

IBP Consortium Meeting Report

January 17-18, 2017

The IBP Initiative and the Public Health Institute (PHI), as current IBP Chair, hosted over 100 family planning and reproductive health (FP/RH) stakeholders at a 2-day meeting on January 17-18, 2017, in Oakland, CA. The IBP Initiative is a unique international partnership dedicated to scaling up what works in family planning and other areas of reproductive health. Its more than 45 member organizations include donors, international technical assistance organizations, and regional and national partners. The meeting agenda, list of participants and copies of the presentations can be found [here](#)¹.

The cross-cutting meeting theme of **Advocacy for Global Family Planning and Reproductive Health Scale-Up** aimed to offer resources and inspiration to address the gap between knowledge and practice. Nearly 50 presenters from leading implementing organizations and networks, donor, foundations, and innovation partners, among others, shared their experiences and lessons learned with the 26 IBP partner organizations and the other 23 participating organizations. This was the first IBP Consortium Meeting held on the west coast of the U.S. and participants were engaged in extending the conversation online through social media (see [here](#) for highlights²). The report below spotlights main discussions and takeaways from the meeting.

The meeting presentations can be found on the IBP [Knowledge Gateway](#).

DAY 1 | January 17, 2017

Mary Pittman, PHI President & CEO, and **James Kiarie, WHO/RHR Coordinator – Human Reproduction Team**, welcomed participants and framed the meeting theme and vision. Kiarie noted the many obstacles to scaling effective practices in FP/RH, proposing that we leverage the IBP partnership to demonstrate our collective strengths. Pittman emphasized the importance of advocacy in bridging our global and local efforts, and reminded us that “just as we need to scale best practices, we also need advocacy to scale our messaging toward decision-makers.”

The opening morning also featured keynote speaker **Claire Brindis, adolescent health policy expert based at UCSF**, and **Suzanne Ehlers, President of PAI**. Brindis focused on the move from science to action in the FP/RH field, and how it takes much more than knowledge to make a difference. She shared “Ten Lessons (L)earned in a Lifetime of Global FP/RH Advocacy”, encouraging participants to reflect on our own pathways as we envision the future. Despite great strides in FP/RH, we still need to know the nuances and trends of past policy decisions in order to move forward. Per Brindis, “policy opportunities can happen when you least expect it. To be an effective advocate for change, you need to be a lifelong learner of the political process and work with non-traditional partners and constituents.”



¹ URL for meeting documents: <https://knowledge-gateway.org/global/ibpmembers/library>

² URL for Twitter highlights: <https://twitter.com/hashtag/ibpadvocacy>

Ehlers contextualized the opening remarks and meeting theme in the current political context, calling on all members of the FP/RH community to intensify and unify their advocacy efforts to ensure that reproductive health and rights are upheld in the U.S. and around the globe during these uncertain times. She reminded us that many people have dealt with more hostile political climates, and encouraged those in the U.S. to listen, learn and bring humility to conversations with global colleagues. Ehlers stated that “now more than ever, we each need to be advocates, strengthening our resilience by increasing cross-sector collaboration and framing FP/RH within advocacy for broader development goals.”

In a high-level presentation by the IBP Secretariat, **WHO/RHR leaders James Kiarie and Craig Lissner spoke about IBP’s three strategic objectives³** from the new 2016-2020 Strategic Plan, including how to leverage IBP’s inherent advantage as a global network and neutral platform to achieve those objectives. WHO/RHR reiterated its renewed commitment to fostering communication, participation and interaction of all members, and to looking at emerging issues and challenges that cut across a variety of reproductive health priorities. The speakers emphasized WHO’s interest in using new approaches to build online communities – particularly via social media – as a win-win approach for all partners.

