

Sexual and Reproductive Health and Rights and the SDGs

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION 
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	

Accountability

Manual

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Contact

International Planned Parenthood Federation East
and South East Asia and Oceania Region

246, Lorong Enau, Off Jalan Ampang,

50450 Kuala Lumpur, Malaysia

Email: ESEAOROffice@ippf.org

Web: www.eseaor.ippf.org

Facebook: @ESEAOR

Instagram: @ippfeseaor

Twitter: @ippfeseaor

Family Planning NSW

10 Avenue of the Americas,

Newington NSW 2127

Email: policy@fpnsw.org.au

Web: www.fpnsw.org.au

Facebook: @FPNSW

Instagram: @FPNSW

Twitter: @FPNSW



East & South East Asia and Oceania Region



family
planning nsw

Reproductive & Sexual Health

ABOUT IPPF

The International Planned Parenthood Federation (IPPF) is a global service provider and a leading advocate of sexual and reproductive health and rights for all. We are a worldwide movement of national organisations working with and for communities and individuals in more than 140 countries.

IPPF works towards a world where all people, including adolescents and youth have control over their own bodies, and therefore their destinies. A world where they are free to choose parenthood or not, free to decide how many children they will have and when, free to pursue healthy sexual lives without fear of unwanted pregnancies and sexually transmitted infections, including HIV. A world where gender or sexuality are no longer a source of inequality or stigma. We will not retreat from doing everything we can to safeguard these important choices and rights for current and future generations.

Our vision

All people are free to make choices about their sexuality and well-being, in a world without discrimination.

Our mission

To lead a locally owned, globally connected civil society movement that provides and enables services and champions sexual and reproductive health and rights for all, especially the underserved.

A Joint Foreword

In the remaining years left to achieve the 2030 Agenda for Sustainable Development, local, regional and global advocacy is now more important than ever. IPPF Member Associations and civil society organisations must engage with governments to ensure that sexual and reproductive health and rights (SRHR), particularly those of our most vulnerable populations, are encompassed in national policy and commitment.

Fulfilling SRHR underpins the achievement of the ambitious Sustainable Development Goals and to poverty alleviation. SRHR are fundamental to health and essential for sustainable development, as evidenced by their strong links to gender equality and human rights including education, health, freedom of expression and privacy. Without access to essential sexual and reproductive healthcare, many members of our communities would not have the opportunity to fully and meaningfully engage in society.

We must ensure that progress towards achieving the ambitious Sustainable Development Goals remains a priority even in the most challenging of global circumstances. We must do more to transform current systems to achieve sexual and reproductive health and rights for all. Without continued progression, there are serious and real risks to the health and well-being of the global community, especially for women and girls and those who are vulnerable and marginalised.

We must continue to empower women, girls, men and boys, in all their diversities, with education, resources and essential SRH services so that they are able to decide on the number, timing and spacing of their children. This is not only a matter of health and human rights but also affects non-health sector issues that are vital to sustainable development including gender equality, education, climate change, food security, justice and the economy.

IPPF ESEAOR and Family Planning NSW are proud to have collaborated to update the Accountability Manual. We hope the Manual will guide Member Association's work over the remaining years as we work towards achieving the 2030 Agenda for Sustainable Development.

Tomoko Fukuda
Regional Director
IPPF ESEAOR

Adj. Prof Ann Brassil
CEO
Family Planning NSW

Acronyms

APFSD	Asia Pacific Forum on Sustainable Development
APRCM	Asia Pacific CSO Engagement Mechanism
CSE	Comprehensive sexuality education
CSO	Civil society organisations
ECOSOC	Economic and Social Council
ESCAP	Economic and Social Commission for Asia Pacific
ESEAOR	East and South East Asia and Oceania Region
FPNSW	Family Planning NSW
FPOP	Family Planning Organisation of the Philippines
GSDR	Global Sustainable Development Report
ICPD	International Conference on Population and Development
IPPF	International Planned Parenthood Federation
HLPF	High Level Political Forum for Sustainable Development
RHAC	Reproductive Health Association of Cambodia
SDG	Sustainable Development Goal
SRH	Sexual and reproductive health
SRHR	Sexual and reproductive health and rights
UN	United Nations
VFHA	Vanuatu Family Health Association
VNR	Voluntary national review

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About the Manual

Overview

As we head towards 2030 and the target of achieving the Sustainable Development Goals (SDG), we must work together in local, regional and global forums to advocate for comprehensive sexual and reproductive health and rights (SRHR) for all people. Activists, practitioners and governments must have a structured and goal-oriented plan of how they can ensure the achievement of the 2030 Agenda for Sustainable Development.

To ensure effective, sustained and result-driven advocacy, we have updated this manual to support IPPF Member Associations and other civil society organisations (CSO) and partners to deliver national advocacy strategies, with specific information on how to incorporate SRHR into the SDGs. The update of the manual is timely, as global dialogue calls for advocates and governments to reaffirm commitments and re-establish momentum to put SRHR at the centre of SDG activity.

Member Associations and CSOs must ensure commitment to achieve the SDGs at a national level, and that sexual and reproductive health and rights are embedded within policies that focus not just on health but across the social, economic, and environmental policy areas.



Using the Manual

The Manual aims to:

1. provide an overview of existing regional and global SDG processes
2. increase understanding of the links between the SDGs and SRHR
3. enhance capacity for Member Associations and CSOs to ensure national accountability by using the SDG framework

The first and second sections of the Manual will provide Member Associations and CSOs with an understanding of SDGs and its links to SRHR. The third section of the Manual will provide Member Associations and CSOs with an overview of advocacy, why it is important and who should engage in it.

The fourth section of the Manual will support Member Associations and CSOs to develop, implement, fund and monitor an accountability strategy. The framework is flexible, providing Member Associations and CSOs with options to have a bigger or smaller strategies, depending on the need and budget.

Appendix 1 contains practical tools that Member Associations and CSOs will need to build an accountability strategy. Appendix 2 contains templates that can support Member Associations and CSOs to implement their accountability strategies. Appendix 3 provides links to key documents and further reading.

As you use this Manual and develop your accountability strategies, remember that results often take years but the process of accountability starts immediately. What this means in practice is that your strategy needs to have a long-term outcome, with short term deliverables that work towards the outcome. Achieving real change is usually incremental and requires consistent engagement, with clear messages across multiple years.

