

**Strategic plan 2024-2028**

**VISION:**

SRHR for everyone

**MISSION:**

MFWA is a leading organization that provides sexual and reproductive health services and educates its people, especially adolescents and young people, of their sexual well-being and reproductive health and rights.

**OUR VALUES**

- Volunteerism
- United
- Transparent
- Gender equality
- Innovative

**STRATEGY/Outcome 1:**

Enabling policy and legal environment on SRHR education and services are created.

**Indicator**

Number of legislative and policy documents that newly endorsed or amended with positive changes

**Objective 1**

Amend, change or endorse legislative acts in SRHR

**Objective 2**

Attracting and involving the public, professional organizations, and interested parties in the issue of SRH and rights

**Indicator**

At least 2 legislative acts will be amended or endorsed in SRHR

Number of the MFWA supporters

**Priority activities**

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. Organize sensitization and advocacy activities</li> <li>2. Through public consultations, draft policy recommendations and endorse to policy makers</li> <li>3. Advocate with policymakers, government officials, and experts on the issue of</li> </ol> | <ol style="list-style-type: none"> <li>increasing the use of post-abortion family planning methods</li> <li>4. Create a network for increasing the provision of care for family planning</li> </ol> |
|---|---|

**Models of programming**

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• A review of the evidence</li> <li>• Action plan/ Communication plan</li> <li>• Formation of advocacy groups, meetings and discussions</li> </ul> | <ul style="list-style-type: none"> <li>• Developing a pool of champions and partnership with like minded organizations and people</li> <li>• Developing key messages and information for the public and target groups</li> <li>• Engaging target groups and communities, creating social movements/waves</li> </ul> |
|---|---|

**Target groups**

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Coalitions, associations, NGOs</li> <li>• Private hospitals</li> <li>• Members of Parliament</li> <li>• Group of Women Members of Parliament</li> <li>• Minister of the sector</li> <li>• Healthcare institutions</li> </ul> | <ul style="list-style-type: none"> <li>• Community</li> <li>• Coalitions and alliances</li> <li>• Social media organizations</li> <li>• Branches</li> </ul> |
|---|---|

**Organizational implications**

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Professional consultant</li> <li>• Increase funding</li> <li>• Strengthening human resource</li> </ul> | <ul style="list-style-type: none"> <li>• Expand partnerships and collaborations</li> <li>• Increase members and supporters</li> </ul> |
|---|---|

**STRATEGY/Outcome 2:**

1,200,000 children, adolescents and young people have acquired SRHR information, knowledge and skills

**Indicator**

Number of people who acquired SRHR information, knowledge and skills

**Objective 1**

To provide SRHR information & education to children through the implementation of the "Little Doctor" program

**Objective 2**

To provide youth and young people with SRH education through the introduction of digital technology

**Indicator**

Number of the children covered by the "Little Doctor" program  
-Number of kindergartens that implements Little Doctor program

-Number of the young people reached through digital technology  
-Number of the young people provided with SRH education  
-Number of innovative initiatives introduced into practice  
-Number of the young people reached by the youth volunteers

**Priority activities**

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. Development of age-appropriate training methods based on digital technology</li> <li>2. Research and introduce other innovative methods that have been tested and implemented successfully internationally</li> </ol> | <ol style="list-style-type: none"> <li>3. Organizing training for health teachers of elementary schools</li> <li>4. Development of a course manual for health teachers and kindergarten teachers</li> </ol> |
|---|---|

**Models of programming**

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Virtual content development:social media/ Reel, Tiktok , Insta, Facebook etc.</li> <li>• Training for target groups</li> <li>• Cooperation between IPPF and international organizations</li> </ul> | <ul style="list-style-type: none"> <li>• Evidence and needs assessment studies</li> <li>• Community engagement and advocacy activities</li> <li>• Training</li> <li>• Expand cooperation and partnerships</li> </ul> |
|---|--|

**Target groups**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Children, adolescents and youth</li> <li>• Marginalized groups</li> <li>• Professional organizations</li> </ul> | <ul style="list-style-type: none"> <li>• Health teachers</li> <li>• Pupils and children</li> <li>• Parents</li> <li>• Elementary schools and kindergartens</li> <li>• Professional organizations</li> <li>• Branches</li> <li>• Government institutions in the field of education and health</li> </ul> |
|--|---|

**Organizational implications**

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Professional consultants and staff</li> <li>• Increase funding</li> <li>• Participation and partnership of professional organizations</li> </ul> | <ul style="list-style-type: none"> <li>• Integrated and accurate information</li> <li>• Increase the number of volunteer members and supporters</li> </ul> |
|---|--|

**STRATEGY/Outcome 3:**

At least 20% of the reproductive age population have received quality SRH services.

