

# Strategic framework

2005–2015

## Who we are

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 organizations working with and for communities and individuals.

IPPF works towards a world where women, men and young people everywhere 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

IPPF envisages a world in which all women, men and young people have access to the information and services they need; a world in which sexuality is recognized both as a natural and precious aspect of life and as a fundamental human right; a world in which choices are fully respected and where stigma and discrimination have no place.

## Our mission

IPPF aims to improve the quality of life of individuals by campaigning for sexual and reproductive health and rights through advocacy and services, especially for poor and vulnerable people.

We defend the right of all young people to enjoy their sexual lives free from ill health, unwanted pregnancy, violence and discrimination. We work to ensure that women are not put at unnecessary risk of injury, illness and death as a result of pregnancy and childbirth. We support a woman's right to choose to terminate her pregnancy legally and safely. We strive to eliminate sexually transmitted infections (STIs) and reduce the spread and impact of HIV/AIDS.

## Our core values

IPPF believes that sexual and reproductive rights should be guaranteed for everyone because they are internationally recognized basic human rights. We are committed to gender equality, and to eliminating the discrimination which threatens individual well being and leads to the widespread violation of health and human rights, particularly those of young women. We value diversity and especially emphasize the participation of young people and people living with HIV/AIDS in our governance and in our programmes. We consider the spirit of volunteerism to be central to achieving our mandate and advancing our cause. We are committed to working in partnership with communities, governments, other organizations and donors.

First edition published 2004  
Second edition published 2006  
Third edition published 2007

**International Planned  
Parenthood Federation**

4 Newhams Row, London SE1 3UZ  
United Kingdom

**tel** +44 (0)20 7939 8200

**fax** +44 (0)20 7939 8300

**email** [info@ippf.org](mailto:info@ippf.org)

**web** [www.ippf.org](http://www.ippf.org)

IPPF is incorporated by UK Act of Parliament  
and is a UK Registered Charity No 229476

# Introduction

The IPPF Strategic Framework, developed by Federation-wide consensus and now in its second printing, combines an understanding of our past with a vision of our future. It brings together the ideas and experience of our national Member Associations, senior volunteers. Regional office and the Central office, and was approved by IPPF's Governing Council in 2003.

Over the years many promises have been made to fulfil the unmet sexual and reproductive health needs of millions of women, men and young people around the world. One such was the commitment to ensure universal access to sexual and reproductive health services, as agreed at the International Conference on Population and Development. The relationship between sexual and reproductive health and poverty is now more explicitly linked to the Millennium Development Goals, thanks to the outcome document of the United Nations World Summit in September 2005 and the Secretary General's recommendation that the target of 'universal access to reproductive health by 2015' be added.

IPPF has chosen to focus on five priority areas over a ten-year period. We call these our Five A's:

- **Adolescents/young people** ensuring the largest generation in history have access to the information and services they need
- **HIV and AIDS** one of the greatest public health challenges confronting the world, and increasingly affecting women and young people
- **Abortion** a major killer of many thousands of women round the world when carried out unsafely or illegally
- **Access** to services and information – the 'unfinished business of ICPD'
- **Advocacy** a major responsibility for IPPF at every level.

By increasing capacity at the Member Association level to achieve the Framework's objectives, we can turn our vision into a reality. This includes the development of the four supporting strategies to reinforce the Framework and its application at the grassroots level: 1) governance and accreditation 2) resources mobilization 3) capacity-building and 4) monitoring and evaluation. Member Associations will have the full support of the Secretariat as we move forward at every level of the Federation.

# Adolescents/Young People

**Goal:** All adolescents and young people are aware of their sexual and reproductive rights, are empowered to make informed choices and decisions regarding their sexual and reproductive health, and are able to act on them.

## Objectives

1. To strengthen commitment to and support for the sexual and reproductive health and rights and needs of adolescents/young people.
2. To promote participation of adolescents/young people in governance and in the identification, development and management of programmes that affect them.
3. To increase access to comprehensive, youth friendly, gender-sensitive sexuality education.
4. To increase access to a broad range of youth friendly services.
5. To reduce gender-related barriers and practices which affect the sexual and reproductive health and rights of young women.

