

**ASPEN—AI/IDEA
FINAL NARRATIVE REPORT**

**Submitted December 7, 2015 by
ASPEN GLOBAL HEALTH AND DEVELOPMENT (GHD)
1 Dupont Circle NW Suite 700
WASHINGTON, DC 20036 USA
Tel: 202-736-2909; Fax: 202-293-0525**

Under Cooperative Agreement with USAID AID-OAA-A-10-00062

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AI/IDEA PROJECT SUMMARY

Introduction

High-level policymakers and other leaders can build support for increased financial and technical investment in reproductive health by revitalizing political commitments to reproductive health, increasing awareness of reproductive health issues, supporting the effective use of donor resources, and championing policies dedicated to achieving universal access to reproductive health. The Global Leaders Council for Reproductive Health (GLC) promotes effective international family planning/reproductive health (IFP/RH) policies.

Project Summary

The Aspen Institute (AI) created the Aspen Global Health and Development (GHD) Informing Decision Makers to Act Project (AI/IDEA) to engage influential spokespersons from diverse sectors in raising awareness for the centrality of reproductive health (RH) to development overall. The project sought to raise awareness among leaders about the centrality of reproductive health (RH) to development overall. Through AI/IDEA, GHD worked to inspire ongoing action, equip decision-makers to serve as champions, and activate the Aspen Institute’s partners, platforms, and connections to reach high-level and cross-sectoral leaders.

The Aspen Institute (AI):

- Convenes high-level decision-makers and thought leaders for action-oriented dialogues
- Highlights cross-sectoral policy linkages with leaders and institutions in developing countries
- Deploys strategic communications

Our experience lies in the crosscutting areas of gender, youth, population-health-environment (PHE), and repositioning family planning.

AI/IDEA’S INNOVATIVE APPROACHES
Connect to national and global leaders to amplify messages about the centrality of reproductive health to development.
Engage decision-makers and thought leaders as champions.
Link reproductive health to other development-sector institutions and leaders (environment, security, health, economic development, women’s empowerment, resource scarcity, and population), reaching outside of the “usual suspects.”
Establish and strengthen linkages among allies in reproductive-health and other sectors.
Equip the reproductive-health community with new messages and new champions to reach influential audiences and policymakers.
Use personal narrative of influential policy spokespeople from developing and developed nations.
Convene key players, reward political will, and encourage powerful and persuasive dialogue that leads to action.

Global Leaders Council for Reproductive Health	
Her Excellency Joyce Banda	Former President, Malawi Former Vice President, Malawi
Dr. Regina Benjamin	Former Surgeon General, United States Public Health Service*
Her Excellency Gro Harlem Brundtland	Former Director-General, World Health Organization Former Prime Minister, Norway
His Excellency Fernando Henrique Cardoso	Former President, Brazil
The Right Honorable Helen Clark	Administrator, UN Development Program Chair, UN Development Group Former Prime Minister, New Zealand
The Honorable Jan Eliasson	Deputy Secretary General, United Nations Former President, United Nations General Assembly Former Minister for Foreign Affairs, Sweden*
Her Excellency Tarja Halonen	Former President, Finland
Her Excellency Ellen Johnson Sirleaf	President, Liberia
Ms. Annie Lennox	Singer-Songwriter and Humanitarian*
Ms. Phumzile Mlambo Ngcuka	Executive Director, UN Women Former Deputy President, South Africa
Ms. Maria Otero	Former Under Secretary of State for Democracy and Global Affairs, United States, <i>Ex Officio</i> *
The Honorable Joy Phumaphi	Executive Secretary, African Leaders Malaria Alliance Former Vice President of Human Development, World Bank Former Minister of Health, Botswana
Her Excellency Mary Robinson	President and Founder, Mary Robinson Foundation for Climate Justice Former President, Ireland**
Dr. Fred Sai	Former President, International Planned Parenthood Federation
The Right Honorable Jenny Shipley	Former Prime Minister, New Zealand
Her Excellency Vaira Vike-Freiberga	Former President, Latvia

**Indicates that this member stepped down from the Global Leaders Council during the span of the IDEA project*

***Her Excellency Mary Robinson was the original chair of the Global Leaders Council, but stepped down during the span of the IDEA project. Honorable Joy Phumaphi replaced her as chair.*

AI/IDEA Report for Y1–Y5

This report summarizes our work for AI/IDEA for Years 1–5 of the project and our progress across three intermediate results.

STRATEGIC OBJECTIVE AND INTERMEDIATE RESULTS

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

Details of project information and activities were used to increase support for health and population policies and programs

A. Number of policy outcomes influenced by AI/IDEA messaging, materials, or capacity-building.

INTERMEDIATE RESULT 1: RAISED AWARENESS ABOUT GLOBAL AND REPRODUCTIVE HEALTH AMONG INFLUENTIAL LEADERS AND VALIDATORS.

The first goal of AI/IDEA was to raise awareness about global and reproductive health among influential leaders and validators by bringing them together for a variety of events that explore not just reproductive-health and family-planning issues but how integral these issues are across other development sectors.

Intermediate Result 1.1: Number of participants who attend convenings with IFP/RH messaging.

Justification for IR1.1: AI/IDEA staff measured the scale of events and the number of people the project reaches in order to understand the project's breadth and the reach of its IFP/RH messaging. By reaching more people, AI/IDEA's messaging contributed to the public conversation around IFP/RH, which is an important component in influencing the opinions and actions of decision-makers.

Intermediate Result 1.2: Percentage of targeted decision-makers, influential leaders, and validators reached through convenings.

Justification for IR1.2: AI/IDEA staff identified and connected with key partners to learn about the type of organizations and individuals who should be "in the room" for discussion on IFP/RH. We then crafted a list of decision-makers and leaders to invite to our events and followed up in order to encourage their attendance. Decision-makers, influential leaders, and validators play a critical role in shaping the health and population policies and programs, which is why we targeted them with awareness-raising efforts. This intermediate measures AI/IDEA's success with reaching these target audiences for each event.

Intermediate Result 1.3: Number of convenings with existing RH champions attended by high-level leaders and validators.

Justification for IR1.3: While IR 1.1 measures how many people AI/IDEA reached, IR 1.3 exists to track the frequency in which AI/IDEA reached its target audiences, including high-level leaders and validators. The frequency our audience heard IFP/RH messages influenced their ability to engage in the conversation. Further, the more these messages are repeated by leaders, the more likely they are to become accepted.

Intermediate Result 1.4: Number of AI/IDEA relationships cultivated to advance strong IFP/RH outcomes.

Justification for IR1.4: AI/IDEA staff cultivated relationships with key individuals and organizations working in IFP/RH and other related sectors. For example, we sought out continued partnerships with compelling speakers after hosting a convening. Our relationships are informal and continued through check-in calls, in-person meetings, or collaboration on communications campaigns (e.g. cross posting or tweeting). AI/IDEA did not sign any letters of agreement. We believe these relationships are vital as harmonization and coordination among CSOs, donor and recipient countries, multilaterals, and other related entities are critical to ensuring that the players working in the same space align with one another and amplify each other’s efforts. This IR 1.4 is closely linked to IR 2.3, which measures the relationships that grow into informal partnerships.

Intermediate Result 1.5: Average percentage of participants from outside the RH/gender/ population communities.

Justification for IR1.5: One of AI/IDEA’s strategies to reach influential leaders with messaging around the role of IFP/RH plays across development included conducting sector “mapping” to identify those leaders and organizations that are most influential within target communities. By analyzing the audience participation from sectors outside of “the choir,” we could better measure who AI/IDEA reached and tailor messages and events to expand this reach.

YEAR 5 RESULTS FOR IR1

- 1.1 Result: Number of participants who attend convenings with IFP/RH messaging: 1,392
- 1.1 Target: Number of participants who attend convenings with IFP/RH messaging: 520

- 1.2 Result: Percentage of targeted decision-makers, influential leaders, and validators reached through convenings: 50%
- 1.2 Target: Percentage of targeted decision-makers, influential leaders, and validators reached through convenings: 15%

- 1.3 Result: Number of convenings with existing RH champions attended by high-level leaders and validators: 13
- 1.3 Target: Number of convenings with existing RH champions attended by high-level leaders and validators: 10

- 1.4 Result: Number of AI/IDEA relationships cultivated to advance strong IFP/RH outcomes: 31
- 1.4 Target: Number of AI/IDEA relationships cultivated to advance strong IFP/RH outcomes: 40

- 1.5 Result: Average percentage of participants from outside the RH/gender/ population communities in IDEA roundtables: 70%
- 1.5 Target: Average percentage of participants from outside the RH/gender/ population communities in IDEA roundtables: 70%

YEARS 1–4 RESULTS FOR IR1

Intermediate	Y1 Goal	Y1 Actual	Y2 Goal	Y2 Actual	Y3 Goal	Y3 Actual	Y4 Goal	Y4 Actual
1.1 Number of participants who attend convenings with IFP/RH messaging	420	455	660	1369	900	1442	520	5591
1.2 Percentage of targeted decision-makers, influential leaders, and validators reached through convenings	NA	NA	15%	55%	15%	15%	15%	58%
1.3 Number of convenings with existing RH champions attended by high-level leaders and validators	6	6	12	19	16	17	10	12
1.4 Number of AI/IDEA relationships cultivated to advance strong IFP/RH outcomes	7	12	16	18	20	37	40	56
1.5 Average percentage of participants from outside the RH/gender/population communities in IDEA roundtables	65%	70%	65%	79%	70%	64%	70%	68%

INTERMEDIATE RESULT 2: ONGOING ACTIVITIES CATALYZED BY AI/IDEA PLATFORMS.

