

guttmacher

Strategic Plan

2026-2029

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LETTER FROM LEADERSHIP

From Peril to Promise: Fueling Evidence-Based Progress

Dear Friends,

We write at a moment of extraordinary peril for reproductive freedom and bodily autonomy—when decades of progress are being undone and communities in the United States and abroad are seeing their rights infringed upon and access to health care diminished. It is a moment that demands urgent action.

Yet, while we cannot ignore the dangers of the present, neither can we allow them to stop us from envisioning—and working toward—a better future. After all, we have much on our side, from broad public support for abortion rights and contraceptive choice to strong champions across government and civil society who are willing to fight courageously to advance our shared mission.

Against this backdrop of peril and promise, we are proud to present the Guttmacher Institute's Strategic Plan, 2026 to 2029. This plan represents our commitment to address the challenges that we face today while working steadfastly to create the world we want to see.

The foundations for this plan are the unique strengths that Guttmacher brings to the table; strengths affirmed through consultation with a wide array of partners and supporters. These include deep expertise in rigorous scientific research, a rare ability to apply evidence to advocacy and narrative-shaping, a global view borne of decades working with partners in the United States and around the world and our biggest asset of all: our people—a group of creative, curious and collaborative individuals working across disciplines to advance a common goal.

The plan is also rooted in a clear-eyed assessment of how we must evolve to meet the needs of the moment, including by continuing to adapt to an ever-evolving information ecosystem and by leveraging new tools and tactics that will allow us to drive impact.

Harnessing these strengths and possibilities, we will tackle four mutually reinforcing priorities over the next three years:

- Take direct aim at the pernicious threat posed by misinformation and disinformation
- Advance sexual and reproductive health and rights (SRHR) globally through equitable partnership
- Drive progress in the United States by strengthening our capacity to support work at the state level
- Increase our reach and multiply our impact through digital innovation

These priorities are an invitation to our partners, supporters and friends—to work alongside us in fighting back and building forward.

These priorities are an invitation to you—our partners, supporters and friends—to work alongside us in fighting back and building forward. Although the world we seek to build together may seem far off at this time, we are undaunted by the challenge and firmly committed to achieving our vision: a world in which all people are able to realize their rights and achieve sexual and reproductive health.

Wendy Bostwick	Destiny Lopez	Jonathan Wittenberg
Board Chair	Co-CEO	Co-CEO

Mission, Vision and Values

Mission

The Guttmacher Institute is a leading research and policy organization committed to advancing sexual and reproductive health and rights (SRHR) worldwide.

Vision

The Guttmacher Institute envisions a future in which all people can realize their rights and access the resources they need to achieve sexual and reproductive health.

Values

The Guttmacher Institute is guided by the following organizational values:

Equity, Inclusion and Belonging

We address historic and ongoing oppression and systemic barriers that may limit opportunities based on race, gender identity, disability and other marginalized identities. We treat each other with respect. We try to make everyone feel welcome and included.

Collaboration

We strive for partnership grounded in mutual respect, trust and shared accountability, with a focus on meaningful participation and outcomes.

Integrity

We act with fidelity to facts and rigor—in how we conduct research, communicate evidence and advocate for policy change.

Nimbleness

We cultivate readiness by being flexible, adaptive and comfortable with uncertainty and change.

Organizational Theory of Change

Our theory of change reflects our core strengths and unique assets and approach: we are a producer and authority of high-quality scientific evidence, a center of excellence for policy analysis, a shaper of media and public discourse, and a catalyst for evidence-based policy change. While each of these descriptors are indispensable components of our identity, it is the interplay of these that make Guttmacher a high-trust arbiter of the facts and their use for real-world change, a cohesive whole that is far more than the sum of its parts. This integrative approach is further embodied in the geography of our work: we are united by a global view that recognizes the interrelationships and crosscurrents between the United States and the global community of which it is a part. In the coming years, we will harness our unique set of skills and our global view, complementing these with new capacities that meet the moment and help us drive impact.

