

RATIONALE

Malawi is poised to nearly triple its population from 13 million (2008) to 38 million by 2040. Such a large increase in population will present enormous barriers to the country's social and economic development. Managing population growth is essential to creating a healthy and economically sustainable future for Malawi.

The **National Communication and Advocacy Strategy for Population and Development** addresses these issues by

- Fulfilling MEPD's mandate to coordinate population activities
- Clarifying that all sectors must take responsibility for population management
- Coordinating sectoral activities to manage population growth and strengthen the overall effort
- Raising public awareness of population issues to strengthen advocacy efforts
- Engaging with stakeholders at all levels to change policy, attitudes, and behaviour
- Increasing understanding of the important linkages between population and development

RESULTS

Implementation of the **National Communication and Advocacy Strategy for Population and Development** will result in increased awareness and mobilisation at all levels to address the population dynamics that negatively affect Malawi's sustainable growth and development.

MEPD thanks the members of the Technical Working Group on Population and Development Advocacy for their input in developing this strategy. We are especially grateful for the technical and financial support of the USAID-funded Health Policy Project.



photo credit: Jessica Ridgewell

MALAWI

National Communication and Advocacy Strategy for Population and Development 2012–2016

For more information, please contact:

Ministry of Economic Planning and Development
Capital Hill Circle, P.O. Box 30136
Capital City Lilongwe 3, Malawi

Telephone: +265 1 788 888
Fax: +265 1 788 247 / 131
Email: mepd@malawi.net

MINISTRY OF ECONOMIC PLANNING
AND DEVELOPMENT (MEPD)

GOALS

- To provide a framework for MEPD and other sectoral partners; community-based, faith-based, and nongovernmental organisations; and individuals to raise awareness about the impact of population on Malawi's development, thereby generating support among national and local leadership for prioritising, managing, and resourcing efforts to address population issues.
- To support the long-term socioeconomic goals of managing population growth and decreasing fertility rates in Malawi, thereby increasing the standard of living and quality of life of the people of Malawi.



photo credit: Gunnar Salvarsson

COMMUNICATION AND ADVOCACY OBJECTIVES

- 1 Reinforce political will and support** among national and local decisionmakers for prioritising, managing, and resourcing efforts to address population issues.
- 2 Strengthen national- and district-level understanding** of linkages between population issues and development, especially the key role of family planning.
- 3 Foster collaboration, coordination, and networking** among all stakeholders.
- 4 Support** the Ministry of Health's Reproductive Health Unit and other partners to promote **family planning as a development issue in Malawi** and overcome barriers to access by promoting messages about the impact of unmanaged population growth on families and communities.
- 5 Enhance understanding of the linkages between gender dynamics** (gender equity, equality, and empowerment of women) **and population issues** among individuals, couples, and communities.
- 6 Promote education**, especially for girls, as a crucial population intervention.
- 7 Increase knowledge** among individuals, couples, and communities **about the linkages between population growth and future employment opportunities** for youth.
- 8 Foster** individuals', couples', and communities' **understanding of the important linkages between population growth and the environment**.
- 9 Strengthen** the institutional and individual **capacity of leading governmental agencies** to coordinate communication and advocacy efforts on population issues.
- 10 Enhance monitoring and evaluation systems** to measure the impact of communication and advocacy activities.

EVERYONE HAS A ROLE

- ✓ A coordinated, multisectoral response to population growth is essential. Population growth affects all the people of Malawi. Everyone can play a role in addressing it.
- ✓ Successfully managing population growth in Malawi depends on national, regional, community, and individual commitments and participation. Only through such coordinated efforts will we achieve lasting changes that will improve the lives of Malawians for generations to come.