The media, including social media, play an important role in directing the conversation on reproductive-health and international-family-planning issues among high-level leaders and validators and decision-makers. In order to help shape the IFP/RH messages, through AI/IDEA, the Aspen team worked with journalists and bloggers, as well as supported leaders in the field with talking points and other materials.

Intermediate Result 2.1: Number of blogs/articles written, commented on, or cross-posted by others.

Justification for IR 2.1: The prevalence and visibility of IFP/RH in the media both reflects and influences broader attitudes towards these topics. The AI/IDEA project fostered an enabling environment by generating dialogue and creating buzz around key issues which impacted policy and programming.

Intermediate Result 2.2: Number of tweets or retweets with AI/IDEA messaging posted by leaders.

Justification for IR 2.2: The social-media conversation around international development and global health is another platform for targeting messaging around IFP/RH and reaching leaders and organizations. Twitter is one of the many tools to engage the GLC members, influence their messaging, and serve as an echo chamber for strong messaging in IFP/RH. UNDP Administrator Helen Clark has 58,000 followers and is often engaged with the AI/IDEA team on Twitter. For example, during the event *Hidden Opportunity for Climate Compatible Development*, Administrator Clark retweeted tweets by the AI/IDEA team that promoted IFP/RH messaging and highlighted the event. The AI/IDEA project sought to participate in and contribute to the global conversation, and being retweeted by actors like Administrator Clark, who have huge influence on the platform, creates great momentum for our message.

Intermediate Result 2.3: Number of actions as outcomes of partnerships resulting from 1.4.

Justification for IR 2.3: Impact at the policy and program level can be achieved in part through the efforts of the AI/IDEA project, but collective impact is best cultivated through partnerships and shared objectives with colleague organizations. This Intermediate [result/target/measurement] counts the activities resulting from a shared objective between the Aspen Institute and other organizations. The cultivation of relationships tracked in 1.4 feeds into the number of outputs of partnerships. As mentioned in 1.4, these relationships are informal.

Modification to IR 2.3: IR 2.3 was originally “Number of policy outcomes driven by AI/IDEA messaging, materials, or capacity-building,” and, beginning in Y4, it became “Number of actions as outcomes of partnerships.”

YEAR 5 RESULTS FOR IR2

2.1 Result:	Number of blogs/articles written, commented on, or cross-posted by others: 46
2.1 Target:	Number of blogs/articles written, commented on, or cross-posted by others: 38
2.2 Result:	Number of tweets or retweets with AI/IDEA messaging posted by leaders: 332
2.2 Target:	Number of tweets or retweets with AI/IDEA messaging posted by leaders: 76
2.3 Result:	Number of actions as outcomes of partnerships resulting from 1.4: 10
2.3 Target:	Number of actions as outcomes of partnerships resulting from 1.4: 2

YEARS 1–4 RESULTS FOR IR2

Intermediate	Y1 Goal	Y1 Actual	Y2 Goal	Y2 Actual	Y3 Goal	Y3 Actual	Y4 Goal	Y4 Actual
2.1 Number of blogs/articles written, commented on, or cross-posted by others	NA	1	16	69	24	103	38	47
2.2 Number of tweets or retweets with AI/IDEA messaging posted by leaders	NA	NA	12	109	36	287	76	160
2.3 Number of actions as outcomes of partnerships resulting from 1.4	0	0	2	2	2	2	2	4

INTERMEDIATE RESULT 3: INCREASED CAPACITY OF HIGH-LEVEL LEADERS, VALIDATORS, AND COUNCIL MEMBERS TO SERVE AS GLOBAL CHAMPIONS TO PROMOTE STRONG REPRODUCTIVE-HEALTH OUTCOMES AT THE NATIONAL, REGIONAL, AND GLOBAL LEVEL.

GLC members are in a unique position to champion reproductive health in their own countries and regions, as well as to a global audience. AI/IDEA worked with each member to strengthen their ability to play this role by creating tailored communications toolkits, drafting talking points, and otherwise supporting their efforts.

Intermediate Result 3.1: Number of activities performed by Global Leaders Council members to improve policy and practices for IFP/RH.

Justification for IR 3.1: High-level policymakers and other leaders can build political leadership for increased financial and technical support for reproductive health by revitalizing political commitments to the issue, increasing awareness of reproductive health issues, supporting the effective use of donor resources, and championing policies dedicated to achieving universal access to reproductive health. The AI/IDEA project sought to increase their capacity to serve as champions for IFP/RH.

Intermediate Result 3.2: Number of instances that AI/IDEA supplies leaders with tailored communication support.

Justification for IR 3.2: The function of the GLC Secretariat was to provide support to the members of the GLC, so that they could use their existing platforms to promote strong IFP/RH messaging to improve effective global policies. AI/IDEA staff offered tailored communications support to GLC members to help

them in their role as champions for IFP/RH. Tracking the instances that such support is requested by targeted leaders’ attempted to measure the capacity of those leaders as over time. The intermediate also serves as a measure of the effort the Secretariat spends supporting and building the capacity of the members.

YEAR 5 RESULTS FOR IR3

3.1 Result: Number of activities performed by Global Leaders Council members to improve policy and practices for RH: 28

3.1 Target: Number of activities performed by Global Leaders Council members to improve policy and practices for RH: 63

3.2 Result: Number of instances that AI/IDEA supplies leaders with tailored communication support: 51

3.2 Target: Number of instances that AI/IDEA supplies leaders with tailored communication support: 23

YEARS 1–4 RESULTS FOR IR3

IR3. Increased capacity to serve as global champions for RH among high-level leaders, validators, and Council members								
Intermediate	Y1 Goal	Y1 Actual	Y2 Goal	Y2 Actual	Y3 Goal	Y3 Actual	Y4 Goal	Y4 Actual
3.1 Number of activities performed by Global Leaders Council members to improve policy and practices for RH	2	2	45	59	63	68	63	41
3.2 Number of instances that that AI/IDEA supplies leaders with tailored communication support	18	18	20	24	42	38	40	23

ACTIVITY 1: THE POPULATION, HEALTH, AND DEVELOPMENT WORK ON GLOBAL PLATFORMS

PURPOSE

AI/IDEA made the case for prioritizing reproductive health and population within food-security-related policy and programming priorities. Using blog posts and social media, AI/IDEA made the case for the critical links between these issues to broader audiences. AI/IDEA provided support to dual GLC/FSSG (the Aspen Institute Food Security Strategy Group) members HE Tarja Halonen, the Honorable Joy Phumpani, and the Right Honorable Helen Clark, by synthesizing existing research and building out connections between these issues.

Cross-cutting topics addressed:

- Gender
- PHE
- Youth
- Repositioning family planning

BACKGROUND

In Y1–3 of the AI/IDEA Project, the work centered around cultivation of themes, tracks, and messaging of population IFP/RH at the Aspen Ideas Festival (AIF). This work eventually transitioned under the umbrella of Activity 2. For the purposes of this report, detail about this work stream is reported in the section of Activity 2.

The GLC understands that the food-security crisis will not be solved by focusing on agriculture and markets alone. The GLC advocates that investing in women's and girls' health—and in reproductive health and family planning, in particular—can help bolster efforts to ensure food security. Women and girls play a critical role in producing the household food supply and are a growing portion of the agricultural workforce. When their reproductive-health needs are met, women and their children are healthier, and they are more likely to complete their education, strengthening prospects for household food security and poverty alleviation.

In close collaboration with USAID, AI/IDEA explored other possible work streams that would focus on amplifying the messages of the Girl Declaration, of public and private partnerships, and of food security. Building on AI/IDEA's successes connecting with the food-security sector and engaging with FSSG, AI/IDEA's focus for Activity 1 became the influencing of FSSG members and other key decision-makers, thought leaders, and influential people in the food-security space and other relevant sectors to elevate the profile of population as it relates to overall food-security questions and the importance of addressing reproductive health needs.