Areas of focus:

Guttmacher will continue to leverage our deep substantive expertise in the areas of abortion and contraception. While these will remain our core areas of focus, we will address them as part of the continuum of needs that people experience over the course of their lives, and we will deepen work in other areas of SRHR where we have expertise and where gaps or partnership opportunities exist.

Our theory of change reflects our core strengths and unique assets and approach: we combine the methodological rigor of a leading research institution with the strategic communications and policy expertise needed to make evidence drive real-world impact.

Partners: global, regional and within individual countries; as well as US federal, state and local advocates, providers, donors, policymakers and researchers.

Theory of Change

ACTIVITIES

- Rigorous research: generate high-quality research that is actionable and reproducible; lead efforts to strengthen measurement of needs, costs, benefits and policy impacts
- Policy tracking, ideation, and advocacy: track and analyze policy developments in real time; create innovative policy solutions; advocate for evidence-based policy change
- Strategic communications: develop compelling messaging and deploy research and analysis for a wide range of audiences and through multiple channels

Cultivate equitable partnerships

Democratize access to data

OUTPUTS

- Research and advocacy: policy analyses, peer-reviewed scientific papers, legislative testimony and rapid response analyses
- Media and communications: op-eds, press releases, fact sheets, media briefings and rapid response messaging
- Open data and online tools: publicly accessible datasets, interactive dashboards and analytic resources
- Convenings and coalitions: Stakeholder convenings, working groups, advocacy coalitions and cross-sector partnerships
- Technical expertise: Capacity strengthening, technical assistance and other partner supports

OUTCOMES

- Guttmacher is seen as a standard-bearer for methodological rigor, insightful policy analysis and equitable partnership
- Misinformation and disinformation are exposed and their influence on policy is weakened
- Partners have knowledge and tools to generate research and to advocate for sound, evidence-based policies
- We and our partners can respond rapidly and effectively to critical SRHR issues as they emerge globally, regionally and locally
- Public discourse on SRHR is increasingly grounded in facts and science and reflects a human rights perspective

LONG-TERM IMPACT

SRHR policies and programs are protected, advanced, equitable and robustly funded

TODAY'S SRHR LANDSCAPE

The Greatest Threats to Progress

Since 2022, when the US Supreme Court's ruling in *Dobbs v. Jackson Women's Health Organization* overturned *Roe v. Wade* and eliminated the federal constitutional protection for abortion, those advocating for sexual and reproductive health and rights have been facing an extraordinary challenge: How to advance a progressive agenda within a rapidly changing landscape where a strong, well-funded opposition is radically restricting fundamental rights.

In the United States, *Dobbs* served as a crowning moment—though not the endgame—for the anti-abortion movement and has ushered in an era of legal and personal chaos and confusion, for providers, policymakers, and, most critically, for people seeking abortions. Since the ruling, the opposition's assault has shown no signs of slowing: federal and state policymakers have continued advancing both novel and long-standing restrictions on reproductive health care—rolling back federal protections for abortion under the Emergency Medical Treatment and Labor Act, limiting abortion access for veterans, and threatening the availability of medication abortion—all with devastating consequences for people's lives.

Outside of the United States, we have witnessed both a liberalization and deeper commitment to SRHR in some countries—but also a dangerous and intensifying conservative undertow in others, fueled in part by the dynamics in the United States. Global progress on SRHR has been severely impacted by the dismantling of USAID, which supported a significant amount of service provision and community programming for maternal health, family planning, HIV and SGBV care, and the collection of irreplaceable demographic and health data from over 90 low- and middle-income countries. This strategic plan has been formulated against this backdrop.

Key Threats

For almost 60 years, Guttmacher's enduring strength has been our unique combination of rigorous research, evidence-based advocacy and strategic communications. To develop the strategies in this plan, we engaged 25 domestic and international partners across those disciplines, as well as our staff and Board, to help us identify the greatest threats to our work in the next few years—and the best opportunities for Guttmacher to address them by leveraging its expertise and resources.

