

**Report of the
Global Parliamentarians'
Consultation on Reviewing Advocacy Techniques for
Working with Parliamentarians**

**10-12 May 2010
Koh Samui, Thailand**

ACRONYMS

AFPPD	Asian Forum of Parliamentarians on Population and Development
APPG	All Party Parliamentary Group
APRO	Asia and Pacific Regional Office (UNFPA)
ASRO	Arab States Regional Office
ARO	Africa Regional Office (UNFPA)
CO	Country office
EECARO	Eastern Europe and Central Asia Regional Office (UNFPA)
EPF	European Parliamentary Forum on Population and Development
FAAPPD	Forum of African and Arab Parliamentarians on Population and Development
FGM	Female genital mutilation/cutting
IAPG	Inter-American Parliamentary Group on Population and Development
ICPD	International Conference on Population and Development
IERD	Information and External Relations Division (UNFPA)
INGO	International Non-Governmental Organization
IPCI	International Parliamentarians' Conference on the Implementation of the
ICPD	
IPPF	International Planned Parenthood Federation
JTF	Japan Trust Fund
LACRO	Latin America and the Caribbean Regional Office (UNFPA)
LNGO	Local Non-Governmental Organization
MDGs	Millennium Development Goals
M&E	Monitoring and Evaluation
MPs	Members of Parliament
P&D	Population and Development
RBM	Results-based management
RH	Reproductive Health
SRH/SRHR	Sexual and reproductive health/ sexual and reproductive health and rights
UNFPA	United Nations Population Fund

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Background

The A first of its kind workshop for parliamentary advocates entitled, “Global Parliamentarians’ Consultation on Reviewing Advocacy Techniques for Working with Parliamentarians” was held in Koh Samui Bangkok on 10-12 May 2010. The workshop focused on the provision of communications, advocacy, fundraising and M and E tools for parliamentary advocacy in support of International Conference for Population and Development (ICPD) Programme of Action (PoA). It built on the principles, techniques, and methodologies outlined by the recent workshop, “Review Advocacy Techniques for Working with Parliamentarians,” held in Bali, Indonesia on 26-28 March 2008¹,

The workshop objectives were to address the key concerns and future recommendations noted in UNFPA’s 2006 Global Survey, and to establish guidelines for working with parliamentarians. Specifically:

1. To build capacity for effective advocacy of the importance of addressing the ICPD Program of Action and SRHR, particularly amongst policy and decision makers.
2. To raise awareness on the grave impact of the failure to address the ICPD agenda and SRHR in poverty reduction and development programs and policies.
3. To familiarize attendees with select advocacy and M&E tools to promote the ICPD agenda.

The consultation examined the methodological best practices and lessons learnt in increasing the interest and participation of parliamentarians on population and development (PandD) issues. The existing communications, advocacy channels, funding mechanisms and initiatives to follow-up the advocacy activities at the international, regional, and national levels were reviewed. A main output of the meeting was the development of guidelines for more effective work in communications, advocacy, fundraising and M&E.

The consultation was attended by all stakeholders of parliamentary advocacy on ICPD issues such as directors of regional parliamentary networks/forums, UNFPA regional focal points for parliamentary advocacy and parliamentarians themselves. This combination provided insights into the effectiveness of parliamentary advocacy on ICPD.

DAY 1

Session 1: Opening



Dr. Pinit Kullavanijaya and Ms. Safiye Cagar

Dr. Pinit Kullavanijaya, Senator of the Thai Parliament and Secretary General of AFPPD, welcomed participants to Thailand and congratulated UNFPA for the successful organization of the 4th International Parliamentarians' Conference on the Implementation of the ICPD Programme of Action (IPCI/ICPD) in Addis Abba last year. He thanked UNFPA for the continued support of its partners in the advocacy work of population issues. The workshop was the first of its kind for reviewing advocacy techniques to target parliamentarians. He emphasized the value of the workshop as an opportunity for information exchange and learning.

How to work with parliamentarians is an interesting issue. As a parliament member, one would never think that there are special techniques to work with parliamentarians. Parliamentarians have a heavy workload. Not many people realize that most parliamentarians, those who are not full time politicians, have other occupations, such as doctors, lawyers, professors and teachers. He congratulated Ms Safiye and her team for not only supporting AFPPD but excellent organization of IPCI in Addis Ababa. Everyone was very impressed by the way the conference was organized. UNFPA is mobilizing parliamentarians around the world, and UNFPA's presence is good evidence of the work of parliamentarian forums and others.

Ms. Safiye Çağar, Director of UNFPA's Information and External Relations Division (IERD), praised in return the Asian Forum on Population and Development (AFPPD) for its work,

which was acknowledged by the UN in this year's UN Population Award. She stated that the workshop aimed to address current challenges, citing the increasingly conservative political landscape, competing development agendas, economic crisis and shifting priorities of donor governments as examples. She emphasized the crucial role of parliamentarians as champions of population issues and stated that one major goal of the workshop was to identify concrete action points for better advocacy with parliamentarians to advance the implementation of the ICPD. Furthermore, the workshop aimed to assess the current situation of M and E, funding, communication strategies and coordination of advocacy at the national level. She welcomed participants' frankness in the upcoming discussions.

Session 2: Overview of Main Methodologies for ICPD Advocacy with Parliamentarians Per Region

Though each region exhibited diverse political, economical, social and cultural factors, common themes emerged. All regions were similar challenged by growing conservative trends, organized opposition groups, economic crisis, funding difficulties and the complexity of tracking and evaluating impact. These constraints and the corresponding advocacy, communications and fundraising strategies to address them would be revisited in following sessions.



Mr. Shiv Khare, Mr. Neil Datta, Ms. Fatimata Deme and Ms. Carla Riviera-Avni

Mr. Shiv Khare, Executive Director, Asian Forum of Parliamentarians on Population and Development (AFPPD)

Mr. Shiv Khare presented an overview of the challenges faced and strategies used by AFPPD on ICPD advocacy with parliamentarians. The top three objectives for advocacy in the region were MDG 5/maternal health, adolescent reproductive health and violence against women. The advocacy challenges in the region included putting family planning back on the agenda; the emergence of right-wing and religious groups; monitoring implementation; the lack of

funding for parliamentarians' work; and stagnated parliamentary groups. The unique assets of the regional network included regular and continuous regional and sub-regional events, and Japanese parliamentarians' commitment and JTF.

He emphasized working to keep parliamentary advocates, and needing to cultivate new champions. There was also a need for continued funding and support from UNFPA. Diversifying knowledge of parliamentarians to issues beyond population and reaching new constituencies of parliamentarians, e.g. indigenous, youth etc., are important goals. There was also the need for increased follow-up to verify the impact of the programmes.

Mr. Neil Datta, Secretary, European Parliamentary Forum on Population and Development (EPF)

Mr. Neil Datta presented on the work of EPF. He noted that the three top objectives for advocacy were increasing ICPD funding, improving ICPD policies, and expanding work in Central/Eastern Europe. The main challenges to advocacy were church opposition, economical crisis, and changing EU decision making structures. The unique assets of EPF included its location in world's largest ODA donor region; its unique positioning among civil society/parliaments/institutions; and its political research (voting analysis, Euromapping, political party mapping).

The main areas for improvement in the future included increasing memberships in Eastern Europe; improved communications and media outreach; and scaling up financial capacity. Indicators for success for this work would include more funding for ICPD, ensuring that UNFPA and IPPF bottom lines are maintained, and building a support base in parliaments.

Ms. Fatimata Deme, Executive Director, Forum of African and Arab Parliamentarians on Population and Development (FAAPPD)

Ms Fatimata Deme outlined three major advocacy objectives in the region: to improve the legal environment for reproductive health/family planning; to improve the legal environment for HIV/AIDS control to fight against stigma and discrimination; and to bring parliamentarians to fulfill their commitment to allocate 10 % of their national budget to population and reproductive health programmes. Advocacy challenges in the region included low contraceptive prevalence rates; high maternal and child mortality rates; awareness of parliamentarians of their role as elected people; capacity building of parliamentarians on ICPD Plan of Action and MDGs, and the interrelationships between population and development issues; religious and cultural beliefs; financial and human resources; and changes in parliaments.

The unique assets of the regional parliamentary network were national networks on population and development; sexual rights laws in nine countries; HIV/AIDS laws in 14 countries; and cooperation with UNFPA and JTF. She concluded that areas of improvement included resource mobilization, communication and Information sharing, and strengthening of national networks.

Ms. Carla Riviera-Avni, Executive Director, Inter- American Parliamentary Group on Population and Development (IAPG)

Ms. Carla Riviera-Avni presented an overview of the challenges faced and strategies used by AFPPD on ICPD advocacy with parliamentarians. The three top issues for advocacy in Latin America are SRHR, particularly reduction in maternal mortality, gender based violence, and HIV and AIDS. She identified youth as cross-cutting issue. A well organized/funded opposition which absorb the time and efforts that should be focusing on advancing the ICPD agenda is a main challenge to advocacy.