Finally, remember that regional and global IPPF secretariat staff are available to assist you throughout this process. Together, we can ensure that SRHR is prioritised within the SDGs, from the grassroots to the global discussions.

Good luck!

SECTION ONE: Sustainable Development Goals

Brief history of the SDGs

In 2015, the 2030 Agenda for Sustainable Development was adopted by all members of the United Nations. Within this agreement are 17 Sustainable Development Goals which were designed to be a “blueprint to achieve a better and more sustainable future for all”. The SDGs are focused on all elements of sustainable development, including poverty, inequalities, health, gender, climate change, environmental degradation, peace and justice.

The 2030 Agenda is the document that outlines the vision that was agreed to achieve Sustainable Development, and includes the SDGs. Many stakeholders use these terms interchangeably. Within this Manual, we will refer to SDGs as a reference to both the goals and also the broader agenda.

A key element within the SDGs is that they are applied equally to all countries, with a focus on ensuring that “no one is left behind”. What this means in practice is a recognition that there are different development challenges both between different countries, but also within a country. Therefore, the SDGs recognise the need to reach all people.

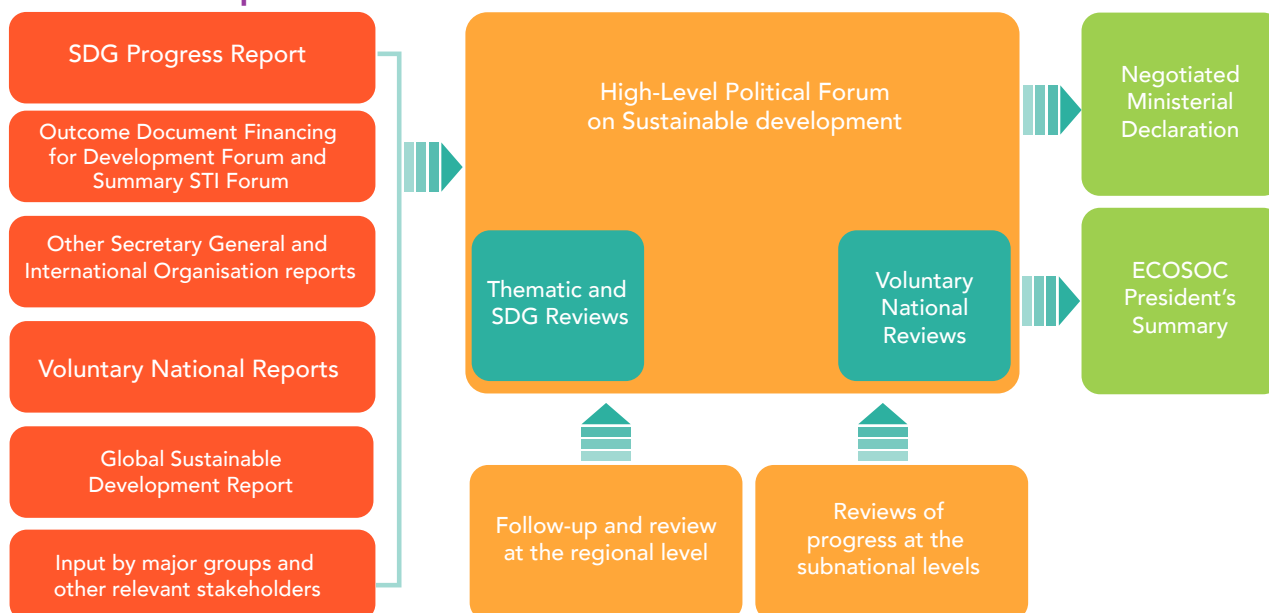


Global accountability

Countries agreed in 2015 that there was a need to have a clear global process to follow up progress on achieving the SDGs. The mechanism that was created was called the **“High Level Political Forum on Sustainable Development (HLPF)”**. Functionally, the HLPF meets annually in the United Nations Economic and Social Council (ECOSOC), and every four years in the United Nations General Assembly. The annual HLPF does the substantive work of follow-up and review by follow up and review by reporting against progress to achieve the SDGs. The HLPF under the auspices of the United Nations General Assembly which takes place every four years is a high-level political event, aimed to bring together leaders and policymakers from around the world to reaffirm the commitment to achieve the SDGs.

HLPF in ECOSOC takes place annually in July in New York for a period of 8 days. Member Associations and CSOs that have ECOSOC accreditation can engage in the session and speak at different sessions and events. They can also engage in influencing the outcome document of the session through submitting written inputs, sharing comments on the declaration and speaking during the negotiation process. CSOs can apply to the United Nations to receive “ECOSOC Accreditation”. This process can take several years to achieve but allows CSOs with the opportunity to be invited to speak at certain United Nations meetings, including the HLPF. Importantly for Member Associations, IPPF at the global and regional levels has ECOSOC accreditation and its office in New York can assist to represent your interests in UN forums.

Process Map of HLPF in ECOSOC



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Within the structure of the HLPF, there's self-organised structure called [Major Groups and other Stakeholders \(MGoS\)](#) that actively work towards the implementation of Agenda 2030 through advocacy, knowledge-sharing, and monitoring initiatives. Within this structure, the [Women's Major Group \(WMG\)](#) works on ensuring the inclusion of women and girls' voices and continuously provides input into the global policy processes. MGoS are also active in the annual follow-up and review process that take place during the HLPF session and can participate by attending the session in person or participating in the virtual sessions. They can also provide inputs into the declaration that will be adopted at the end of the session as well as attend the negotiations process to follow the discussions. Member Associations and CSOs can join the MGoS and Women's Major Group mailing lists and/or reach out to the Organizing partners (OPs) of each group which often provide opportunities to input into the work and actively participate in the session. IPPF is a member of the WMG and is very active in the advocacy work of the group and also work closely with the Organizing Partners of the [LGBTI Stakeholder Group](#) through the IPPF New York Liaison Office.

Regional accountability

Annually, the United Nations regional forums convene meetings to share experiences and good practices on implementation of the SDGs. Within Asia Pacific, this forum is run by the [Economic and Social Commission for Asia and the Pacific \(ESCAP\)](#) which annually hosts the [Asia-Pacific Forum on Sustainable Development \(APFSD\)](#) in the first quarter of the year.