ACTIVITY SUMMARY/ HIGHLIGHTS THROUGHOUT PROJECT

AI/IDEA helped to shape the dialogue by elevating the profile of population IFP/RH as it relates to overall food-security questions and the importance of addressing reproductive-health needs, reaching key target audiences and supporting messaging within the context of the FSSG. AI/IDEA provided support to dual GLC/FSSG members HE Tarja Halonen, the Honorable Joy Phumpahi, and the Right Honorable Helen Clark by synthesizing existing research, drafting talking points, and placing opinion editorials on the connections between population and global food security to raise global awareness around those linkages.

AI/IDEA began collaborating with the Food Security Strategy Group, a high-level, non-partisan, and international forum established in early 2013 to gather approximately forty individuals from the academic, public, private, and non-profit sectors that would engage in three to four intensive dialogues to explore a holistic, cross-sector, long-term, systemic approach to understanding and optimizing the food-security order over the next 30 years.

Milan Food Security Expo, July 2015, Milan, Italy

The Economist Intelligence Unit (EIU) highlighted their findings on RH and food-security correlations at the FSSG meeting, coinciding with the 2015 Expo Milano. This exploration has placed women and reproductive health at the center of conversations around food security, and has led to new champions for reproductive health. Some examples of new champions include the EIU, the FSSG, and high-level individuals present or involved with the Milan Expo, such as former US Senator Tom Daschle; former US Senator Dan Glickman, executive director of Aspen Institute Congressional Program and former US secretary of agriculture; Rick Leach, president and CEO of World Food Program USA; and John Phillips, US ambassador to Italy, among others.

World Bank Civil Society Meetings: Drumbeat to COP 20: Linking Reproductive Health, Food Security, and Climate Change, October 2014, Washington, DC

The 20th annual Conference of Parties (COP20) to the 1992 United Nations Framework Convention on Climate Change will meet December 2015 in Lima, Peru. Many countries that stand to experience the harshest impacts of climate change are also experiencing rapid population growth. Population, reproductive health, and food security should be part of the strategies for adapting to the effects of climate change as a way to ensure resilience and climate justice. Far too often, however, high-level decision-making on climate change does not sufficiently address sexual and reproductive health and rights and intersections with food security.

- **Dr. Yetnayet Asfaw**, *vice president, strategy and impact, EngenderHealth Inc.*
- **Dr. Sennen Hounton**, *senior reproductive health advisor, technical division, UNFPA*
- **Clive Mutunga**, *family planning and environment technical advisor, USAID*
- **Dr. Suzanne Petroni**, *senior director for gender, population, and development, International Center for Research on Women*
- **Lucy Wanjiru Njagi**, *programme specialist, gender and sustainable development UNDP/BDP Gender Team*
- **Sandeep Bathala** (Moderator), *Security Program, Maternal Health Initiative at the Woodrow Wilson Center*

World Bank Civil Society Meetings: Building Resiliency: The Importance of Food Security and Population, April 2014, Washington, DC

AI/IDEA hosted a roundtable coinciding with the 2014 World Bank Spring Meetings which explored the connections between food security, resiliency, and reproductive health. The roundtable fostered greater interconnections and alignment among FSSG, World Bank, and the Global Alliance for Resilience Initiative. Moreover, it solidified our goal of prioritizing reproductive health and population within food-security-related policy and programming priorities.

Speakers:

- **Jason Clay**, senior vice president of market transformation, World Wildlife Fund
- **Clive Mutunga**, family planning and environment technical Advisor, USAID
- **Salif Niang**, chief impact officer, Malô SARL
- **Joy Phumaphi**, chair of Global Leaders Council for Reproductive Health
- **Meera Shekar**, lead health and nutrition specialist, African human development at The World Bank

ACTIVITIES CARRIED OUT IN YEAR 5

In Year 5, the AI/IDEA Staff:

- Collaborated with the EIU to explore correlations between food security and women's health using the Global Food Security Index and incorporated the correlations into the FSSG's recommendations/observations and findings. The EIU highlighted these findings at the FSSG meeting, which coincided with the 2015 Expo Milano.
- Facilitated the writing and placement of "To Achieve Food Security, We Must Prioritize Women's Rights as Human Rights" by Her Excellency Tarja Halonen, published in the Huffington Post in a series on Sustainable Development Goals
- Hosted "Drumbeat to COP20: Linking Reproductive Health, Food Security, and Climate Change" as an official event during the IMF/World Bank Civil Society Policy Forum during Annual Meetings on October 9.
- Facilitated the writing of "Why Women are Key to Addressing Climate Change, Hunger, Health, and Development" by Laurie Mazur, published in the Aspen Idea Blog. This blog post made the list of top 14 most viewed posts in 2014.

COLLABORATING ORGANIZATIONS THROUGHOUT PROJECT

- Economist Intelligence Unit
- Food Security Strategy Group
- World Bank
- World Wildlife Fund
- USAID
- The Wilson Center
- Independent consultants: Kathleen Mogelgaard and Laurie Mazur

ACTIVITY 2: THE ASPEN POPULATION AND HEALTH CONVERSATION SERIES IN WASHINGTON, DC
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PURPOSE

The Aspen Population and Health Roundtable Series was designed to leverage the Aspen Institute’s convening power and non-partisan, journalistic roundtable style to stimulate provocative and informative conversations among thought leaders and decision-makers in Washington, DC, to raise awareness among diverse audiences around the centrality of reproductive health to their specific sectors. The Conversation Series built on the format of a journalistic moderation style that moves discussion toward new insights and fosters audience participation. Speakers were selected for their notoriety, their validator potential, and their ability to link the issues in question back to IFP/RH. By featuring “unusual suspects” who have expertise outside of the IFP/RH realm, events of this series increased their potential to reach diverse audiences and news outlets.

Cross-cutting topics addressed:

- Gender
- PHE
- Youth
- Repositioning family planning

BACKGROUND

Originally, Activity 2 was designed to reach a Washington, DC-based audience. AI/IDEA has examined the roundtables that have led to the greatest measurable success, however, and found that location in Washington, DC, is not one of the factors that contributed to success. Specifically, a DC location did not help us better meet some of our important targets, such as having a large proportion of participants from communities outside the “usual” sectors at our events or having a large percentage of attendees who had been identified as influential leaders in our target sectors.

Following this analysis, the AI/IDEA team decided to condense our existing platform at AIF with the DC-based roundtable series to form a single activity: a Conversation Roundtable Series to be held in locations and moments well-positioned to reach new sectors.

GHD continued to leveraged Aspen’s connections to high-level speakers and diverse audiences around AIF to expand the debate about reproductive health, encourage new language, and raise awareness of the centrality of reproductive health and population to all development issues. AI/IDEA’s messaging was put forth before an incredible array of media representatives at AIF, including the co-sponsor of the event, the *Atlantic* magazine, which enables the linkages to travel beyond the in-person audience to a much larger body of readers. At the same time, AI/IDEA was able to retain total control over speakers and messaging and to concentrate on getting press coverage on these well-messaged side events.

We posted full video coverage and promoted this coverage on the redesigned GHD website, which made AI/IDEA's work clearer and more accessible. When possible, we live streamed the conversations online and shared the link to a broad audience.

FULL LIST OF IDEA EVENTS

Aspen Ideas Festival and Aspen Ideas Festival Spotlight Health

AIF 2011

- "Sustainability 2050: Youth Leaders Speak"
- "What's Good for Women is Good for the Planet"
- "The Revolution We Need in Population and Food Security"

AIF 2012

- "OUR PLANET: 7 BILLION AND COUNTING: The Population Challenge"
- "OUR PLANET: 7 BILLION AND COUNTING: How Will We Feed Nine Billion of Us"
- "OUR PLANET: 7 BILLION AND COUNTING: The Politics of Sex"
- "OUR PLANET: 7 BILLION AND COUNTING: Sustainability Redux: Radical Changemakers"

AIF 2013

- "THE CRITICAL MIDDLE EAST: Girl Rising: A Film and Discussion"
- "Breaking Through: Empowering Women and Girls for a 21st Century Economy"
- "YOU AND YOUR HEALTH: Activism Anew: Dispatches from the Front Lines of the War on Women"

AIF 2014

- Aspen New Voices Fellow and Jhpiego Advisor Jane Otai featured in Opening Plenary, discussing family planning
- "Acting on the Call: Ending Preventable Child and Maternal Deaths"
- "Women's Health: The Unfinished Revolution"
- "Beyond the Hype: What Does It Really Mean to Invest in Girls"
- "Undaunted: Ten Frontline Innovators Shaping Global Health"
- Closing Session featured the Honorable Kathleen Sebelius, who discussed contraceptives and prioritizing women's health

AIF 2015

- "Reproductive Health: A Catalytic Investment for Global Development"
- "Women's Health: A Conversation Across Generations"
- Spotlight Health Closing Session featured Phumzile Mlambo-Ngcuka

Roundtables (*in Washington, DC, unless otherwise noted*)