Unique assets of the Latin American group include highly committed individuals, generating consensus and alliances; the APPGs becoming formal structures; and IAPG being the only network working exclusively on population and development. Areas for future improvement include visibility (branding); sustainability; communications strategy; and flow of Information and technical support to MPS.

Session 3: What is Expected of Parliamentary Networks and What Do Parliamentarians Need for Advancing ICPD Agenda

Results of the 2006 Global Survey

Ms. Ragaa Said, Parliamentary Affairs Analyst, IERD

Ms. Ragaa Said, Parliamentary Affairs Analyst, IERD, presented an overview of the major highlights in the 2006 Global Survey on the progress made by parliamentarians in the implementation of the ICPD Program of Action. She stated that the three highest ICPD priorities for parliamentarians surveyed were: The empowerment of women and greater gender equality; HIV/AIDS, and reproductive and sexual health issues.

Nearly all donor countries spoke on the importance of close cooperation with non governmental organizations (NGOs), civil society, the private sector and government bodies.



On challenges and constraints, parliamentarians responded that information, understanding, political will and empowerment were lacking in all regions. They expressed the necessity to form strategies to counter opposition, particularly through concrete advocacy messages and the formation of coalitions. When asked what was needed to succeed, financial support was most frequently mentioned. The ongoing effort to link the MDGs to the ICPD to increase the effectiveness of advocacy was highlighted, and the necessity for stronger Mand E mechanisms was emphasized. Other factors for success included training, information, strong networks and more partnerships with colleagues².

Advancing the ICPD Agenda

Hon. Ms Christine McCafferty, Former Deputy, United Kingdom House of Commons

The Hon. Christine McCafferty, Former Member of Parliament, United Kingdom, emphasized the importance of getting the ICPD onto government agendas in order to change national policies. Creating an enabling environment for ICPD issues and mobilizing support at the community, national and international level were crucial. Resources needed to be shared, and the work should target ministers of finance in addition to ministers of health. She stressed that advocacy should aim towards building political commitment, enacting legislation and securing financial resources. Members of parliament were integral to advancing the ICPD agenda because they can champion the ICPD, identify other parliamentary champions, build cross party coalitions, adopt motions in parliament, hold briefings and organize public events to sensitize public perception.

Conditions for successful advocacy with parliamentarians depended on using good, evidence-based data, monitoring the government, raising media awareness, applying international pressure and building awareness of the ICPD in all political parties. She highlighted the repetition of messages and the submission of oral/written questions as two



² Please refer to the annex for the summary of all eleven recommendations from the Global Survey.

of the most successful advocacy tools. Other methods include:

- Monitor and gather information about development aid.
- Attend international conferences with opportunities to speak and influence.
- Form partnerships.
- Arrange field visits.
- Identify one or more focal MPs to initiate legislature.
- Identify existing laws which limit women's health.
- Motivate people to take leadership.

Further, Ms. McCafferty outlined the steps in effectively using parliamentary hearings. In the example of the UK, All Party- Parliamentary Group (APPG), the hearings occurred every two years and last two days; national and international issues were examined on days one and two respectively.

- Choose an area of the issue that is neglected.
- Gather written evidence.
- Select attendees who can spread the information widely.
- Invite resource persons to provide testimonials.
- Publish comprehensive report on the hearings.
- High profile launch in parliament.
- Get the Secretary of State or Foreign Minister involved.
- Target the press, organizations providing the data and MPs.
- Publicize, distribute and circulate the report on websites, forums and any other channel.
- Follow-up with written questions.
- Repeat the process.

Experience of Successful Advocacy with Parliamentarians in Asia

Hon. Dr. Pinit Kullavanijaya, Senator of Thailand and Secretary General of AFPPD

Dr. Kullavanijaya, spoke on his experience of successful advocacy with parliamentarians in Asia. AFPPD was in a unique position wherein the committees of parliament on health and population were members of the forum. Gaining the support of parliamentarians was essential at the national level not only to make policies but also to monitor their implementation. At the state level and community levels, parliamentarians were important in helping to implement laws as well as to influence public opinion on the ICPD. There needed to be a more concerted effort by national and state level parliamentarians, the government, civil society and media to coordinate, develop and work towards agreed upon

country-specific strategies. For advancing the ICPD agenda, he highlighted the following points:

- Good, reliable information is crucial. There are contradictory numbers and data. One method may be to ask existing government organizations involved in health-related work to speak with the Prime Minister.
- Apply consistent and regular communication strategies. A high level of activity also increases visibility. Speak with the mass media and public, have peer-to-peer advocacy, write in the national newspaper and send out newsletters.
- UNFPA acts as a valuable resource and guide for parliamentarians.

Discussion

In the discussion, the challenges of getting on the agenda for oral questions need for parliamentarians to balance policy-making with re-election pressures, and high parliamentary turnover were addressed. The participants spoke on how a different set of rules governs each country in terms of submitting oral questions; therefore, parliamentary networks must adjust accordingly. Another option was to raise questions and challenge the current system. To reduce the gap in institutional memory, Dr. Pinit suggested the formation of committees and sub-committees on population issues as well as finding more than one parliamentarian as a champion for ICPD issues. Ms. McCafferty recommended a survey of parliamentary newcomers to identify potential supporters and follow-up by providing them with more information before they are inundated with other aspects of their jobs.



Working groups during subsequent sessions

Session 4: Communication

Facilitator: Ms. Lelya Alyanak, External Relations Advisor, UNFPA Geneva

Definition

What can communications do? It can rectify facts, dispel misinformation and counter conservatism. It can provide space for diverse points of view and balance as well as strengthen linkages between issues, e.g. population and climate change. It provides two-way traffic between parliamentarians and constituencies. It can help create and sustain support for issues, increasing understanding and political commitment. It can build the profile of MPs and the credibility of regional networks. It can provide parliamentarians with evidence-based information and keep decision-makers accountable. It can reach specific targets such as Ministers of Finance or the general public. It can attract funding and broaden the donor base.

To utilize communication effectively, the following questions need to be answered:

- What are your communication goals and objectives? Raise awareness, increase understanding, achieve certain political ends, involve others in your work, provide an enabling environment for your advocacy efforts, or something else?
- Who are you trying to reach? Other parliamentarians, the general public, specific decision-makers, etc?
- What is your message? What specifically are you trying to communicate?
- What is your transmission channel? Is it video, press conference, one-on-one, etc.?
- How effective was your effort? What will be in place for monitoring and feedback?

Challenges

Communication challenges include language barriers, too much contradictory data, a lack of interest by parliamentarians in population issues, and the need for stronger parliamentary groups. Providing information for new MPs and effective information sharing between regions were also raised as concerns. In addition, the flow of information from MPs about their work was weak. Lack of e-mail, internet or computer skills of parliamentarians affected certain communication channels. Parliamentarians' limited availability and their regular changeovers in parliament also caused gaps in communications.

Three major communications needs were identified:

1. Simple **thematic fact sheets** with a range of useful information including: introduction, context, fast facts, potential parliamentary intervention, UNFPA position/key messages, sources of additional information, what parliamentarians can do, socio-economic gains for country/region, etc. that are 1-2 pages max.

2. Capacity building **workshops** on working with the media and crafting messages.
3. **Visuals** for use in other languages, e.g. slide templates with no text.

Strategies and Tools

Media

The media is instrumental in its ability to affect and change public and legislative opinion. When working with the media, you must always have a clear plan and goal in mind. Ask yourself, who is the audience for the message, and what is the desired outcome? Determine what level (national, regional or local) of media to work with and the type (newspaper, magazine, web, radio, T.V., etc.) of media to be used. Do you want to target mass media, academic, or special interest media? Build a media mailing list so contacts with journalists are sustained. Activities as interviews, press releases, and press conferences are powerful, but must be used strategically. Study tours can open the perspective of journalists but care must be taken in conducting them. In environments with limited press freedom, focus on non-controversial issues such as maternal mortality. Placing advertisements is another way to increase public awareness, but it is not a replacement for news media.

One important point to remember is that the media is not there to merely repeat, help or support anyone else. Rather, it aims to fulfill its own needs by putting out stories deemed “newsworthy.” A newsworthy story must be unusual, sensational, timely or unexpected. It counters intuitive fact, and raises a conflicting points that requires journalist to investigate counterpoints. When the information taps into imagery and creates something journalists can identify with, it is more likely to be deemed newsworthy, e.g. the difference between simply naming statistics and comparing the number of women dying daily from childbirth to three plane crashes a day.

In dealing with journalists, target and cultivate long-term working relationships with those you trust. Avoid journalists from opposition groups and if confronted, never say, “No comment.” Use short comments and stick with the same message. Do not say more than planned because journalists can frame words to “twist” the information given. If you become a victim of bad press, make statements on an online forum and use different sources to counteract the bad press.

Social Media

New methods of communications, such as online news, websites, blogs, Twitter and Facebook, multiplies the opportunities for intervention and dialogue on population and development issues. Electronic communications may not seem useful in all regions at the moment, but the potential is there. Some parliamentarians have their own blogs, and

UNFPA hosts a platform that can be used by members. Well-placed comments on web versions of newspapers can also reframe a debate and direct it towards rights-based argument. This is particularly good for derailing opposition.