**Indicator**

Number of people provided with SRH services

**Objective 1**

Switching "Family" clinic to inpatient hospital with advanced technology and standards

**Objective 2**

Deliver SR services to the marginalized community through strengthening the branches

**Indicator**

- Newly introduced services  
- Number of FP clients  
- Status of client satisfaction

- Number of the people especially marginalized population who received SRH quality services

**Priority activities**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>- Increase the direction and type of medical services</li> <li>- Enroll self care /testing services</li> <li>- Fund raising activities</li> </ul> | <ul style="list-style-type: none"> <li>- Cooperation with government agencies</li> <li>- Improve the supply management of contraceptives</li> </ul> |
|--|---|

**Models of programming**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Obtain a special license for hospitals, laboratories, pharmacies, etc</li> <li>• Meetings and lobbying activities with the Ministry of Health and related government agencies</li> <li>• Implementation of plans and projects using the existing resources available</li> <li>• Conduct research and evaluation on the introduction of self care /testing services</li> </ul> | <ul style="list-style-type: none"> <li>• Provision of results-based care services</li> <li>• Improve state and local cooperation</li> </ul> |
|--|---|

**Target groups**

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Reproductive age population</li> <li>• A marginalized population with different needs</li> <li>• Ministry of Health and other relevant government agencies</li> <li>• IPPF and other international institutions</li> </ul> | <ul style="list-style-type: none"> <li>• Excluded groups, including men and boys</li> <li>• Population of remote areas</li> <li>• Branches</li> <li>• Local public and private organizations</li> </ul> |
|---|---|

**Organizational implications**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Buildings and facilities that meet operational standards</li> <li>• Increase and empowerment of human resources</li> <li>• Equipment upgrade</li> </ul> | <ul style="list-style-type: none"> <li>• Expand cooperation with other government and professional organizations</li> <li>• Raise funds and increase financing</li> </ul> |
|--|---|

**STRATEGY/Outcome 4:**

Strong and united association recognized by the public

**Indicator**

Human and financial resources  
Partnership

**Objective 1**

Improve the association's recognition and visibility

**Objective 2**

Strengthen the association's capacity

**Indicator**

- Support from the community  
- Support from partners  
- Social media-visitors and followers

- Financial status  
- Financial income and donation  
- Income growth rate  
- Financial resource available

**Priority activities**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>- Renewal of membership system</li> <li>- Increase the number of members</li> <li>- Improve community recognition and branding</li> </ul> | <ul style="list-style-type: none"> <li>- Establish community youth networks</li> <li>- Capacity building of the branches</li> <li>- Raise and increase capital</li> </ul> |
|--|---|

**Models of programming**

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Public recognition and promotion</li> <li>• Increase marketing activities,</li> <li>• Recruit well-known, famous and various professional people as members</li> <li>• Conducting advocacy activities and meetings with local and government organizations</li> <li>• Expanding internal and external relations and learning experience</li> <li>• Expanding social media</li> </ul> | <ul style="list-style-type: none"> <li>• At least 4 branches with full-time employees</li> <li>• Activities to increase the number of members, including young members</li> <li>• Empower members and staff</li> <li>• Implement programs and projects</li> </ul> |
|---|---|

**Target groups**

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Branches</li> <li>• Members and supporters</li> <li>• Foreign and domestic donors and donor organizations</li> </ul> | <ul style="list-style-type: none"> <li>• Branches</li> <li>• Members, including young members</li> <li>• Local government and private sector</li> </ul> |
|---|---|

**Organizational implications**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Increase funding</li> <li>• Increase and empowerment of human resources</li> <li>• Increasing cooperation between local public</li> </ul> | <ul style="list-style-type: none"> <li>and private sector organizations</li> <li>• Cooperate with IPPF and other international organizations</li> </ul> |
|--|---|