



Between now and the end of this decade, we estimate that 954 million women—including 350 million adolescent girls—across the countries in which MSI works, will be making critical life decisions. Their ability to determine their futures will be impacted by their access to sexual and reproductive healthcare. That access will be dependent on the actions taken by national governments, donors and organizations operating in our field.

Our collective challenge between now and the end of the decade is to ensure that these women and girls are able to make the reproductive choices that support their dreams and ambitions.

# The futures of 954 million women and girls depend on it.

My mother dropped out of school at age 19 and my two aunties did the same. The one thing that was common between them was unplanned pregnancy. My ambition is to finish secondary school, go to university and achieve my dream of becoming a lawyer. But I have to protect myself to see my dream come true."

- BLESSING. AN ADOLESCENT CONTRACEPTIVE CLIENT WITH MSI NIGERIA

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As 2021 came to an end, we were thrilled that despite significant challenges, our supporters and teams had rallied to deliver outstanding impact for women around the globe. Over 19 million people received care and an estimated 14.1 million unintended pregnancies and almost 40,000 maternal deaths were prevented.

We saw great successes in our advocacy work, contributing to 66 policy changes and restrictions removed since 2016 that not only mean more women have access to choice, but that this access is sustainable. Our investments in innovation paid off and helped us reach more people while maintaining the highest standards of care.

We're leading the way in shifting resources and decision-making to our programs as well. We know from our experience that programs are best designed by those closest to the client. MSI has set a goal to have all of our country teams locally or regionally led by 2023. Simon Cooke, MSI Reproductive Choices CEO says: "Senior leadership everywhere must be representative of the clients we serve, with policies that help and support equality and opportunity for everyone."

We at MSI pride ourselves on being the people who overcome obstacles. MSI abounds with inspiring stories of extraordinary individuals like Emmanuel Kanchela from MSI Zambia who didn't turn back even when lions surrounded his car while he was delivering contraception. He knew the women waiting were counting on him, and so he continued.

While we may not have lions on our path, the obstacles are just as real. Due to cuts in government aid budgets and changes in giving strategies at many foundations, we are facing a financial shortfall in 2023 that will only worsen in 2024. The war in Ukraine and lingering supply chain problems are affecting the global economy, making operations more expensive. Climate change is forcing more and more people from their homes, cutting off access to reproductive healthcare for tens of thousands of women and creating a humanitarian need that is catastrophic.

And, while we knew that the outlook for women's reproductive rights in the United States wasn't good following the Supreme Court hearings in December 2021, the Court's decision to overturn Roe v. Wade still hit us all at MSI with gut-wrenching force.

Like Emmanuel in Zambia, we will continue, leading the way with perseverance, innovation and ingenuity. We're expanding capacity in Mexico, joining forces with other organizations, and building strong and sustainable systems to ensure that choice is not just an abstract right but an available reality. Together with the support of all of you, we will continue to fight so that every woman has the opportunity to choose her own future.

Amanda Seller, President, MSI United States

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Jess Search, MSI United States Board Chair

# 2021 in Numbers

By the end of 2021, we estimate that there were

34.3

million contraception clients served

14.1

million unintended pregnancies prevented

6.6

million unsafe abortions averted

39,500 maternal deaths prevented

\$798,000,000 saved in direct healthcare costs

Since 2016, the advocacy efforts of MSI country programs contributed to

66

policy changes or restrictions removed, leading to increased access and choice for millions of women around the world

**37** country programs

**Nearly** 

9,000

team members

84%

programs under national or regional leadership

19.4 million clients

million adolescent clients

Over

70%

of our contraceptive services were delivered to people from underserved communities

# Our Approaches

## **Mobile Outreach**

MSI's mobile outreach teams travel long distances to deliver services to people in rural and remote communities who often have no other means of accessing reproductive health services. In 2021, we reached over 3.8 million clients via our outreach providers.

# **Public Sector Support**

By working closely with Ministries of Health and district health authorities across 19 of MSI's country programs, we deliver training to public sector providers, establish quality assurance mechanisms, and advocate for a supportive environment for reproductive healthcare, with the aim of supporting the health system, sustaining access and ultimately achieving national ownership of the delivery of reproductive healthcare.