## Programme Strategies

---

1. To strengthen commitment to and support for the sexual and reproductive health and rights and needs of adolescents/young people.
  - a) Advocacy:
    - for positive attitudes towards young people's sexuality, recognizing their specific rights, and sexual and reproductive health needs
    - for a supportive and enabling environment for upholding the sexual and reproductive health and rights of young people
    - for resources
    - for increased provision of sexual and reproductive health information, education and services, for all young people
    - for legal change/supportive legislation
    - to promote the Convention on the Rights of the Child
  - b) Empowerment and mobilization of young people to be advocates for the advancement of their own rights.
  - c) Work in partnership with youth organizations, civil society organizations, the private sector and governments.

---

## **2. To promote participation of adolescents/young people in governance and in the identification, development and management of programmes that affect them.**

### **a) Advocacy:**

- to promote IPPF as a youth-oriented organization
- to promote the involvement of young people in policy and decision making in their communities
- to promote the involvement of young people in national and international arenas and events

### **b) Sensitize adults to work with young people as equitable partners.**

### **c) Ensure active participation of young people in governance, programme management and research at all levels of IPPF and beyond.**

### **d) Review and establish governance structures at all levels to facilitate youth involvement.**

### **e) Institutionalize youth participation and in different capacities (volunteers, staff).**

### **f) Promote and support youth initiatives.**

### **g) Initiate and promote leadership programmes for young people.**

---

## **3. To increase access to comprehensive, youth friendly, gender-sensitive sexuality education.**

### **a) Advocate for and provide education, which promotes a positive approach to young people's sexuality and promotes a non-prescriptive, evidence-based, rights-based approach.**

### **b) Identify and implement programmes to reach young people with diverse needs and sexual orientations.**

### **c) Pilot, evaluate and scale-up innovative approaches aimed at the provision of integrated sexual and reproductive health and rights information, sexuality education and life skills for young people.**

### **d) Encourage partnerships and dialogue with parents, teachers, local authorities, etc.**

### **e) Encourage youth participation in the development and implementation of information and education provision.**

### **f) Develop evidence-based, good practice guidelines on sexuality education.**

---

### 4. To increase access to a broad range of youth friendly services.

- a) Provide comprehensive youth friendly high quality services that meet the specific needs of men and women (including abortion-related services, Emergency Contraception (EC), HIV/AIDS).
- b) Pilot, evaluate and scale-up innovative approaches aimed at the provision of integrated sexual and reproductive health services that meet the diverse needs and sexual orientations of young people.
- c) Establish effective referral systems and partnerships for young people.
- d) Encourage youth participation in the development, implementation and monitoring and evaluation of services.
- e) Sensitize, motivate and build capacity among service providers to ensure staff commitment.

---

### 5. To reduce gender-related barriers and practices which affect the sexual and reproductive health and rights of young women.

- a) Advocate for and mobilize civil society to challenge gender-related barriers and practices that restrict young women's sexual and reproductive health and rights.
- b) Create opportunities which will empower young women, enhance their decision making skills and enable them to participate in mainstream development debates.
- c) Engage boys and men in addressing gender equality.



# HIV/AIDS

**Goal:** Reduction in the global incidence of HIV/AIDS and the full protection of the rights of people infected and affected by HIV/AIDS.

## Objectives

1. To reduce social, religious, cultural, economic, legal and political barriers that make people vulnerable to HIV/AIDS.
2. To increase access to interventions for the prevention of STIs and HIV/AIDS through integrated, gender-sensitive sexual and reproductive health programmes.
3. To increase access to care, support and treatment for people infected, and support for those affected by HIV/AIDS.
4. To strengthen the programmatic and policy linkages between sexual and reproductive health and HIV/AIDS.

## Programme Strategies

---

1. To reduce social, religious, cultural, economic, legal and political barriers that make people vulnerable to HIV/AIDS.
  - a) Use knowledge management (including research) effectively to understand social, religious, cultural, economic, legal and political barriers that impede the prevention of HIV/AIDS and that result in increased stigma associated with HIV/AIDS.
  - b) Raise awareness of, and sensitivity to, HIV/AIDS and related issues at all levels, through a variety of different channels.
  - c) Advocate to create an enabling environment for the promotion and exercise of human rights, including sexual and reproductive rights.
  - d) Actively seek partnerships (with governments, NGOs, CBOs, (community-based organizations) UN agencies, IBRD (International Bank of Reconstruction and Development) etc.) to maximize the impact of awareness-raising and advocacy interventions.
  - e) Participate in and strengthen networks dealing with HIV/AIDS such as the Country Coordination Mechanisms (CCMs).
  - f) Contribute to the development of policies and legislation.
  - g) To advocate for the integration of sexual and reproductive health and HIV/AIDS into poverty alleviation strategies.
  - h) Actively promote the integration of sexual and reproductive health and HIV/AIDS policies and programmes.
  - i) Involve stakeholders including people living with HIV/AIDS (PLWA).

