

## **IBP 2011 – 2016 Mission Statement, Vision Statement, Strategic Objectives and Areas of Action**

### **IBP Mission Statement**

The IBP Consortium engages member organizations and the broader reproductive health and family planning (RH/FP) community to identify, implement, and scale up effective practices. We do this through:

- Sharing knowledge and resources
- Minimizing duplication
- Promoting collaboration

### **IBP Vision Statement**

The IBP partnership will be a proven leader for advancing the scale up of effective practices that contribute to universal access and quality of RH/FP services.

### **IBP Strategic Objectives**

1. To strengthen the ability and commitment of IBP member organizations to actively engage in work of the IBP Consortium.
2. To support sustained collaboration to scale up effective RH/FP practices at the country level.
3. To focus IBP's support for scale up and documentation of learning in five priority countries.
4. To enhance knowledge sharing that improves access to, and application of, information and resources.

### **IBP Strategic areas of action for 2011 - 2016**

#### ***(What specifically do IBP partners have to achieve in order to reach our goals)?***

In order to achieve the results laid out in this strategic plan, the IBP Consortium must leverage its strengths and advance in the following eight strategic areas:

***Focus on Results:*** Over the next five years, the IBP Consortium has committed to utilizing a Results Based Management (RBM) approach, which brings results to the center of the planning and management processes. The IBP Strategic Planning and Steering Committees developed the IBP Results Framework (explained below) that will serve as the foundation of this approach.

***Pro-Active Membership & Unified Bodies:*** IBP's ability to achieve the results set forth in this strategic plan hinges upon the active participation of a wide range of IBP Members. As well, it is imperative that IBP bodies (i.e., Consortium, Secretariat, Chair, Steering Committee and Task Teams) work from a common agenda to achieve the results laid out in this plan.

**Increased collaboration among IBP Partners:** In recognition of the complex nature of family planning and reproductive health, IBP organizations should focus on increasing collaboration between partners as well as with key country-level actors to maximize the effectiveness of their work. Equally important, the functionality and utility of IBP depends on the degree to which member organizations join forces.

**Knowledge Management:** The Knowledge Gateway (KG) is IBP's unique and most powerful tool. Inherent to the KG is its ability to facilitate knowledge management – or generate value from the IBP Consortium's intellectual and knowledge-based assets. Over the next five years, IBP has a strategic opportunity to further integrate this tool into the work of member organizations. To a large extent, however, the KG's utility is dependent upon how members perceive its usability, accessibility, relevance/timeliness of information, and innovation.

**Strategic Communication:** Beyond the Knowledge Gateway, IBP must continue to support effective and accessible communication externally and internally. The strategic planning exercise revealed that there are knowledge, information and perception gaps between IBP members. As discussed below, communication efforts that can be valuable over the next five-years, include: IBP membership training; IBP Operating Guidelines training; 5-year IBP Communication Strategy; IBP Membership Guide; IBP 2011-2016 strategic plan summary (2 - 4 pages); and, social media / mobile technology linked up to the KG. It has also been suggested that each partner delegate a point person responsible for inform and mentor other staff members about IBP activities.

**Focus on Effective Practices (EP's):** Originally, the 'Implementing Best Practices' title was designated with a technical context in mind. After much debate and effort over the years, IBP desires to move beyond the complexities of defining 'Best Practices'. As a result, IBP will remain the "IBP Initiative", but will no longer be accompanied by "Implementing Best Practices". Consequently, a by-line will be added to the IBP title, that that focuses attention to its purpose: to support performance improvement and change management techniques that facilitate the implementation, increased use (scaling-up), and sustained utilization of reproductive health / family planning effective practices (i.e., process, procedure, tool or principle) at the country level.

**Scaling-up:** Increasing the use of effective RH/FP practices at the country level is of key importance to the IBP consortium. As demonstrated in the Results Framework below, "increased scale-up of RH/FP effective practices" represents IBP's development hypothesis over the next five years. However, in order to best achieve scale-up, it will be important to: (i) develop solid indicators that serve to adequately measure this result; (ii) set realistic and achievable targets for scale-up; and, (iii) emphasize scale-up activities within the five priority countries – as per Strategic Objective #3 below. All of these elements will be built into IBP's Performance Management Plan (PMP) that is further discussed below.

**5 Priority Countries:** IBP's third strategic objective reads, "To focus IBP's support for scale up and documentation of learning in five priority countries". Breaking this objective down, it is clear that IBP not only seeks to target its finite resources toward increasing use of RH/FP EPs in five priority countries, but also draw out and document lessons within them.