## **MSI Ladies**

Across the partnership we have a network of over 1,000 MSI Ladies delivering services in their own communities. MSI Ladies are nurses and midwives trained and supported by MSI to provide contraceptive services and advice to women in their own homes. In 2021, almost 600,000 clients were seen by MSI Ladies.

## **MSI Centers**

Our centers have served as the backbone of our operations since we opened our first clinic in London in 1976. They continue to provide safe and welcoming spaces where our clients can access high-quality contraception and safe abortion care. We are expanding to offer a broader range of well-woman services, as well as maternity care in some locations. In 2021, we supported over 1.6 million clients with care via our centers network.

# **Social Marketing**

We use our social marketing channel to ensure that people can access sexual and reproductive healthcare products in a convenient location. We distribute our own brands of high-quality reproductive healthcare products through pharmacies, community-based distributors and other private providers. In 2021, we served six million clients via this channel.

## **Contact Centers**

MSI's global network of contact centers provides free information, advice and referrals over the phone, social media and WhatsApp, supporting clients to make the reproductive choices that are right for them. Contact centers are ideally placed to provide a continuum of care for telemedicine and self-care clients, with advice on how to administer self-care products, expected side effects, and when and where to seek facility-based care. Our contact centers supported nearly 2.7 million client interactions in 2021.



A client waits to see the nurse in Jaipur, India.

# **Serving Those With** No Other Options

# Reaching the Most Marginalized and **Underserved Clients**

One of the ways we ensure our services are reaching those in greatest need is by measuring the proportion of clients we have reached from underserved groups. In 2021:

of contraceptive clients knew of no alternative option

were living in a rural setting

19% were adopters of contraception (using for the first time or after a lapse in use)

were living in poverty

0/0 were first time users of contraception

were adolescents

were living with a disability

Access to reproductive choice can be life-changing. Tragically, choice and the opportunities that it brings remain out of reach for many. That's why MSI is committed to ensuring that no one, regardless of who they are or where they live, is left behind. By 2030, we'll have provided at least 120 million women and girls with high-quality sexual and reproductive healthcare, and 80% of those clients will be from underserved or marginalized communities.

#### REACHING THE POOREST

In sub-Saharan Africa, the poorest fifth of women are twice as likely to not have access to contraception as the wealthiest fifth of women. Our experience shows that we can plug the gap for underserved communities affordably, at scale. In 2021, we delivered high-quality sexual and reproductive healthcare to over nine million clients.

We delivered much of our impact in partnership with the public sector. We trained providers, established quality assurance mechanisms, advocated for a supportive environment for reproductive healthcare, and shared the work of direct service delivery with government providers. Find out more about our public sector partnerships on page 9.

#### SERVING ADOLESCENTS

We tailor programs to reach adolescents. In 2021, 1.7 million of our clients were adolescents—a group often excluded from sexual and reproductive healthcare. We reached over 100,000 adolescents in partnership with government and local schools. In Nigeria, we reached 430,000 adolescents, ensuring young people have access to the information and services they need to avoid unintended pregnancy

# **Innovating Our Way Forward**

Innovation is in our DNA. In 2021, our teams continued to find new ways to overcome every obstacle in our pursuit of eliminating unsafe abortion and making contraception available to every woman who wants it.

We launched 20 new products, including our medical abortion product Mariprist, which was the first combi-pack to be offered in Zimbabwe. We also introduced several new contraceptive products, such as Avibela, a new hormonal IUD, in partnership with Medicines 360 in Kenya. MSI submitted 35 dossiers for product registrations across medical abortion, emergency contraception, condoms, and oral contraceptive pills. By expanding our product offerings, we have increased access to self-care products, delivering a 49% increase in sales versus 2020 and contributing to MSI's sustainable business model.