In a conversation moderated by **Sylvia Wong of UNFPA, IBP Secretariat and USAID staff, Ados May, Asa Cuzin and Nandita Thatte**, demonstrated the power of partnerships by sharing the Initiative’s strategic engagement and leadership in regional and global FP/RH forums in 2016. Key examples included the 2016 International Conference on Family Planning (ICFP), from which evaluation data showed high satisfaction among participants in the IBP Track, and the second ECOWAS Forum on Best Practices in Health in October 2016, where IBP successfully mobilized diverse constituents and engaged the Ministries of Health of West Africa to champion adolescent health. The June 2016 Latin America and Caribbean (LAC) Regional IBP Meeting on Zika and FP also demonstrated IBP’s convening power at the country level by partnering with WHO Regional Offices to promote adoption of global guidelines. Continuing to build momentum in the region, IBP provided strategic input and participation at the first Regional LAC Forum on Reducing SRH Inequities in September 2016, again engaging and showcasing youth constituents’ role in SRH capacity-building. Weaving these experiences into a narrative of increasing country and regional engagement, IBP leaders showed how strengthening partnerships is multiplying the potential for impact in the field.



³ URL for IBP Strategic Plan 2016-2020: <http://www.who.int/reproductivehealth/topics/countries/IPB-strategic-plan2016.pdf>

The first day of the meeting also featured **three topical sessions**:

1. Mobilizing key stakeholders to advocate for FP/SRHR Scale-up. Presenters from country-level programs demonstrated the importance of engaging women, youth, adolescent girls, development leaders, and religious leaders as indispensable voices and influencers. Key ingredients for success included engaging the key stakeholder population, enabling them to identify their own needs and priorities, building their capacity to advocate for these priorities, and then turning leadership over to them. For example, having identified a common issue of concern, UNFPA Uganda is using evidence of high maternal mortality rates as a platform to engage religious leaders in supporting family planning programs. Bringing the religious sector on board has proven to be a cost-effective solution, and is helping the government realize its FP2020 commitments.



2. Donor efforts to drive advancements in FP/RH implementation, outcomes and scale-up. Gates Foundation, Packard Foundation and Seattle International Foundation staff were accompanied by other donor entities such as UNFPA, USAID, and WestWind Foundation, in a donor “talk show” that highlighted their insider perspectives on FP/RH funding trends and priorities moving forward. The speakers emphasized advocacy capacity-building as a main priority, since grassroots efforts can scale national and global trends. Similarly, they highlighted the link between advocacy and sustainability of FP programs. Advocacy is particularly important in achieving FP/RH wins at the country level, as it builds buy-in from national leaders and an enabling environment to expand family planning resources and services.

3. Advocacy for Global Scale-up. Established and emerging global initiative representatives shared examples of regional and country-level partnerships, promising practices, lessons learned and recommendations. For example, FP2020 is using the frame of rights-based FP advocacy to link the global to the local. The initiative is filling a void by bringing together leaders and advocates from different levels – pushing especially for civil society organization representation – to have conversations they were not having before. IPPF, as one of the largest FP service providers globally, shared how to embed advocacy goals into institutional missions. The requirement that member associations offer the Integrated Package of Essential Services (IPES) has doubled services, increased access and reduced stigma. AmplifyChange Coalition, as a multi-donor fund to support civil society advocacy for SRHR, prioritizes the use of advocacy for cost-sharing, increasing government budget lines for FP, and removing barriers to FP commodities. Born out of the Urban RH Initiative projects, the Challenge Initiative (TCI) serves as “proof of scale-up” by using a streamlined minimum package among participating cities. It is a demand-driven model that encourages innovation and an “opportunistic collaboration” with Francophone West Africa, in particular. As part of their innovative approach to financing, participating cities self-select and are asked to commit their own resources. If eligible, they will have access to matching funds from TCI or other donors.

