

Millennium Development Goals & Sexual & Reproductive Health

KEY ADVOCACY MESSAGES TO USE WITH THE BRIEFING CARDS

1. Improving the sexual and reproductive health of men, women and young people is essential for achieving all of the Millennium Development Goals (MDGs), but particularly those on gender equality and women's empowerment, child mortality, maternal health, and HIV/AIDS.
2. The UN Millennium Project stresses that expanding access to sexual and reproductive health information and services is a "quick win," a cost-effective action that can put countries on the road towards achieving the MDGs and produce real results in improving the quality of people's lives in the short and long term.
3. The Millennium Projects also recommends that a target—universal access to reproductive health services by 2015 through the primary health care system, ensuring faster progress among the poor and other marginalized groups—and related indicators be added to the MDG framework under Goal 5, to improve maternal health.
4. Governments should advocate for and support the use of the goal from the International Conference on Population and Development to "ensure universal access to reproductive health by 2015," as a target to measure progress towards achieving the MDGs at the national level, as well as in international and regional forums.

HOW TO GET THE BRIEFING CARDS AND THE MESSAGES OUT

1. Advocate with government representatives

Request a meeting with government officials, including the Minister of Health, Minister of Development, Minister of Finance and others to advocate for their support for including sexual and reproductive health in national-level strategies to achieve the MDGs and give them copies of the briefing cards.

In the lead up to the Millennium+5 Summit, ask them to advocate for universal access to reproductive health at international and regional meetings that they attend.

2. Share them with other NGOs and advocates

Organize a meeting of NGO representatives working on sexual and reproductive health and rights, environmental sustainability, gender equality, development, and other issues related to the MDGs to discuss the linkages between the goals and sexual and reproductive health and rights. Develop common strategy to ensure that sexual and reproductive health is integrated into community, regional, and national-level campaigns and initiatives to achieve the MDGs.

3. Organize an event

Hold an event to distribute the briefing cards and share information about the initiatives that you and/or your partners are undertaking on sexual and reproductive health and rights and the MDGs. Invite colleagues, government officials, representatives of UN agencies, influentials, community members, and the media to attend.

If you would like additional hard copies of the briefing cards in English, Spanish or French, please email: fcipubs@familycareintl.org, and share with us how you are using the briefing cards in your advocacy efforts.