



THE POWER OF
CHANGE

DSW'S **ADVOCACY** STRATEGY





WHY WE ADVOCATE

Deutsche Stiftung Weltbevölkerung (DSW) is a global development organisation that focuses on the needs and potential of the largest youth generation in history. We are committed to creating demand for and access to health information, services, supplies, and economic empowerment for youth. With our headquarters in Hannover, Germany, DSW operates two liaison offices in Berlin and Brussels, as well as maintaining a strong presence in Ethiopia, Kenya, Tanzania, and Uganda.

Our **VISION** is of a healthy and sustainable world in which all young people can realise their full potential. To unleash this potential, DSW empowers young people, promotes an enabling environment, and fosters meaningful and inclusive participation.

Advocacy is a crucial tool for achieving our vision of a better future

When governments prioritise investments and improve policies for young people (especially girls and young women), this has a positive impact on the rest of their lives and indeed whole societies. By gaining the support of decision-makers for our cause, we can achieve more.

DSW advocates for improved sexual and reproductive health and rights (SRHR) across east Africa, especially for young people. In Europe and at the international level, we advocate for well-funded development cooperation that prioritises global health and gender equality.

We believe that investments in SRHR and global health research and development (GH R&D) are underfunded. As key enablers for healthy and empowered young people living in low- and middle-income countries, political attention and investments in these areas must be prioritised.

Joint efforts in this area can lead to a demographic dividend.

Harnessing the **DEMOGRAPHIC DIVIDEND** through investments in youth

Along with a growing number of African leaders, DSW is convinced that the demographic dividend is an enormous opportunity – but not a guarantee. Africa is now the continent with the largest percentage of people under 35 years of age. Arguably, this presents both opportunities and challenges. If investments in education, family planning, and gender equality lead to lower fertility rates, a higher percentage of

working-age individuals can open a unique window of opportunity for a demographic dividend. The demographic dividend can be earned firstly by improving sexual and reproductive health, family planning, and education – especially for adolescents. In order to reap the benefits of the demographic dividend, economic reform and investment in employment are necessary.

To create and earn a demographic dividend, it is vital to invest in the sexual and reproductive health and rights of young people living in the world's poorest regions.



This will lead to fewer unintended pregnancies, better spacing of births, a reduction of sexually transmitted diseases, leading to ...



... better child and maternal health. Along with improved quality of education, this must be followed by ...



... economic reform and investment in the labour market in order to realise improved employment opportunities.



As a result, each young person is able to realise their own potential, which has a positive impact on the growth and destiny of their community, country – and world economy!

OUR EXPERTISE

With our team of dedicated advocates spread across two continents, DSW has a strong record of contributing to improved youth and SRHR policies and increased investments in this sector. DSW's advocacy...

... is based on evidence and research

DSW is rooted in youth communities in east Africa. The evidence generated from our work with them forms the basis of our advocacy messages. Moreover, we also produce our own research and cooperate with research partners for facts-based advocacy.

... spans from district to UN level

Due to DSW's expertise located in different regions and at various levels, our advocacy approach champions issues at all levels: at sub-national (district and county level) and national level in east Africa, in Germany, at the EU level, and within UN institutions.

... builds on profound budget expertise

In all locations where DSW advocates, we are recognised as experts in family planning budget tracking, which is demonstrated by the various budget studies and tracking exercises our teams produce.

... follows a collaborative approach with decision-makers

DSW provides decision-makers with platforms to engage with peers and offers technical expertise. DSW is part of working groups and delegations established by governments as well as the secretariat to the All-Party Parliamentarians' Group (APPG) on Population and Development in Germany.

... acts as broker

DSW facilitates dialogue and creates partnerships with an aim towards finding joint messages that resonate with our key audiences – and that lead to impact!

... strengthens capacity for advocacy

DSW strongly believes in multiplier effects. For this reason, DSW engages in a number of national, regional, and global CSO networks and builds capacity of CSO partners and individuals – particularly youth-serving and youth-led organizations on advocacy.

... is for the youth – and with the youth!

DSW's focus on youth is not only reflected on the issues we advocate for, but also the way we advocate: nothing is done for the youth without them! DSW involves youth from the start in identifying the issues at stake.

Successes achieved last year:

EAST AFRICA: DSW helped secure increased FP budgetary allocations in twenty counties and districts across Kenya, Tanzania, and Uganda - totalling over 3.7 million USD.

EU: DSW's Brussels office successfully advocated for an increase of 14.7 million USD by the European Parliament for the Human Development budget, which funds SRHR programmes.

GERMANY: The work of DSW and its partners has led to unprecedented increases in ODA investments, and elevated global health onto the G20 Agenda.





WHAT WE **ADVOCATE** FOR

DSW is committed to the **Sustainable Development Goals (SDGs)**, especially **Goal 3 on Health**, and **Goal 5 on Gender Equality**, as we believe that achieving progress in these goals is key to achieving the SDGs at large. We strongly believe that decision-makers at the regional, national, and local level need to live up to their commitments under the SDG's.