Member Associations and CSOs can participate in regional meetings through their government delegations, IPPF regional office or by applying directly to ESCAP. There are also civil society forums in the margins of these meetings which aim to ensure CSO engagement, especially for those countries that are conducting Voluntary National Reviews (VNRs). Information on these forums is normally distributed through civil society networks.

At a regional level CSOs have organised themselves in different groups such as the [Asia Pacific Regional CSO Engagement Mechanism \(APRCM\)](#) which aims to coordinate the voices of all sub-regions of Asia Pacific into regional and global discussions. You can join the APRCEM newsletter via its website.

National accountability

There is a process for countries to report against their progress in achieving the SDGs called **“Voluntary National Review” (VNR)**. These VNRs are convened annually in New York during the HLPF, but countries volunteer to report. In many countries, there are mechanisms to guarantee that the national reports are developed in consultation with CSOs. This process will be different for each country.

Member Associations and CSOs often engage in VNR preparations through government led thematic committees and forums. It is also possible for CSOs to develop “shadow reports” which provide on-the-ground examples regarding the pace of implementation of the SDGs (see Appendix 2 for an example template of a report).

It is important to note that national accountability looks different in every country and you will need to research to know your local situation and context.

Other accountability forums

Increasingly other bodies such as the **Commission on Population and Development (CPD)** have been linking their work to the SDGs. Member Associations and CSOs can engage in this forum by being part of their country’s delegation, with ECOSOC accreditation, through a Major Group, or through CSO coalitions that come together for each session such as the International Sexual and Reproductive Rights Coalition (ISRRRC). Member Associations and CSOs can also advocate directly to government representatives at the national and New York level who attend the Commission.

The 2030 Agenda recognises human rights as foundational and recognises that the SDGs are grounded in the Universal Declaration of Human Rights. The Goals often correspond to essential dimensions of states’ human rights commitments, as outlined in international human rights treaties, such as the International Covenant on Civil and Political Rights (ICCPR), the International Covenant on Economic, Social and Cultural Rights (ICESCR), the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) and the Convention on the Rights of the Child (CRC), as well as other international and regional instruments and documents relating to human rights.

Human rights bodies have started to utilise the SDG framework within their own processes. Even where this is not the case, there is an opportunity to link this global agenda to the human rights mechanisms such as the [Universal Periodic Review](#), [Special Procedures](#), and the [Human Rights Council](#). Each of these processes has their own methods for engagement, and you should see their websites for information. Some governments will also have internal processes that provide input into national statements and positions.

IPPF actively engages in these mechanisms and secretariat staff in regional and global offices can provide further support to you.



SECTION TWO: SRHR and the SDGs

Defining SRHR

In 1994, the [International Conference on Population and Development \(ICPD\)](#) was the first time the world came together to define and agree on a program of action for sexual and reproductive health and rights.

SRHR is a cluster of different, but complementary and intersecting human rights, including Civil, Economic, Social, Cultural and Political Rights, anchored in the principle of non-discrimination and fundamental freedoms. It is mainly derived from General Comment No. 22 (2016) (GC22) on the Right to Sexual and Reproductive Health (RSRH), by the Committee on Economic, Social and Cultural Rights (CESCR); and those included in the ICPD Program of Action (ICPD PoA) and its follow-up and review conferences (ICPD beyond 2014). There are various use of sexual and reproductive health and rights (SRHR) related terminology in UN negotiations.

More recently the [Guttmacher-Lancet Commission](#) has defined SRHR as:

a state of physical, emotional, mental and social wellbeing in relation to all aspects of sexuality and reproduction, not merely the absence of disease, dysfunction, or infirmity. It takes a positive approach to sexuality and reproduction recognizing the part played by pleasurable sexual relationships, trust and communication in the promotion of self-esteem and overall wellbeing. All individuals have a right to make decisions governing their bodies and to access services that support that right.

Achievement of sexual and reproductive health relies on the realization of sexual and reproductive rights, which are based on the human rights of all individuals to:

- have their bodily integrity, privacy and personal autonomy respected
- freely define their own sexuality, including sexual orientation and gender identity and expression
- decide whether and when to be sexually active
- choose their sexual partners
- have safe and pleasurable sexual experiences
- decide whether, when and whom to marry

- decide whether, when and by what means to have a child or children, and how many children to have
- have access over their lifetimes to the information, resources, services and support necessary to achieve all the above, free from discrimination, coercion, exploitation and violence.

The SDGs and SRHR

When the United Nations adopted the SDGs in 2015, they recognised that gender is a cross-cutting issue, and sexual and reproductive health and rights is a critical enabler of gender equality.

SRHR can apply to all the Goals, however, there are three goals that have SRHR specific targets:

Goal 3: Ensure healthy lives and promote well-being for all at all ages

- **Target 3.1** By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births
- **Target 3.2** By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births
- **Target 3.3** By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases
- **Target 3.4** By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being
- **Target 3.7** By 2030, ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes

Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

- **Target 4.7** By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development

Goal 5: Achieve gender equality and empower all women and girls

- **Target 5.1** End all forms of discrimination against all women and girls everywhere
- **Target 5.2** Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation
- **Target 5.3** Eliminate all harmful practices such as child, early and forced marriage and female genital mutilation
- **Target 5.6** Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences



Case study

Family Planning NSW have used social media to promote the links between the SDGs and SRHR. As part of the 2021 social media communications plan, this image was broken down into its 8 parts, and placed as a tile on social media platforms such as Facebook and Instagram. The images received strong engagement and will be reused in 2022 for a similar campaign.

Interconnectedness of SDGs

While some goals may have specific references to SRHR, all the SDGs are useful in advocacy for SRHR. You can use the SDG that best meets your audience's interests. For example, thematic links can be found between SRHR and SDGs related to climate change, water, poverty reduction, employment, inequality, health, education, gender equality and good governance.

It is important to understand these links. For example, on women's economic participation, you can note that addressing the unmet need for family planning supports women's engagement in the workforce and their completion of education.

Goal 17 is the only goal that is unique because it addresses the 'Means of Implementation', which includes information on structural enablers that are required to fully achieve the targets such as financing for development, technology transfer, capacity building, civil society partnerships, data and accountability. Your advocacy objectives will likely include direct requests for some of these enablers. For this reason, Goal 17 can be a powerful tool to complement your other activities. For example, if you are advocating for Target 3.7 (universal access to reproductive health care services), Goal 17, which emphasises the need for strong and reliable data, funding and civil society partnerships, is highly relevant.