---

### **2. To increase access to interventions for the prevention of STIs and HIV/AIDS through integrated, gender-sensitive sexual and reproductive health programmes.**

- a)** Access, interpret and disseminate evidence about programmes and interventions.
- b)** Develop behaviour change communication (BCC) for sexual and reproductive health and HIV/AIDS that is evidence-based and sensitive to culture and gender.
- c)** Integrate STI and HIV/AIDS prevention in sexuality education.
- d)** Promote dual protection.
- e)** Promote joint and individual responsibility for protection against HIV and unwanted pregnancy.
- f)** Integrate STI and HIV/AIDS-related services such as STI management, voluntary counselling and testing (VCT) and prevention of mother-to-child transmission (PMTCT) in wider sexual and reproductive health services (clinical as well as outreach).
- g)** Address the sexual and reproductive health needs of HIV positive women.
- h)** Integrate the sexual and reproductive health services into STIs and HIV/AIDS programmes.
- i)** Develop and consolidate partnerships, in particular for the establishment of referral networks.
- j)** Ensure the availability of male and female condoms.
- k)** Build capacity and competency building for integrating sexual and reproductive health into HIV/AIDS-related services.

---

### **3. To increase access to care, support and treatment for people infected by HIV and to increase support for those affected by HIV/AIDS.**

- a)** Advocate to increase access to care, support and treatment of PLWA, including anti-retrovirals (ARVs).
- b)** Assist in dissemination and country adaptation of policies, standards, protocols, etc., related to HIV/AIDS.

- c) Conduct situation analysis of provision of services and care for PLWA.
- d) Develop and consolidate partnerships: mapping of providers of services and care, establishment of referral networks.
- e) Depending on country context, provide services for PLWAs which may include:
  - voluntary counselling and testing (VCT)
  - prevention of mother-to-child transmission (PMTCT)
  - sexual and reproductive health services for HIV positive individuals
  - palliative care
  - prevention and treatment of opportunistic infections and other HIV/AIDS-related conditions
  - psycho-social support for HIV positive, well individuals (nutrition, healthy lifestyle, etc.)
  - psycho-social support for persons affected by HIV
  - home-based care
  - legal support
  - treatment including anti-retrovirals (ARV)
- f) Use community participation approaches (including home-based care) with active involvement of PLWAs.

---

#### **4. To strengthen the programmatic and policy linkages between sexual and reproductive health and HIV/AIDS.**

- a) Advocate for the improved integration of sexual and reproductive health and HIV/AIDS policies and programmes and monitor such integration.
- b) Improve capacity to respond to the sexual and reproductive health and HIV/AIDS integration issues and opportunities.

# Abortion

**Goal:** A universal recognition of a woman's right to choose and have access to safe abortion, and a reduction in the incidence of unsafe abortion.

## Objectives

- 1. To strengthen public and political commitment for the right to choose and to have access to safe abortion.**
- 2. To increase access to safe abortion.**
- 3. To expand the provision of abortion-related services as an integral part of sexual and reproductive health services.**
- 4. To raise awareness among the general public, policy makers and key professional groups on the public health and social justice impact of unsafe abortion.**

## Programme Strategies

---

- 1. To strengthen public and political commitment for the right to choose and to have access to safe abortion.**
  - a)** Define and operationalize the right to choose and to have access to safe abortion, with linkages to human rights.
  - b)** Undertake the development, periodic reviews and dissemination of IPPF's policy, position papers and statements on abortion-related issues.
  - c)** Sensitize volunteers and staff at all levels of IPPF and build capacity for advocacy.
  - d)** Generate awareness and mobilize public opinion.
  - e)** Develop strategic partnerships (networking, alliances, coalitions, consortiums, etc.) with NGOs, women's groups, professional groups and organizations, human rights groups and religious groups.
  - f)** Conduct evidence-based advocacy with governments, politicians, judiciary, health professionals and opinion-leaders to recognize, protect and fulfil these rights – either through legalization or decriminalization.
  - g)** Play an active role in the global debate.
- 2. To increase access to safe abortion.**
  - a)** Document and disseminate information about the legal status of abortion and availability of safe abortion services to the general public, service providers and other relevant stakeholders.
  - b)** Promote sensitive, non-judgmental, affordable and high quality services.