Other Strategies and Tools

- Printed media remains essential in regions where MPs do not use the web, e.g. newsletters, leaflets, posters, campaign materials, exhibits, letters to editors, op-eds, press releases. Again, determine the target audience and how to reach them. A caveat is that some people may not read them. Pictures may be one way to generate more interest for readers.
- Peer-to-peer advocacy is one of the most effective methods of advocacy, especially from one MP to another. The downside is that it happens on small scale, so multipliers need to be identified.
- Electronic media such as photographs, videos, slide shows, and talking images can be used to convey memorable messages.
- Radio is cheap, easy, can be used to conduct phone interviews and provides instant coverage in anyone's home.
- Traditional communications such as theatre, dance and oral stories are still successful in some areas.
- Public events can be used to promote issues, e.g. town hall meetings, speeches, networking opportunities, international days, etc.
- "Piggyback" on better funded issues, e.g. MDGs and HIV/AIDS. The topics do not necessarily have to compete. One topic can support the other.
- Publicize what is being accomplished by MPs at every step via a press release, web update, informing a journalist or anything else possible.
- Proactively build public credibility to gain a reputation of an expert.
- Use evidence-based information, especially in easily digestible formats. The different UN agencies and World Bank are respected sources of data.
- Get Ambassadors of Hope and other dignitaries and celebrities on board.
- Build partnerships and collaborations.

Messaging

The most effective messages are simple, strong and easy to remember. The message needs to be compelling, compassionate, concise and "sticky." It can be controversial. It should never be wordy. A good example is, "No woman should die giving birth." Decide what the message will focus on: opinion, branding, substantive knowledge, item or product? One message cannot do everything at once. There should be an ICPD component in sub-message, but background information should be limited in length and detail. Good crafting of the message is essential, but dissemination and repetition of the message is equally

important. Also, place the message strategically at the right place and time. Lastly, develop quantifiable goals, e.g. "I will use this message three times this week with three different people."

Recommendations

- Analyze existing communications strategies and formulate the objectives to implement ICPD program of action in order to achieve MDG5.
- Be opportunistic and use the advocacy roles of MPs as well as all available openings including, but not limited to, T.V., radio, print, web, blogs, parliamentary media and community visits to shape public opinion on ICPD issues.
- All regional networks need to develop their websites.
- National groups should present their own activities inside their own Parliaments, e.g. website of Parliament, own website, etc.
- National groups should produce an e-newsletter or printed newsletter with a profile of the group (1-2 pages).
- Organize training of parliamentarians and networks on ICPD issues and media/communication techniques.
- Organize regular training/briefings of media on ICPD topics.
- Outreach to journalists, not only in the national media but also small, regional or weekly media.
- Reinforce communications flows between global and regional/inter-regional groups, and national groups.
- Develop standardized written/oral questions for parliamentarians.
- Develop standardized evidence-based research for parliamentarians in all countries, appropriately disaggregated for MPs and national and regional networks, adapted to legislation, monitoring, funding allocation and policy tracking (UNFPA). To be widely disseminated and containing a single message.
- MPs should brief key decision-makers on population and development.
- Develop short, simple messages for parliamentarians.
- Organize party-specific focus groups with guest speakers.
- Establish regional, national and global awards for MPs for outstanding contributions to the ICPD agenda as an incentive for MPs to sustain their support, and to provide a media event.
- Prepare a common regional declaration by MPs to individual governments on the importance of MDG5 and its lack of progress.
- Person-to-person advocacy and outreach – MP to MP.
- Create communications channels between Parliaments and NGOs, Parliaments and Governments, and Parliaments and other parliamentary groups

- Establish monitoring systems to ensure that governments live up to their commitments and MPs are holding their governments accountable

DAY 2

Session 5: Advocacy

Facilitators: Dr. Laurent Assogba, Advisor, UNFPA Africa Regional Office
Ms. Marina Davidashvili, Network and Knowledge Sharing Facilitator, EPF

Definition

Advocacy aims to influence public-policy and resource allocation decisions within political, economic, and social systems and institutions; it may be motivated from moral, ethical or faith principles or simply to protect an asset of interest.

The objectives of advocacy are:

1. To promote the ICPD agenda through appropriate funding, integration of ICPD programme of action into development frameworks and laws/policies
2. To bring Parliamentarians to fulfill their commitment to allocate 10 % of their national budget to population and reproductive health programmes.

The principles underlying advocacy:

- Consensus is essential. Generate understanding and support for sexual and reproductive health rights in all mainstream political parties.
- Experience is the best teacher. For example, study tours have a greater direct emotional impact as well as building parliamentarians' knowledge and confidence on an issue.
- Cultivate political growth. Parliamentarians seek to expand their own influence and build their constituencies. They need to build their careers. Be proactive and assist parliamentarians through knowledge enhancement, e.g. provide one-page fact sheets.
- Evidence and expertise are crucial, e.g. good data, research papers, etc.
- Offer real solutions. Provide recommendations and answers in addition to why an issue is important.

Challenges

In addition to challenges posed by the global economic downturn, opposition groups and increasingly conservative landscape, regional networks had difficulty to advocate and maintain ICPD on the political agenda for several reasons.

- Lack of parliamentary awareness or interest in ICPD
- Lack of coherent and reliable information on ICPD issues
- Lack of human resources/dynamism/ capacity in some regional networks
- Lack of a unified EU position on SRHR (affects EU influence and funding)
- Regular parliamentary election changes
- Stagnated parliamentary groups
- Geographical gaps between regions
- Competing issues, e.g. HIV/AIDS
- No system for monitoring the implementation of laws by parliamentarians

Strategies and Tools

Ensuring Sustainability

The turnover of parliamentarians weakens the institutional capacity of parliamentary staff. To counteract the effects, create sub-committees on issues, formalize APPG structures and identify parliamentarians who can act as multipliers. Create a system for sustainability by focusing on capacity development.

Developing Capacity

MPs, parliamentary staff and parliamentary secretariats need technical and skills trainings in order to be better equipped to advance the ICPD agenda. Participate in or plan thematic meetings, regional and large-scale conferences, UN Meetings, workshops and trainings. Organize focus group meetings and taskforces, e.g. on malaria, global health, etc. Provide coherent, evidence-based arguments to be used in messages, publications and research. Hold parliamentary hearings to influence governmental policies.

Identifying Champions

Utilize a wider network of champions for ICPD advancement in emerging, current and former MPs. Find new ways to engage parliamentarians and revitalize interest in stagnated groups. Capitalize on former champions who have moved up or out. Build on the existing comparative advantage of population parliamentarians in view of emerging interest by other UN agencies on parliamentarians. Highlight MP performance and achievements to help advance their careers; successful advocacy efforts should be reflected in their re-elections and peer standing. Target young parliamentarians under 35 and parliamentarians with specific backgrounds.

Interest ⇒ Awareness	⇒ Commitment	⇒ Leadership
MP has interest in SRHR	EPF / APPG provides evidence-based policy ideas through briefings, conferences, written materials, study tours, etc.	EPF / APPG creates chances to act, via speeches, declarations, media visibility, international meetings, etc.
		MP becomes SRHR leader in Parliament, initiating changes in policy and mobilizing resources for SRHR programmes

Building Partnerships

Build partnerships at the local, regional and global levels; with regional parliamentary bodies, and related government departments, e.g. Ministries of Finance, youth, etc.; with civil society organizations, religious Leaders, youth networks, media, and networks of people living with HIV/AIDS.

Countering Opposition Groups

Have provisions of clear and brief set of arguments prepared. Mobilize ICPD-friendly parliamentarians for important votes. Provide media training for MPs on how to develop clear messages.

Scaling Up

Enhance internal partnerships and collaboration between regional parliamentary networks. Exchange best practices. Utilize new tracking tools on policy and funding.

Recommendations

1. Better exchange of information

- Coordinate input and disseminate information across regions on global events of interests for parliamentary networks.
- Develop comprehensive database of policies and legislation passed related to ICPD.

2. Partnerships

- Revitalize partnership with IPU and encourage them to reflect the MDGs at their meetings.
- Explore the possibility of cooperating with regional parliamentary networks.
- Strengthen partnerships with other NGO organizations and faith based organizations.

3. Dealing with religious, cultural opposition, anti-choice groups

- Devise a system to exchange information across regions on religious-inspired anti-choice.
- Develop clear messages on anti-choice argumentation against anti-choice messages.
- Identify and work with MPs from conservative parties on issues that are in line with their own party ideology (gender, family-planning etc.).

4. Economic crisis

- Apply for funds within partnerships and alliances.
- Explore funding from regional governments, e.g. Catalonia in Spain, which has regional budget for development assistance.

5. MP outreach and capacity building

- Explore potential of raising ICPD in formal regional parliamentary assemblies.
- Prepare clear messages and argumentation for MPs in terms of why new ICPD funding is necessary.
- For stagnated Parliamentary Groups, introduce new topics such as links between environment and population.
- Launch thematic taskforces to attract MPs from conservative parties based on their party ideology.
- Include SRHR into manifestos of parties before their election campaigns.
- Enhance web presence.