DAY 2 | January 18, 2017

Day 2 opened with a keynote speech by **Dr. Malcolm Potts from the UC Berkeley Bixby Center**, a west coast based IBP member organization. Dr. Potts shared lessons learned from “half a century of scale-up success and failure”, including the failure of many high-potential FP technologies due to poor financial planning and limited investment. Successes stem from approaches that find efficient ways to focus limited resources on key health problems, prioritizing affordability and over-the-counter access to basic FP supplies. Potts invited everyone in the room to take risks with him in pushing the FP/RH field forward.

The **Advocacy for New Technologies in FP/RH** panel featured leaders from the field, including Population Council, the IMPT, PATH, USAID, FHI 360 and IRH Georgetown. In addition to sharing updates on a wide range of technologies – including FP/SRH supplies that are newly available and in the pipeline and new marketing approaches to existing technologies – these experts underlined the fundamental role of advocacy in their work. They emphasized that, as we think about advocacy, part of our message should include women’s right to benefit from scientific progress, including research and development of new FP products. The presenters called on their partners in the room to work alongside them to identify critical, field-wide issues on which they can make collective impact for FP/RH.

The morning’s discussions of financing risk-taking and technological advances in FP/RH provided participants with food for thought as they transitioned into the **Digital Health Innovations Roundtables**. This was an interactive, knowledge sharing session where participants gathered in small groups to learn about a number of particular digital innovations, including digital health products, projects or research led or developed by IBP partners and special guests. Discussions centered on how the innovations work and can be scaled up, or how they can be adapted for participants to bring back to their organizations. Takeaways about building successful digital health interventions emphasized the importance of adopting simple, user-centered and user-informed design that can be built upon and made more complex over time. Discussions also focused on the need to incorporate evaluation, even of emerging platforms, and to leverage private sector interest to garner broader support, partnerships and resources. The table summaries and links to the resources are available [here](#)⁴.



Before closing the meeting, attendees had the opportunity to participate in an interactive human-centered design workshop led by local Bay Area partners and health innovation leaders **YTH, YLabs, and IDEO.org**. Using examples from work in the US and sub-Saharan Africa, presenters shared experiences, which included a SRH text messaging app that reached 22 campaigns at one time across the US. This and other examples demonstrated that the cost of implementation decreased each time an innovation was scaled, and the

⁴ URL for meeting documents: <https://knowledge-gateway.org/global/ibpmembers/library>

solutions proved practical and adaptable because they had been co-designed and piloted by youth themselves. Attendees then moved into an interactive workshop in which they practiced design-thinking techniques, including end-user interviews and prototyping. Presenters shared their enthusiasm and expertise in developing avenues for creative solutions, and facilitated a wrap-up dialogue about how participants could apply these techniques specifically to their own SRH programs and products.



Over the course of the 2-day meeting, participants engaged in a range of interactive sessions where they shared innovative ideas about solving new and ongoing domestic and global FP/RH challenges—financial, planning, political and cultural. The strategic location of this meeting allowed for the opportunity to actively engage not only West Coast donors, but also West Coast IBP member organizations and other key allies/stakeholders located in the San Francisco Bay Area. This expanded convening was reflected in the focus on lessons, trends and new directions in global FP/RH funding and the spotlight on FP/RH new technologies –mobile and medical— and other innovations as applied to FP/RH. Participants recognized and embraced the need to leverage the evidence base and strengthen partnerships for collective advocacy in FP/RH services, technologies and education.

The meeting presentations can be found on the IBP [Knowledge Gateway](#).

Annexes:

- I. Meeting Agenda
- II. Meeting List of Participants

For more information about IBP or this meeting, please contact: Asa Cuzin, IBP Secretariat, World Health Organization, Avenue Appia, CH 1211 Geneva 27, Switzerland
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*This report was compiled by PHI, meeting host and IBP Chair 2015-2017.

