

Friends,

Over the last 16 years, research from Ibis Reproductive Health has informed policy change and paved the way for innovation in sexual and reproductive health care. We're proud of our history of impact, and are grateful for the partnerships we've formed along the way. Our new mission statement and strategic plan reflect some key learnings—first and foremost, that building and maintaining principled partnerships is critical to shifting power in our movement and contributing to lasting change.

Ibis's 2018-2023 strategic plan reaffirms our core strategy of bold, rigorous research and a central focus on access to safe abortion and contraception. We continue our commitment to expand access to comprehensive sexual and reproductive health information and services.

We're building on our key accomplishments over the last 16 years and making some changes based on what we have learned, and how our world and field have changed. This includes highlighting our investment in the potential of technology to transform how people access abortion and contraception. Over the next five years, we plan to increase our emphasis on gender-based violence and HIV prevention, care, and treatment as critical issues for comprehensive sexual and reproductive health.

This new plan also centers justice and equity as key principles we seek to embed in our work and in our organizational policies, practices, and culture.

The vision outlined in our new strategic plan represents more than just the creativity and energy of our Board and staff. These changes provide a blueprint for how we will continue to build a more inclusive, effective, supportive workplace at Ibis and make an impact on the communities we serve. We believe our new direction will help us drive change in policy, attitudes, services, and access; shift power to youth, women and girls, and LGBTQ+ and gender-expansive individuals; and more actively address racial justice in everything we do.

On behalf of the Board and staff, I invite you to read the plan and share in our excitement about the next five years at Ibis Reproductive Health. We welcome your thoughts and feedback, and look forward to working with you to achieve the change we seek.



In service,

KELLY BLANCHARD
President, Ibis Reproductive Health

Mission: Ibis drives change through bold, rigorous research and principled partnerships that advance sexual and reproductive autonomy, choices, and health worldwide.

Vision: We envision a world where high-quality sexual and reproductive health information and services are easy to access, affordable for all, and available without unnecessary medical requirements or legal impediments. Policies are grounded in rigorous evidence and designed to improve the lives and health of all people, including women and young people. Our vision of success is an inclusive and just world where everyone has the power to exercise their human right to live a pleasurable, safe, and healthy sexual and reproductive life.

Principled partnerships: We believe that partnerships based on a set of shared principles can most effectively build power within communities and leverage lasting change. We aspire to partnerships grounded in the principles of respect, mutual accountability, transparent and equitable sharing of power, and the use of research results to positively impact people's lives.

Our partners include advocates, policymakers, and reproductive health service-delivery organizations working in a variety of contexts.

Values



Justice and Equity



Rigor and Excellence



Collaboration and Shared Power



Autonomy



Inclusivity



Integrity

Change is needed

We believe that bold, rigorous research and advocacy are critical to developing policies and programs that support human and reproductive rights and justice, and building power so people can exercise their sexual and reproductive rights.



Why Ibis is critical to change

With our partners, Ibis produces powerful evidence to advance policy and service-delivery solutions that transform people's reproductive lives.

We conduct bold, rigorous research that:

- ☑ Addresses critical questions, fills evidence gaps, and generates new knowledge on **important issues that others cannot or will not address.**
- ☑ **Documents barriers to access, and identifies solutions** to create positive change.
- ☑ Identifies and evaluates **technology and service innovations** that improve information, access, and quality of care, and have the **potential to be scaled up or replicated.**
- ☑ Assesses the **impact of policies and identifies improvements** to protect and promote human and reproductive rights and justice.
- ☑ **Uses new and/or adapts existing methodologies in creative ways** to generate data that will make a difference.

We build principled partnerships to:

- ☑ **Identify critical research that can advance needed policy change and inform product and service-delivery innovations.**
- ☑ Design and conduct **community-centered research that builds community alignment** and power.
- ☑ **Advance evidence-based arguments, shape policy recommendations,** and spur innovation in sexual and reproductive health care.
- ☑ **Improve norms and guidelines** and expand access to high-quality abortion and contraception care.
- ☑ **Support improvements** in sexual and reproductive health access, education, information, and services.

Where we work: Our work touches more than **30 countries on six continents** through our offices located in South Africa and the United States. Our portfolio of work is primarily comprised of research with partners in Latin America, South Africa, other sub-Saharan countries, the United States, and parts of Asia.

The people we aim to benefit: In our work, we aspire to **center the people who are most likely to gain from expanded access** to quality, affordable services and information, and policy change that advances human and reproductive rights and justice. We approach our work using an **intersectional lens**, understanding that **systems of oppression** are interdependent, and discrimination due to multiple factors, such as **gender identity, race, ethnicity, age, income, sexual orientation, immigration status, and nationality**, impedes the achievement of sexual and reproductive autonomy. The specific communities we aim to benefit vary by project and context.

Strategic focus areas



Ensure all people have the right and ability to access safe, affordable, quality abortion care

Ibis seeks to ensure all people have the right and ability to access safe, affordable, quality abortion care by identifying and addressing evidence gaps; using research to advocate for improved, client-centered abortion care; and collaborating with partners to integrate abortion as a necessary part of reproductive health care. Through our research and partnerships, we aim to:

- ☑ Expand access to quality abortion services after twelve weeks.
- ☑ Improve the quality of abortion care in and out of clinic settings.
- ☑ Advance policies worldwide that promote the right to timely, safe, affordable, quality abortion care for all.
- ☑ Improve access to and quality of abortion care by reducing abortion-related stigma.