- c) Provide abortion services to the fullest extent permitted by the law, with special attention to young women and under-served and marginalized groups.
  - d) Refer clients to public and private service facilities.
  - e) Develop strategic partnerships and provide support and training in service delivery.
  - f) Provide referrals for post-abortion care, treatment of complications and contraceptive services.
  - g) Undertake advocacy with governments to expand access to abortion-related service delivery within the public, NGO and private sectors.
- 

### **3. To expand the provision of abortion-related services as an integral part of sexual and reproductive health services.**

- a) Advocate for abortion-related services to be part of sexual and reproductive health services.
  - b) Provide safe, sensitive, non-judgmental and affordable abortion-related services, with special attention to young women and under-served and marginalized groups.
  - c) Establish standards of care for abortion-related services and develop guidelines and protocols for implementation.
  - d) Introduce simple, appropriate and innovative options for the delivery of abortion-related services, including medical abortion.
  - e) Undertake capacity-building and development for the provision of abortion-related services.
  - f) Document and share experiences and models of good practice in abortion-related programmes.
- 

### **4. To raise awareness among the general public, policy makers and key professional groups on the public health and social justice impact of unsafe abortion.**

- a) Develop and maintain a global database of abortion-related information.
- b) Assess, document and disseminate information on the incidence and impact of unsafe abortion on the health and well-being of women, their families and marginalized groups.
- c) Make use of case studies of the circumstances surrounding women's experience of unsafe abortion, and abortion-related research.
- d) Collaborate with key partners (media, health professionals, NGOs, women's organizations, human rights groups and community leaders) to generate a network of supportive and informed opinion leaders.

## Access

**Goal:** All people, particularly the poor, marginalized, the socially-excluded and under-served are able to exercise their rights, to make free and informed choices about their sexual and reproductive health, and have access to sexual and reproductive health information, sexuality education and high quality services including family planning.

### Objectives

1. To reduce socio-economic, cultural, religious, political and legal barriers to accessing sexual and reproductive health information, education and services.
2. To strengthen political commitment and support for reproductive health programmes.
3. To empower women to exercise their choices and rights in regard to their sexual and reproductive lives.
4. To increase male commitment to sexual and reproductive health.
5. To improve access to sexual and reproductive health information and sexuality education using a rights-based approach.
6. To improve access to high quality sexual and reproductive health services using a rights-based approach.

### Programme Strategies

---

1. To reduce socio-economic, cultural, religious, political and legal barriers to accessing sexual and reproductive health information, education and services.
  - a) Strengthen and establish new partnerships with NGOs (including women's and youth groups), religious leaders, civil society groups, private sector, media and other stakeholders.
  - b) Influence policy makers and parliamentarians to reduce barriers.
  - c) Promote active stakeholder participation in identifying barriers and developing, implementing and evaluating strategies to remove these barriers.
  - d) Campaign in support of sexual and reproductive health and rights.

---

**2. To strengthen political commitment and support for sexual and reproductive health programmes.**

- a)** Influence governments, politicians, decision makers and other influential groups to introduce and/or strengthen mechanisms (such as Sector-Wide Approaches and Poverty Reduction Strategies) to make the delivery of sexual and reproductive health information and services available to all defined groups.
- b)** Promote and support the development and implementation of effective and high quality national sexual and reproductive health programmes for all defined groups.

---

**3. To empower women to exercise their choices and rights in regard to their sexual and reproductive lives.**

- a)** Promote gender equity and equality.
- b)** Develop and promote innovative programmes to address gender-based violence and harmful practices.
- c)** Ensure the ability of all women, regardless of age and marital status, to make their own decisions regarding their sexual and reproductive health and rights.

---

**4. To increase male commitment to sexual and reproductive health.**

- a)** Work with men to identify and address their sexual and reproductive health needs, including male methods of family planning.
- b)** Ensure that men fully understand and support men and women's sexual and reproductive rights and gender equity and equality.

---

**5. To improve access to sexual and reproductive health information and sexuality education using a rights-based approach.**

- a) Provide accurate and up-to-date information on sexual and reproductive health and rights.
- b) Use and promote innovative approaches to ensure access to sexual and reproductive health information based on the needs of specific groups.
- c) Promote comprehensive sexuality education using innovative age and gender-specific approaches.
- d) Adopt appropriate responses to abstinence-only programmes.