- "The Population Factor and Economic Growth: Trends and Revelations" (December 2010)
- "The Revolution We Need in Food Security and Population" (April 2011)
- "Good Governance and the Women Divided" (September 2011)
- "Lessons and Challenges of the Crisis in Somalia" (October 2011)
- "The Road to Rio: Climate Change, Population, and Sustainability" (January 2012)
- "A Long Walk to Water: Women, Population, and Access to Safe Water" (April 2012)

- “Stepping on the Third Rail: Family Planning and Social Capital Markets” (October 2012)
 - San Francisco, California
- “The Demographic Dividend: It’s Not Just For Demographers Anymore” (April 2013)
- “Deepening Our Resolve: A Look in to Best Practices for Reproductive Health” (November 2013)
 - Addis Ababa, Ethiopia
- “Alan Weisman Discusses: Countdown: Our Last, Best Hope for a Future on Earth?” (December 2013)
- Madeleine K. Albright Global Development Lecture (August 2014)
 - Aspen, Colorado
- “Sexual and Reproductive Health and Rights—Fundamental Human Rights, Drivers of Progress” (September 2014)
 - New York, New York
- “Country-level Champions: Zambia Drives Progress for Women and Girls” (March 2015)
- “The Hidden Opportunity for Climate Compatible Development” (April 2015)

HIGHLIGHTS YEARS 1–5

The Road to Rio: Climate Change, Population, and Sustainability, January 2012, Washington, DC

On January 12, 2012, AI/IDEA leveraged the GLC’s involvement leading up to the Rio+20 Conference on Sustainability to host “The Road to Rio: Climate Change, Population, and Sustainability” at the Kaiser Family Foundation. As momentum built to address climate change and other major challenges, Rio+20 presented an opportunity to return to the critical question of how environmental, population, and economic concerns could be joined afresh in a new vision for sustainable development. The Road to Rio was attended by 145 individuals (not including Aspen Institute staff) who collectively represented 89 distinct organizations.

Speakers:

- **Mary Robinson**, president, Mary Robinson Foundation—Climate Justice; former president of Ireland
- **Rachel Kyte**, vice president, sustainable development, The World Bank
- **Robert Engelman**, president, Worldwatch Institute
- **Carmen Barroso**, regional director, International Planned Parenthood Federation/Western Hemisphere Region

Stepping on the Third Rail: Family Planning and Social Capital Markets, October 2012, San Francisco, California

On October 4, 2012, AI/IDEA program hosted Stepping on the Third Rail: Family Planning and Social Capital Markets at the Social Capital Markets conference (SoCap) in San Francisco, California. This groundbreaking panel extended the conversation about family planning into the realm of impact investors interested in the “triple-bottom-line” of social, environmental, and financial returns made possible by increasing access to contraceptives.

While gender equity was a main theme at the 2012 SoCap, the AI/IDEA panel represented the first ever official SoCap event about IFP/RH. Its presence represented a huge step forward in raising the awareness of a community that is actively looking for investments that, like IFP/RH, generate financial,

social, and environmental returns, but is not currently focused on IFP/RH. The panel likely contributed to the SoCap organizer's decision to have a health theme, for the first time, at the 2013 conference.

Speakers:

- **Karl Hofmann**, president and CEO, Population Services International
- **Dana Hovig**, CEO, Marie Stopes International
- **Julie Bernstein**, senior communications officer in family health, Bill & Melinda Gates Foundation
- **Astrid Zweynert**, deputy editor, Thomson Reuters Foundation

Moderated By:

- **Peggy Clark**, vice president, policy programs; and executive director of Aspen Global Health and Development at the Aspen Institute

The Demographic Dividend: It's Not Just For Demographers Anymore, April 2013, Washington, DC

This event sought to make the complex topic of "demographic dividend" seem accessible and relevant to a diverse audience of development leaders. The roundtable was timed to follow the late-March joint meeting on Industrialization for an Emerging Africa, coordinated by the African Union and Economic Commission for Africa. Demographic dividend was featured on the official agenda and on a side event supported by AI/IDEA partners PRB, African Institute for Development Policy, and others, and was named explicitly in the Ministerial Statement coming out of the meeting. The target audience included ministers of finance as well as ministerial-level leaders of traditional development sectors.

The resulting audience was not only cross-sectoral, but overwhelmingly high-level, with 28% of participants at the executive level of their organizations.

- **Shanta Devarajan**, chief economist, World Bank Africa Region
- **Eliya Zulu**, executive director, African Institute for Development Policy
- **Steve Feldstein**, director; office of policy; bureau of policy, planning, and learning; US Agency for International Development

Country-level Champions: Zambia Drives Progress for Women and Girls, March 2015, Washington, DC

As the new global-development agenda took shape, it was crucial that leaders considered global priorities for maternal and child survival and what is needed to drive progress for women and girls at the country level. The AI/IDEA team convened a conversation to explore the impact of public sector leadership for reproductive health, to highlight opportunities to build support across ministries and other public offices, and to engage civil society in informing policy and funding priorities.

This event highlighted Zambia's public sector leadership for reproductive health, as it tackles the most pressing needs for women and girls including family planning and reproductive health, child and early marriage, and gender-based violence. Dr. Pablos-Mendez spoke about US government funding of family-planning services and new plans to increase country-ownership and mobilize domestic resources to finance reproductive health.

Speakers:

- **The Honorable Nkandu Luo**, minister of gender and child development, Zambia
- **Dr. Ariel Pablos-Mendez**, assistant administrator for global health and coordinator for maternal and child survival, US Agency for International Development

The Hidden Opportunity for Climate Compatible Development, April 2015, Washington, DC

In December 2015, world leaders will finalize a new global agreement to address climate change.

Ensuring that gender issues and population dynamics are adequately considered in the agreement is critical to its success and sustainability. Far too often, climate policy does not sufficiently address sexual and reproductive health and rights and the role of women in building resilient communities.

The AI/IDEA team convened a conversation to highlight the impact of family planning on a community's adaptability and resilience to the stresses of climate change. Implementation of the post-2015 development agenda, bringing international, national, and donor-country perspectives to the table were all featured in this conversation.

Speakers:

- **The Right Honorable Helen Clark**, administrator, United Nations Development Programme
- **The Honorable Julia Duncan-Cassell**, minister of gender and development, Liberia
- **Dr. Jennifer Adams**, deputy assistant administrator, bureau of global health, US Agency for International Development

Featured Discussants:

- **Sajeda Amin**, senior associate, Population Council
- **Jason Bremmer**, associate vice president program director; population, health, and environment; Population Reference Bureau
- **Roger-Mark DeSouza**, director of population, environmental security, and resilience; global sustainability and resilience program; Wilson Center
- **Clive Mutunga**, family planning and environment technical advisor, bureau for global health, office of population and reproductive health policy, evaluation and communication division, US Agency for International Development
- **Femi Oke**, journalist and host, Al Jazeera's "The Stream"
- **Jacques Sebisaho**, founder, Amani Global Works

Moderated by:

- **Tony Dokoupil**, host of MSNBC Shift's "GreenHouse"

Women's Health: A Conversation Across Generations, June 2015, Aspen, Colorado

This panel took place during Spotlight Health at the Aspen Ideas Festival. Topics discussed at this panel included violence against women and unmet family-planning need globally. The speakers agreed that advancing health means putting women in charge of their own fertility and approaching medicine with sensitivity to gender. They also insisted that these measures must be done in tandem with efforts that seek to reduce poverty and promote justice throughout society in general.

Speakers:

- **Irin Carmon**, reporter, MSNBC
- **Paula Johnson**, executive director, Connors Center for Women's Health; gender biology chief, division of women's health, Brigham and Women's Hospital
- **Phumzile Mlambo-Ngcuka**, executive director, UN Women
- **Estefania Palomino**, global programs associate, Planned Parenthood Federation of America

Moderated By:

- **Courtney E. Martin**, author, speaker, blogger

OTHER EVENTS CARRIED OUT IN YEAR 5

Madeleine K. Albright Global Development Lecture, August 2014, Aspen, CO

In partnership with the Brookings Institution, Aspen Global Health and Development hosted the Madeleine K. Albright Global Development Lecture as a part of the Brookings Blum Roundtable series on global poverty. This event drew a high-level audience and featured:

- **Walter Isaacson**, president, the Aspen Institute
- **Madeleine K. Albright**, former US secretary of state
- **The Right Honorable Helen Clark**, administrator, UNDP
- **Kathy Calvin**, president and CEO, United Nations Foundation

Sexual and Reproductive Health and Rights—Fundamental Human Rights, Drivers of Progress, September 2014, New York, NY

Sexual and reproductive health and rights are fundamental human rights. They also drive progress towards a broad range of sustainable development goals, including poverty eradication, food security, gender equality, climate change mitigation, and economic empowerment, among so many others. Leaders from around the globe joined this conversation to galvanize resolve to put sexual and reproductive health and rights for all, the human rights of women and girls, and the participation of young people at the center of the development agenda.