The spread of mis/disinformation

Stakeholders in the SRHR field, across sectors and geographies, referenced the increasing scale and scope of mis- and disinformation (MDI) as an existential threat, particularly for organizations like Guttmacher. MDI carries uniquely high stakes

in SRHR. When MDI about sexual and reproductive health shapes legal and policy decisions—and filters into the broader popular consciousness—it can distort community understanding, normalize harmful practices and undermine individuals’ ability to make informed personal choices.

Assault on rights in a post-Dobbs world

Equally pressing for those working in the United States is fending off the unrelenting assault on reproductive freedom after the *Dobbs* decision, especially in the states where abortion opponents are doubling down on extremism. The assault takes many forms: criminalization, prosecution and harassment of patients and providers; operational costs and constraints for clinic administrators; logistical and financial obstacles for patients needing to travel to other states; and increasing attacks on contraception. These efforts are contributing to extreme levels of stress in the entire sexual and reproductive health ecosystem. As one partner put it, there is a “dominance of toxicity” affecting all who are working within SRHR on every level—psychological, emotional and spiritual.

Globalized opposition

The dynamic seen in the United States and the increasing anti-human rights and anti-SRHR narrative emerging from the US and Europe is impacting SRHR progress around the world, for myriad reasons. Faith-based anti-rights groups in many countries are emboldened by the success of the religious right in the United States and are pursuing equally restrictive agendas. In the regions where the Institute works—including Latin America, South Asia and Sub-Saharan Africa—many governments are distrustful of the current US administration and its policy decisions, which echo exploitative historical US policies that cast a long and lasting shadow. That distrust can spill over to US-based research and advocacy groups. These dynamics are surfacing just as countries in these regions are seeking to assert sovereignty over their health systems and pivot to more equitable relationships with actors in countries like the United States.

In today’s communication ecosystem, reaching advocates, policymakers, funders, government officials and the public with rigorous research and analysis where and when they need them is a formidable challenge.

An ever-changing digital landscape

Lastly, given the technological transformation of our entire communications ecosystem—impacting how everyone now searches, sources and digests information—reaching advocates, policymakers, funders, government officials and the public with rigorous research and analysis where and when they need them is a formidable challenge. Related, the rapidly accelerating integration of artificial intelligence into all aspects of our digital lives is an issue every SRHR organization is grappling with: How do we protect our data from

being mis-analyzed and distorted? How will AI impact health information, decisions and service delivery in the future? How can it enhance, or hurt, our own research and operations? What tools can we build with AI to help researchers, advocates and policy makers?

The strategies that follow focus on how Guttmacher will address these threats over the next three years.

Strategic Priorities

Our strategic priorities focus on how Guttmacher can best leverage its existing expertise, partnerships, networks and resources over the next three years to address the most critical threats the SRHR field is facing today.

Some of the objectives below are intentionally ambitious and will depend on what we learn as we experiment with new approaches, strengthen current partnerships or build new ones, and source additional funding. Others focus on accelerating and raising the visibility of existing work.

These priorities are designed to be mutually reinforcing and apply to both our current flagship domestic and global programs (see pages 20–22) and to other ongoing work. Mis- and disinformation, for example, is a threat both in the United States and globally; intentionally developing rigorous evidence in response to this peril, as part of our global and domestic research agendas, is a critical bulwark against it. Further, state, national and global advocates and policymakers are contending with MDI and will look to Guttmacher not only for the evidence, but for how to communicate it.

Similarly, meeting our audiences where they are in today's digital ecosystem will be critical for all of our work, to help create the conditions necessary for the change we aspire to. In recognizing that the United States is part of the global community, we can look for ongoing ways to align practices across the digital landscape—exploring whether and how AI tools could complement our human assets strategically and safely, and creating public-facing data resources that sustain an accessible evidence base.