The following table includes suggestions about how a range of SDGs can connect to SRHR. These are only suggestions, as these Goals have multiple links to SRHR issues. See the previous section for SRHR links to Goals 3, 4 and 5:

SDG

SRHR Link

GOAL 1:
Eliminate poverty

1



Empowerment of women and girls is critical to eradicate poverty. Empowerment will only occur when women and girls have their SRHR realised.

GOAL 2:
Zero hunger

2



Good nutrition is critical for adolescent girls and pregnant and lactating women.

GOAL 6:
Clean water and
sanitation

6



Women's SRHR cannot be realised without access to this clean water and sanitation. This also links to menstrual health.

GOAL 8:
Decent work and
economic growth

8



Women and girls whose SRHR are denied often do not finish school, and end up carrying the burden of unpaid care work which limits their access to decent work as well as economic participation or contribution towards economic growth.

GOAL 10:
Reduced
inequalities

10



SRHR are critical for advancing gender equality, health, and well-being and for overcoming and addressing the needs of those who face multiple and intersecting forms of discrimination.

GOAL 13:
Climate action

13



If we are going to solve the climate crisis, we need to ensure that all climate actions are gender responsive and that women and girls are central to solutions and decision making.

GOAL 16:
Peace, justice and
strong institutions

16



Prevention and reduction of SGBV, and supporting women and girls in their reproductive choices empowers them to plan their families in a way that works for them. This helps them to have a seat at the table and to be actively involved in their local communities and as decision makers.

SECTION THREE:

Engaging in Advocacy

What is Advocacy?

IPPF defines advocacy as a series of strategic and interconnected actions that aim to bring about changes in policy, legislation, funding or regulatory environments ([IPPF advocacy](#)). In practice, advocacy is a process that seeks to achieve a social, developmental or policy outcome from government or decision makers to further a particular issue.

In concrete ways, IPPF advocacy aims to create a favourable policy environment for SRHR through:

- adoption/reaffirmation of international or regional commitments
- introduction of new policy by legislation or executive action
- revision of existing policy
- translation of existing policy or commitments into implementation

Within this focused definition are the required advocacy actions of ensuring that SDGs are communicated to all relevant stakeholders. Importantly, this should influence national SDG action plans to include SRHR. This includes access to family planning, budgets for maternal health and institutionalisation of comprehensive sexuality education in school curriculum.

The challenge for any advocacy effort is how to make sure your issue is heard among the many other issues that CSOs will be advocating. You will need to understand how policy makers make decisions when you design your advocacy approach. Policy makers usually look towards:

1. the urgency or perceived importance of the issue
2. the political context
3. how radical or controversial the change will be
4. the evidence, best strategy and argumentation to use to achieve that change

The SDGs can be a great vehicle for your message because the SDGs are universally agreed principles, so linking your issue to them provides a level of legitimacy. Importantly, advocacy does not need to be loud. The SDGs are an example of the power of soft advocacy to achieve meaningful change.

Why do we do advocacy?

Advocacy is important for creating an environment that supports SRHR and ensures that the full enjoyment of human rights and fundamental freedoms for as well as being able make their own decisions about their bodily autonomy.

Specifically, advocacy outcomes among others:

- holding governments accountable to national, regional and international commitments
- campaigning for more funding for SRHR service delivery
- ensuring schools include comprehensive sexuality education within curriculum
- ensuring that the most marginalised and vulnerable are not left behind
- improving quality of SRH services

These goals are achieved by ensuring that as stakeholders, Member Associations and CSOs are participating in policy and budget decision-making, having transparent access to information and ensuring policies are equitable and inclusive based on evidence and research.

Who does advocacy?

The short answer is that everyone engages in advocacy. Sometimes it will be the role of the Executive Director, at other times a dedicated advocacy officer. Advocacy can be split across different roles depending on what you are trying to achieve and may include communication officers, health promotion teams, clinical staff and even volunteers.

Advocacy is also a shared responsibility across sectors, with many SRHR providers working with other health and gender organisations to ensure SRHR is included in the national, regional and international human rights and development agendas.

The people in your organisation that engage in advocacy will be different and, as your advocacy efforts mature, they may change or evolve.

Case study

In 2019, the Reproductive Health Association of Cambodia (RHAC) commissioned a report detailing Cambodia's progress in achieving SRHR within the SDGs. The report reviewed government and UN reports, using data to set baselines and provide recommendations for how to achieve the SDGs. The recommendations in the report are still used for continued advocacy, particularly about reducing sexual and gender-based violence. From this report, RHAC developed an advocacy brief which provided a summary version of the report, highlighting which government department was responsible for achieving the SDGs and recommendations to increase the pace of implementation. Following the release of the report and advocacy brief, RHAC held an advocacy workshop that was attended by government, youth volunteers and other civil society organisations. This workshop helped to raise awareness about reducing sexual and gender-based violence.

RHAC workshop



SECTION FOUR: Develop your Strategy

This section will take you through the steps required to develop your SDG accountability strategy. Appendices 1 and 2 have tools and templates that accompany the steps to help you draft your strategy. It is recommended that you complete each of the steps before moving to the next. This way, you can use this manual as a guide to develop your strategy.

APPENDIX 1: Advocacy Development Tools



STEP 1
KEY ASKS
TOOL



STEP 2
RESEARCH
TOOL



STEP 3
STAKEHOLDER
MAPPING
TOOL



STEP 4
MESSAGING
TOOL



STEP 5
ADVOCACY
DEVELOPMENT
TOOL



STEP 6
BUDGET
TOOL



STEP 7
MONITORING
& EVALUATION
TOOL

*Click on icon to go directly to templates.

APPENDIX 2: Advocacy Delivery Templates



REPORT
TEMPLATE



SOCIAL
MEDIA
TEMPLATE



ISSUES
BRIEF
TEMPLATE



TALKING
POINTS
TEMPLATE



MEDIA
RELEASE
TEMPLATE

*Click on icon to go directly to templates.

Step 1: What are your key asks?