We harnessed digital technology and improved our client journey with our "Choice in a Digital Age" strategy, empowering more people to make their own health decisions. Our online contraceptive counselor app, Choice, was used over 45,000 times, with FHI360, an international health organization, recommending the app as a leading digital health tool for family planning.

In tandem, our global network of 31 contact centers provided free information, advice, and referrals over the phone, social media and WhatsApp, empowering nearly 7,000 clients a day to make the reproductive choices that are right for them. To support this, by the end of 2021, 10 of our country programs were set up with a Customer Relationship Management (CRM) platform, with 18 countries using a chat platform to provide streamlined support over the phone, WhatsApp, and Facebook Messenger.

Finally, our UK telemedicine program proved that at-home early medical abortion care is just as safe and effective as in-facility care, while our South Africa telemedicine program showed that with telemedical abortion care, we can reach those with no alternative access. Our teams in Ghana and Cambodia are now drawing on learnings from the UK, Australia, and South Africa to implement pilots for remote service delivery, ensuring that clients can get healthcare on their own terms and that access is protected despite COVID-19 restrictions. While we have faced challenges, particularly around policy restrictions on telemedical abortion care, we will continue to advocate for at-home abortion care to be delivered wherever possible, in line with local regulations and clinical best practice.

20 new products launched

Reached over Maillion followers through social media

675\_000 people accessed information via our websites

7\_000 people served every day through contact centers

# Sustainable Centers Support Choice

We are committed to a world where no abortion will be unsafe. To get there, the entire health system, from government providers to private centers, to our own network of quality-assured, high-quality providers is needed.

We're working to build a private sector network that puts women first. Our MSI centers form the backbone of this network, harnessing our 40 years of experience. In 2021, we focused on driving sustainability, so that these facilities continue to be available for women for the long-term. We also focused on diversifying the services we provide in our centers to support women through their reproductive life and in all their reproductive choices, whether that is to prevent a pregnancy with access to contraception or to deliver safely at one of the 20 new maternity centers specializing in obstectric care that MSI launched last year.

#### **CENTER PROGRAMS**

At our centers, we delivered high-quality care to over 1.6 million clients, seeing over 600,000 clients at our maternity centers alone. Vitally, we made significant strides towards achieving financial sustainability across

our global network: for every \$1.20 spent on operating costs, 77% was self-generated by service income.

Sustainable services protect access for women today and in the long-term. We know that many women will either need to or prefer to access a service in person: for example, those requiring a surgical abortion or support following a previous unsafe abortion attempt. We are committed to doing all we can to keep surgical abortion options available.

This goal has not been without challenges. As we continue to work toward achieving sustainability, we will rely on donor funding in the interim, particularly to support clients who cannot afford to pay. At MSI, we believe economic circumstances should never prevent a client from accessing quality care and reproductive choice, so we will continue to advocate for health financing options that help women to obtain services free of charge at the points of access, via private insurance and government programs. In 2021, we achieved this in Ghana, transforming access to long-acting forms of contraception, and we are now advocating for similar provisions in Zambia and Uganda.



Senior Midwife, Toch S. does follow up checks at the MSI center in Phnom Penh, Cambodia.

# Working with the Governments of Uganda and Ghana to Expand Contraceptive Choice

Dr. Carole Sekimpi, MSI Reproductive Choices' Senior Country Director, Uganda

For many people, their closest affordable provider of sexual and reproductive healthcare is a public sector facility, but services offered in these facilities can be limited. In Uganda, 59% of women access their contraception from a public sector facility, but due to training and commodity supply issues, often only short-term methods of contraception are offered, limiting choice.

Our Uganda program partnered with the government to change this and ensure a range of methods would be available. We worked with the Ministry of Health (MoH), district offices, public sector facilities and providers to cascade training on the delivery of long-acting forms of contraception, as well as supply-chain management. In 2021, our teams worked across 95 Ugandan districts to train providers in 515 facilities, delivering contraceptive choice to over 400,000 clients. The impact on choice has been clear: In 2021, more clients than ever before (9 in 10) reported that they received counseling on a full range of methods, and 85% of clients opted for a long-acting form of contraception from the expanded choice available.