Taken together, these cross-cutting priorities will enable us to evolve, innovate and strengthen our work as we strive to advance our mission and build a better future.

STRATEGIC PRIORITY

1

Center the Facts to Disrupt Misinformation and Disinformation

Guttmacher’s decades of credibility and cross-sector trust make us uniquely equipped—and uniquely obligated—to lead. We produce research and translate complex science into clear, actionable intelligence for policymakers, advocates, journalists and researchers alike. Our rare ability to bridge worlds across the political spectrum—our evidence is trusted by proponents and opponents of SRHR alike—and across countries and borders has made us the definitive source for trusted facts in our field.

Misinformation (false or inaccurate information) and disinformation (the intentional creation or spreading of misinformation) is an active and accelerating force undermining public trust, democratic institutions and informed decision-making on sexual and reproductive health and rights across the globe. Junk science is being deliberately deployed to restrict SRH access and the consequences can be severe: more restrictions on sexual and reproductive rights and increased risks for peoples’ ability to make informed choices about their health and lives.

The Guttmacher Institute is well-suited to lead the charge in disrupting and countering this broad threat. Over the next three years, we will dedicate more resources to confronting the challenge of MDI by deploying original research, strategic communications, and policy advocacy as an integrated response and by reaching key audiences in new, intentional ways.

Guttmacher’s integrated response will provide the critical evidence necessary to understand the landscape of SRH care and contribute to scholarship documenting the scope of and effective responses to this challenge. While forging and maintaining strong collaborations and partnerships (knowing no one organization can do this alone), we will provide leadership in pre-bunking, debunking and challenging false narratives about abortion and contraception before they are enshrined in policies.

STRATEGIC PRIORITY

1

Center the Facts to Disrupt Misinformation and Disinformation

Objectives	Key Milestones	Impact
<p>Leverage Guttmacher’s existing research and analysis to publicly and explicitly combat MDI on abortion, contraception and other SRHR issues.</p> <p>Contribute to new understandings of how MDI is impacting SRHR through original research.</p> <p>Equip partners and other stakeholders to combat MDI in their own work.</p> <p>Reach new audiences through targeted strategies and more accessible resources.</p>	<p>Research on MDI and SRHR mapped and tracked and coalitions and partnerships engaged to identify opportunities for Guttmacher leadership and collaborations.</p> <p>An internal community of practice maintained to ensure cross-divisional connection, learning and ideation.</p> <p>New research studies explored that align with gaps and opportunities in the field.</p> <p>A new collaborative, field-wide initiative launched to share information on MDI needs, resources, gaps and pre-bunking opportunities.</p> <p>A Guttmacher-branded digital clearinghouse and influencer strategy developed to reach new audiences and to provide key audiences and partners with a one-stop shop for understanding the facts.</p> <p>Policymakers and staff trained and supported on debunking abortion and contraception MDI.</p>	<p>The SRHR field is better resourced to counter MDI and looks to Guttmacher for leadership and partnership in this critical work.</p> <p>Partners, policymakers and stakeholders utilize our evidence, analysis and tools in their rapid response and longer-term efforts to center the facts and advance policy wins.</p> <p>New Guttmacher evidence contributes to ongoing scholarship on MDI and SRHR.</p> <p>Guttmacher facts and thought leadership are accessible and increasingly referenced in online conversations with existing and new target audiences, contributing to stronger pre- and debunking of junk science on abortion and contraception.</p> <p>Lawmakers increase their ability to identify and counter SRHR MDI when developing policy and legislation, contributing to wins.</p>

STRATEGIC PRIORITY

2

Advance Global Work Through Equitable Partnership

Guttmacher’s global work—conducting policy-relevant, high-quality research to address current SRHR priorities, and effectively communicating about it through clearly defined recommendations and implications for policies and programs—is especially needed now, given a growing anti-rights movement, widespread mis- and disinformation, and attacks on evidence.

