

HANDtoHAND Campaign Core Messaging

Reproductive Health Supplies Coalition is leading the effort to achieve 100 million new modern contraceptive users in the next five years.

- This will meet the family planning needs of almost 80 percent of women in low-income countries.
- Meeting this challenge means
 - 96 million fewer unintended pregnancies
 - 54 million fewer abortions
 - 110,000 fewer mothers dying in childbirth
- We are leading the way by encouraging our member organizations and the broader health and development communities to commit resources, scale up services, provide supplies and advocate to reach this goal.

Reproductive health supplies and services are essential to improving women's and children's health and building healthy families, strong communities and prosperous nations.

- We have made less progress on Millennium Development Goal 5, improving maternal health, than any other. To achieve MDG 5, a unified, committed focus and greater effort is required.
- By increasing access to reproductive health services, we can improve women's and children's health and:
 - Reduce poverty;
 - Stimulate economic productivity and growth;
 - Help women realize their fundamental human rights.¹
- UNFPA Executive Director Thoraya Ahmed Obaid stated on May 6 that "family planning has been one of the great success stories of development, as well as a major contributor to women's social mobility, poverty reduction and improved health."

Meeting the demand for family planning is a smart investment.

- International studies have repeatedly confirmed that family planning ranks among the most cost-effective of all health service interventions, along with other basic and preventive health measures such as vaccinating children and preventing HIV/AIDS.²
- In many countries, every dollar spent on family planning saves at least four dollars that would otherwise be spent treating complications arising from unintended pregnancies.³
- Meeting our goal of 100 million new users will cost an additional \$1.6 billion over the next five years, just \$16 per woman.
- Increased contraceptive use significantly reduces the costs of achieving other MDGs.

¹ Global Strategy for Women and Children's Health

² The World Bank, *Investing in Health: World Development Report 1993* (Washington, DC: The World Bank, 2003); and Dean T. Jamison et al., eds., *Disease Control Priorities in Developing Countries*, 2d ed. (New York: The World Bank and Oxford University Press, 2006).

³ Frost J, Finer L, Tapales A. "The Impact of Publicly Funded Family Planning Clinic Services on Unintended Pregnancies and Government Cost Savings". *Journal of Health Care for the Poor and Underserved* 19, pp778–796. 2008.



HandtoHand Pledge
100 million new users of family planning by 2015

- The cost savings in meeting five of the eight MDGs (2, 4, 5, 6, 7) by satisfying unmet need for family planning outweigh the additional costs of family planning by 4 to 1.⁴
- An analysis of 17 African countries shows that every dollar invested in family planning yields a return of between \$2 and \$7, considering indicators for the five MDGs listed earlier.⁵
- Given the global economic crisis, tightened budgets mean all stakeholders are looking for the most cost-effective development tools and interventions.

Now is the time to focus energy and resources on reproductive health.

- There is unprecedented momentum surrounding reproductive health, with supportive governments in many countries, numerous global initiatives aimed at improving women’s health, funding commitments from key stakeholders, and high-level conferences highlighting the importance of women’s health in achieving broader development goals.
- U.S. Secretary of State Hillary Clinton in a speech she delivered on August 16 underscored the importance of family planning by stating that “family planning represents one of the most cost-effective public health interventions available in the world today.”
- UN Secretary General Ban Ki-moon’s Global Strategy for Women and Children’s Health builds on this momentum to galvanize support from within the broader development community.

The RHSC is uniquely positioned to meet this goal.

- The RHSC brings together more than 120 diverse agencies and groups representing all sectors and levels of the family planning commodities supply chain.
- Our connections to key stakeholders and the breadth of our membership allow us to lead the way in achieving our goal of 100 million new modern contraceptive users by 2015.
- Our members can commit to:
 - Increased resources;
 - Increased levels of service provision;
 - More contraceptive commodities at affordable prices;
 - Better systems for managing the flow of contraceptive commodities, internationally and nationally; and
 - International and national advocacy to ensure favorable policy environments.

⁴ http://www.healthpolicyinitiative.com/Publications/Documents/564_1_MDG_DRC_final.pdf

⁵ Futures Group,