As one government provider in Bunyangabo shared: "These trainings have helped us improve our services and the quality we offer our clients. We can now counsel on and provide any method confidently, and clients are able to select any family planning method they want."

Studies have proven time and time again that investing in contraception is a development "best buy," supporting women's health, autonomy and involvement in society. We saw it in Ghana, where our two-year pilot proved that every \$1 invested in women's access to



Suzan, an MSI Lady in Uganda, discusses contraceptive methods with a client.

contraception in Ghana results in \$4 in direct healthcare savings down the road. With these findings, MSI Ghana and others advocated for the inclusion of contraception in Ghana's expanded National Health Insurance. Now, all insured women in Ghana are able to access long-term contraceptive methods for free.

By strengthening the public sector and advocating for government funding of contraception, we're ensuring that women will have access to choice not just when MSI comes to town, but always.

# Expanding our service mix means we also supported 2 million clients with a wider range of services including:

# 500,000

STI Management and HIV Counseling and Treatments 175,000

Cervical Cancer Screening and Preventive Treatments 264,000

Antenatal and Postnatal care

82,000

**Vaccinations** 

## **PROGRESS REPORT:**

# Leading the Way in Abortion Care

In 2021, four million clients accessed an abortion or post-abortion care service with MSI. Half of our abortion and post-abortion care clients in our centers opted for surgical abortions. We are committed to building a sustainable network of centers across the countries where we work to ensure that those who want or need access to surgical abortion are able to access it.

We also increased provision of early medical abortion outside of facility settings, with continuum of care supported through our global contact center network. In the UK, a study of over 50,000 clients found that at-home abortion care was just as safe and effective as in-facility care, evidence which allowed us to successfully advocate for telemedical abortion care to be made a permanent option in the

UK. This same data was used to inform the US FDA's decision to permanently allow abortion pills by mail in the United States.

In Nepal, we successfully advocated for new abortion guidelines that would allow us to deliver safe medical abortion at home. With these new guidelines, our MSI Ladies were able to expand access to safe abortion and choice, trekking through the Nepali mountains every day to reach communities with no other access. One MSI Lady, Pragati Khanal, shared, "Women should have the right to do what they want with their own body. Those who have used my services come to me and say I've saved their lives."

MS Lady Pragati walks with client Nabina near her home in Tanahun, Nepal

### **CASE STUDY:**

# Supporting Adolescents with Reproductive Choice



Maureen, an 18-year-old student, visits an MSI mobile health clinic in Ndola, Zambia.

For a more equal world, girls and young women need sexual and reproductive healthcare. The ability to make safe and informed reproductive choices could help millions more girls stay in school every year and determine the path their lives take.

Despite the benefits of access to reproductive choice, young people are often not given the information and services they need. Social norms, a lack of access to accurate information, and long journeys to healthcare centers can make accessing reproductive choice more difficult for young people. In fact, girls aged 15–19 are twice as likely to lack access to contraception compared to all women of reproductive age.

At MSI, we are committed to dismantling the unique barriers that young people face when seeking reproductive healthcare. In 2021, our tailored youth programs provided 1.7 million adolescents with contraceptive choice, enabling girls like Maureen, a student in Zambia, to pursue their own futures.

MSI Zambia's mobile clinic caravans travel directly into communities to provide adolescent-friendly services. In 2021, Maureen was fitted with an intra-uterine device (IUD) following a consultation with one of MSI's providers. She told us that getting information and services in the caravan "was much easier, as there were other young people there who were a similar age, and the staff were welcoming and friendly."

We have a long way to go until all young people can access the reproductive healthcare services they need, but at the center of MSI's mission is a commitment to expanding availability, because we know how transformational the benefits can be. In Maureen's words: "Young people have big dreams. With the help of contraception, they can achieve their goals."

### **CASE STUDY:**

# Providing Choice on the Frontline of the Climate Crisis

For many of our clients, the climate crisis is a daily reality. When drought hits, they need to walk further to find water, and when harvests fail, they can struggle to feed their families. To adapt to these challenging circumstances, whether re-locating or re-entering the workforce, women and girls have made clear that they want reproductive choice.