Our strategy during the next three years will be focused on countering those trends by building upon our established strengths while accelerating and deepening work in the areas of greatest urgency. What is new in this moment is not our mission, but our focus: we are sharpening our efforts, simplifying them where needed, and directing our resources toward research and contexts where the need is most acute and our contribution most distinctive.

Central to this strategy is our unique global view of the United States and all other countries in the world. Guttmacher works across an exceptionally diverse range of countries—spanning regions, income levels, political contexts and health system landscapes—and we see this diversity not as a challenge to navigate, but as a core analytical strength. The ability to draw insights across such varied settings allows us to identify patterns, surface lessons and generate evidence that no single-country perspective could produce.

We will build upon the following strengths:

- The intellectual foundation we laid with the Guttmacher–Lancet Commission report, including its comprehensive definition of SRHR, which continues to anchor and guide the field
- Expertise in research and advocacy on some of the most sensitive aspects of SRHR now under intense attack—including abortion and adolescent SRHR—where we are accelerating our output and visibility
- Proficiency in conducting research that is both policy-relevant and methodologically innovative, with a renewed emphasis on making findings accessible and actionable for diverse audiences
- Extensive experience working closely with and strengthening the capacity of partners across a wide spectrum of geographies and contexts—particularly in Latin America, South Asia, and Sub-Saharan Africa—and a commitment to learning from and elevating that diversity in our global analysis

STRATEGIC PRIORITY

2

Advance Global Work Through Equitable Partnership

Objectives	Key Milestones	Impact
<p>Expand implementation of our <i>Equitable Partnership</i> principles and guidance.</p> <p>Develop a bold and comprehensive set of indicators for SRHR including abortion, contraception and family planning.</p> <p>Equip partners to make the case to their governments and other key stakeholders to prioritize SRHR services and to adequately finance them.</p> <p>Build trust in data and evidence among advocates and local and regional policymakers.</p>	<p>Model Memorandum of Understanding (MOU) templates piloted and signed with key partners.</p> <p>Local stakeholder voices integrated into evidence building for flagship data projects (<i>Adding It Up</i> and <i>Abortion Worldwide</i>), through a new country consultation model.</p> <p>New open-access dashboards and regional communications toolkits developed for all regions.</p> <p>Case studies published that help key stakeholders understand how Guttmacher data helps influence policy, budget and service decisions.</p> <p>Government-requested policy briefs or commentaries produced and distributed to decision-maker networks.</p>	<p>Global and regional partners report that partnership model leads to better research, policy, service-delivery and funding outcomes.</p> <p>Regional partners co-create, adapt and disseminate advocacy materials independently, using Guttmacher evidence.</p> <p>Accepted SRHR indicators used in research, policies and outcome metrics to drive global and regional progress.</p> <p>Partners and government officials at all levels highly rate Guttmacher's trustworthiness and relevance.</p> <p>Government leaders enact laws and policies that prioritize and fund SRHR services.</p>

STRATEGIC PRIORITY

3

Drive Progress in the United States Through Responsive, State-Specific Resources

Four years after *Roe v. Wade* was overturned, the confusion and chaos caused by relentless policy and legal attacks on abortion and contraception continues to wreak havoc on patients and providers—while also generating new innovations in policy and provision of care. With state and federal policy as mutually reinforcing drivers of change for sexual and reproductive health and rights, Guttmacher’s rigorous evidence-generation underpins policy change and strengthens our movement. Coupled with our strong partnerships and strategic sensemaking of how policies shape access and experiences, Guttmacher will ensure we meaningfully influence federal and state policy outcomes through our own research, communications and policy work and by deliberately focusing on how we can buttress partners and state coalitions with the evidence they need to advance their priorities.

