

# Climate Change: Time to “Think Family Planning”

A communications  
toolkit for family  
planning advocates

Prepared by:



Population &  
Sustainability  
Network

Members of:



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## Introduction

In *Climate Change: Time to “Think Family Planning”*, the International Planned Parenthood Federation and the Population & Sustainability Network highlight that family planning is a critical, human rights-based, and cost-effective approach to climate change adaptation and resilience building. The aims of the paper are for national family planning advocates to be better placed to ensure: (a) national development plans (including climate change planning processes) include greater emphasis on voluntary family planning; and (b) more “climate change programmes” and strategies include family planning actions, therefore increasing overall investment and action in reproductive health.

The accompanying policy paper summarises strategies which family planning advocates are encouraged to employ, to suit their national contexts, to further these aims. In this Communications Toolkit, we summarise how those arguments can be edited into key messages and how those key messages can be used to reach advocacy targets in the run up to COP22, the next Climate Change Conference, to be held in Marrakech, Morocco, from 7 to 18 November 2016.

## Key messages

1. Climate change is simultaneously the greatest threat to human health, and the greatest threat to environmental sustainability;
2. Family planning is a human-rights based adaptation strategy;
3. Family planning projects are eligible for climate change adaptation funding;
4. Family planning is a particularly cost-effective climate adaptation strategy;
5. Family planning should be included as a climate adaptation strategy in national plans;
6. An integrated approach to development programmes provides partnership opportunities for the health sector and beyond;
7. Population growth, in part resulting from the unmet need for family planning, makes climate adaptation and resilience building more challenging; and
8. Climate change will increase strain on healthcare services. Rights-based family planning must be an integral part of any comprehensive health care system, in all countries of the world.

## Key COP22 dates

Using daily events can sometimes be a useful tool to promote key messages, for instance, linking messages to gatherings of groupings at COP22, or to “themed days” at COP22. It is possible that media will be actively seeking out relevant topical stories on these days. Consider using some of the following days and events when planning your communication activities.

Dates	Event	About
1-2 November 2016	Least Developed Countries Preparatory Meetings	The LDCs are being affected by climate change most, yet have contributed least to it. They work together at intergovernmental negotiations to demand wealthier nations act in accordance with their responsibility for being the primary cause of climate change and those with greater capability to address it.
3-4 November 2016	African Group Preparatory Meetings  Small Island Developing States Preparatory Meetings	The African Group of Negotiators represent the region at international climate change negotiations with a unified voice. It is composed of one climate change negotiator from each African nation.  The Small Island Developing States is a coalition of some 40 low-lying islands, most of which are members of the G-77, that are particularly vulnerable to sea-level rise.
5-6 November 2016	G-77 and China Preparatory Meetings	There are 133 members in the Group. The country holding the Chair of the G-77 (which rotates annually) often speaks for the G-77 and China as a whole. However, because the G-77 and China is a diverse group with differing interests on climate change issues, individual developing countries also intervene in debates, as do groups within the G-77.
7 November 2016	COP22 Opening Plenary	
10 November 2016	Young and Future Generations Day	With the importance of family planning to youth being key to their futures, Young and Future Generations Day is a particularly appropriate day to promote family planning as a climate change adaptation strategy.
15 November 2016	Gender Day	There will be numerous events focusing on gender and climate change issues. One grouping is the Women and Gender Constituency, a network of UNFCCC observer organisations working to ensure women’s rights and gender justice in climate change. It is a platform of exchange between these organisations and the UNFCCC secretariat.

16 November 2016	Africa Day	At COP21, Africa Day was organized to demonstrate Africa's contributions toward finding sustainable solutions to the threats posed by climate change. At COP22 we ask African advocates to highlight family planning as a strategy which must form part of any solution.
17 November 2016	Climate Justice Day	This day shines a spotlight on the importance of fair and equitable climate change agreements. Given that the LDCs are most affected by climate change, yet have contributed least to it, communications messages should highlight the need to focus on family planning as a means of promoting justice and human rights.
18 November 2016	COP22 Closing Plenaries	It should be noted that during COP conferences in which major negotiations take place such as COP21, the conference can run over its normal schedule. This should not be the case for COP22.

## Traditional media

There are many way to engage traditional media in the run up to COP22. We suggest:

- Sending a press release to your contacts, using the suggested outline press release in Annexure One. Highlight your organisation's role in leading national efforts to have family planning recognised in national adaptation plans and other national development efforts. In addition to influencing policy-makers, this will also be helpful to raise public awareness of family planning as a climate adaptation strategy;
- Use radio. Many radio stations' news and chat show programmes will be looking for different angles (and guests) for the duration of COP22. Brief local radio stations to ensure reference to reproductive health in radio coverage of COP;
- Schedule a press conference highlighting the key messages from this toolkit and explaining how family planning could make your country more climate resilient. Try to secure a high profile speaker to be interviewed and/or provide a statement; and
- Create photo opportunities. Gather colleagues, supporters, clinicians, community health workers and those involved with your programmes and ask them to state why family planning is an important climate adaptation strategy for them. Suggest they have their photo taken in front of a sign saying "#ThinkFamilyPlanning" and their own personal reason for making the connection.

## Online media

- Write a blog for your website; and
- Ensure your next bulletin to your mailing list refers to the local issues in your country highlighting why family planning is an important adaptation strategy.

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## Social media – Twitter

We hope that advocates around the world will be promoting family planning as a climate adaptation strategy. We suggest:

- Tweet using the key messages above and think of ways to link those key messages to national issues;
- Tag @IPPF and @PopSusNetwork, your Tweets will be retweeted;
- Use the hashtags #ThinkFamilyPlanning (or #ThinkFP if short of space), #COP22 and #ClimateAdaptation;
- Topically focus social media activity on certain days, using the key dates above, for instance Tweeting @UN\_Women on Gender Day; and
- Tweet national policy-makers, organisations and people outside the health sector which we need to engage on the links between family planning and climate change (some international suggestions are stated below, including national offices or representatives of these organisation would also be useful).

