RAPID WOMEN

A New Advocacy Tool

for ...
- family planning and
- women-centered interventions

for Women Leaders ...

in government, women’s organizations, NGOs, and civil society promoting women’s programming
RAPID/Women
A new advocacy tool for family planning and women-centered interventions

Model for Women Leaders
With funding from USAID and Packard Foundation, Futures Group has developed the new RAPID/Women Model to help link women-centered programs and family planning. Packard Foundation’s support is part of an effort to support women leaders as advocates for family planning, particularly in sub-Saharan Africa. The model is being pilot-tested in Mali with additional applications planned in other countries.

For more information...
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Interactive Software
RAPID/Women is an interactive software tool that links family planning and women-centered strategies, thereby demonstrating how investing in these types of programs can increase quality of life for women, girls, and families, as well as overall development. For instance, the model can determine how use of family planning and/or women-centered strategies affect women’s health and education, child survival, economic variables, and the UN Human Development Index.

The model can be used to create an evidence base for women’s rights advocates, government leaders, and women’s organizations to advocate for increased investments in family planning/reproductive health and other women-centered interventions in their countries.

Implementation ...
■ Conduct a brief participatory policy assessment to determine the most salient issues facing the country that intersect with the model
■ Engage relevant stakeholders (such as the Ministry of Women’s Affairs, Ministry of Health, selected donors, NGOs, and women’s groups and leaders) to participate in a local advisory committee
■ Identify a storyline for the presentation personalized at the level of an individual woman and her family
■ Populate the model with locally accepted data
■ Develop key messages, a policy presentation, and supporting materials with the advisory committee
■ Build capacity for women policy champions to deliver presentations