6. Sustainability of advocacy

- Build capacity of parliamentary staff, e.g. study tours for parliamentary assistance, APPG Secretariat workshop, etc.
- Introduce honorary membership for parliamentarians who are no longer in parliaments to ensure exchange of knowledge between generations.

Session 6: Fundraising

Facilitators: Mr. Shiv Khare, Executive Director, AFPPD
Mr. Neil Datta, Secretary, EPF

Definition

Fundraising is the mobilization of resources, financial or otherwise, which can be used to support the activities of a group. The funding situations of the regional networks were affected by several factors: the number of other ICPD advocacy groups, the number and type of donors operating in the region, the tactics used to engage with potential donors and the funding status of the Members National Committees/APPGs³.

Steps in effective fundraising:

- Learn about the funding landscape. Do your homework and know your donors. Find out who receives similar funding in the region or within a theme, and pursue that funding or create joint proposals. Identify which funding agencies have interest in work with parliamentarians. Understand the different donors' priorities and requirements.
- Understand the level of funding you are able to absorb. There may be need to build up capacity to absorb larger funds or to handle several sources of funding at the same time.
- Establish relationships with potential donors. It's important to talk to them first before sending proposals and requests. Also, some donors have become decentralized and could make field visits to become more familiar with the work.
- Demonstrate accountability. Work collaboratively with donors on the planning and implementation of projects, and meet their reporting and accounting requirements in a timely manner. Be transparent about how the funds are used.
- Build a good profile. Reputation and visibility are important. Donors will not fund organizations they have never heard of. A good reputation aids in securing funds from new donors as well. Link visibility with communications and send out short summaries of important activities on the ICPD networks, donor newsletters.

Challenges

The economic crisis exacerbated the funding difficulties for all regional networks. In donor countries, organizations that worked on reproductive health issues struggled to secure funding from smaller pots of money. There was also a general lack of funding for parliamentary work, as well as a lack of financial resources for population and development programs. Social programs were among the first to be cut in government programs and

³ Please refer to the Annex for the presentations on the regional ICPD advocacy efforts by AFPPD, EPF, FAAPPD and IAPG.

remained the most under-funded. There was need to advocate for and pressure governments to commit at least 10% of the national budgets towards healthcare.

Furthermore, the regional parliamentary networks were in the unique position of being “in-between” — they were neither NGOs nor government entities. If a group does not have legal status, its fundraising must be done through its partners. Another concern dealt with being too closely linked with the donors’ philosophies or political ideologies, which may result in the group losing sight of its original mission or being too “donor-led.”⁴ Some regional networks needed capacity building in preparing proposals.

Strategies and Tools

Donor Profiling

Be knowledgeable about what donors are funding and how they operate. There are three major categories of donors:

1. UNFPA – major donor and partner of all regional parliamentary networks on population and development.
2. U.S. Foundations – Hewlett-Packard, MacArthur, Gates and other US foundations have special grants that can be tapped into.
3. E.U. Donors – accountable for nearly 70% of development aid in the world and mostly decentralized to the embassies in developing countries. The process requires a submission of proposals on a competitive basis. Usually EU funding is focused more on the mechanics of the project. They require co-financing, which depends on the type of organizations that are applying.

Other Sources of Funding

Tap into government funding. Japan has funded the most parliamentary activities but the Canadian, U.S., and other donor governments should be examined for funding possibilities. Embassies in programme countries usually have budget for funding development projects.

Also, governments in developing countries can be targeted to allocate more money to reproductive health. Consider emerging donor countries such as India and China, which have budgets on the basis of their own areas of influence and concern, e.g. India provides funds to Bhutan. Look at developing joint proposals with G20 countries, which are gaining in wealth and phasing out of developing status.

⁴ In the discussion, the distinction of ear-marked funds and organizational profile was clarified. For example, if a donor does not want its funds used for abortion issues, the organization can respect that yet still use funds from other donors on that issue.

Partnerships

Partnerships are important for several reasons. Cultivating and maintaining donor relationships are time consuming, and partnerships help share responsibility as well as administrative costs. Partnerships help build more sustainable sources of funding. Partners can provide referrals to expand the donor base. Parliamentarians who fundraise at the national level should look towards domestic resources and work with NGOs, which are usually the legal entities that can receive funds. Groups need to be embedded in the community working on ICPD to build these partnerships.

Recommendations

1. Ideas to generate new funding for ICPD parliamentary advocacy:
 - Work towards establishing a European Trust Fund for ICPD parliamentary advocacy.
 - Encourage more governments to establish trust funds.
2. Steps to improve fundraising capacity and potential:
 - Generate the visibility of regional parliamentary network (FAAPPD & IAPG).
 - Develop and strengthen partnerships (IAPG & EPF).
 - Strengthen own capacity for resource mobilization (AFPPD & FAAPPD).
 - Support from UNFPA (various) :
 - IAPG → funding LACRO
 - FAAPPD → institutional development of secretariat, particularly on resource mobilization and proposal writing
 - AFPPD → facilitate contact with donors, advise on donor relations and convene regional donors meeting
3. Ideas for cost savings or in-kind contributions:
 - Encourage co-financing of APPG activities by national parliaments (EE).
 - Require some member parliaments to pay annual contribution (FAAPPD).

DAY 3

Session 7: Monitoring and Evaluation

Facilitators: Ms. Eriko Hibi, Program Coordinator, UNFPA Asia Pacific Regional Office
Dr. Laurent Assogba, Advisor, UNFPA Africa Regional Office

Definition

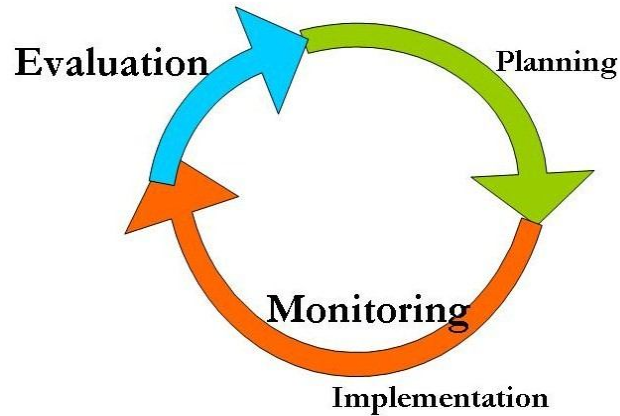
Monitoring

Monitoring is the process of tracking or measuring what is happening while the project implementation is ongoing. The purposes of monitoring are to provide accountability for implementation according to programme plans; to improve programme implementation; to trigger rapid adaptation of programme response, particularly in crises or unstable contexts; to provide information for advocacy for changing policies or programmes (particularly situation monitoring); and to feed into evaluation. Monitoring includes:

1. Performance monitoring - measuring progress in relation to an implementation plan and specific objectives.
2. Situation monitoring - measuring change in a condition or a set of conditions or lack thereof.

Evaluation

Evaluation is the process of determining the worth or significance of an intervention or policy. The judgment criteria for an intervention may include relevancy, efficiency, effectiveness, impact and sustainability. An evaluation provides credible information and lessons learnt to support the decision-making process of program partners and donors. The purposes of an evaluation include: to improve programme relevance, methods or outcomes; to increase learning, particularly on lessons that can be generalized to other programmes or situations; to provide accountability for programme results; and to support decision-making.



M&E together makes up the assessment phase of the project cycle management. The assessment can come before (ex-ante), during (in-situ) or after (ex-post) an intervention. The different functions and means of carrying out monitoring and evaluation complement the other.

	Monitoring	Evaluation
Frequency	Periodic, regular	Episodic
Main action	Keeping track	Appraisal
Basic purpose	Improve progress in implementation, efficiency, adjust work plan	Improve relevance, effectiveness, impact, future programming
Horizon	Short term	Long term, beyond scope of specific programme
Focus in programme cycle	Inputs, process, outputs	Also outcomes and impact
References for comparison	Work-plans, performance targets and reference indicators (this may include early warning indicators for problem areas)	Programme objectives and strategy, programme performance targets as well as more widely accepted benchmarks and standards such as human rights, organizational policy