Some relevant international organisations' Twitter handles include:

- @UNFCCC
- @COP22
- @COP22\_News
- @IPCC\_CH
- @theGEF - The Global Environment Facility, the largest public climate change funder
- @WorldBank - The World Bank
- @WBG\_Climate – World Bank Climate
- @IUCN - The International Union for Conservation of Nature is the world's largest and most diverse environmental network. It is the global authority on the status of the natural world and the measures needed to safeguard it, let's get them thinking family planning
- @climateWWF – WWF Climate and Energy team, working to achieve a planet in which people live in harmony with nature; promoting respect and the value of nature
- @UN\_Women - UN Women is the UN agency which is the global champion for gender equality, working to develop standards and create an environment where every woman and girl can exercise their human rights and develop to their full potential
- @Nature\_Climate – The Nature Conservancy's climate change, clean energy, and climate policy team.

Suggested Tweets include:

- Family planning is a cost-effective #ClimateAdaptation strategy, please promote @theGEF! @IPPF @PopSusNetwork #COP22 #ThinkFamilyPlanning
- Family planning and climate change: A matter of #HumanRights. Demand gender responsive action to #ClimateChange #COP22 #ThinkFamilyPlanning
- Family Planning is key to environmental sustainability. Please acknowledge @IUCN and @climateWWF. #ThinkFamilyPlanning #COP22

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- @UN\_Women - #FamilyPlanning, the #ClimateAdaptation strategy promoting and enhancing #humanrights more than any other #ThinkFamilyPlanning
  - Population, health and environment programmes are a #ClimateAdaptation strategy #popenviro #ThinkFamilyPlanning
  - Family planning: key to empowering women and girls and a #ClimateAdaptation solution #SDGS #ThinkFamilyPlanning

Tag other supportive organisations in your social media activities, to encourage conversations and retweeting, such as:

- Asian Pacific Resource and Research Centre: @ARROW\_Women
- Blue Ventures: @BlueVentures
- Danish Family Planning Association: @SexogSamfundDK
- Eminence: @EminenceBD
- Lake Victoria Basin Commission: @EAC\_LVBC
- Marie Stopes International: @MarieStopes
- Population Reference Bureau: @PRBdata
- Reproductive Health Uganda: @RHUganda

## **Social media – Facebook**

Share the key messages on your Facebook page, highlighting particular national issues, ideally with photographs from your home nations. Suggested Facebook posts include:

- Celebrate COP22 Gender Day by remembering the millions of women, girls and marginalised communities who are least able to adapt to the effects of climate change and know that family planning would help them. For their sake, we support the most gender-responsive and human rights-based climate change adaptation strategy: Family planning, let's have family planning included in national adaptation plans.
- It's Climate Justice Day at COP22, we know that means concentrating on those most affected but least able to adapt to the effects of climate change. For their sake, we ask for a gender-responsive and human rights-based climate change response: family planning.
- Don't forget to Like the Facebook pages of the International Planned Parenthood Federation and the Population & Sustainability Network and tag them.

## **Internally**

Distribute the accompanying Climate Change: Time to "Think Family Planning" policy paper and factsheet around your organisation, so all staff in the sexual and reproductive health sector are clear about the connections.

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## Authors

This toolkit has been jointly prepared by:

### **International Planned Parenthood Federation**

The International Planned Parenthood Federation is a global sexual and reproductive health and rights organisation. It is a globally connected civil society movement that provides and enables services and champions sexual and reproductive health and rights for all, especially the under-served.

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### **Population & Sustainability Network**

The Population & Sustainability Network is a global network, based in London, working to highlight the links between population, sexual and reproductive health and rights, conservation, climate change, sustainability and other development priorities.

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## Annexure One

### Draft press release

#### Climate Change: Time to “Think Family Planning”

In the run up to COP22, the United Nations Climate Change Conference, [Insert Member Association name] has taken part in global efforts to ensure family planning is given due significance when countries plan how to adapt to climate change. As one of 152 member associations of the International Planned Parenthood Federation, a federation working in 172 countries, we have today joined our partners around the world and asked our governments to ensure that when they work to plan how to face up to the threats of climate change, and when they attend COP22 later this month, that they impress upon all climate change decision-makers the critical need to “Think Family Planning”.

At last year’s Climate Change Conference in France, countries agreed the text of the Paris Agreement, which has now entered into force. This means we must now look to the future and work out how each country is going to implement so-called climate “adaption” strategies. These adaptation strategies are ways communities can cope better in the face of a changing climate. Family planning has been accepted by UN scientists as one type of adaptation strategy.

It is important that all countries include family planning actions in their national plans and planning processes, and then ensure family planning actions are incorporated into national climate adaptation strategies. This is what we have today asked of our government, as have many of our fellow International Planned Parenthood Federation partners around the world. Family planning is a human-rights based adaptation strategy, and a particularly cost-effective strategy too. Also, as our nation’s population grows, it becomes harder to meet the needs of our citizens. When there are barriers to accessing family planning services, it hampers our ability to adapt to climate change.

[Insert a national example, or locally relevant national conclusion]

#### Notes to the editor

1. [Insert note on Member Association]; and
2. In 1952, 8 national family planning associations founded the International Planned Parenthood Federation. Today, the International Planned Parenthood Federation is a federation of 152 Member Associations works in 172 countries, running over 65,000 service points. In 2011, those facilities delivered over 89 million sexual and reproductive health services.