CASE STUDIES:
ABORTION



THIS YEAR, IN PARTNERSHIP with Metrics for Management and Ipas, we launched the Abortion Service Quality Initiative, which is informed by our prior work on quality of abortion care. We will develop, validate, disseminate, and champion the widespread adoption of a common measure of abortion service quality. The results will be critical in efforts to monitor and strengthen abortion care quality in and out of clinic settings, and in efforts to assess and support evidence-based interventions.



IN SOUTH AFRICA, we are working with the National Department of Health and colleague organizations to expand access to comprehensive abortion services. We will develop user-friendly messages about the right to abortion and access to safe abortion, and conduct a nationwide study on sexual and reproductive health (SRH) service accessibility. This will inform improvements in the implementation of the Choice on Termination of Pregnancy Act.



IN COLLABORATION WITH our Oral Contraceptives (OCs) Over-the-Counter (OTC) Working Group and a pharmaceutical partner, we are leading the charge to transform contraception access in the United States by moving a birth control pill OTC. **Free the Pill, our public-facing campaign, aims to create an OTC pill that is affordable, accessible to people of all ages, and covered by insurance.**



WE ARE UNDERTAKING a multi-country evaluation of the effectiveness of accompaniment models. These support people seeking medication abortion outside of formal services with evidence-based information, counseling, and guidance. Documenting the effectiveness of the models and the experiences of women has the potential to advance access to safe, affordable, quality abortion care regardless of legal restrictions or access to formal services.



Transform access to abortion and contraception through bold service-delivery and technology innovations

Ibis seeks to transform access to abortion and contraception by working with service-delivery and advocacy partners to identify, evaluate, and disseminate rigorous evidence about the impact of bold service-delivery and technology innovations on access, quality, and affordability of abortion and contraception care. We aim to make abortion and contraception information and care easier to access, and look for ways for people to more directly access the information, products, and services they need. We strive to:

- ☑ Make oral contraceptives available over the counter, affordable, and accessible to all in the United States.
- ☑ Document and evaluate innovative uses of technology for abortion and contraception.
- ☑ Document the safety, effectiveness, and user experiences of out-of-clinic abortion provision models.



Expand access to comprehensive sexual and reproductive health information and services

Ibis seeks to expand access to comprehensive sexual and reproductive health information and services through a range of integrated strategies that center the lived experiences of individuals, highlight the importance of relevant and affordable strategies, and support their autonomy and rights to safety and high-quality services. We prioritize strategies with the potential to increase access for people living in poverty, young people, women, and others most affected by systems of oppression. This area of work aims to:

- ☑ Increase young people's abilities to exercise their human right to high-quality abortion and contraception information and care.
- ☑ Expand access to sexual and reproductive health services for sexual minorities and transgender, gender non-conforming, and gender-expansive individuals.
- ☑ Advance new and innovative methods in abortion and contraception research.
- ☑ Develop a strategy for including gender-based violence as a key sexual and reproductive rights, health, and justice issue into our research, advocacy, and partnerships.
- ☑ Identify links between HIV prevention, treatment, and care and access to abortion and contraception; and emphasize the importance of this comprehensive approach to our partners and the communities with which we work.



IN PARTNERSHIP WITH SisterSong Women of Color Reproductive Justice Collective, we are conducting a community-based participatory research study which explores how Black women in the United States conceptualize the broad range of factors that influence reproductive health decision making. We will use findings to identify gaps in research and services and inform strategies to improve and protect access to existing health resources.



WE WILL CONTINUE to lead the *mmoho* campaign, which uses a positive, rights-based approach to advocate for comprehensive and accessible SRH services for young people in Southern Africa. *Mmoho's* core approach is grounded in shifting power to youth, and addresses a range of issues including access to contraception and safe abortion services, gender-based violence, and the need for accurate, sex-positive SRH information for all gender identities and sexual orientations.

Core mission support and infrastructure goals: Ibis strives to sustain an organizational **culture that reflects our values**, honors the contributions of every staff member, and ensures Ibis's policies and day-to-day operations support each staff member to do their **best work** every day in the fulfillment of our mission.

Our core mission and infrastructure goals aim for the following key outcomes:

- 1 A supportive and inclusive organizational culture** with practices that support the well-being and development of all staff members.
- 2 The integration of a focus on justice and equity** across the organization, including practices of ongoing learning and continued attention to building a staff and Board who bring lived experience of the communities who are most impacted.
- 3 Efficient and effective project management**, financial, administrative, and technological processes and systems.
- 4 A strategic communications plan** that increases our impact by reaching key audiences, generating greater awareness of Ibis and our work, and ensuring **wide and effective dissemination** of our research results.
- 5 A sustainable and growing funding base** that allows Ibis to achieve its goals.

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Support us

A gift to Ibis supports our vision to drive change through bold, rigorous research and principled partnerships.

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Ibis Reproductive Health is a 501(c)(3) nonprofit organization.
All donations are tax deductible.

Thank you

Our sincere thanks to all who contributed to the development of our strategic plan: Ibis staff, Board, and partners; former Board and staff members: Beth Fredrick and Vanessa Northington Gamble (Board) and Nikki Lanshaw, Maureen Mtimkulu, and Chelsea Tejada (staff); and Elsa A. Ríos, Principal and Joyce Klemperer, Senior Associate of Strategies for Social Change, LLC.