With this additional strategic focus, Guttmacher will be the trusted source advocates and policymakers turn to for state-level data on reproductive health care delivery, access and utilization, and for analyzing how state and federal legal and policy developments impact delivery of care and the people who need it. Drawing on our flagship research that tracks national- and state-level provision and utilization of abortion and contraception and our strategic policy and communications expertise, Guttmacher will partner with federal and state-based policymakers, advocates, researchers and coalitions to co-create meaningful policy-relevant interpretations and strategies for translating research into successful advocacy.

STRATEGIC PRIORITY

3

Drive Progress in the United States Through Responsive, State-Specific Resources

Objectives	Key Milestones	Impact
<p>Develop a new domestic research agenda that strengthens current flagship projects, expands into new growth areas and aligns with our global priorities.</p> <p>Support coalition partners and other advocates with existing evidence, policy perspective and technical assistance.</p> <p>Generate new data and evidence that state and federal advocates, policymakers, journalists and researchers need.</p> <p>Respond to shifting policy developments with new research on impacts of policy change, SRHR access and demand-side, person-level experience and outcomes.</p> <p>Shape both national- and state-level discourse that supports state advocates in achieving proactive goals or fighting restrictive efforts.</p>	<p>Mid- and longer-term domestic research agenda created with input from state and national stakeholders.</p> <p>Identified state stakeholders' needs and priorities for evidence and evidence-informed policy analysis.</p> <p>Built bridges and links across our state-level research and policy projects and resources.</p> <p>Created or revamped online platforms to share state-level data.</p>	<p>Guttmacher's domestic research agenda builds proactive evidence and is nimble enough to react to emerging threats.</p> <p>Guttmacher's public good/flagship data and evidence are a crucial resource for researchers in and beyond our field.</p> <p>State partners integrate our research, policy data and analysis, and technical assistance into their state policy agendas and advocacy materials and are better able to advance their agendas.</p> <p>The US SRHR field is buttressed by Guttmacher's rigorous data, evidence base and policy sensemaking to successfully push for policy change at the state level—and win.</p>

STRATEGIC PRIORITY

4

Increase Relevancy and Reach Through Digital Innovation

Policymakers, advocates, journalists, media influencers and researchers discover and engage with evidence primarily through digital channels—including search engines, AI-generated summaries, social media, online databases and multimedia platforms. To remain relevant, discoverable, credible and influential in the digital knowledge ecosystem, Guttmacher will innovate our digital outreach and make strategic investments in our infrastructure, AI access, data governance and visibility. Without such investment, Guttmacher’s research and knowledge risks being underutilized in key conversations about SRHR worldwide.

An enhanced digital presence will ensure research and policy outputs are easily accessed and translated into formats that diverse audiences can understand and use, enabling faster dissemination of evidence in response to evolving policy debates around reproductive rights and health access; these innovations will be critical to our efforts to proactively counter MDI and support our global and domestic progress, as outlined above.

STRATEGIC PRIORITY

4

Increase Relevancy and Reach Through Digital Innovation

Objectives	Key Milestones	Impact
<p>Strengthen audience engagement through expanded digital and data-driven storytelling, strategic audience development and diversified pathways to reach and influence key stakeholders.</p> <p>Modernize internal systems, data governance and digital practices to ensure all enhancements remain coherent, scalable and sustainable.</p>	<p>New data-driven storytelling formats developed, tested and implemented.</p> <p>Increased use of data visualization to translate and disseminate our research and support data-driven storytelling.</p> <p>Content and platforms adapted for discoverability.</p> <p>Audience insights and performance data help us improve how we design, position and distribute evidence for greater influence and impact.</p> <p>Updated data standards and governance, including policies and best practices on AI.</p> <p>Infrastructure supported ongoing updates and adaptation without compromising rigor or credibility.</p>	<p>Research and analysis increasingly reach priority audiences across platforms and search environments in measurable and sustained ways.</p> <p>Expanded data-driven storytelling formats contribute to increased citation, media uptake, policy relevance and informed discourse.</p> <p>Stakeholders understand and use our data for advocacy and policy wins and narrative shifts.</p> <p>Stakeholders report that our research and analysis is consistently easy to find and that our resources enhance understanding and practical application.</p>