---

**6. To improve access to appropriate high quality sexual and reproductive health services using a rights-based approach.**

- a) Advance high quality, integrated sexual and reproductive health services to marginalized and under-served groups.
- b) Promote the availability and acceptability of all contraceptive methods, including Emergency Contraception.
- c) Create and/or scale-up good quality, successful models of outreach, mobile, satellite and community-based sexual and reproductive health services including family planning to under served and marginalized populations.
- d) Strengthen and expand strategic partnerships for the delivery of sexual and reproductive health services including referrals.
- e) Respond to the sexual and reproductive health needs of groups affected by emergency situations resulting from political instability and natural disasters.



# Advocacy

**Goal:** Strong public, political and financial commitment to and support for sexual and reproductive health and rights at the national and international level.

## Objectives

1. To strengthen recognition of sexual and reproductive health and rights, including policy and legislation which promotes, respects, protects and fulfils these rights.
2. To achieve greater public support for government commitment and accountability for sexual and reproductive health and rights.
3. To raise the priority of sexual and reproductive health and rights on the development agenda resulting in an increase in resources.

## Programme Strategies

---

1. To strengthen recognition of sexual and reproductive health and rights, including policy and legislation which promotes, respects, protects and fulfils these rights.
  - a) Build relationships with governments, key policy makers and other influential groups (including women's groups, NGOs, think-tanks, multi-laterals, parliamentarians, academics, civil servants etc.), and work with them to take action in support of sexual and reproductive health and rights – existing and new partnerships.
  - b) Develop detailed policy positions and tailor clear messages based on these positions for identified target groups.
  - c) Advocate with governments and groups using evidence-based information (including IPPF's own programmes) to formulate policy and demonstrate the importance and impact of sexual and reproductive health and rights and motivate them to take action.
  - d) Analyze opposition messages and tactics and formulate messages and strategies that anticipate, respond to and counteract them.
  - e) Work in partnership with civil society to leverage influence on governments and influential groups and to complement each other's comparative advantage.
  - f) Develop good media relations to increase positive coverage of sexual and reproductive health and rights.
  - g) Coordinate mobilization around key events, conferences, meetings, and designated days to raise the profile of sexual and reproductive health and rights issues and IPPF's work.

---

**2. To achieve greater public support for government commitment and accountability for sexual and reproductive health and rights.**

- a) Build relationships with the public and involve them in support of sexual and reproductive health and rights at all levels.
- b) Develop clear, targeted, simple and consistent messages for the public across IPPF with agreed key messages relating to the five strategic priorities.
- c) Work with targeted media in an effective and innovative way to raise awareness and disseminate information and messages to mobilize support for sexual and reproductive health and rights.
- d) Social mobilization with community groups (e.g. peer advocacy, meetings, events, community leaders) to develop a personal commitment and public support for the concept of sexual and reproductive health and rights.

---

**3. To raise the priority of sexual and reproductive health and rights on the development agenda resulting in an increase in resources.**

- a) Advocate with governments, donors, multi-laterals, private sector and civil society groups that sexual and reproductive health and rights are vital to poverty alleviation Millennium Development Goals (MDGs) and development.
- b) Monitor and disseminate information about governments' performances with respect to commitments and investments in sexual and reproductive health and rights.
- c) Work with targeted media in an effective and innovative way to raise awareness and disseminate information and messages to mobilize support for sexual and reproductive health and rights.
- d) Build relationships with governments, NGOs and other key influential groups to demonstrate the linkages and importance of sexual and reproductive health and rights to the wider development agenda (MDGs/Poverty Reduction Strategies) and by this achieve greater allocation of resources.
- e) Raise resources from the general public.
- f) Highlight the importance of adequate sexual and reproductive health commodity supplies.

# Notes

# Notes

# Notes

We work towards a world  
where women and men  
everywhere have control  
over their own bodies, and  
therefore their destinies



International Planned  
Parenthood Federation  
4 Newhams Row, London SE1 3UZ  
United Kingdom

tel +44 (0)20 7939 8200  
fax +44 (0)20 7939 8300  
email [info@ippf.org](mailto:info@ippf.org)  
web [www.ippf.org](http://www.ippf.org)

UK Registered Charity No 229476