WE WANT POLICY-MAKERS TO...

... realise sexual and reproductive health and rights

This includes universal access to sexuality education, family planning and modern contraception. All women and men need to be able to test for sexually transmitted infections (STIs) such as HIV, and get treatment, care, and counselling if needed. Mothers and children need ante- and postnatal care coverage. We show our vocal support for multilateral partnerships that have shown tremendous results in this area such as GFATM and GAVI. We are also excited that the GFF offers a model for impact in this area.

... focus on young women and men in development

Youth-friendly health services will only be realised, if youth is included in the development, implementation and monitoring and evaluation of policies. For DSW this effort commences at the local level, where we demand youth-friendly policies and budgets – particularly for sexual and reproductive health. We also want youth to be included in policy-making processes at national, regional, and at the international level.

... take more vigorous efforts for gender equality

The empowerment of women, in particular of young women and girls (SDG 5), should be supported politically by strengthening international legal frameworks and ensuring they are integrated into concrete national policies. The Maputo Protocol is key to our efforts. We advocate for increased funding and better policies towards local authorities, national governments, and donors.

... develop and implement strategies on population dynamics and the demographic dividend

Since the Africa Union year of the demographic dividend in 2017, many African countries have increased their support for this key enabler of development. Developing and implementing national strategies – with the support of donors as needed – is necessary to live up to commitments made.

... eliminate all forms of gender-based discrimination and violence

We advocate for legal and policy reforms which combat female genital mutilation (FGM), child, early and forced marriage, and other forms of discrimination.

... increase sustainable public investment for research and development

Global health urgently needs new tools against poverty-related and neglected diseases, and also to offer women and men in low-income countries contraception that suits their needs. Official Development Assistance and other forms of funding from donor governments are essential to support the development of new health tools. These new tools must be effective and of good quality, as well as accessible, affordable, and suitable for affected populations.





HOW WE MAKE **CHANGE** HAPPEN!

To achieve DSW's advocacy objectives, we apply diverse approaches and methods. In our work, we find the following tools and approaches especially effective in reaching our goals.

YOUTH CHAMPIONS

DSW's youth champions are young women and men from east Africa with the experience, enthusiasm and skills needed to encourage and support others to take interest in the promotion of SRHR and global health programmes and policies. DSW builds their capacity on advocacy and SRHR, including voluntary family planning and global health. They participate in budget processes, have meetings with policy-makers, submit memorandums, and attend consultative forums in support for voluntary family planning. With budget decisions increasingly decentralised in east Africa, champions can ensure the right decision-makers hear of priorities - directly from local citizens. In addition, DSW enables champions to share their experiences at advocacy events and political meetings at regional, European, and at the global level.

PARTNERSHIPS AND COALITIONS

To amplify the reach of its advocacy efforts and create synergies, DSW collaborates with like-minded partners from civil society, academia, government, and the private sector. This entails one-off collaborations on specific activities or longer running partnerships on a range of issues and activities. Partnerships can be informal (collaboration at working level) or formal (formalised agreements including outcomes and contribution). Among our partners are the Berlin Institute for Population and Development, Countdown2030 Europe, European NGOs for SRHR, Population and Development (EuroNGOs), Gutmacher Institute, Girls Not Brides, GIZ, Global Fund Advocates Network, KfW, and the Reproductive Health Supplies Coalition.

WORKING WITH DECISION-MAKERS

DSW informs, meets, and supports political and technical decision-makers to ensure policies and processes lead to better outcomes for young people. As part of our advocacy work, DSW plays a critical role in encouraging donors and low- and middle-income country governments to meet their commitments and obligations on SRHR and global health research and development. DSW's 'All Party Parliamentary Group on Population and Development' in Germany has been instrumental in placing issues such as SRH/FP high on the parliamentary agenda.

TECHNICAL WORKING GROUPS

DSW is a member of a range of Technical Working Groups; multi-disciplinary groups comprised of varied stakeholders such as government officials, donors, implementers (NGOs, community based organisations), and researchers. These are aimed at providing guidance and inputs on policy formulation and implementation for strategic thematic areas, such as SRHR, family planning, and global health.

These tools have contributed greatly to all our advocacy successes, which is why we will continue to use them in all countries where we work. However, we remain open-minded and flexible to new approaches and innovative actions that can contribute towards reaching our main objectives.

EVIDENCE AND RESEARCH

Research is at the core of DSW's advocacy approach. Our messages are backed by accurate and up-to-date data. Our approach consists of using and analysing public or private information that is verifiable, reliable, updated and relevant. Our research informs decision-makers and holds them accountable. Notable publications are our annually produced east African budget studies, the Euromapping Report, and the State of the World Population Report.

MEDIA AND COMMUNICATIONS

DSW uses a variety of traditional and innovative new media approaches, as well as campaigns for advocacy, to ensure that our audiences are fully informed on issues relating to SRHR, global health (including R&D), and youth in development.





Youth Meet-up in September 2018 in Brussels with DSW's partners Dance4Life and Choice

We are extremely grateful to our donors for their generous support and trusted partnership!



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