IBP CONSORTIUM MEETING

CHAIRIED BY PUBLIC HEALTH INSTITUTE

JANUARY 17TH – 18TH 2017

Venue: Preservation Park, Nile Hall, 1233 Preservation Park Way, Oakland, CA 94612

Theme: Advocacy for Global FP/RH Scale-up

TUESDAY, JANUARY 17TH

8:30 – 9:00 AM	Registration & Continental Breakfast	
9:00 – 9:15 AM	Welcome	<i>Mary Pittman, PHI</i> <i>James Kiarie, WHO/IBP Secretariat</i>
9:15 – 9:30 AM	Keynote speaker: From Science to Action. Ten Lessons (L)Earned in a Lifetime of Global FP/RH Advocacy	<i>Claire Brindis, UCSF</i>
9:30 – 10:15 AM	FP/RH in the current political context Q & A	<i>Suzanne Ehlers, PAI</i>
10:15- 10:45 AM	IBP Strategic Plan 2016-2020 Q & A	<i>James Kiarie, WHO/IBP Secretariat</i> <i>Craig Lissner, WHO/RHR</i>
10:45 – 11:00 AM	Break	
11:00 - 12:15 PM	Mobilizing Key Stakeholders to Advocate for Scale-up of FP/SRHR <ul style="list-style-type: none"> Engaging Women Engaging Youth Engaging Adolescent Girls Engaging Development Leaders Engaging Religious & Cultural Leaders Q&A	<i>Moderator: Kathy Hall, Summit Foundation</i> <i>Sarah Shannon, Hesperian</i> <i>Esther Tahrir, GOJoven International</i> <i>Denise Dunning, Rise Up</i> <i>Malcolm Potts, UCB Bixby Center</i> <i>Roselline Achola, UNFPA Uganda & Placid Mihayo, MOH, Uganda</i>
12:15 – 1:45 PM	Donor Efforts Driving Advancements in FP/RH Implementation, Outcomes & Scale-up <ul style="list-style-type: none"> Packard Foundation Gates Foundation Seattle International Foundation WestWind Foundation UNFPA USAID Q & A	<i>Moderator: Sono Aibe, Pathfinder Intl.</i> <i>Amy Iftekhar</i> <i>Jennifer Daves</i> <i>Emily Barcklow</i> <i>Kristi Mahoney</i> <i>Jennie Greaney</i> <i>Peggy D'Adamo</i>
1:45 – 2:45 PM	Lunch Break	

2:45 – 4:00 PM	<p>Advocacy for Global Scale-Up</p> <ul style="list-style-type: none"> • Beginning with the end in mind • Linking the Global to the Local • The Integrated Package of Essential Services • AmplifyChange Coalition • The Challenge Initiative (TCI) • The Advocacy Collaborative <p>Q & A</p>	<p><i>Moderator: Jay Gribble, Palladium</i></p> <p><i>Laura Ghiron, ExpandNet</i></p> <p><i>Sandra Jordan, FP2020</i></p> <p><i>Sarah Onyango, IPPF</i></p> <p><i>Lisa Block, Global Fund for Women</i></p> <p><i>José “Oying” Rimon, Gates Institute</i></p> <p><i>Elizabeth Murphy, Jhpiego</i></p>
4:00 - 4:30 PM	Break	
4:30- 5:30 PM	<p>How IBP Connects the Dots</p> <ul style="list-style-type: none"> • Global Activities • Regional Activities <p>Q&A</p>	<p><i>Moderator: Sylvia Wong, UNFPA</i></p> <p><i>Nandita Thatte, USAID</i></p> <p><i>Asa Cuzin and Ados May, IBP</i></p>
5:30 PM	<p>Adjourn to Reception</p> <p>Reception Location: Ginn House Parlours, Preservation Park, 1233 Preservation Park Way, Oakland, CA 94612 http://preservationpark.com/contact-us/</p>	