Speakers:

- **Her Excellency Tarja Halonen**, former president of Finland; high-level task force for ICPD; GLC member
- **Dr. Musimbi Kanyoro**, president and CEO, Global Fund for Women; GLC member
- **The Honorable Tedros Adhanom Ghebreyesus**, minister of foreign affairs, Ethiopia; GLC member
- **The Honorable Joy Phumaphi**, former minister of health, Botswana; GLC chair
- **Her Excellency Joyce Banda**, former president, Malawi; GLC member
- **Kathy Calvin**, president and CEO, United Nations Foundation
- **Samuel Kissi**, Youth Coalition member

Spotlight Health, June 2015, Aspen, CO

Spotlight Health returned to Aspen, Colorado, on June 25–28, 2015, as the opening segment of the Aspen Ideas Festival. This year's theme was "Smart Solutions to the World's Toughest Challenges." From

Ebola, climate change, and genetically modified organisms, to cancer, personalized medicine, and death with dignity, panelists took on these significant challenges, and looked at future-facing solutions coming from the fields of science, art, technology, and design. Reproductive health and family planning featured prominently, as panelists connected their importance to broader ideas of women's health and sustainable development. Three sessions of note:

- Reproductive Health: A Catalytic Investment for Global Development
- Women's Health: A Conversation Across Generations (featured above)
- Spotlight Health Closing Session with Phumzile Mlambo-Ngcuka

COLLABORATING ORGANIZATIONS THROUGHOUT PROJECT

- African Institute for Development Policy
- AIF Conference Organizers
- AIF Spotlight Health Organizers, Co-Led by IDEA Director Peggy Clark and Ruth Katz, director of the Health, Medicine, and Society program at the Aspen Institute
- Alan Weisman
- Aspen New Voices Fellowship
- Bill & Melinda Gates Foundation
- Brigham and Women's Hospital
- Brookings Institution
- DFID
- Ethio-Wetlands and Natural Resource Association
- Gapminder Foundation
- Global Leaders Council for Reproductive Health
- High-Level Task Force for ICPD
- Implementing Best Practices Initiative
- International Planned Parenthood Foundation
- Kaiser Family Foundation
- Ken Weiss
- Mary Robinson Foundation
- Ministry of Gender and Child Development, Zambia
- Ministry of Health, The Gambia
- MSNBC
- National Democratic Institute
- National Geographic Magazine
- National Press Club
- PATH
- Planned Parenthood Federation of America
- Population Council
- Population Foundation of India
- Population Reference Bureau
- Population Services International
- State Department
- Thompson Reuters Foundation
- UN Women

- United Nations Department of Peacekeeping Operations
- United Nations Development Programme
- United Nations Foundation
- USAID
- Water for South Sudan
- Woodrow Wilson Center
- World Bank
- World Health Organization's Department of Reproductive Health and Research
- Worldwatch Institute

ACTIVITY 3: THE POPULATION POLICY DIALOGUE SERIES AT THE WORLD HEALTH ASSEMBLY

PURPOSE

Launched at the 2011 World Health Assembly (WHA) in partnership with the World Health Organization Department of Reproductive Health and Research, the Population Policy Dialogue Series targeted ministers of health and country delegates, particularly those representing low-income/high-burden countries, for the following objectives:

- **Increase support for and access to reproductive health at the country and regional levels** by implementing innovative policy and financing approaches and expanding service delivery;
- **Broaden the debate about the centrality of IFP/RH** as an issue underpinning global development, with particular attention to the Millennium Development Goals (MDGs);
- **Share best practices and policy options** with peers, bringing high-level policy attention to IFP/RH at the WHA;
- **Inspire and incentivize uptake of these best practices;** and
- **Discuss and support implementation of the UN secretary general's Global Strategy for Women's and Children's Health, the Maputo Plan of Action, the Ougadougou Declaration, and the World Health Organization (WHO) Global Reproductive Health Strategy at the WHA**

Through this forum, publicly titled the Geneva Policy Dialogue Series on Reproductive Health, AI/IDEA repositioned family planning by engaging ministries of health and finance and promoting IFP/RH as a cost-effective intervention for health and development overall. Each year, the event featured country leaders who shared best practices on expanding access to IFP/RH information and services on the ground.

Cross-cutting topics addressed:

- Gender
- PHE
- Youth
- Repositioning family planning

BACKGROUND

At the Y1 Geneva Policy Dialogue Series, the Global Leaders Council for Reproductive Health announced the Resolve Award, a non-monetary award designed to celebrate, disseminate, and incentivize country-level innovations in reproductive-health policy, financing, and service delivery.

ACTIVITIES SUMMARY/HIGHLIGHTS

By combining the access of the WHO team, the opportunity of the WHA, the prestige of the Global Leaders Council for Reproductive Health, and the strengths of the AI/IDEA team in planning this ceremonial event and connecting leaders with press and donors, the Resolve Award Ceremony is able to:

- **Celebrate country-level leaders who are focusing on IFP/RH**, encourage continued leadership
- **Provide platform for countries who are dramatically improving access to IFP/RH**
- **Highlight breakthrough innovations** that have succeeded despite resource limitations and political obstacles
- **Generate a high-level turnout of country delegations** to showcase progress in IFP/RH as a means to improve health and development

AI/IDEA staff lead the recruitment efforts and support the GLC members in selecting the winners each year. The AI/IDEA staff also planned the award ceremony, including developing briefing books and supporting participants with talking points and related communication and media engagement:

- Designed and implemented social media strategy focusing on Twitter in the lead up to, during, and after the event
- Conducted interviews with all winners to learn more about country innovations and inform press outreach and talking points for the ceremony
- Published one press release on the 2015 Resolve Award winners, which was shared across 130 websites and 164 media outlets, reaching a potential audience of 18.1 million people
- Coordinated live stream of the ceremony and promoted live stream through Twitter and event announcements
- Facilitated more than nine articles and news releases on the Resolve Award

This event creates media buzz around the countries that have received the award. Our press strategy was driven by the goals of Resolve: to increase donor support of country-led innovation, as well as celebrate country-level political will prioritizing reproductive health. Global media outlets are more suited to increase donor support of the winning countries, while the national-level pieces generate more political will for the efforts of the ministry within the country.

RESOLVE AWARD WINNERS			
CATEGORY	2012	2013	2014
SERVICE DELIVERY	<p>RWANDA Leveraging existing community-based health workers to spread family-planning information and diversify contraceptive options</p> <p>ETHIOPIA Community Health Extension Plan: 35,000 health-extension workers offering long-acting contraceptive methods</p>	<p>ZAMBIA Leveraged existing financing to scale up a successful HIV/AIDS treatment program and include IFP/RH services</p>	<p>TANZANIA Extending reproductive-health services to rural areas and established peer-to-peer leadership program for girls</p>
POLICY DEVELOPMENT	<p>MALAWI Repositioning family planning as a development issue in national policy</p>	<p>KENYA Population Policy for National Development</p>	<p>PERU Adolescent Pregnancy Prevention Plan</p>
FINANCING MECHANISM	<p>NEPAL Introducing financing mechanisms to encourage delivery in health facilities, reducing the maternal mortality rate</p>	<p>THE GAMBIA Financing a fleet of motorcycles and ambulances to deliver maternal health care to the entire country</p>	
SPECIAL MENTION	<p>YEMEN Increasing Contraceptive Prevalence Rate</p>	<p>SIERRA LEONE Engaging men within communities to decrease gender-based violence and to increase knowledge about RH services</p>	<p>AFGHANISTAN Cross-sectoral work to advance reproductive health through policy development</p> <p>CAMBODIA</p>

			Reducing maternal mortality rate through increased funding for health facilities and training midwives
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ACTIVITIES CARRIED OUT IN YEAR 5

Aspen Global Health and Development and the WHO Department of Reproductive Health and Research co-hosted the fourth annual Resolve Award ceremony at the United States of America Mission to the United Nations and other International Organizations on May 21, 2015, during the 68th World Health Assembly in Geneva, Switzerland.

2015 Resolve Award for Service Delivery: Senegal

The Informed Push Model of distribution uses techniques borrowed from the commercial sector to eliminate inventory stockouts and ensure that women have access to a consistent, reliable supply of family-planning products. The Ministry of Health collaborated with a range of public and private partners to build a robust, sustainable program. The stockout frequencies reduced from 80 percent to less than 10 percent—and is already serving as a model for other countries in the region.

2015 Resolve Award for Policy Development: Philippines

Game-changing transformations in the political and regulatory environment for reproductive health resulted from a 13-year campaign to establish a national reproductive rights and health framework, despite a difficult political climate. The successful culmination of this effort, which was supported by a broad consortium of civil society advocates and government leaders, heralds a new era in health and rights for all Filipinos.

