VIRTUAL ENGAGEMENT KIT

This toolkit serves as your guide to engage with the 2018 International Conference on Family Planning.

This toolkit includes:

- Key links and virtual conference platforms
- Shareable content and tips on virtual engagement
- 2018 ICFP logos and shareable materials
DIGITAL PLATFORMS

2018 ICFP Hub
The ICFP Hub is the home for the ICFP virtual conference program. You will find everything you need for engaging with the conference virtually, including livestreamed sessions, social media coverage, daily recaps, partner content and videos from the conference. It is also a resource for partners to submit content (blogs, photos, videos, etc.), creating an archive of news, daily recaps and key highlights.

Virtual Conference Program
The ICFP Virtual Conference Program is a collection of livestreams, Facebook Live programming and live interviews. The programming is designed to encourage virtual engagement and digital sharing of key ICFP content. The Virtual Conference Program will be housed on the ICFP Virtual Conference Program Facebook Group: To follow along, visit: Bit.ly/ICFP-VC

Facebook
Bit.ly/ICFP-FB

Virtual Conference
Bit.ly/ICFP-VC

Instagram
@ICFP2018

Twitter
@ICFP2018

FPConference.org
Logistical & program information

ICFPhub.org
Digital content, videos, livestreams
KEY HASHTAGS

Please use the following hashtags in your social media posts

#ICFP2018
Primary Conference Hashtag

#ICFPYouth
Youth Delegation Hashtag

#ICFPFaith
Family Planning and Faith

#Advocate4FP
Family Planning Advocacy

#ICFP_[country name]
Use this hashtag to tie your post to a local satellite event or listening session
ICFP MOBILE APP

The ICFP mobile app will be available on iOS and Android phones. Check back soon for links to download.

What can I do with the app?

- Join the online conversation
- Learn how to join the plenaries, poster sessions, roundtables, exhibits, auxiliary events, etc.
- Highlight your favorite sessions
- Receive live announcements and push notifications
- View the convention center map
- Check the shuttle map schedule
- *The app requires data or WiFi service to refresh or receive notifications, but can otherwise be used offline.*

ICFP EMAILS

ICFP will deliver daily emails to conference participants with recaps and key conference information.

These emails will include:

- Featured news from the conference (reports, key media coverage and videos)
- Video recaps and interviews
- Top tweets using #ICFP2018
- Partner blogs and perspectives
- Photo of the Day and Tweet of the Day
Share these graphics on Twitter, Facebook and Instagram to let your communities know that you are going to the 2018 ICFP. Use #ICFP2018.
Please use the suggestions below for posts on social media

**General Posts**

The 2018 International Conference on Family Planning is taking place 12-15 Nov in Kigali, Rwanda! Join the global movement using #ICFP2018

Committed to ensuring every woman has the option to plan their family and future? Join the global family planning conversation by using #ICFP2018 and learn more here: FPConference.org

**Benefits of Investing in Family Planning**

Nobel laureates and other leading economists have identified family planning as a “best buy” in global development. Learn about the extensive and far-reaching benefits of family planning investments with @ICFP2018 and #ICFP2018, and on Facebook LIVE.

#DYK that ~1 in 3 maternal deaths could be avoided if women who wanted to stop or delay childbearing were using contraception? Join the conversation and learn more about the benefits of family planning using #ICFP2018.
Youth and Family Planning

At 1.2 billion strong, the current youth population is the largest in history — but many young people still lack access to the family planning information and services they want. Join the movement to invest in their future with #ICFP2018.

Increased Access to Contraceptives

For the first time ever, 309 million girls and women in 69 of the world’s poorest countries are using modern contraceptives. Use #ICFP2018 to show your support for increasing access to important family planning resources.
SHAREABLE RESOURCES

When people have access to a range of family planning methods, they're more likely to choose and use one effectively.

Click on the graphic to download

Let's invest in affordable family planning options so everyone can access the family planning services they want and need.

#ICFP2018
SHARABLE INFOGRAPICS

2018 ICFP Infographic Series

CLICK ON THE GRAPHIC TO DOWNLOAD

AN INVESTMENT IN FAMILY PLANNING BRINGS A LIFETIME OF RETURNS

IF IN THE NEXT ~50 YEARS, COUNTRIES...
- FULL FILL UNMET NEED FOR FAMILY PLANNING
- ENSURE UNIVERSAL ACCESS TO REPRODUCTIVE HEALTH SERVICES

COUNTRIES COULD SEE UP TO US $430 BILLION IN RETURNS PER YEAR

$1 SPENT ON BECAUSE $120 IN HEALTH AND ECONOMIC BENEFITS

AN INVESTMENT IN FAMILY PLANNING BRINGS A LIFETIME OF RETURNS

IF...
- All pregnant women and newborns received STANDARD CARE
- The 214 million women with an unmet need could access MODERN CONTRACEPTIVES

THEN, FAMILIES AND COMMUNITIES WOULD BE HEALTHIER.

MATERNAL DEATHS WOULD DROP BY 73%
UNINTENDED PREGNANCIES WOULD DROP BY 75%
NEWBORN DEATHS WOULD DROP BY 80%

WE ARE AT A CRITICAL MOMENT TO SUPPORT YOUTH SO THEY CAN...
- stay in school
- pursue their career goals
- reach their full potential

1.8 BILLION youth (ages 10-24) live primarily in developing regions
60% of sexually active adolescent girls in these regions who don’t want to get pregnant are NOT using modern contraceptives

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About the 2018 International Conference on Family Planning

On 12-15 November, the 2018 International Conference on Family Planning will bring together thousands of global policymakers and researchers, young people and family planning advocates from over 75 countries in Kigali, Rwanda, for the world’s largest academic conference on family planning.

Attendees will share the latest family planning research and innovations; celebrate progress toward expanding contraceptive services, information and supplies; and highlight the role of political and financial leadership in increasing family planning access and options. This year’s scientific program represents the strongest body of new family planning research presented at an ICFP yet.

The official conference theme, “Investing for a Lifetime of Returns,” highlights the extensive and far-reaching social and economic dividends that family planning investments yield — both for people planning families today and for the >1 billion young people who are in or approaching their reproductive years. For more information visit http://fpconference.org/2018/
Logos

Permissions are required to use the official ICFP logo in your materials. To request use of the official conference logo, please complete the ICFP logo use request form.

ICFP logo use permission is granted on a case-by-case basis. Approvals are for one-time use only. Subsequent uses of official logos need to be requested separately.

For more information go to: http://fpconference.org/2018/media/brand-guidelines-logo-usage/.