

The Power of SMART Advocacy

Practical. Adaptable. Transformational.



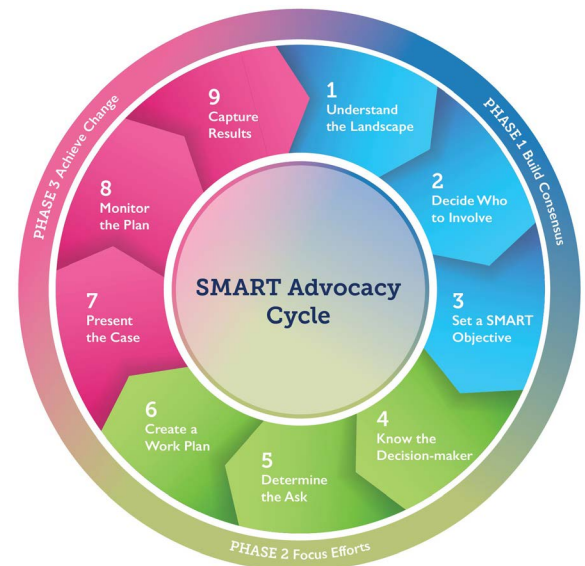
What is SMART Advocacy?

SMART Advocacy is a proven, flexible approach to build advocacy momentum and deliver policy and funding results.

SMART stands for Specific, Measurable, Attainable, Relevant, and Time-bound and was created by George T. Doran in 1981 for managers as a “tool to get results” in private industry. SMART Advocacy applies the principles of SMART to connect and work with the specific person who controls the lever of change—the decision-maker. Using SMART Advocacy, individuals can anticipate what information and insights will convince the decision-maker that acting will achieve their goals and yours. It provides a framework for identifying what can be achieved within discrete timeframes and which changes have the potential to advance a larger, long-term goal.

SMART Advocacy was borne out of a need for a strategic, locally led advocacy effort to increase political and financial support for family planning. Through the 12-year, multi-country [Advance Family Planning \(AFP\) initiative](#) and the experiences of many others, SMART Advocacy has proven to be effective everywhere it is applied. Although SMART Advocacy was refined by the family planning community, it is designed for easy adaptation to any setting or topic area.

The SMART Advocacy Cycle (above) breaks down an advocacy goal into nine steps across three phases. By the end of the process, users will have an evidence-driven strategy that they can take forward confidently.



“SMART has been instrumental in advocacy planning, results tracking, and evaluation.”

Peter Bujari, Health Promotion Tanzania

Impact of SMART Advocacy

Comprising partner organizations worldwide, AFP aims to achieve the global goal of expanding access to quality contraceptive information, services, and supplies. In 2009, AFP adopted and adapted SMART to the advocacy process to garner more resources and favorable policies for family planning in the Global South. The AFP SMART approach was first documented and disseminated in 2013 and subsequently revised and re-released as SMART Advocacy in 2021.

Using SMART Advocacy, AFP mobilized over US \$169 million for family planning information, services, and supplies as shown in the chart below. In 2020–21 alone, AFP's advocacy led to national and subnational governments allocating \$45.1 million in funding. Eighty-five percent of allocating geographies made repeat allocations for three or more consecutive years.

Nearly 800 family planning policy changes in AFP geographies improved access for young women and girls. Collectively, AFP's SMART Advocacy efforts potentially benefitted as many as 203.9 million women of reproductive age.

SMART Advocacy has galvanized more than **2,800 financial commitments, policy improvements, and visibility gains** in 30 countries since 2009.



\$169 million
in funding mobilized
since 2012

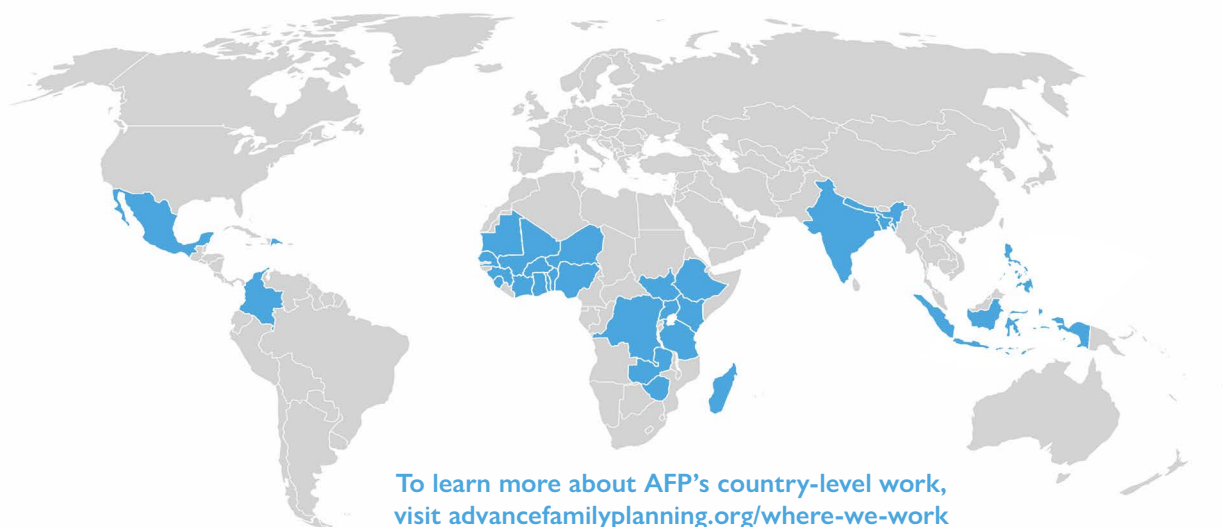


800 changes
in family planning policy



203.9 million
women benefitted

Where We Work



To learn more about AFP's country-level work,
visit advancefamilyplanning.org/where-we-work