2015 Resolve Award Special Mention: Uruguay

Uruguay was honored for a sharp reduction in maternal deaths. Their approach expanded access to post-abortion care, including providing counseling and access to family planning. Uruguay has reached a MCPR of 75%.

Reaffirming Resolve: Sustainable Development Starts with Sexual and Reproductive Health and Rights September 2015, New York, NY

This high-level event brought together members of the Global Leaders Council for Reproductive Health as well as Resolve Award winners. High-level representatives celebrated the launch of the Sustainable Development Goals and reaffirmed resolve for sexual and reproductive health and rights as drivers of

poverty eradication, food security, gender equality, climate change response, and economic empowerment, among other development priorities.

Featuring:

- **Her Excellency Joyce Banda**, former president, Republic of Malawi
- **Dr. John Borrazzo**, chief, maternal and child health division, bureau for global health, US Agency for International Development
- **Her Excellency Tarja Halonen**, former president, Republic of Finland
- **Dr. Musimbi Kanyoro**, president and CEO, Global Fund for Women
- **The Honorable Joy Phumaphi**, former minister of health, Republic of Botswana; chair of the GLC

Ministerial and high-level representatives from Resolve Award winning countries, including:

- **The Honorable Dr. Peter Kampalume**, minister of health, Republic of Malawi
- **The Honorable Nkandu Luo**, minister of gender and child development, Republic of Zambia
- **The Honorable Patrick Ndimubanzi**, minister of state, Rwanda
- **The Honorable Madina Rahman**, deputy minister of health and sanitation, Republic of Sierra Leone

COLLABORATING ORGANIZATIONS THROUGHOUT PROJECT

- WHO Department of Reproductive Health and Research
- United States Mission to the United Nations
- US Agency for International Development
- Ministries of Health of Resolve Award recipient countries

ACTIVITY 4: DEEPENING AWARENESS SERIES

PURPOSE

This time-limited activity served to deepen awareness by expanding the efforts around food security and reproductive health and supporting country-level leadership.

BACKGROUND

The Deepening Awareness Series was added to the AI/IDEA project just for Y3 to intensify the impact of the first three activities in two ways: by expanding IDEA's work further into the food-security community and by building on the momentum emerging from the Family Planning Summit to support new global champions in realizing their commitments to expand access to IFP/RH.

Cross-cutting topics addressed:

- Gender
- PHE
- Youth
- Repositioning family planning

ACTIVITIES SUMMARY/HIGHLIGHTS

Aspen Institute Food Security Strategy Group (FSSG)

By partnering on these food-security dialogues, the AI/IDEA team leveraged the FSSG's corporate funding to ensure that IFP/RH is integrated into food-security conversations and interventions as a key focus. In addition to influencing the thinking of Strategy Group members themselves, this group of cross-sector leaders will also have the power to disseminate new awareness amongst key experts and players who can influence both interventions on the ground and policymakers at the highest level. Three members of the GLC are members of the FSSG and continued to promote IFP/RH themes and linkages.

Supporting Country Leadership

AI/IDEA saw an opportunity to deepen awareness of the centrality of IFP/RH to economic prosperity with developing-country policymakers themselves. The Bill and Melinda Gates Family Planning Summit in 2012 gathered leaders from donor countries and developing countries alike to focus on the global unmet need for voluntary family planning and to make financial commitments to achieving universal access. The success of this event generated momentum at the highest levels of global leadership and civil society. The global media has also elevated acceptance of IFP/RH as a key priority and a non-controversial health intervention.

Commitments made by developing countries required support on policy expertise, communications guidance, and ongoing political will. As these countries, and others inspired to follow in their footsteps, endeavor to realize expanded access to IFP/RH for their citizens, AI/IDEA sought to leverage its connections at the highest levels to ensure leaders find the support they need to fulfill their IFP/RH commitments. Relationships like those of the GLC with policymakers within these countries provided access and expertise to help these policymakers advance access in an equitable way.

In the second half of Y3, AI/IDEA focused on Malawi, supporting the GLC's work with GLC member President Joyce Banda. The GLC, in conjunction with AI/IDEA, helped promote President Banda's work on the Presidential Initiative for Maternal Mortality and develop her relationships with Malawi's Ministry of Health and Population Unit, as well as with relevant stakeholders and donors whose support will be necessary for her initiative to move forward successfully.

The Aspen Institute and the GLC visited Malawi from January 7–11, 2013, to learn about and identify opportunities to support the Presidential Initiative on Maternal Health and Safe Motherhood. The Presidential Initiative, which seeks to increase the availability, accessibility, and utilization of maternal and newborn health care services to accelerate improvement of maternal and newborn health through community involvement, was launched in April 2012. The Presidential Initiative prioritizes three main interventions: 1) Community mobilization and training of village and regional chiefs; 2) construction of maternity waiting shelters at health centers; and 3) training of skilled community midwives.

At the core of the GLC visit was a consultation on the Presidential Initiative hosted by President Banda and convened by the Aspen Institute. Participants—including Malawi government officials at the highest levels, civil society, and donor government representatives—discussed progress to date on

implementation of the Presidential Initiative’s priorities and identified specific opportunities for the GLC and other partners to support the expansion of access to reproductive health care in Malawi.

Additional trip activities included visits by members of the delegation to a USAID-funded health clinic run by MSI/BLM, a visit to the first completed maternity waiting shelter, visits to the rural communities of Ntcheu and Balaka, a press conference, media interviews, private meetings with Malawi’s development partners, and a highly productive meeting of the Council members present, at which GLC members committed as individuals and as a Council to supporting Malawi’s Presidential Initiative.

Examples of AI/IDEA’s support in the execution and promotion of and follow up to the GLC’s trip to Malawi in January include:

- Communications, e.g., film editing and dissemination, as well as creation of a PowerPoint deck on Malawi;
- Outreach to Mabel van Oranje and the “Girls Not Brides” campaign team regarding incorporating IFP/RH into the campaign and adapting Malawi as a focus country, to be highlighted by The Elders; and,
- Liaising with current and potential donors supporting Malawi, e.g., Merck’s “Saving Mothers, Giving Life” Initiative, which wants to focus on one or a few countries in particular.

The GLC continues to garner media coverage that builds support for Malawi and amplifies its initiatives devoted to advancing reproductive health. In addition to the press coverage around the delegation’s trip to Malawi, former Council Chair Mary Robinson discussed Malawi’s reproductive health challenges and the GLC visit to the country in an interview with *The Daily Beast* on International Women’s Day. To see the full range of media coverage, refer to the GLC Malawi Delegation Media Report (Annex #9).

In partnership with the GLC Secretariat, AI/IDEA worked with filmmakers Noah Stout and Ken Fisher to produce a stunning, four-minute short film on family planning in Malawi through the story of a young family and to distribute it throughout the spring to GLC members and partner organizations. In March, the film was shown by GLC member Annie Lennox to the Scottish Parliament, as part of her presentation to request they commit more resources to Malawi. In direct response to her request the Scottish Parliament increased funding to Malawi. The film was also shown as part of the GLC’s presence at the Women Deliver conference in Malaysia, along with the distribution of 100 Why We Care books.

ADMINISTRATIVE HIGHLIGHTS

Completed Midterm Evaluation

AI/IDEA worked with USAID between October 2013 and January 2014 to complete a midterm evaluation of the Aspen Institute’s five-year grant. The evaluation suggested a shift in how AI/IDEA reports to USAID about its activities, including redesigning the Project Management Plan (PMP) to better capture the results of IDEA’s efforts.

Project Management Plan Redesigned

As recommended in the AI/IDEA Midterm Evaluation, AI/IDEA worked to redesign the PMP over the last six months of Y4. The project teams at AI/IDEA and USAID, including monitoring and evaluation

specialist Amani Selim, met numerous times over the six-month period to create better measurements for the project. The redesign included edits to language of all of the intermediate results and most of the sub-intermediates, as well as the creation of Project intermediate Reference Sheets.

CHALLENGES/LESSONS LEARNED

1. PMP Issues

As with all advocacy projects, the AI/IDEA project faced conceptual and technical challenges in determining causality. Through the midterm evaluation it was determined that the project could have benefited from a more highly developed project management plan, with clear expectations. As a result, the PMP was modified and used to gauge results following the evaluation.

2. Coordination among AI/IDEA Cooperative Agreement recipients

The Aspen Institute, Woodrow Wilson Center (WWC) and Population Reference Bureau (PRB) were all grantees of the Informing Decision Makers to Act Project (AI/IDEA). Although there was no shortage of goodwill among these three players to collaborate, reinforce, and amplify related work, there were unclear mechanisms to support this coordination. In future iterations, a system of shared work plans may help to reinforce the viability of this approach. Despite these obstacles, AI/IDEA did engage representatives from these projects. For example, Sandeep Bathala (WWC) moderated one of the side events to the World Bank Meeting and Jason Bremner (PRB) and Roger-Mark DeSouza (WWC) participated in the roundtable on gender-responsive climate policy with Helen Clark et al.