Flagship Programs

At the heart of our work—and central to the achievement of the strategic priorities—are our flagship programs. These are the platforms and programs that we use to collect critical data, understand patterns of need and service delivery, and track trends in the policy landscape. Some of these programs have been honed over several decades, while others represent new, boundary-pushing areas of work. In the next three years, we will leverage the infrastructure and expertise that Guttmacher has built through these flagship efforts as we seek to achieve our strategic objectives. These programs include:

Domestic flagship programs

The **Monthly Abortion Provision Study (MAPS)** was launched in 2023 to capture ongoing and seismic shifts in abortion access following the Supreme Court’s *Dobbs* ruling. The MAPS uses innovative methodology to produce timely estimates of clinician- and telehealth-provided abortions, making it an invaluable data source to track state and national trends. It builds upon—and utilizes—the decades of data that Guttmacher has in hand from the Abortion Provider Census, a forerunner of this project.

The **Abortion Patient Survey (APS)** is the largest study of individuals obtaining abortions in brick-and-mortar clinics in the United States, providing a broad demographic and socioeconomic profile of abortion patients. For decades, the APS has been the only comprehensive national data source on the demographics of patients obtaining facility-based abortion care. The APS generates many of Guttmacher’s most widely cited findings (such as that one in four women will have an abortion in her lifetime, or that more than half of abortion patients are already parents).

The **Online Medication Abortion Study (OMAS)**, which also launched following the *Dobbs* decision, seeks to measure the characteristics and experiences of people accessing abortion through online sources, including through shield law providers as well as community health networks, international clinics and websites that sell pills. Together with data from MAPS and APS, it is designed to provide a comprehensive portrait of abortion provision across the United States and of the people who access that care.

The **Family Planning Clinic Census** was initiated five decades ago to inform congressional appropriations around US safety-net family planning services. To this day, it serves as the only comprehensive source of information about these services across a fragmented service delivery and financing landscape. The census tracks trends in a number of key indicators, such as the number

of women and adolescents served by publicly supported clinics. Providing data about public investment in family planning across payors (e.g., Medicaid and Title X) and programs (e.g., Title X and state family planning programs), the census answers key questions about the effects of policy and programmatic changes on patients, providers and clinics within the publicly funded ecosystem.

Guttmacher also conducts a body of research **tracking utilization of contraceptive services**. This work relies on existing and original data to describe individuals seeking publicly funded contraceptive services, barriers to access, contraceptive preferences and experiences of care. We focus on priority populations (e.g., adolescents), emerging innovations in care (e.g., telemedicine), quality of care delivered, and the impacts of policies and programs in people’s lives. Together with our work on the provision of publicly funded services, this research paints a rich portrait of contraceptive needs, preferences, service provision and impacts among populations in the United States that are historically underserved.

Through legislative tracking, analysis and advocacy, we examine federal and state policies and provide findings and sensemaking to a diverse set of movement partners, elected officials, press and more. The fast-changing US policy and legal landscape for SRHR, particularly abortion care, requires daily, diligent tracking and analysis—such as that in our **Interactive Map: US Abortion Policies and Access After Roe**—to monitor and summarize the status of reproductive rights and to explain the interplay between policy change and our flagship US research. Guttmacher’s policy monitoring is extensive and deliberate, and that data anchors numerous real-time and recurrent analyses and briefings.

Global flagship programs

For over two decades, **Adding It Up (AIU)** has served as a critical resource for the international community, providing a compelling, rigorous case for investing in SRHR in low- and middle-income countries. AIU estimates the need for, impact of and costs associated with providing essential services for contraceptive care, abortion care, pregnancy-related and newborn care, and STI treatment, as well as the cost-savings associated with investing in comprehensive sexual and reproductive health services.