Key asks are the outcomes you want to achieve through your advocacy. They are brief and clear statements that provide the rationale for your efforts. Issues should be clear, simple, easily communicated and memorable. Key asks will seek to raise awareness about the importance of SRHR, either as a standalone issue or as part of a strategy to address other SDGs. For example:

- everyone has the right to sexual and reproductive health (Goal 3)
- quality sexual and reproductive health services for all (Goal 1 and 10)
- engage women as advocates for change (Goal 5)
- provide young people access to comprehensive sexuality education (Goal 4)
- create enabling environments for all to succeed (Goal 2 and 6)

Key asks are your “call to action” to provide consistency and unity across the strategy actions. Make sure you spend time brainstorming your key SRHR challenges before they are finalised. You could use a whiteboard or butchers paper to create a list of key asks you want to address, using a mind map or a list, then think about which key ask could resolve these issues.



Use the Key Asks Tool (pg 27) to develop these and complete it before moving to the next step.

Step 2: How is your country engaging on the 2030 Agenda?

It is important to have a detailed understanding of how your country is engaging with the SDGs. This will require research, including identifying the main stakeholders such as government ministries, CSOs and influential leaders.

It is important to have a clear background on how the issues in your strategy have been previously advocated for or implemented in your country. Are you building on a successful outcome? Were there challenges that you can learn from? Have these challenges been overcome by changing societal expectations or updated government positions?

Make sure your research is focused on SRHR and national implementation of the SDGs. Policy makers have limited time to spend on issues and good research will highlight both the urgency and long-term significance of SRHR issues.

Finally, you need to know where to find data to back up your message. This is an important step as a lack of evidence in your advocacy strategies weakens key messages and has the potential for reputational damage.

Data and where you source it will be different in every country. Most countries have national data, but it is important to review this data. Does it reflect your key asks? Is the data disaggregated into different regions, age groups, or genders? Data may also come from United Nations sources. Check if this data is independently sourced or comes from government data. Sometimes data will not exist and in this case, it is important that accessing better data becomes part of your strategy.



Complete the Research Tool (pg 28) before moving to the next step.

Case study

Based on an advocacy strategy, the Reproductive Health Association of Cambodia (RHAC) strengthened evidence-based data and information to generate and use the logical data for influencing policy making processes. Every year, RHAC works with relevant stakeholders to produce data based at least on a specific issue to create data sets for advocacy purposes. For example, RHAC recently looked at the effectiveness of clinical handbooks and how they supported responding to disclosures of sexual and gender-based violence. The research is done in partnership with the government, ensuring that this data is used to inform future policy and program designs.



Step 3: What other NGOs are advocating on the 2030 Agenda?

The focus of this step is to identify and map current stakeholders, with the aim of finding opportunities for joint engagement, collaboration, mobilisation of efforts and sharing resources. You don't have to do advocacy alone. It is important to find others who you can partner with to achieve results.

There will be multiple stakeholders engaged in SDG advocacy in your country. Some will have knowledge and experience about SRHR but it is likely that many will not have this expertise. As noted in Section 2, the SDGs cover a lot of issues and SRHR applies across all the Goals. Therefore, you might find a stakeholder is running a campaign focused on water and sanitation but has not included the SRHR elements (such as clean water to support menstrual health management at schools) within their documents and you may want to consider partnering with them (for example, on developing a joint report) or aligning with their efforts to ensure the SRHR linkages are accurately captured.

It is important to determine the 'key value proposition' for your organisation to define your strengths and expertise as an organisation. To do this, think about what issue or topic your organisation is a leader on. For example, most Member Associations are expert in providing sexual and reproductive health clinical services. If you know this information, and you know what other issues stakeholders are working on, then you can understand how each partner can add value to achieve common advocacy outcomes.



Use the Stakeholder Mapping Tool (pg 29) to ensure you have a full understanding of the key players.

Step 4: What do you want to achieve?

Now that you have established your key asks, understand the country context and stakeholder positions, it is time to focus on your messages for the strategy. Your messages should be connected to your key ask and to specific SDGs. These examples have links to the example in the key ask from Step 1:

- increased access to long-acting reversible contraceptives (Key ask: quality sexual and reproductive health services for all – SDG 1 and 10)
- development of comprehensive sexuality education curricula (Key ask: provide young people access to comprehensive sexuality education – SDG 4)
- implementation of cervical cancer screening programs (Key ask: engage women as advocates for change – SDG 5)
- changes in policies allowing young people to access contraception (Key ask: create enabling environments for all to succeed – SDG 2 and 6)
- improved sexual and reproductive health data collection (Key ask: everyone has the right to sexual and reproductive health – SDG 3)

Often, a mixture of political and health/gender/education messaging can be useful. Ensure you develop good arguments to support what is it you want to achieve.

Importantly at this step, you should decide how you want to share your key messages to achieve your key asks. Will it be through a report on the SDGs? A side event during the HLPF? A social media campaign? A social media campaign? A meeting with policy makers? It could be a mix of a number of these, but it is important to have it clearly defined so you know what information you need to collect. See Appendix 2 for deliverables templates.



Complete the Messaging Tool (pg 31), building on the information you have gained in Steps 1-3

Case study

Vanuatu Family Health Association (VFHA) is an active member of the country's Reproductive, Maternal, Newborn, Child, and Adolescent Health Committee (RMNCAH). As part of their engagement, VFHA was able to procure free contraceptives from UNFPA for themselves and central government scores. A crucial element of the advocacy on this issue was linking the issue to SDG 3 targets on maternal mortality (3.1) and access to family planning (3.7) which helped to demonstrate the importance of this issue to both the government and to UNFPA. The policy change now means that women in Vanuatu have free access to contraceptives such as injectables and implants.



Step 5: What are you going to do?

Now that you have a clear idea of your strategy, the next step is to define how you are going to implement it.

At this stage it is important to understand your own capacity as an organisation. For example, do you have staff to develop a large report, or would it be more practical to develop a smaller social media campaign/ briefing note for key stakeholders? The next two steps will then build on this, helping you identify costs and measure success.

Consider planning your advocacy efforts in partnership with other stakeholders who are working on the same issue and, where possible, build on existing relationships.

Remember that you need to ensure your key messages and asks are actionable by policy makers, so focus your efforts based on your target audience.