3. Adapting IFP/RH advocacy to a changing environment: context and policy

At the time that the AI/IDEA Project's strategic objective (to increase support among decision-makers for effective health and population policies and programs) was developed, support for family planning was beginning to emerge from nearly a decade of neglect at national and global levels. There has been significant progress since 2009 in raising the profile of family planning and reproductive health, and resources have increased since the IDEA project began. Some notable developments since the inception of AI/IDEA have contributed to the evolution of the broader landscape on IFP/RH:

- 2009 International Conference on Family Planning in Uganda
- 2011 Family Planning Conference in Dakar, Senegal
- 2012 London Summit on Family Planning
- 2013 Family Planning Conference in Addis Ababa
- The Gates Foundation Excel Awards, established in 2013
- The 2015+ MDG agenda
- FP2020

As the political and social environment evolved, the AI/IDEA project also shifted to increased specialization on the importance of IFP/RH as it relates to other development sectors, and not just a stand alone message to increase uptake of IFP/RH.

SUCCESS STORIES

Population and food security linked

With a well-designed event in the Roundtable Series, “Seven Billion: The Revolution We Need in Food Security and Population,” the Project effectively engaged Former US Secretary of Agriculture Dan Glickman in a dialogue with Roger-Mark De Souza, then vice president of research and director of the climate program at Population Action International, and Dennis Dimick, executive editor, *National Geographic Magazine* (formerly the environment editor). That dialogue took place in April 2011, and just over a year later, Dan Glickman became the moderator of an Aspen Ideas Festival event, “How Will We Feed Nine Billion of Us?” Through his participation in these events, Dan Glickman gained an appreciation of the need to consider population growth and reproductive health in the context of food security, and he became an influential advocate for family planning programs. The AI/IDEA Project was one of several key catalytic events contributing to the Aspen Institute establishing the FSSG. According to the Institute website, the FSSG is “A multi-program collaboration between the Energy & Environment, Global Health and Development, and Middle East Programs at the Aspen Institute. The Group is focusing on the strategic development of coordinated food-security planning at a global level, working between sectors to share best practices for leadership and governance on food security”. The FSSG was launched in June 2013 with a three-day convening in Marrakesh, Morocco. Group members strive for cross-sectoral solutions among four interlinked areas: 1) population, health and poverty; 2) science, technology, and innovation; 3) environmental sustainability; and 4) markets, trade and investment. Members also aim to answer the question “How can we sustainably and equitably feed a growing world population without exceeding the natural resources carrying capacity of the planet?”

Partnership with the Economic Intelligence Unit (EIU)

Through a partnership with the Aspen Institute, the EIU explored correlations between the EIU’s Global Food Security Index (GFSI) and demographic and reproductive health intermediates, yielding important new findings. Progress in food security is highly correlated with progress in reproductive health. The most food-insecure countries are also those with the weakest investments in health, including reproductive health. The EIU found that food insecure countries have high fertility rates and low contraceptive prevalence rates in addition to high neonatal, infant, and maternal mortality rates. Women for whom food is more affordable are more likely to have low maternal and infant mortality rates. Where women and girls have more years of education, populations are more food secure. These findings point to the critical need to link action in addressing food security to national strategies across sectors. As this data suggests, the food-security crisis will not be solved by focusing on food security and agriculture alone. A brief report was produced with the findings from this research. Distilled from these findings were the following recommendations:

1. **Improve Food Security through Health/ Equitable Development/Population.** New data exploring correlations between the EIU’s Food Security Index and other leader demographic and health data have yielded important new findings. Progress in food security is intimately intertwined with progress in investments in family health. The most food-insecure countries are also those with the weakest investments in health, particularly in regards to affordability of food. These findings point to the critical need to link action in addressing food security to

national strategies across sectors. As this new data suggests, the food-security crisis will not be solved by focusing on food security and agriculture alone.

2. **Peace and security depend on food security and on just systems of governance, but rapid population growth in the many of the world's most food-insecure countries jeopardizes the ability of countries to either sustainably produce enough food, or to import enough food that is affordable and accessible to the poor.** Good governance and improved food security therefore depend upon putting in place the conditions that will enable an organic slowing of the population growth, based on both improved health, and voluntary family planning.
3. **A strong correlation between food affordability, food security, and women's health suggests that in food-insecure countries, improving the delivery of women's health services and the effectiveness of food safety nets (which increase the affordability of food) would work synergistically to propel development on a path that is both more equitable and food secure.** This follows from the GFSI finding that, for the world's most food-insecure countries, lack of affordable food is a key factor driving hunger. But in countries where women, on average, have fewer children and better access to health care—including voluntary family planning and better prenatal and antenatal care—maternal and infant mortality is lower, food is more affordable, and food security is stronger.
4. **The food-security community must go beyond acknowledging the role of women smallholder farmers as global food producers to actually addressing their health issues as women,** as these fundamental issues restrict their exercise of human rights; their productivity as food producers; and their ability to adequately feed, care for, and educate their children.
5. **Population dynamics in the most food-insecure countries require investment in reproductive health for women, voluntary family planning, and meeting the unmet need for contraception.** The world's most food-insecure countries are also the ones with the most unsustainable population growth, the lowest levels of public health expenditure, and the lowest levels of educational attainment, especially for girls. The common thread underlying these interrelated problems is poor health care for women and inadequate family planning services embedded in health systems that are easily accessible and services that are widely understood and utilized, whether in the most remote rural area or in rapidly expanding, underserved urban areas. Utilization itself relies on improved access to education, particularly for girls.
6. **To close the gender gap in agricultural productivity—which could end food insecurity for up to 150 million people worldwide—countries must systematically strengthen or put in place policies, laws, programs, and practices that address the underlying causes of the gender gap.** Given that women in many countries produce 20–30 percent less than men, and that women make up half or more of smallholder farmers in many of the world's most food-insecure countries, closing the gender gap will go a long way to improving food security. The gap is due both to unequal access to productive resources and also to unequal

benefits derived from those resources. The latter is explained in part by women dividing time between the demands of farming and that of running a household, pregnancy and childbirth, and child rearing. At the same time, their access to education, health services, good land, agricultural training, finance, and farm inputs are more limited. Systematically and comprehensively addressing these issues facing rural women can close the gender gap in agriculture.

7. **Improving the resilience and ability of millions of smallholder farmers to adapt to climate change means thinking outside the box of agriculture per se.** It requires thinking of farm families in a holistic way. Additionally, it requires making sure couples have access to the information and the services they need to adequately space the birth of their children and to have families of the size they desire and can adequately provide for, especially given the minimal resources they typically have at their disposal.
8. Given the strong correlation of food security with maternal and infant mortality rates, **agricultural and food-security programs need to put renewed emphasis on providing for dietary diversity, nutritional fortification, and health services for women and children.**

Summaries of the above recommendations were presented in to the FSSG in Milan, July 2015.

Bolstered partnership with FSSG and partners through convened World Bank Events

The AI/IDEA team convened side events at the World Bank Civil Society Forum during both the Spring 2014 and Fall 2014 World Bank and International Monetary Fund meetings.

President Tarja Halonen Contributes Reproductive Health Input to FSSG Paper

In an FSSG paper on leadership and best government practices, President Halonen spoke about the connections between population dynamics and policies and food security. She advocates for increased contraception access for women and girls so they can make greater contributions to food-security initiatives.

Spotlight Health Became Permanent Component of Aspen Ideas Festival

Spotlight Health, the opening segment of the Aspen Ideas Festival, draws influential speakers and audience members from around the world to talk about the cutting-edge health issues of our times. This year, for the second annual session, over 400 speakers and 1,000 participants were brought together to discuss global and domestic health priorities. By bringing high-level officials from diverse fields together with next-generation innovators from across the globe, Spotlight Health catalyzes the potential for real-world progress in global health. Considering that reproductive health and family planning play a critical role in this progress, Spotlight Health not only serves as a platform for decision-makers and advocates to gain a more holistic understanding of their powerful effects on societal health and wellbeing, but also as a conduit for sharing innovative ways that related tools can be implemented across contexts. Aspen Global Health and Development has played a central role in ensuring that Spotlight Health is a permanent component of the Aspen Ideas Festival, as well as ensuring that reproductive health and family planning are at the center of the conversation.

Population and Environment Linked in Rio+20 Outcome Document

Rachel Kyte, then vice president of sustainable development at the World Bank, and GLC member Mary Robinson were engaged in “The Road to Rio: Climate Change, Population, and Sustainability.” Following her participation, Rachael Kyte wrote an internal memo to her staff about the important linkage among population, IFP/RH, and the environment. Rachael Kyte and Mary Robinson both became strong advocates in ensuring that family planning and reproductive health became part of the final document of the Rio+20 United Nations’ Conference on Sustainable Development. The Road to Rio Washington Roundtable in January 2012 began that process. The Rio+20 outcome document, “The Future We Want” includes the following language relating to population and reproductive health:

Recalling its resolution 64/236 of 24 December 2009, in which it decided to organize the United Nations Conference on Sustainable Development at the highest possible level in 2012, as well as its resolution 66/197 of 22 December 2011,

144. We commit to systematically consider population trends and projections in our national, rural, and urban development strategies and policies. Through forward looking planning, we can seize the opportunities and address the challenges associated with demographic change, including migration.