This is true for women in coastal communities in Senegal, who are feeling the impacts of climate change. Rising sea levels have led to coastal erosion, damaging homes and threatening the mangroves that families depend on for their livelihoods.

MSI has partnered with Greenpeace to provide women and girls with reproductive choice. Binetou Sonko, a community leader in the coastal town of Joal, explained why access to choice is essential for women on the frontlines of the climate crisis: "Resources are scarce now because of climate change. Thanks to family planning, we can support ourselves, look after our children and get on with everyday activities. This is why we use contraception, to reclaim our lives."

Reproductive choice and the climate crisis are interlinked, and we're working to develop programs that support climate adaptation and resilience.



A woman gathers cockles from the mangroves in Senegal.

We're also working to mitigate the impact of our operations on the environment. The COVID-19 pandemic has been an opportunity to embrace new ways of working, in particular the integration of remote working tools to minimize travel. Other initiatives are under way to minimize MSI's footprint, and include environmental standards for MSI's outreach vehicles, as well as solar panel installation on clinics and support offices to increase use of renewable energy.

# **Women and girls are the hardest hit by the climate crisis.**

Gender discrimination, lower incomes, and limited access to resources mean that women and girls suffer longer and more severely from climate-related disasters. Women facing climate-related disasters need contraception to help build resilience, but often, they lose access to healthcare services during a crisis. MSI estimates that climate disruptions could cause an additional 6.2 million unintended pregnancies, 2.1 million unsafe abortions, and 5,800 pregnancy-related deaths over the next decade.



# **Putting Choice Within Reach**

In 2021, we expanded access to high quality and affordable medical abortion, post-abortion care and contraceptive products through our social marketing operations. We achieved this by increasing the number of outlets where clients could buy our sexual and reproductive healthcare products combined with training pharmacists and retailers on product quality and how to effectively advise clients. As a result, we supported over 1.2 million women with a medical abortion or post-abortion care service—a 164% increase from 2020.

Last year, MSI faced significant external challenges, with many salespeople and distributors restricted by lockdowns, either due to COVID-19 or political instability. Despite these barriers, our teams showed resilience and ingenuity, resulting in increased revenue from product sales by \$6.9m—49% growth over 2020.

This growth was achieved with commercial best practice approaches and a focus on building the distribution, sales, and skills of our social marketing teams. For example, by developing an online training program for distributing misoprostol, mifepristone, and combination medical abortion products, we have successfully onboarded additional pharmacists, widening the availability of affordable, high quality medical abortion and post-abortion care products.

The introduction of new products to our social marketing offerings, including condoms, oral contraceptives, and emergency contraceptives, has resulted in the generation of new income streams. These streams have successfully contributed towards MSI's sustainable business model, ensuring we can provide affordable medical abortion and post-abortion care in line with local legalization where it is needed most.

# (annualised clients) 2.2% 14.3% 39.3% 44.2% Permanent Methods IUDs Implants Short Term Methods

#### **CONTRACEPTIVE CHOICE**

Choice is at the heart of everything we do, and we provide counseling and a full range of contraceptive methods across our services. By offering the widest range, including short-term, long-acting, and permanent methods, we can ensure that every woman can choose the type of contraception that is right for her. The majority of our clients choose long-acting or permanent methods of contraception that will protect them from unintended pregnancy for longer periods of time, as we are the only provider of these methods in many of the countries where we work. In 2021, 60% of those who chose a contraceptive method with us used a long-acting or permanent method.

# **Advocating for What's Right**

We ended 2021 with a firm foundation in place to fulfill our MSI 2030 goals around removing legal, policy and financing barriers to increase access. We continue to foster grassroots, national, and global partnerships, develop communications and media strategies to highlight the importance of reproductive choice within broader global conversations, and strengthen our advocacy capacity to remove policy restrictions that affect access.

Our national advocacy teams, along with our external partners, contributed to an impressive 10 changes in policy, law, regulation and financing, which will directly increase access to services and information, supporting sexual and reproductive healthcare and rights. Many significant milestones were achieved, laying the groundwork for future policy changes.