Finally, think about when the best time is to implement your strategy. There may be entry points that you can take advantage of, for example:

- a country VNR
- a country-led process to input into the HLPF outcome document
- national budget negotiations
- development of a new government strategy or plan (such as gender equality or health)
- review of existing legislation, or of documents such as education curriculum
- an international day such as International Women's Day
- local government planning and budgeting processes



Complete the Advocacy Development Tool (pg 32) before moving to Steps 6 and 7.

Case study

In 2017 the Mongolian Family Welfare Association (MFWA) joined a civil society mechanism with 459 activists to monitor and advocate for SDG implementation to government. In 2019, MFWA met with officials from the Ministry of Health, Ministry of Foreign Affairs and Parliamentarians to push for solutions and actions to address existing inequalities faced by women and girls. MFWA also contributed to the Mongolian Civil Society Network on the SDGs joint report to assess the progress of the Goals, co-authoring the assessment on Goal 3 (Good Health) and highlighting the cost barrier faced by women and girls in accessing contraception where only prescriptions from public health medical doctors would be covered under the social insurance scheme. Later that year, MFWA engaged in the Mongolian VNR process and submitted its statement on Target 3.7.1 (proportion of women of reproductive age who have their need for family planning satisfied with modern methods) recommending that the Government add coverage for injectables, implants and IUDs under the health insurance scheme, expand contraceptive access in all secondary and tertiary health care facilities and allow the right to prescribe contraceptives to all obstetrics and gynecologists through the health insurance scheme. The efforts of MFWA and their partners contributed to a change in Mongolian law in late 2020, allowing all doctors to write prescriptions that are eligible under health insurance coverage.



Step 6: What resources will you need?

Now that you have defined what you want to do, how you will do it and who will be targeted, this step is about ensuring you have the resources to implement it.

The most important investment will be the time someone spends on developing a strategy. Other expenses to consider include communications (including website, phones), printing and graphic design that you will need to produce, and then promote the strategy. Depending on the output of the strategy there may be costs for travel, face-to-face meetings (such as bringing together key stakeholders and policy makers), conference venues and catering. For these costs, you can look for low-cost options, or find a business partner who might be able to donate equipment or supplies.

The smaller the strategy, the less funds required. A social media campaign, for example, would require staff time and perhaps a graphic designer, but no additional costs. The cost of a strategy is important, but it should not drive your outcome. Rather, it should support it.



Use the Budget Tool (pg 34) to understand what it will cost to develop and implement your strategy.

Case study

The Family Planning Organisation of the Philippines (FPOP) has developed a shadow report in response to the Philippines Government presenting a Voluntary National Review at the 2022 HLPF. The report is informed by government data, but also includes on-the-ground examples of progress for the Philippines in implementing SDG 3 on health and wellbeing. FPOP was able to get funding from a donor to support this work which has allowed them to hire an expert to assist in developing the report.

Step 7: How will you measure success?

The final step is to ensure that whatever you do is measurable. It is critical to measure your advocacy efforts because this is how you know if you have succeeded in your strategy, as well as allowing you to have data on the effectiveness of different approaches. This information could also be useful when seeking donor support for your work and inform how to improve future efforts.

In the broader context of IPPF's work, monitoring and evaluation is a significant part of ensuring accountability, along with sound financial management, good governance and membership accreditation system.

Three basic questions guide the conduct of monitoring and evaluation:

1. Were we able to effect change?
2. Are we doing it well?
3. Are there better ways of doing it?



Complete the Monitoring and Evaluation Tool (pg 35) as the final step in your planning.

Bringing it all together

By following Steps 1-7, you should now have a workable strategy that you can deliver. Remember to look at the tools in Appendix 1, and the templates in Appendix 2. These will assist you in finalising your strategy, including where and how to disseminate your message.

One final important element to any strategy is the reflection process. There is no set way to capture lessons learned from a strategy. You may like to track these as you go in a document or have a roundtable discussion at the end of the process. Whatever process you use, reflection is an important final step after you implement your strategy, so you can build on successes and learn from any challenges.



APPENDIX 1: Advocacy Development Tools

The tools below are aligned with the steps in Section 3 of this manual. Refer to the steps for more information on how each tool fits into your overall strategy.

Key Asks Tool (Step 1) [\(click icon for template\)](#)

The tool below will assist you to determine your key issues. This tool is the basis for the strategy to be developed. Add as many rows as you need, but ideally you should not try to solve more than three problems per strategy.



WHAT IS THE PROBLEM YOU ARE TRYING TO SOLVE?	WHAT IS THE POTENTIAL SOLUTION?	WHAT IS THE KEY ASK?
Example: Reduction in cervical cancer deaths	Increased screening for women at health clinics	Increase cervical screening coverage to prevent women dying from cervical cancer
Example: Increase the voice of young people in SRH	Engage youth leaders as advocates for change	Voice for change: Youth sexual and reproductive health needs youth voices



TIP: Make the problem simple and achievable. Remember to make them SMART - Specific, Measurable, Achievable, Realistic, and Timely

Research Tool (Step 2) (click icon for template)



Your research should be related to your key asks. It is important to be comprehensive in your questions and find out as much information as you can about the issues in your strategy. You are encouraged to go beyond the suggested questions below and add more rows. Remember, this is not a situational analysis of SRHR, but rather to understand what your country is doing on the specific question you are looking to answer.

QUESTIONS	WHERE TO FIND ANSWERS	WHAT IS THE KEY ASK?
What are the most pressing SRHR issues in the country?	UN reports? Parliamentary enquires? IPPF profiles?	
How are they linked with SDGs?	Review the 2030 agenda against the pressing issues	
Who takes up the leadership of linked issues, once identified?	The Ministry of Health/Youth/ Education/Planning?	
Who are the decision makers in this space to target?	Parliamentarians? Civil society? General public?	
Has your country conducted a voluntary national review?	Check UN SDG website	
How much does the country spend on health? On SRHR?	Budget documents?	
Is there a national SRHR policy or similar?	Ministry of Health? Planning?	
Available data	Government or United Nations reports	
Other questions?		



TIP: There are no set questions for this tool. It is about ensuring you find out all the information required based on your key message and that you have a full picture of the specific area you are looking into, before diving into the details of your strategy. If, for example, you are focusing on climate change and SRHR then you may want to review questions on your countries record and plans for tackling climate change.