Wednesday, January 18th

8:30 – 9:00 AM	Continental Breakfast	
9:00 – 9:05 AM	Welcome	<i>Susanna Moore, PHI</i>
9:05 – 9:20 AM	Keynote speaker: Half a Century of Scale-up Success and Failure	<i>Malcolm Potts, UCB Bixby Center</i>
9:20 - 10:30 AM	<p>Advocacy for New Technologies in FP/RH</p> <ul style="list-style-type: none"> • Multipurpose Prevention Technologies (MPTs) • Women-centered contraception • LNG-IUS • Contraceptive Technologies Innovations Initiative / Sino-Implant (II) • CycleBeads App <p>Q & A</p>	<p><i>Moderator: Karen Hardee, Population Council</i></p> <p><i>Bethany Young Holt & Kathryn Stewart, IMPT Secretariat</i></p> <p><i>Martha Brady, PATH</i></p> <p><i>Saad Abdulmumin, USAID</i></p> <p><i>Kate Rademacher, FHI 360</i></p> <p><i>Victoria Jennings, IRH Georgetown</i></p>
10:30 - 11:00 AM	Break	
11:00 - 12:15 PM	<p>Roundtables: Digital Health Innovations</p> <ul style="list-style-type: none"> • Mobile Operator Partnerships to Advance Family Planning • Collaborative learning and resources for FP and beyond • Contraceptive R&D Knowledge Resources • DiSARM Malaria Surveillance Platform • Expanding Reach of RH Information 	<p><i>Moderator: Angelina Gordon, PHI</i></p> <p><i>Pam Riley, Abt Associates</i></p> <p><i>Lisa Hilmi, CORE Group</i></p> <p><i>Kate Rademacher, FHI 360</i></p> <p><i>Allison Lieber, Google</i></p> <p><i>Kokaale Amissah-Aidoo, Hesperian</i></p>

- Content Adaptation for Mobile Technologies *Nandini Jayarajan, JHU-CCP*
- Hitting the “Suite Spot” with Mentorship *Justin Maly, Pathfinder International*
- Transmedia SBCC Extensions to Support Services *Stephanie Tholand, Population Media Center*
- The Zone: Using IT to Increase Young People’s Demand for SRH Services *Placid Mihayo, MOH, Uganda & Roselline Achola, UNFPA Uganda*
- Training Resource Package For Family Planning (TRP) *Cathy Solter, Pathfinder International & Peggy D’Adamo, USAID*
- HIPs *Caitlin Thistle, USAID*
- WHO MEC Wheel & Digital Health Atlas *Asa Cuzin & Craig Lissner, WHO/RHR*

12:15 – 1:15 PM Lunch Break

1:15 – 4:45 PM Workshop:
 An Introduction to Human-centered Design to Develop and Scale-up SRH Innovations for Young People

Human-centered design or user-centered design is a creative approach to problem solving. It’s about understanding people’s needs, preferences and behaviors to build and prototype solutions that are creative, robust, and informed by the needs of the end user and the implementers. Using examples from work in the US and sub-Saharan Africa, this interactive workshop will engage participants in learning how to use human-centered design techniques and design thinking to develop and scale a new SRH health product, communications campaign, service or program, and guide intentional, innovative design, centered around the SRHR needs of young people.

Part I: IDEAS LAB

- Introduction *Rebecca Hope, YLabs*
- Cybergirl Rwanda *Rebecca Hope, YLabs / Laiah Idelson, YTH*
- Youth Centered Design in US *Bhupendra Sheoran, YTH*
- Designing with Youth *Cady Shadwick, IDEO.org*
- Q&A *Bhupendra Sheoran, YTH*

Break

Part II: WORKSHOP

- Introducing the group challenge
- Groups brainstorm solutions and build quick prototypes
- Shareback
- Debrief and Q&A

4:45 – 5:00 PM Next Steps & Closing Remarks *James Kiarie, WHO/IBP Secretariat
 Esther Tahrir, PHI*

5:00 PM Adjourn

IBP Consortium Meeting

January 17th - 18th, 2017

Preservation Park • Oakland, CA

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