

Country Global Pathways

A new approach to global sexual and reproductive health advocacy



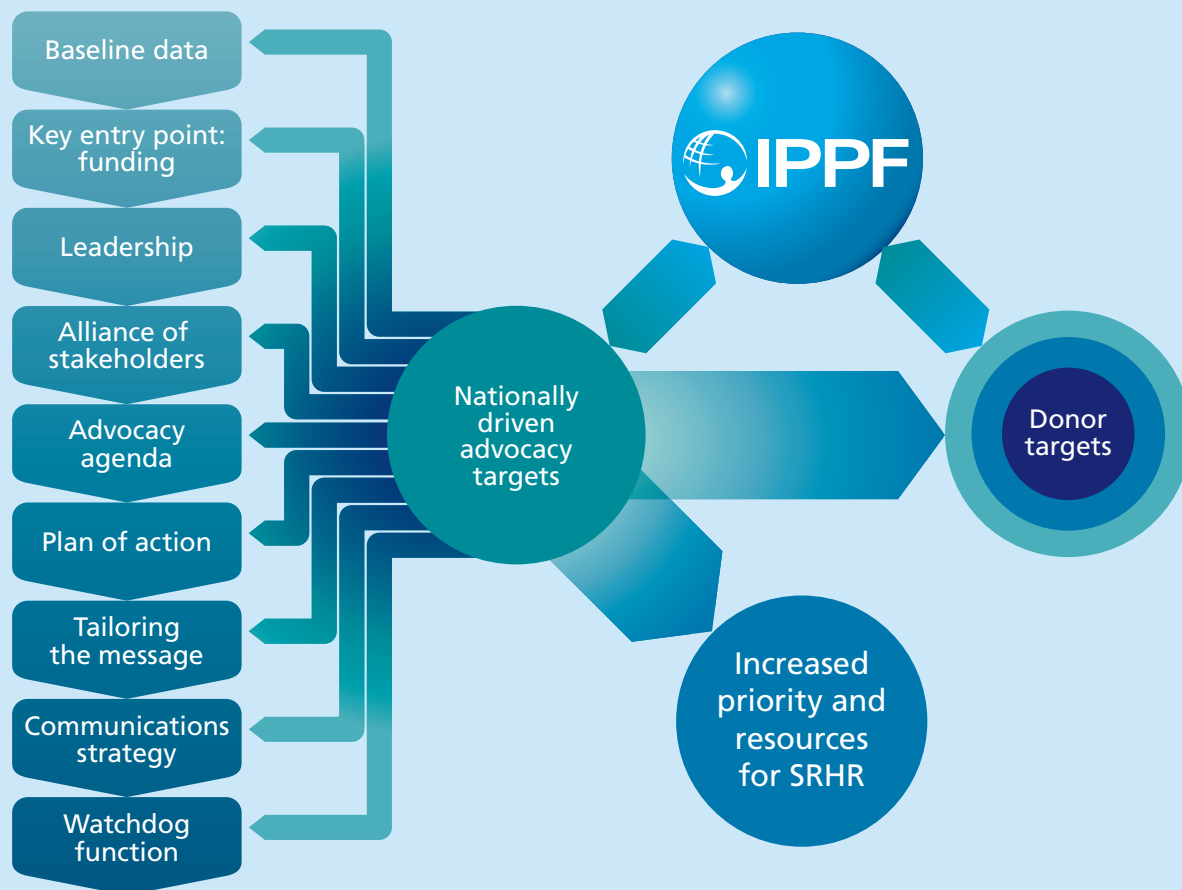
It was the momentous 1994 International Conference on Population and Development (ICPD) in Cairo which highlighted the importance of the sexual and reproductive health (SRH) needs of all women, men and adolescents.

Today, meeting the SRH needs of the most vulnerable and marginalized communities is essential to reducing poverty and achieving the Millennium Development Goals.

However, in recent years, due to increasingly hostile political environments, reduced and restructured funding, and the changing development paradigm, ensuring SRH gets on international and national agendas can no longer be assumed or guaranteed. In recognition of these circumstances the future of the SRH movement is at the country level. The Country Global Pathways initiative is a dynamic new approach developed as a response to this realization.

The Country Global Pathways Initiative

Country Global Pathways moves the SRH agenda from being external and donor-driven toward being nationally owned and led. It is a new model of SRH advocacy that responds to these challenges and aims to generate sustainable funding and support required to meet the unmet need for SRH. It will renew and increase financial commitments for SRH in a number of strategic countries, initially Brazil, Mexico, Nigeria, Tanzania and Egypt.



Effective advocacy requires coordination at both the country and global levels. This two-tiered approach combines national coalitions and networks with collaborative global campaigns to create country global advocacy initiatives.

- At the local level: the broadest spectrum of interests and stakeholders must be mobilized to bring important issues to the attention of key decision makers. The national advocacy initiatives are a coalition of groups with complementary objectives working in partnership to raise awareness of nationally pertinent SRH issues. A secretariat coordinates key activities in each country such as:
 - collecting baseline data
 - identifying key entry points for funding
 - forming alliances with stakeholders and key leaders
 - developing plans of action
 - tailoring key SRH messages
 - acting as national SRH watchdog.
- At the global level: coordinated messages must be directed at the policy makers who are at the forefront of influencing global institutions.

IPPF and Country Global Pathways

IPPF is currently collecting information on similar experiences, looking for collaborators to become involved and seeking to further replicate and support country coalitions and assist at the global level. IPPF is directly bolstering national initiatives by sustaining momentum, exchanging information, and maintaining agreement so that the national movements have the tools to advocate at the country level, regionally and globally, and IPPF will document, compile and disseminate the national experiences.

Under their initiative, IPPF work closely with the Bill & Melinda Gates Institute for Population and Reproductive Health at Johns Hopkins, Bloomberg School of Public Health, Baltimore, USA, and is grateful for the generous support of the David and Lucile Packard Foundation and the John D. and Catherine T. MacArthur Foundation.

Further information

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