Stakeholder Mapping Tool (Step 3) (click icon for template)



There are many stakeholders that you will engage in your strategy. This includes both supporters and allies, but also those that may disagree with your goal. This tool will assist you to find out the information you will need about the different stakeholders that will influence the outcome of your strategy. Add as many stakeholders as you can, even if you are not too sure if they will be part of your strategy.

STAKEHOLDER	SDG ALIGNMENT	SRHR LINKAGE	FOCAL PERSON	ANALYSIS	ENGAGEMENT TYPE
Who is working on SDGs, SRHR and your strategy focus?	Which SDGs align with the work of this stakeholder?	Do they work on SRHR? What is the link to SRHR?	Who in the organisation is the best contact point?	Collaborate with the stakeholder? Engage or consult them?	Stakeholder has a high or a low interest in the issue? Are they influential in finding solutions?
Example: Ministry of Health	SDG 3	They do not have policies on SDGs They support SRHR programs	Frank Example	Engage	High interest and influential
Example: Local health CSO	SDG 5	They have strong interest in SDG but do not work in SRHR	Paula Template	Collaborate	High interest, not influential



TIP: While many stakeholders will be from government, it is important to remember that you may also need to convince other influential stakeholders in civil society who may be unaware of the importance of SRHR. The broader your coalition the stronger it will be.



TIP: Poor, marginalised and vulnerable communities may have low influence but high interest in your goals so you may need to find ways for them to engage.

Analysis

There are many stakeholders that you will engage. Some will be the focus of the strategy, such as policy makers, but some will be important to engage, consult or collaborate with. The analysis is your view on how to engage with this stakeholder. There may be multiple reasons which may change as the strategy progresses.

Engagement Type

Stakeholders will engage with you differently depending on their levels of influence to enact change. Their level of influence is restricted by their willingness to engage based on their interest in the issue. It is important to understand the different engagement types of your stakeholders so you can target them in your strategy.

Messaging Tool (Step 4) [\(click icon for template\)](#)



This tool will assist you to focus on what exactly you want to achieve and should be grounded in what is possible. It is important to have only 1-3 messages. Any more than that suggests you may not have defined clearly enough your strategy.

KEY ASKS (from step 1)	MESSAGES	STAKEHOLDERS TARGETED
	What do you want to achieve?	Who is the audience?
Example: Increase cervical screening coverage to prevent women dying	More funding to increase cervical screening	Ministry of Health
	Training health providers	
	Expand types of screening services	



TIP: Messages should be:

- credible, clear, compelling, concise, consistent and convincing
- simple and persuasive, incorporating a direct call to action
- rational, moral and appealing to hearts and minds
- repetitive and reinforced

Advocacy Development Tool (Step 5)

(click icon for template)



This tool will assist you to determine how to implement your strategy. The tool includes a range of questions, but you may want to ask other questions. By the end of completing this tool, your strategy should be clearly defined and ready to start. You can incorporate most of the information from previous steps here.

Fill in the information below:
Links to Key Asks and Messages (see step 4)
What is the key ask? What are the messages?
Define the Audience (see step 3)
General public or specific audience? Parliamentarians or staff? Parliamentarians or sympathetic MPs? Students or out of school youth? Government bureaucrats or officials? Women in general or young women/girls?
Format (see appendix 2)
Traditional media Social media Report Briefing note Rally Engagement with key stakeholders
Timing
Is there a specific event coming up (e.g., government budget, voluntary national review) or is it a general campaign?

How you will specifically engage in the HLPF/VNRs itself e.g. preparation of the report, collaboration with stakeholders and also engagements in the process itself?



TIP: This tool can help you develop strategies of any size. It might be a large exercise such as a report or rally, or it might be a light engagement with a few social media posts, or a briefing note. It could also include a few of these formats.



TIP: It's okay if this tool is a page or two in length. It is important to include as much information as possible at this stage.

Budget Tool (Step 6) (click icon for template)



Once you have a clear idea of what you want to do, it is important to understand how much it will cost. Can you afford it? Do you need additional funds? Also assess your current/existing staff time and capacity. The template below will assist you to understand your costs. Add as many item lines as is needed to ensure you have a complete picture.

ITEM	UNIT COST	NUMBER OF UNITS	TOTAL
Example: Staff	Per staff	3	Unit cost of staff x number of units (3).
Example: Meetings	Conference booking	1	Cost of conference hall, catering, etc
Example: Travel	Plane tickets	2	Cost of tickets



TIP: Be realistic about your budget. Under resourcing a strategy could be harmful. Over resourcing might lead to a change in focus, or a waste of valuable resources.

Monitoring and Evaluation tool (Step 7)

(click icon for template)



The final tool is measuring and evaluating if your strategy was successful. Use the below tool to add 3-8 indicators.

INDICATORS	TARGET	DATA SOURCE	FREQUENCY	REPORTING
What are the measures for success?	What is the target value you want to achieve?	How will it be measured?	How often will it be measured?	Where will it be reported?
Example: Number of women screened	X number of women	Screening data from health centres	Monthly	Centralised table
Example: Number of workshops held	X number of workshops	Staff working on the strategy	End of reporting period	Final report
Example: Social media impressions	X number of impressions	Social media accounts	Monthly	Centralised table



TIP: Reporting has several purposes. It informs the outcome of the advocacy efforts but can also be an opportunity to provide feedback to beneficiaries, partner, or donors on the success of the strategy and allows you to reflect on lessons learned for future efforts. You may have different targets for different audiences. You might also develop a report from the strategy, summarizing its success and lessons learned.

APPENDIX 2: Advocacy Delivery Templates

The templates below are possible ways to deliver your strategy, as outlined in Section 3 of this manual (see step 4).

Report template (click icon for template)



The below template is for use when you want to develop a comprehensive report, such as an SDG shadow report. You can adapt any of the sections, removing and adding based on what you are looking to achieve. See Appendix 3 for examples of reports.