Just the Numbers draws on AIU data to quantify the impact of donor financing for SRH services in low- and middle-income countries. Originally developed as a tool to help advocates defend US foreign aid for family planning and cited frequently by congressional champions during annual appropriations, it has been

The fast-changing US policy and legal landscape of SRHR, particularly abortion care, requires daily, diligent tracking and analysis.

expanded to several other settings and is now one of the most high-impact resources used to mobilize resources and protect against funding cuts.

Over the past 40 years, Guttmacher has developed the **Abortion Worldwide (AWW)** program in tandem with World Health Organization to generate robust, modeled estimates of the incidence of unintended pregnancy and its outcomes (unplanned births and abortions) at global, regional, sub-regional and country levels. These estimates have been instrumental in providing foundational data that are critical inputs for other key research efforts across the sector, including emerging work to model the impact of fertility regulation on women's social and economic empowerment and a host of other country-level and global projects to build the scientific infrastructure that the SRHR field needs.

Anchored in three robust clinical trials, the **Family Planning Impact Lab (FPIL)** will generate critical evidence on how family planning advances women's health, empowerment and economic mobility. By generating evidence on impact, FPIL aims to support governments, international organizations and global funding bodies to make evidence-based decisions about how to efficiently invest in family planning in resource-constrained environments.

Four Critical Levers for Success

Organizations aspiring to create systemic change never do so alone. This is certainly true in the SRHR field, which, like any complex ecosystem, encompasses a wide range of actors—from academic institutions and bilateral funders to federal policymakers, on-the-ground advocates, clinicians and abortion funds. A key driver of our success for this plan, therefore, will be ensuring that Guttmacher and our partners have a shared, clear understanding of our distinct roles within this ecosystem. That includes fully embracing our core values of equity, inclusion and belonging, and approaching every collaboration with generosity and humility.

Equally important is the work we must do within our own organization. Reviewing our current operations, systems and protocols will allow us to identify opportunities to work more effectively and efficiently in service of this plan’s objectives. This includes strengthening communication and collaboration across our divisions to improve project alignment; clarifying roles and responsibilities to enable faster decision-making and clearer accountability; and leveraging technology more strategically to support our work.

A complex and dynamic environment presents us with continuous choice points on what we forego, sunset, and deprioritize among the many urgent and critical calls to action we face. This plan brings clarity to how we make those deliberate decisions; our projects and actions will be assessed according to the ways they ladder up to the objectives and key milestones of each strategic priority. Using our theory of change, we’ll identify when we lead and when we partner or amplify others’ leadership, and how we evolve our flagship projects to embrace these strategic priorities.

Finally, the objectives in this plan are ambitious—and were developed at a moment when federal and global funding for SRHR has reached its lowest point in decades. Yet this urgency has only sharpened our determination. With these priorities as our guideposts, we are actively exploring new avenues of support and opening conversations with global and domestic funders who understand the stakes. At a time when science and facts are no longer the reliable foundation for policy development and clinical practice, the absence of a robust, widely shared and understood evidence base puts the health and well-being of millions at risk.

For almost 60 years, through shifting political, economic and social landscapes, Guttmacher has endured and thrived as a leading research and policy organization. The threats facing our field today are perhaps more formidable than ever, and the road ahead will not be easy. Yet we remain resolute—and hopeful—that in partnership and with sustained support, we can activate the strategies identified in this plan and achieve our objectives.

A key driver of success will be ensuring our partners have a shared, clear understanding of our distinct roles within this ecosystem.

Acknowledgments

We gratefully acknowledge the individuals whose leadership, expertise, and support have contributed to the development of this strategic plan. We extend our hearty thanks to the 25 stakeholders who offered their insights during our discovery phase. And we are grateful to the many Guttmacher Institute staff and board members who dedicated time, energy, and ideas to the process. And, finally, immense thanks to Leonora Wiener and the entire team at Interaction Associates, who facilitated this planning process with wisdom, grace and speed. This plan and its priorities are stronger for the many voices and visions that shaped it.

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