates Institute for Population and Reproductive Health
Broad Branch
CARE
Center for Communication Programs
Commission on the Status of Women
Department of Gynecology and Obstetrics at Johns Hopkins Bayview Medical Center
Engender Health
ExpandNet
FHI 360

Futures Group
Gender at Work
GMMB
ICF International/Demographic and Health Surveys
International Center for Research on Women (ICRW)
Inter-Agency Youth Working Group
International Center for Journalists
International Consortium for Emergency Contraception
International Federation of Women Lawyers
International Rescue Committee
IntraHealth
Jhpiego/MCHIP
John Snow, Inc.
Johns Hopkins University
Johns Hopkins University Bloomberg School of Public Health
K4H Project
Management Sciences for Health
Pan-American Health Organization (PAHO)
PATH
Pathfinder International
PHE Policy and Practice Community
PLAN
Population Action International
Population Council
Population Services International
Population-Environment Research Network
UN Women
UNICEF
USAID
U.S. Department of State, Office of Global Women's Issues
U.S. Department of State, Office of Population, Refugees and Migration
William and Flora Hewlett Foundation
Woodrow Wilson International Center for Scholars