CONTENTS	RATIONALE
Publication Information	Include any copyright information, publication date, authors. If you use any materials or words from this manual, please acknowledge in this section.
About your organisation	A short blurb on your organisation, no more than a paragraph, that explains what you do and why you do it.
Note from Executive Director	This is optional but provides an opportunity to formally give the report a face and demonstrate that it is supported from the head of the organisation.
Executive Summary	A one-page summary of what is in the report, in narrative form. It should highlight any recommendations or major findings from your research tool.
Sexual and reproductive health and rights	An introduction to SRHR for those that might not be familiar. Feel free to use the SRHR introduction in this manual in your report.
Sustainable Development Goals	An introduction to the SDGs for those not familiar with them. Feel free to use the SDG introduction in this manual in your report.
Focus Goals to review in depth	You may be doing a report based on the goals being reviewed that year in the HLPF, or you may choose to cover all the goals. You may also just choose to focus on one or two goals. This is the body of the report where you should address the issues, recommend solutions and ensure the reader understands the links between SRHR and the SDGs.
Concluding remarks	This is where you summarise what you have said in the report, highlighting cross cutting issues and next steps.
Recommendations	A list of the recommendations in the report.
References	Include any sources that you referenced. Showing your sources adds credibility to your work, and means that if anyone wants further information, they can easily find it.

Social media template (click icon for template)

A social media campaign can be a standalone activity, or part of a broader strategy. It is important as part of your research to know which audiences are using which social media platforms.



PLATFORM	MESSAGE	PUBLISHED	NOTES
Facebook	Cervical cancer screening saves lives, but access to screening is limited due to a lack of funding	10 July	Republish on 20 July
Instagram	[image of a cervix] Cervical cancer screening saves lives, but access to screening is limited due to a lack of funding	11 July	

Issues Brief template (click icon for template)



An issues brief is designed to provide key policy makers with information that can be used to make public policy changes. An issues brief may be a standalone deliverable but may also be part of a broader strategy. An issues brief is often useful within your organisation as it simply and succinctly compiles the main issues and ideas on the issue.

CONTENTS	RATIONALE
Title	Have a short title that speaks to the issue e.g., "Cervical cancer rates in Vanuatu"
Goal statement	What are you trying to achieve? Succinctly clarify the issue. e.g. "To increase access to cervical cancer screening"
Current policy and ask	What is the current context and what do you want changed? You can use your research and advocacy asks matrix from the steps above to inform this.
Policy options	This is the analysis part of the brief. Include in this section policies that you see as realistic in terms of achieving your goal.
Key stakeholders	In this section, you can reference your own organisation as a key player and include references to others working in the space that might be useful.
Background	Further background on the issue. Only include useful information that contextualises or further expands on the information above.
References	Include any sources that you referenced. Showing your sources adds credibility to your work and means that if anyone wants further information, they can easily find it.

NOTE: It is important to try and keep this document to 1-2 pages to ensure it is easily digestible.

Talking Points template (click icon for template)

Talking points are used to guide discussions by your organisation with key policy makers. They act as a reminder in meetings to ensure you cover all the important points and stay on topic. Whether meetings with key policy makers is the main strategy of your campaign, or just one aspect, this talking points template will form part of your overall documentation.



CONTENTS	RATIONALE
Title	Have a short title that speaks to the issue e.g. "Cervical cancer rates in Vanuatu"
Main points	Dot point issues with dashes for follow up statements e.g.: <ul style="list-style-type: none">• contraception is important• long-acting reversible contraceptives
Background	Further background on the issue. Only include useful information that contextualises or further expands on the information above.
References	Include any sources that you reference. Showing your sources adds credibility to your work and means that if anyone wants further information, they can easily find it

Media release template (click icon for template)



A media release is a useful tool to raise awareness of an issue or campaign. A media release is best used as part of a broader campaign and is used in conjunction with other tools.

CONTENTS	RATIONALE
Date:	Use the date that you write the release. If it is in the future, it is important to have an “embargo” date also included, which is the date that it can be publicly spoken about.
Title	Have a short title that speaks to the issue e.g., “Cervical cancer rates in Vanuatu”
Main text	Start with an introductory paragraph concisely explaining the issue. Briefly outline any further details on the issue that are important. Ensure you include quote/s from key spokespeople and/or stakeholders supporting your view on the issue. You may use sub-headings if necessary, but not more than two. Concluding sentence, including a call to action.
Further information	It is important to include your organisation’s media contact information, including contact name and number.
Background	Further background on the issue. Only include useful information that contextualises or further expands on the information above.
References	Include any sources that you referenced. Showing your sources adds credibility to your work, and means that if anyone wants further information, they can easily find it.



TIP: Make sure to use the official letterhead template of your organisation, so that your organisation’s logo is clearly shown on the media release.



TIP: Media releases should be no longer than two pages, or one if possible.

APPENDIX 3: Further Information and Resources

United Nations Resources

Sustainable Development Goals <https://sdgs.un.org/goals>

High Level Political Forum for Sustainable Development <https://sustainabledevelopment.un.org/hlpf>

Voluntary National Review Handbook https://sustainabledevelopment.un.org/content/documents/27024Handbook_2021_EN.pdf

Global Sustainable Development Report <https://sustainabledevelopment.un.org/globalsdreport/>

Major Groups <https://sustainabledevelopment.un.org/aboutmajorgroups.html>

Voluntary National Reviews <https://sustainabledevelopment.un.org/vnrs/>

Economic and Social Commission for Asia Pacific <https://www.unescap.org/>

Asia Pacific Forum for Sustainable Development <https://www.unescap.org/2030-agenda/regional-processes-and-dialogue>

Asia Pacific Regional CSO Engagement Mechanism <http://asiapacificrcem.org/>

Commission on Population and Development <https://www.un.org/en/development/desa/population/commission/index.asp>

International Conference on Population and Development <https://www.unfpa.org/icpd>

Human Rights Instruments

Universal Periodic Review <https://www.ohchr.org/en/hrbodies/upr/pages/uprmain.aspx>

Special procedures <https://www.ohchr.org/EN/HRBodies/SP/Pages/Welcomepage.aspx>

Human Rights Council <https://www.ohchr.org/en/hrbodies/hrc/pages/aboutcouncil.aspx>

Other Resources

2015 IPPF ESEAOR Accountability Manual - <https://www.ippfeseaor.org/sites/ippfeseaor/files/2016-11/SDG%20Advocacy%20Manual%20.pdf>

IPPF advocacy <https://www.ippf.org/our-approach/advocacy>

CSEM Health for All Advocacy Toolkit - <https://csemonline.net/uhc-advocacy-toolkit/>

Family Planning NSW Sustainable Development Goals Reports <https://www.fpnsw.org.au/advocacy/sustainable-development-goals>

Cambodia case study example - <https://rhac.org.kh/en/advocacy-workshop-3>