145. We call for the full and effective implementation of the Beijing Platform for Action and the Programme of Action of the International Conference on Population and Development, and the outcomes of their review conferences, including the commitments leading to sexual and reproductive health and the promotion and protection of all human rights in this context. We emphasize the need for the provision of universal access to reproductive health, including family planning and sexual health and the integration of reproductive health in national strategies and programmes.

146. We commit to reduce maternal and child mortality and to improve the health of women, youth, and children. We reaffirm our commitment to gender equality and to protect the rights of women, men, and youth to have control over, and decide freely and responsibly on, matters related to their sexuality, including access to sexual and reproductive health, free from coercion, discrimination, and violence. We will work actively to ensure that health systems provide the necessary information and health services addressing the sexual and reproductive health of women, including working towards universal access to safe, effective, affordable, and acceptable modern methods of family planning, as this is essential for women’s health and advancing gender equality.

Reinforcing Public Sector Leadership To Drive Innovation and Political Will for Reproductive Health

Demonstrating the power of the public sector to collaborate with key partners outside of the government, the Resolve Award cultivated and reinforced political will with emphasis on:

- Financing mechanisms
- Policy development
- Expansion of service delivery

Recipients of the Resolve Award include Ethiopia, Kenya, Malawi, Nepal, Peru, Rwanda, Senegal, Tanzania, The Gambia, The Philippines, and Zambia. Recipients of the Resolve Award special mention include Afghanistan, Cambodia, Sierra Leone, Uruguay, and Yemen.

Global Leaders Council for Reproductive Health Visit to Malawi

President Joyce Banda invited members of the Global Leaders Council to visit Malawi and help support her efforts to elevate IFP/RH and women's rights as policy priorities. By leveraging the expertise and the prestige of the Council members, the Aspen Institute was able to reinforce President Banda's commitment to IFP/RH, raise awareness of and support for her programs within Malawi, and draw the attention of global funders and partners to the remarkable opportunity that exists for Malawi to increase IFP/RH access. The visit generated positive coverage of IFP/RH in all major Malawi media outlets and in global outlets, including the *New York Times*, *The Atlantic*, and the *Huffington Post*. Since the visit, the Institute has been able to leverage this media coverage, as well as the GLC members' personal commitments to supporting IFP/RH in Malawi, to harmonize the work of existing donors/partners, and engage new donors/partners. Following the visit, AI/IDEA provided Annie Lennox with research, talking points, and a new film to support her speech to members of the Scottish Parliament about the challenges Malawi faces in March 2013. In terms of new donors and partners, AI/IDEA met with representatives from the Bill & Melinda Gates Foundation, CIFF, Merck for Mothers, Saving Mothers Giving Life, Mass Design, the AutoDesk Foundation, Global Health Corps, Partners In Health, Gordon Brown's Education for All, and others to encourage them to strengthen or initiate support for Malawi, given the remarkable opportunity there to demonstrate what is possible when political will exists at the highest levels. Following these conversations, Global Health Corps, MASS Design, and Education for All increased their activity in support of reproductive health in Malawi.

Cultivating Champions and Validators

AI/IDEA refers to leaders within different sectors who are best positioned to "validate" the messages of the AI/IDEA dialogues to their respective communities as "validators." Because these leaders are selected for their position in their own sector, not their championing of IFP/RH, these leaders are at different levels of awareness and work best when speaking alongside an expert better versed in the intersection between IFP/RH and the targeted sector (This IFP/RH expert may not be as well known, but helps ensure that the messaging is presented well and is then confirmed and made relevant to the target sector by the validator).

This was an innovative project adapting the Institute's signature convening methodology to engage new audiences and establish linkages across sectors to raise awareness about the centrality of reproductive health to development. The Institute has tested and refined the process of developing "validators" who are well versed in the intersection of IFP/RH with their own sector (e.g., food security, climate change, etc.) and can continue to champion the cause of connecting IFP/RH and development.

Examples of validators and the evolution of their engagement:

- **Dan Glickman, former secretary of agriculture and former senator from Kansas:** After speaking at AI/IDEA's April 2011 food security roundtable, he came back to attend the January 2012 Road to Rio roundtable, spoke in a session on food security as part of the AIF Population track, and then went on to incorporate population and IFP/RH into the preparation materials for the FSSG inaugural meeting, as well as into his own remarks as group co-chair. In his primary capacity as

director of the Aspen Institute Congressional Program, he solicited AI/IDEA's advice as he planned a 2013 field visit of 23 sitting members of Congress to Ethiopia, and he invited GLC member Minister Tedros to deliver a keynote address on health in Ethiopia, which included a substantial section on IFP/RH. Materials he distributed to this group also included information on IFP/RH. The high-level internal policy memo that was circulated to the congressional participants following the visit not only mentioned IFP/RH, but also included it as one of four policy recommendations in the health section. This was the first delegation the Congressional Program has led to the African continent.

- **Elliot Gerson, executive vice president of policy and public programs and international partnerships at the Aspen Institute:** After he moderated AI/IDEA's April 2011 food security roundtable, he returned to introduce the January 2012 Road to Rio roundtable. He then attended the January 2012 trip to Malawi, including the Presidential Consultation, and wrote a *Huffington Post* article highlighting IFP/RH in Malawi.
- **Dennis Dimick, executive editor of the *National Geographic Magazine*:** After he spoke at AI/IDEA's April 2011 food security roundtable, he came back to do a similar presentation at the headliner event for the 2012 AIF Population Track.
- **Rachel Kyte, vice president for sustainable development at the World Bank:** Following her involvement in the January 2011 Road to Rio roundtable, she wrote an internal World Bank thought paper on environment/RH issues. Continuing this theme, she advocated for women's rights and health at the Rio+20 conference in June 2011.
- **Monique Villa, CEO of the Thomson Reuters Foundation:** She moderated one of the focus panels at the 2012 AIF Population Track; subsequently, Reuters has published multiple articles by GLC members, and Deputy Editor Astrid Zweynert spoke at the fall 2012 SoCap panel on IFP/RH and impact investing.
- **Susan Reichle, assistant administrator at the US Agency for International Development:** She spoke on the demographic dividend panel that USAID and AI/IDEA partnered on at Rio+20, inspiring her to view the demographic dividend "as framework for development;" she had planned to speak at the April 2013 AI/IDEA roundtable on the same topic, though was ultimately unable to, instead sending Director of USAID's Office of Policy, Bureau of Policy, Planning, and Learning Steve Feldstein in her place.

GLC members also relied on support from the AI/IDEA team to support them as champions of IFP/RH even outside of engagements directly spearheaded by us. For example, at the Mo Ibrahim Forum in Dakar in November 2012, Joy Phumaphi participated on a panel entitled, "Ensuring African youth competitiveness: developing the right skills and providing adequate tools." She requested AI/IDEA staff conduct research and provide high-level talking points on youth bulge and demographic dividend so that she could connect her panel remarks to these topics, drawing on IFP/RH as a major theme.

These high-level champions serve as standard-setters for their peers, complementing efforts from constituents and specialists, such as researchers and academics, by giving voice to the powerful, personal argument, which can be the element that changes hearts and minds and de-stigmatizes the issue of reproductive health.

Shaping the Agenda/Dialogue on IFP/RH across Other Sectors and Repositioning Family Planning

GHD is recognized as an effective convener and a bridge to legitimizing policy connections between reproductive health and other development sectors as acknowledged by stakeholders interviewed by the midterm evaluation team. The Aspen Population & Health Roundtable Series “Seven Billion and Counting: Conversations that Matter” was conducted primarily in Washington, DC, and contributed to the Office of Population and Reproductive Health’s overarching goal of repositioning family planning and reproductive health in the broader development context. The nine-part series started in December 2010 and concluded in April 2013.

AI/IDEA made inroads in expanding the dialogue on IFP/RH in relation to other sectors, most notably food security and the environment. Total attendance at the Aspen Ideas Festival and Washington-based dialogue forums numbered more than 1,000, with more than two-thirds from outside of the population, IFP/RH, and gender communities. Learning the extent to which repositioning family planning is taking hold broadly among this audience will require follow-up.

Several AI/IDEA dialogues, which took place in Aspen, Colorado, and Washington, DC, explored the connections between population and food security. Furthermore, the food security and population linkages explored in the dialogue fora were a contributing factor in the development of the FSSG in June 2013.