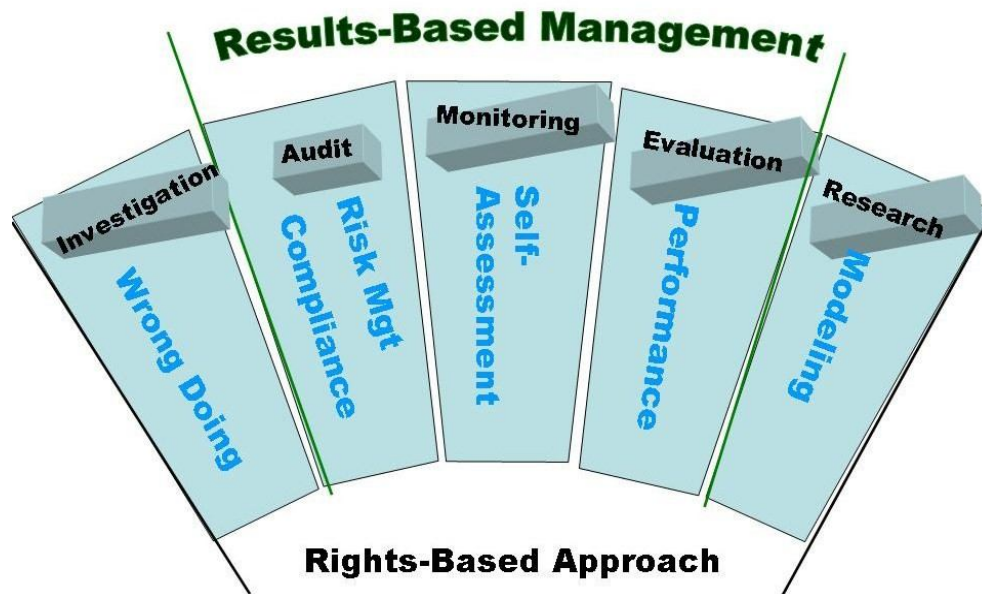
Information sources	Routine or sentinel systems, field observation, progress reports, rapid assessments	Same, plus specific surveys, studies
Undertaken by	Programme managers, community workers, primary stakeholders, supervisors, donors	Same, if approach is participatory, plus external evaluators
Reporting to	Programme managers, community workers, primary stakeholders, supervisors, donors	Same, if approach is participatory, plus policy-makers, wider range of external stakeholders

In M&E, the basic questions of, “How do we know that we are being effective?,” “How do we track this?,” and “How do we learn and adopt?” are addressed.

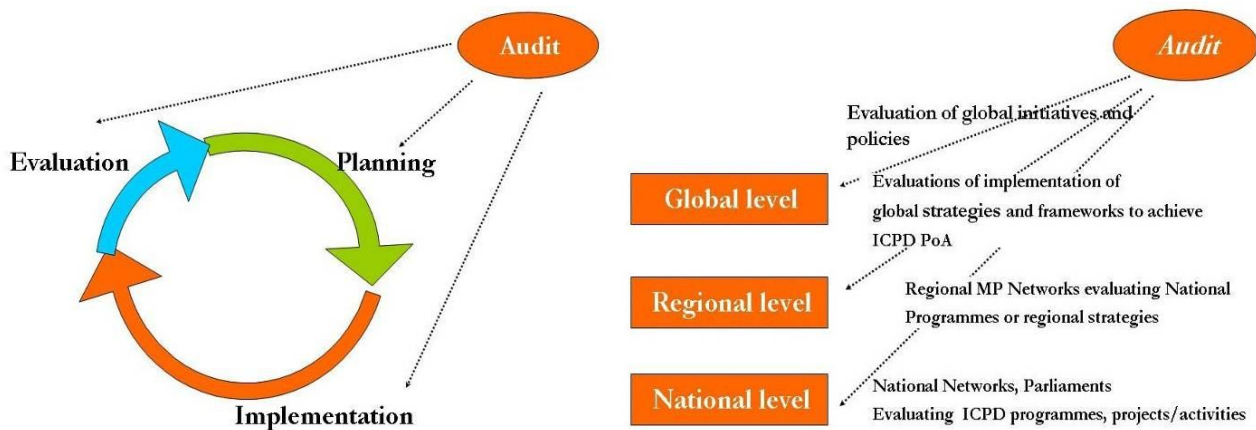
The purpose of an examination of the situation prior to an intervention, or the **ex-ante assessment**, is to provide a basis for decisions on priority needs and optimal programme response or strategy. The ex-ante assessment acts as a baseline reference for future monitoring and evaluation activities. This involves determining:

1. What is the situation?
2. Why is it that way?
3. What opportunities and risks might affect efforts to change the situation?

Different oversight activities are situated along a scale from investigation, audit, monitoring, evaluation, and research functions. Each has a different focus, from the **control of wrong-doing** at one extreme to the **contribution to knowledge** at the other end. M&E activities are also situated along this scale with some overlap on the edges.



An audit is independent of the management cycle. It can occur at different steps in the project management as well as on different intervention levels. Parliaments have the responsibility to fulfill their oversight roles at every level.



In a plan for intervention, determine which results to work towards. Resource mobilization and advocacy goals can be as follows:

Planned results in resource mobilization

- Increased funding for ICPD interventions.
- Appropriate pro-poor and gender-based budgets allocated by governments.
- Donors providing funding for the ICPD PoA interventions.

- Good governance and result based implementation of population policies and programmes.

Planned results in advocacy

- To raise awareness on ICPD issues.
- To create basis for behavior change regarding P&D issues.
- To bring parliamentarians to fulfill their commitments to allocate 10 % of the national budgets for population and reproductive health programs.

Challenges

There are many process indicators to evaluate impact, making its assessment fairly complex. First, impact is not easily *measurable*. For example, the conferences held, participants attending or evaluation forms collected provide concrete numbers but they do not reflect true impact. True impact should be seen at the level of policy changes. Yet, there is no sure way to measure how a series of conferences or other activities influenced a parliamentarian to change a law related to ICPD. The measurement of impact may not be *realistic* because an intervention may not be linked to policy changes, e.g. the prevention of roll-back policies, the improvement of the policy environment or better dialogue on issues raised. The protection and maintenance of an enabling environment for ICPD is not something measurable. Also, impact is not *attributable*. In other words, no one person or group can claim total responsibility for an action. Rather, they can claim to have contributed to making an impact. Lastly, results can be linked to the national level, which poses a dilemma for networks working on the regional level.

In addition to the general challenges of M&E, the regional networks highlighted other difficulties faced by parliamentary groups in the discussion.

- Lack of formalized M&E system.
- Results do not fit within a project cycle.
- Need for better linkage of efforts throughout the region.
- Difficulty to operate in two regions, e.g. Arab states & Africa, or Europe & Central Asia.

Strategies and Tools

In the discussion, tracking was highlighted as one effective tool to assist groups in M&E. During the implementation of a project, parliamentary networks need to develop a system and habit to track what they do on a continual basis. Otherwise, many activities may be overlooked or forgotten when the report and evaluation period occurs.

Parliamentarians groups currently measured progress in several ways:

- Dialogue on issues
- MPs' interventions
- Number of members to the APPG Network
- Number of full time staff in national committees
- Number of groups formalized and recognized by their GVT
- Support-base within parliaments and parties
- Project- or event-based evaluations
- Funding trends of donors

Specific M&E mechanisms used by the regional networks included:

- Political party mapping, Euro-Mapping
- Media monitoring, e.g. web search for press releases, political news, etc.
- Database for information on press releases, parliamentary initiatives, study tours follow ups, etc.
- Executive Committee meetings and national committee feedbacks
- Interaction with UNFPA regional office

Recommendations

1. Adopt and generalize the Results-Based Management (RBM) approach at regional and national levels to assist MPs and networks of MPs.
 - Set up standard key actions to be undertaken from now to 2014 regarding communications, advocacy, fundraising, law and budget activities with the leadership of UNFPA at national and regional level.
 - Adopt a consensual set of key indicators to tracking the day to day activities and for the evaluation of the key results agreed upon from now to 2014.
2. Conduct systemic policy tracking.
 - Develop systematic inventories of ongoing ICPD PoA implementation policies and programs at national and regional levels.
 - Develop tools such as checklists to track the level of implementation of the various policy and programs that are ongoing at the national and regional levels.
3. Strengthen M&E capacities of non-parliamentarian staff and regional MP networks.
 - Conduct regional training workshops in M&E.
 - Organize interregional exchange of M&E experiences.

- Familiarize regional networks in using and adapting the available M&E tools, databases, etc.
4. Stand ready for the upcoming evaluation period for ICPD by undertaking a comprehensive evaluation of ICPD parliamentary advocacy work at the country, regional and global levels.
 - Findings of the evaluation to be used as concrete evidence of the utility, relevance and effectiveness of ICPD parliamentary advocacy. It would also be a timely exercise in view of 2014 approaching, and the search for a new paradigm beyond 2014 has started.
 - Develop short, easy messages based on the evaluation findings to advocate why such approach should be continued and what aspects could be changed for increased effectiveness.
 5. Implement a more systematic scanning of political opportunities at the country, regional and global levels in pursuing ICPD parliamentary advocacy.
 - Use global governance structure (e.g. Summit), or country level processes (e.g. national budget review and approval cycle in parliaments).
 - Ensure to scan upcoming key political events that could be strategically useful for parliamentary advocacy on ICPD and plan/prepare activities with such events in vision.
 - Be strategic and selective.

Session 8: Closing

Ms. Safiye Cagar, Director, UNFPA Information and External Relations Division (IERD)

Ms. Safiye Çağar, Director, UNFPA Information and External Relations Division (IERD), closed the workshop by thanking participants for their passion and dynamism during the workshop as well as in their everyday work in advocating ICPD. She stressed that the ICPD deadline was coming up quickly, and the task ahead was filled with challenges due to changing political and financial climates. Building strong coalitions and targeting the right persons to support the ICPD issues among ministers of finance, the media and NGOs were critical in coming years. She observed that a major asset of the parliamentarians groups working on population issues was its community atmosphere and ability to work collaboratively on supporting parliamentarians to realize the ICPD Programme of Action. She thanked in particular Dr. Pinit Kullavanijaya, Mr. Shiv Khare and the AFPPD staff for hosting and making the workshop a success.