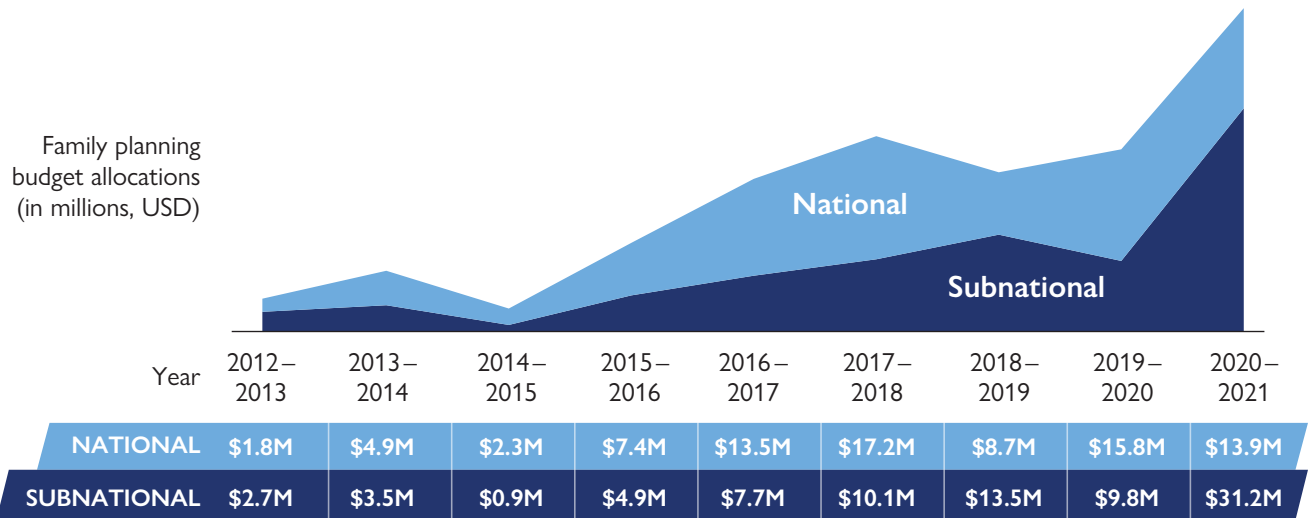
“Applying the SMART approach to our advocacy work helped remove 17 restrictions limiting access to reproductive health services for women and girls... [The] SMART approach helps us keep on track and motivated even in the most challenging and restricted environments.”

Bethan Cobley, Marie Stopes International, UK

“It is a brilliant tool to develop key asks from different decision-makers. I learned how to influence key decision-makers and shift their thinking particularly on gender responsive budgets for health, education and disability rights issues.”

Easter Achieng Okech, Kenya

AFP's Advocacy Mobilized \$169 Million for Family Planning from 2012 to 2021*



*Current as of December 2021. Geographies represented include current and phased-out, as well as Opportunity Fund where applicable.

SMART Advocates

SMART advocates mobilize political, religious, and business leaders; funders; civil society members; journalists; and service providers who are interested in improving access to and quality of family planning. Collectively, these advocates identify opportunities for change and act on them. SMART Advocacy allows advocates to respond quickly, advantageously, and decisively to opportunities, while leveraging partner resources and integrating new evidence.

At least 300 organizations are using SMART Advocacy. Of those, 203 (67%) are local organizations and 196 (65%) use SMART Advocacy with their own funds. From girls' education to safe surgery, there is nothing SMART Advocacy cannot tackle.

SMART Advocacy is used by **300 organizations** in **41 countries**.



203

local organizations



196

organizations using their own funds

Build on our experience and be a part of our community.

How to Get Started

1. Watch the two-minute introductory video [Welcome to SMART Advocacy!](#)
2. Hear directly from SMART advocates during the 90-minute [SMART Advocacy Launch Webinar](#) featuring an overview of the approach and its impact.
3. Read the [SMART Advocacy User's Guide](#), an editable PDF that supports users to develop an evidence-driven advocacy strategy. Also available in [French](#) and [Spanish](#).
4. Lead a group through the SMART Advocacy process using the [Facilitation PowerPoint](#) slide deck with speaker's notes and facilitation instructions. Also available in [French](#) and [Spanish](#).
5. Build on our experience and be a part of our community. Join the [SMART Advocacy listserv](#) to stay connected and receive more tips and tricks.

Advance Family Planning

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Bill & Melinda Gates Institute for
Population and Reproductive Health

Advance Family Planning (AFP) aims to increase financial investment and political commitment needed to enable all women and girls, regardless of where they live, to access quality, voluntary family planning. Based in the Population, Family and Reproductive Health Department of the Johns Hopkins Bloomberg School of Public Health and led by the Bill & Melinda Gates Institute for Population and Reproductive Health, AFP and its partners advocate to expand access to lifesaving contraceptive information, services, and supplies. AFP is supported by the Bill & Melinda Gates Foundation, the David & Lucille Packard Foundation, and the William and Flora Hewlett Foundation.