The UK hosted the G7, which included the Global Education Summit and the UN Climate Change Conference, bringing opportunities for us to illustrate that sexual and reproductive health and rights are essential to girls' education, gender equality and climate adaptation. Toward the end of 2021, we collaborated with UNFPA and the Margaret Pyke Trust to advocate for the integration of sexual and reproductive health and rights (SRHR) in funding and programmatic responses to climate change adaptation. This resulted in a campaign supported by 66 environmental and sexual and reproductive health and rights organizations calling for climate mechanisms to focus on removing barriers to family planning, and culminating in a high-profile side event at COP26.

We co-hosted the third global safe abortion dialogue and participated at the Generation Equality Forum.

Through MSI's communications channels, we regularly shared insights that drive improvements across the healthcare sector, including lessons on reaching adolescents and those in the most marginalized communities, data on what clients want and value in reproductive healthcare, and lessons from our UK and South Africa telemedicine programs, generating 45,000 views of thought leadership content across our global website and our collaborative abortion and post-abortion care knowledge platform, SafeAccess.

# **NOTEWORTHY POLICY CHANGES**

- Family planning covered by National Health Insurance in Uganda and Ghana
- Telemedicine abortion made a permanent option in the UK
- Abortion access for unmarried women in India added to the Medical Termination of Pregnancy Act

# Standing Up for Choice in the Face of an Emboldened Opposition

Today, the anti-choice movement is better organized, better funded, and more pernicious than at any point in history. MSI providers face harassment and intimidation just for providing essential healthcare services, while misinformation about reproductive health and rights spreads easily online.

The global anti-choice movement, influenced by anti-choice activism in the United States, is powerful in countries like Nigeria, going to dramatic lengths to prevent women from accessing reproductive health-care. To combat the drumbeat of opposition, MSI builds bridges with community leaders, explaining the benefits of contraception and other reproductive healthcare services. The workshops—known as values clarification workshops—help participants set aside misconceptions and adopt a new perspective on reproductive health.

These conversations can have a profound impact. A media editor who had published negative stories about MSI Nigeria was invited to take part in a values clarification workshop. During the session, he realized the misconceptions that had influenced his views—and that by promoting an anti-choice perspective, he was harming women's wellbeing. At the end of the workshop, the editor returned to his company and published a piece promoting MSI Nigeria's work.

Despite the efforts of anti-choice activists, we see staunch support for our services from women and girls who want and need the ability to control their own bodies and futures. While the fight for reproductive rights continues, we are unwavering in our commitment to reproductive choice for women around the world.



Alhaji is a Fulani community leader who promotes contraception in Gombe State, Nigeria.



# In Memory of Our Co-Founder, Phil Harvey



Phil Harvey, free speech and civil liberties advocate and co-founder of MSI Reproductive Choices, sadly passed away at the age of 83 on December 2, 2021.

In 1976, the Marie Stopes Memorial Foundation went into liquidation and Phil, Tim Black and his wife Jean put up the money to buy the lease of the famous clinic at 108 Whitfield Street, London W1, where Marie Stopes had opened her Mothers Clinic in 1925. With this, Marie Stopes International, now MSI Reproductive Choices (MSI), came into being.

Phil served as a board member and trustee of MSI from 1976 to 2021, and helped turn an organization reaching 150,000 women annually in the 1970s into one serving more than 19.4 million people a year today.

In addition to founding MSI, Phil also founded DKT International and co-founded Population Services International.

Never afraid to push boundaries, Phil took the fight for sexual and reproductive healthcare and rights to U.S. Courts in numerous legal challenges, including in the Supreme Court.

Simon Cooke, the CEO of MSI Reproductive Choices, said:

"Phil Harvey was a serial entrepreneur, thinker and author who dedicated his life and career to defending liberty, freedom of speech, and sexual and reproductive health and rights around the world. As a co-founder of MSI and PSI, and founder of DKT, the legacy he leaves is enormous."



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