Annex A: List of Participants

Global Consultation on Reviewing Advocacy Techniques for Working with Parliamentarians

Participants List

IERD Headquarters

1. Ms. Safiye Cagar, Director, Information and External Relations Division (IERD)
2. Ms. Ragaa Said, Parliamentary Affairs Analyst, IERD

IERD Liaison office

3. Ms. Lelya Alyanak, External Relations Advisor, UNFPA Office in Geneva

UNFPA Regional Offices

4. Ms. Eriko Hibi, Programme Coordinator, Asia and Pacific Regional Office (APRO)
5. Mr. Laurent Assogba, Advisor, Africa Regional Office (ARO)
6. Mr. Mohammed Afifi, Special Assistant to the Director, Arab States Regional Office (ASRO)
7. Ms. Ana Elena Badilla, Gender Advisor, Latin America and the Caribbean Regional Office (LACRO)
8. Ms. Marta Diavolova, Programme Coordinator, Eastern Europe and Central Asia Regional Office (EECARO)

Regional Parliamentary Groups on Population and Development

Asian Forum of Parliamentarians on Population and Development (AFPPD)

9. Dr. Pinit Kullavanijaya, MP of Thailand and Secretary General of AFPPD
10. Dr. Atte Sugandi, MP of Indonesia
11. Mr. Shiv Khare, Executive Director
12. Ms. Sri Utari Setyawati, Executive Director, IFPPD
13. Ms. Pariyaporn Sappapan, Administrative Associate
14. Ms. Sharmila Shewprasad, Programme Associate
15. Mr. Tammavit Tasnavites, Programme Associate

European Parliamentary Forum on Population and Development (EPF)

16. Mr. Neil Datta, Secretary
17. Ms. Marina Davidashvili, Network and Knowledge Sharing Facilitator
18. Hon. Christine McCafferty, Former Deputy, House of Commons, United Kingdom
19. Ms. Christina Dumitrescu, Head of the Division for International Parliamentary Organizations, Senate of Romania
20. Ms. Filomena Ruggiero, Advocacy Officer, Spanish Federation of Family Planning

Forum of African and Arab Parliamentarians on Population and Development (FAAPPD)

21. Ms. Fatimata Deme, Executive Director
22. Hon. Henry Dlamini, Member of Parliament, Swaziland
23. Ms. Nadia Bushnaq, Senator, Jordan

Inter- American Parliamentary Group on Population and Development (IAPG)

24. Ms. Carla Riviera-Avni, Executive Director
25. Ms. Raymonde Folco, Member of Parliament, Canada
26. Ms. Maria Soledad Vela, Member of Parliament, Ecuador

Other

27. Ms. Tien Truong, Consultant

Annex B: Agenda

Global Parliamentarians Consultation on Reviewing Advocacy Techniques for Working with Parliamentarians

UNFPA & AFPPD

10-12 May, 2010 – Koh Samui, Thailand

Lotus room, 2nd floor, lobby building, Renaissance Koh Samui Resort and Spa

***** DAY 1 *****

Monday, 10 May 2010	
9 :30 - 9:45	Opening: Welcome, Introductions, Purpose of the Workshop: <ul style="list-style-type: none"> - Ms. Safiye Cagar - Hon. Sen. Dr. Pinit Kullavanijaya
9:45 - 10:45	Overview main methodologies for ICPD advocacy with Parliamentarians per region: 10 minutes per region of max 5 slides PPT presentation addressing: 1) advocacy 2) Communications 3) Fundraising 4) M&E <ul style="list-style-type: none"> - AFPPD - FAAPPD - EPF - IAPG Discussions
10.45 - 11.00	Group Photo
10:45 - 11:15	Tea Break
11.15 - 12.30	What is expected of Parliamentary Networks and what do Parliamentarians need for advancing ICPD Agenda Panel of experts: <ul style="list-style-type: none"> - Ms. Ragaa Said – Presentation of main results of 2006 Global Survey - Hon. Ms. Christine McCafferty - Hon. Sen. Dr. Pinit Kullavanijaya Discussions
12.30 - 13.30	Lunch (Banana Leaf Restaurant)
13.30 - 13.45	Setting the stage: Introduction to 4 sessions (Communications / Advocacy / Fundraising / Monitoring & Evaluation)
13.30 - 15.30	Communications Session: Lead discussant: Ms. Leyla Alyanak and Ms. Carla Riviera-Avni <ol style="list-style-type: none"> 1) State of play of existing communication efforts – globally by UNFPA and regionally – what works, where are there challenges and where are there gaps 2) Striking the right balance in visibility for parliamentary network / APPG and individual MPs championing a certain issue 3) Messaging: What are we doing to simplify ICPD for MPs and about

	ICPD in an evolving development context 4) Tapping into new communications channels: intra-parliamentary networks (such as www.agora-parl.org) and new social networks, ie. Facebook, twitter, etc....
15.30 - 16.00	Tea Break
16.00 - 17.30	Communications Session wrap up: Group Work per region with 1 UNFPA representative in each group → realistic action plan on communications for MPs – globally and per region
17.30 - 17.45	Close for the day – Announce evening plans if any

***** **DAY 2** *****

Tuesday, 11 May 2010	
9.30 - 10.00	Recap of previous day – Suggestions for new discussion items
10.00 - 11.00	Advocacy Session : Lead discussants: Mr. Laurent Assogba and Ms. Marina Davidashvili <ol style="list-style-type: none"> 1) Better coordination to ensure maximum impact: division of labour on MP network representation within SRHR / global health landscape and exploration of formalized 'watchdog role' on opposition movements. 2) Maximising Parliamentary follow-up at national level, and clarity on supportive roles among APPG secretariats, UNFPA (HQ, GDs, Cos), NGOs and Regional Parliamentary networks) – towards global guidelines? 3) Adapting to changing advocacy scenarios: are specific capacity build exercises needed to adapt Parliamentary mobilisation to changing donor trends such as focus on budget support, expansion of the GFATM, new initiatives on maternal health? 4) Strengthening the infra-structure of ICPD Parliamentary advocacy – expectations of regional secretariats, of APPG secretariats / national committees – towards global guidelines?
11.00 - 11.30	Tea Break
11.30 - 12.30	Advocacy session wrap-up : Group Work per region with 1 UNFPA representative in each group → Capturing the specific success-elements / models of ICPD MP advocacy → Articulating clear division of labour / tasks between main stakeholders → A set of global guidelines
12.30 - 13.30	Lunch (Banana Leaf Restaurant)
13.30 - 15.30	Fundraising Session: Lead discussants: Mr. Shiv Khare and Mr. Neil Datta <ol style="list-style-type: none"> 1) Identifying existing and potential donors to ICPD Parliamentary advocacy – global, per region, per themes. 2) Understanding how donors work: how and why do they set their priorities, chose their grantees. 3) Identifying successful fundraising strategies: grantee-mapping, connectedness / isolation of MP networks. Are our communications strategies adapted to our fundraising goals?

	4) Minimum logistic criteria for being credible to start fundraising (ex. PADOR, registration, annual audit, timeliness, proposal writing, etc) 5) Pros / cons of dedicated strategy to tap into government funding for MP advocacy on ICPD
15.30 - 16.00	Tea Break
16.00 - 17.30	Fundraising Wrap-up: Group Work per region with 1 UNFPA representative in each group → Self-assessment per region about regional MP network's fundraising strategy and how UNFPA can support
17.30 - 17.45	Close for the day – Announce evening plans if any

***** **DAY 3** *****

Wednesday, 12 May 2010	
9.30-11.00	Monitoring and evaluation: Lead Discussants: Ms. Eriko Hibi and Mr. Laurent Assogba <ol style="list-style-type: none"> 1) How do we know we are being effective – how do we track this and how do we learn & adapt? 2) What importance is given to M&E – internally for self-improvement and from external forces
11.00-11.30	Tea Break
11.30-12.30	Monitoring and evaluation: Continued Final discussion: Way forward – mechanisms to deliver on agreed points above
12.30-13.00	Close of the workshop – Vote of thanks
13.00 - 14.30	Lunch (Banana Leaf Restaurant)

Annex B: Asian Forum of Parliamentarians on Population and Development (AFPPD)

Overview Main Methodologies for ICPD Advocacy with Parliamentarians

Global Parliamentarians Consultation
on Reviewing Advocacy Techniques
for Working with Parliamentarians

10-12 May 2010, Koh Samui,
Thailand

SHIV KHARE

Executive Director

AFPPD

1. Advocacy Strategy:

- | | |
|--|---|
| 1. Top 3 ICPD advocacy objectives in region: | 1. Population Growth / Poverty <ul style="list-style-type: none">- MDG 5 – Maternal Health- Adolescent R.H.- Violence against women / Empowerment of women |
| 2. Advocacy Challenges: | 2. <ul style="list-style-type: none">-To put family planning back on the agenda- Emergence of right-wing and religious groups- Parliamentarians to monitor implementation- Lack of funding for parliamentarians' work- Stagnated parliamentarian groups |

2. Advocacy Strategy (continued):

- | | |
|--|--|
| 3. Regional Partners / Allies in advocacy: | 3. UNFPA, Parliaments, Government of Japan, Regional IPPF and Regional Civil Society |
| 4. Reg MP Network activities to meet these objectives: | 4. <ul style="list-style-type: none">- Workshops / seminars / meetings- Participation in events of other agencies- Sponsoring parliamentarians as resources person- Person to person advocacy- Study visits- Focus group meetings- Small Grant Programme to initiate new National Programmes |

3. Advocacy Strategy (continued):

4. Reg MP Network activities to meet these objectives (cont'd):

- "Open Hearings" in parliaments
- Central Asian program

Sector wide approach

- Parliamentarians with background of medical, professors, teachers, and lawyers
- Women parliamentarians
- Parliamentarians with indigenous background
- Young parliamentarians (under 35)

4. Advocacy Strategy (continued):

- 4. Reg MP Network activities to meet these objectives (cont'd):
 - Standing Committees of Parliamentarians on special issues such as Gender, Male involvement on VAW, Harm Reduction
- 5. Other:
 - Steering Committee membership of major regional and international events
 - Policy tracking (new)
 - Membership in other like-minded organizations, such as APA, ASAP, AIS, PRB, Population Association of Asia

5. Advocacy/ Communications Strategy

- Primary Targets for Advocacy / Communications:
 1. - National /State level elected representatives
 - National Committees and Parliament Staff
 - Funders / Other UN agencies
 - Civil Society

6. Advocacy/ Communications Strategy (continued)

Questions:

- Communication Tools used:

Answers:

- Newsletter – English/Russia
- E News – English/Russia
- Website – English/Russia
- Policy briefs (new)

7. Advocacy/ Communications Strategy (continued)

- Main Challenges in advocacy and communications:
 1. To involve first and second level / rank of parliamentarians
 2. Demand for high profile parliamentarians / ministers
 3. Parliamentarians are not e-mail / computer savvy
 4. Parliamentarians work through secretary and staff
 5. Regular change over

8. Advocacy/ Communications Strategy (continued)

- Other:
 - 6. Follow up at national level
 - 7. Verification of impact
 - 8. Want immediate results
 - 9. Better coordination with Country Offices of UNFPA and Regional focal points of parliamentarians
 - 10. Apathy of other UN agencies for population issues
 - 11. Define scope of networks to include additional topics

9. Fundraising Strategy:

- | | |
|---|---|
| <p>1. No of donors to Regional MP Network:</p> <p>2. Which other ICPD advocacy groups and donors funding in region:</p> | <p>1.- UNFPA, Government of Japan (Trust Fund)</p> <ul style="list-style-type: none">- UNAIDS, IFAD, DSW (Germany), AUSAID- WHO (?), UNDP, MDG Campaign, UNDP Gender, CIDA (?), OSI, IPPF,- Gates Foundation (via EPF) <p>2. -IPPF, USAID funded agencies</p> <ul style="list-style-type: none">-DFID, Netherlands, Japan (JICA), Packard Foundation, MacArthur Foundation, Hewlett Foundation, World Bank, Global Fund (GFATM) |
|---|---|

10. Fundraising Strategy (continued):

- | | |
|--|---|
| 3. Efforts to engage with (potential) donors: | 3. - EEC, Packard, UNIFEM
- Parliaments to share cost |
| 4. Funding Status of Members Nat'l Committees / APPGs) : | 4. Australia, New Zealand, Iran, India, Philippines, Laos, Cambodia, Mongolia, Japan and the Pacific are funded. |
| 5. Other | 5. UNFPA (Country Office) supporting local costs of events
(Need more interaction to promote National Committee Funding) |

11. Monitoring & Evaluation

1. How is progress (against stated advocacy objectives) measured?
 1. - Each event evaluated
 - UNFPA Country Offices perform formal and informal evaluation
 - UNFPA R.O. evaluation in 2010
2. Internal mechanisms to measure/track progress:
 2. - AFPPD internal evaluation by external consultant (Report available)
 - Executive Committee discussion on results
 - National Committee feedback
 - Self impact assessment (periodically)

12. Monitoring & Evaluation (continued)

- | | |
|--|---|
| 3. External/ externally imposed mechanisms to track progress | 3.- Interaction with Regional Office in Asia Pacific
- Funding agencies' evaluation |
| 4. What medium/long-term progress tracking exists beyond any specific project: | 4. After Regional Office moved to Bangkok, tracking of results has happened more often than before |
| 5. Other | 5. Very close interaction during formulation and implementation of programmes. Follow up methodology adopted. |

13. Other Points:

Unique Assets of your Regional MP Network:

1. Regular and continuous regional and sub-regional events
2. Japanese parliamentarians commitment and JTF

Areas for improvement of your Regional MP Network

- 1.- More qualified professional staff
- Better UNFPA Country Office financial support to National Parliamentarians Committees (to have better staff and regular programme)
2. Better tracking of participating parliamentarians performance . (India, Indonesia, Philippines are examples)

14. Other Points (continued):

- 3. Parliamentary Standing Committees dealing with population and health issues in the Parliaments are AFPPD members, including 3 from Central Asia
- 3. Finding new ways of parliamentarians engagement - new topic
- 4. Convincing some UNFPA Regional Office and Country Office to make a difference in UNDP governance and population programme
- 4. Participation in events of others
- 5. Close interaction with parliament staff
- 6. Full time staff support in all national committees

15. Other Points (continued):

- | | |
|---|--|
| 7. High level parliamentarians' involvement (Prime ministers, deputy prime ministers, former ministers, house speakers, etc.) | Others |
| 8. Close working relationships with UNFPA RO and Cos – CO funding participation | 1. Problems of Regional Parliamentary Groups and role of IERD and regional focal point |
| 9. Prominent role of Donor Country Parliamentarians | 2. Develop mechanism to deal with these issues in the region |
| | 3. National Committees format to be adopted to enhanced UNFPA Country Office funding to national committee |

16. Other Points (continued):

- 10. -AFPPD Newsletter (Printed)
-E News (Regular)

Thank you

- Please comment on the basis of your experience
- We can provide more information on all the points mentioned above

Annex C: European Parliamentary Forum on Population and Development (EPF) Overview of main methodologies for ICPD advocacy with Parliamentarians

Global Parliamentarians Consultation
on Reviewing Advocacy Techniques
for Working with Parliamentarians

10-12 May 2010, Koh Samui,
Thailand

1. Advocacy Strategy:

Questions:

1. Top 3 ICPD advocacy objectives in region:
2. Advocacy Challenges:
3. Regional Partners / Allies in advocacy:
4. Reg MP Network activities to meet these objectives:
5. Other:

Answers:

1. Increase ICPD funding, improve ICPD policies, expand work in Central/Eastern Europe
2. Church, opposition, economical crisis, changing EU Decision making
3. UNFPA, EuroNGOs, regional parliamentary inst: PACE, EU Parliament
4. Sub-regional, regional conferences, study tours, publications, research
5. Using research: Euromapping, Political Party mapping

2. Communications Strategy

Questions:

- Primary Targets for Communications:
- Communication Tools used:
- Main Challenges in communications:
- Other:

Answers:

1. Parliamentarians, Governments/EU Commission, Donors
2. Newsletter, website, EPF brochure, activity reports
3. Language diversity
4. Press, Media

3. Fundraising Strategy:

Questions:

1. N° of donors to Regional MP Network:
2. Which other ICPD advocacy groups are donors funding in region:
3. Efforts to engage with (potential) donors:
4. Funding Status of Members Nat'l Committees / APPGs) :
5. Other

Answers:

1. 5-10
2. EuroNGOs, APPG Secretariats, NGOs
3. Exploring new areas: Girls Rights; building new partnerships; responding to calls for Proposals
4. Funded through EPF (sub-grants); self funded NGOs, funded by UNFPA
5. Exploring the possibility to apply for funding from Governments

4. Monitoring & Evaluation

Questions:

1. How is progress (against stated advocacy objectives) measured?
2. Internal mechanisms to measure/track progress:
3. External/ externally imposed mechanisms to track progress
4. What medium/long-term progress tracking exists beyond any specific project:
5. Other

Answers:

1. Increase in funding for ICPD, improved policy environment, built support base within parliaments/parties
2. Political Party mapping, Euromapping,
3. UNFPA, other donors
4. Political Party mapping, Euromapping, internal governance: ExCom
5. Excel grids/database with information on press releases, parliamentary initiatives, study tours follow ups, etc

Other Points:

Unique Assets of your Regional MP Network:

1. Located in world's largest ODA donor region
2. Unique positioning among civil society/parliaments/institutions
3. Political research (voting analysis, Euromapping, Pol Party Mapping)

Areas for improvement of your Regional MP Network

1. Increase memberships in Eastern Europe
2. Improve communications and media outreach
3. Scale up financial capacity

Annex D: FORUM OF AFRICAN AND ARAB PARLIAMENTARIANS ON POPULATION AND DEVELOPMENT

**Overview main methodologies
for ICPD advocacy with Parliamentarians**

**Global Parliamentarians
Consultation on Reviewing
Advocacy Techniques for Working
with Parliamentarians**

10-12 May 2010, Koh Samui, Thailand

1. Advocacy Strategy:

3 ICPD ADVOCACY OBJECTIVES IN THE REGION

1. To improve the legal environment for reproductive health/family planning;
2. To improve the legal environment for HIV/AIDS control to fight against stigma and discrimination;
3. To bring Parliamentarians to fulfill their commitment to allocate 10 % of their national budget to population and reproductive health programmes.

Advocacy Challenges

- Low contraceptive prevalence rates
- High maternal and child mortality rates
- Awareness of parliamentarians of their role as elected people
- Capacity building of parliamentarians on ICPD Plan of Action and MDGs, and the interrelationships between population and development issues
- Religious and cultural beliefs
- Financial and human resources

3. Regional Partners/Allies in Advocacy

- Member Parliaments and National Networks on Population and Development and on HIV/AIDS
- Related Government Departments
- Regional Parliamentary Bodies (Pan African, ECOWAS, SADEC, CEMAC, Francophonie, Arab Ligue Parliaments)
- Civil Society Organisations (Regional Network of Religious Leaders, Regional Youth Network, Regional Network of Journalists, Regional Network of People leaving with HIV/AIDS, Africaso, SWAA International, etc.)
- Donor Community (UN Agencies, USAID)



4. Regional MP Network activities to meet these objectives

- Capacity building workshops of Parliamentarians;
- Sensitization workshops;
- Allocation of Mini-grants to national parliamentary networks;
- Missions of the Ambassadors of Hope;
- Workshops for the development of regional and national plans of action;
- Strengthening the partnerships at the local, regional and international levels;

2. Communications Strategy

Questions:

- Primary Targets for Communications:
- Communication Tools used:
- Main Challenges in communications:

Answers:

1. Parliamentarians and Governments
2. Audiences, Web site, Press Conferences, Missions of the Ambassadors of Hope, Prospectus
3. Awareness of the issues, availability, listening skills, appropriate tools
- 4.

3. Fundraising Strategy:

Questions:

1. N° of donors to Regional MP Network:
2. Which other ICPD advocacy groups are donors funding in region:
3. Efforts to engage with (potential) donors:
4. Funding Status of Members Nat'l Committees / APPGs) :

Answers:

1. 4 donors (UNFPA, JTF, UNAIDS, USAID)
2. IPPF, Bill gate Foundation, DSW, other UN Agencies, The David and Lucile Packard Foundation, bilateral and multilateral agencies (Japan, Canada, EU Commission)
3. Adoption of a five-year strategic Plan, development of proposals, subscription to PADOR, submission of joint proposals with other regional parliamentary groups
4. They get funding from UN Agencies country offices, USAID and bilateral Agencies for their activities

4. Monitoring & Evaluation

Questions:

1. How is progress (against stated advocacy objectives) measured?
2. Internal mechanisms to measure/track progress:
3. External/ externally imposed mechanisms to track progress
4. What medium/long-term progress tracking exists beyond any specific project:

Answers:

1. Reports on the achievements, adopted laws, allocated budgets
2. Evaluation Exercises, Development of Plan of Action and Monitoring tools, Progress reports, mission reports, Follow up workshops, Executive Committee Meetings, General Conferences
3. Result based Management (RBM)
- 4.

Other Points:

Unique Assets of your Regional MP Network:

1. National Networks on Population and Development
2. SR laws in 9 countries
3. HIV/AIDS laws in 14 countries
4. Cooperation with UNFPA and JTF

Areas for improvement of your Regional MP Network

1. Resource Mobilisation
2. Communication and Information sharing
3. Strengthening of National Networks



IAPG
Inter-American
Parliamentary Group
on Population
and Development

Global Parliamentarians Consultation on Reviewing Advocacy Techniques for Working with Parliamentarians

10-12 May 2010, Koh Samui,
Thailand

Annex E: IAPG Overview of main methodologies for ICPD advocacy with Parliamentarians



1. Advocacy Strategy:

Questions:

1. Top 3 ICPD advocacy objectives in region:
2. Advocacy Challenges:
3. Regional Partners / Allies in advocacy:

Answers:

1. SRHR, particularly reduction in Maternal Mortality, Gender based Violence, HIV and AIDS. Youth as cross-cutting issue.
2. Well organized/funded opposition which absorb the time and efforts that should be focusing on advancing the ICPD agenda
3. UNFPA LACRO/COs, UNDP HIV/AIDS Cluster, Regional NGOs such as IPPF/WHR, international NGOs.

1. Advocacy Strategy: cont...

Questions:

1. Reg MP Network activities to meet these objectives:
2. Other:

Answers:

1. Establishment of the parliamentary Network and/or Committees to serve as a platform for parliamentary advocacy actions on particular issues (first is on MM) on the priority issues.
2. Production of short videos; information materials to use as information tools; and technical support
3. Formalize the APPG structure so that it can be formalized within each Parliament

2. Communications Strategy

Questions:

- Primary Targets for Communications:
- Communication Tools used:
- Main Challenges in communications:
- Other:

Answers:

1. MPs, high-level decision makers
2. IAPG Website, emails, short video messages
3. i) Flow of information from MPs about their work; ii) no defined messaging
4. Lack of funding for a dedicated professional

3. Fundraising Strategy:

Questions:

1. N° of donors to Regional MP Network:
2. Which other ICPD advocacy groups are donors funding in region:
3. Efforts to engage with (potential) donors:
4. Funding Status of Members Nat'l Committees / APPGs) :
5. Other

Answers:

1. Japan Government (Trust Fund)
UNFPA, UNDP
2. Women's parliamentary network in Uruguay and the usual local women's NGOs (CFFC, REDLAC, IPPF-WHR, FPAs)
3. New project for the Caribbean with UNDP. Video for donors . Exploring funding with AECID, US Foundations, PAHO.
4. Can't have own funding due to the IAPG structure in LAC Region.
5. For the Caribbean, given its particularities, perhaps IAPG/CNPPD will look into Caricom.

4. Monitoring & Evaluation

Questions:

1. How is progress (against stated advocacy objectives) measured?
2. Internal mechanisms to measure/track progress:
3. External/ externally imposed mechanisms to track progress
4. What medium/long-term progress tracking exists beyond any specific project:
5. Other

Answers:

1. Laws passed, or proposed. Dialogue on issues.
2. Media (web search for press releases, country political news, etc), field visits, use the new publication as a model to track progress; APPGs websites
3. Advocacy Indicators such as No. of laws on SRHR, proposed laws, MPs interventions,
4. Number of members to the IAPG Network, number of groups formalized and recognized by their own government.
5. Need to develop a system for M&E indicators, especially made for MPs

Other Points:

Unique Assets of your Regional MP Network:

1. Highly committed individuals, generating consensus and alliances
2. APPGs becoming formal structures...
3. Only network working **exclusively** on P&D

Areas for improvement of your Regional MP Network

1. Visibility (branding)
2. Sustainability
3. Communications strategy
4. Flow of Information and technical support to MPS

Annex F: Summary of 2006 UNFPA Global Survey Recommendations

1. There is need for greater interaction at national and regional level. More countries need to set up all-party groups, and regional parliamentary groups should be ready to support them.
2. Stronger links between ICPD and the MDGs must be made. More and better information on how the issues overlap as well as more advocacy for the World Summit outcomes should be provided.
3. Provide more (good) information, simple advocacy materials and corresponding trainings on its effective use.
4. Support parliamentarians in countering the activities of groups opposed to the ICPD agenda.
5. Offer more training in advocacy and in drafting laws and policies. Donor country respondents want to meet their counterparts and understand the issues first hand.
6. More support on HIV/AIDS. Relatively few parliamentarians have been able to pass laws, and the situation of current policies does not reflect the urgency of the issue.
7. Close regional disparities in ICPD related legislation, which may possibly be due to opposition groups or cultural sensitivities.
8. Support is needed to set up ICPD budget lines and direct resources to developing countries, which have had relatively little success in directing domestic resources to ICPD issues. In addition, considerable ICPD funds go to HIV/AIDS activities. Funding in one area should not be at the expense of another. Integrated reproductive health and HIV/AIDS prevention services make optimum use of the available resources.
9. Significant gender imbalances exist within parliamentarians. Men were much less likely to mention women's empowerment and gender equality as a priority, and women reported encountering opposition among men. More support is needed to address gender issues.
10. The gap between legislation and implementation means the difference between success or failure in reaching ICPD goals. Parliamentarians need support in carrying out their oversight roles.
11. Resource limitations hold back parliamentarians in developing countries and donors alike. UNFPA and regional groups should direct additional support where it is most needed.