

Strategic Plan 2026–2029

TODAY'S LANDSCAPE

Mis/Disinformation (MDI)

False narratives are being weaponized to restrict access to SRHR—posing an existential threat to evidence-based policy

Globalized opposition

Anti-rights actors are emboldened worldwide, and funding cuts have created critical data and service gaps

Post-Dobbs harms

Relentless attacks on abortion and contraception continue to harm patients and providers

Digital disruption

A shifting communications ecosystem is transforming how people source and digest information

STRATEGIC PRIORITIES

Combat Mis/Disinformation

- Improve understanding of MDI's impact on SRHR through original research
- Launch a digital clearinghouse as a one-stop shop for trusted facts
- Train policymakers to identify and counter MDI
- Engage new audiences, including influencers

Advance Global Work

- Accelerate implementation of our framework for equitable partnerships
- Develop comprehensive global SRHR indicators
- Integrate in-country and regional voices into flagship data projects
- Expand open-access dashboards and toolkits

Drive Progress in the US

- Build a stakeholder-informed US research agenda
- Generate new data responsive to state and federal partners' needs
- Provide timely resources and technical support to state advocates
- Refine online platforms to share state-level data

Innovate Digitally

- Develop data-driven storytelling formats
- Enhance discoverability across search and AI environments
- Use audience insights to optimize reach and impact
- Increase and enhance use of data visualization

THEORY OF CHANGE

ACTIVITIES

- Rigorous research
- Policy tracking and advocacy
- Strategic communications

OUTPUTS

- Peer-reviewed papers
- Policy analyses
- Op-eds
- Open data tools
- Partner capacity strengthening

OUTCOMES

- MDI influence weakened
- Partners equipped
- Public discourse grounded in science
- Guttmacher seen as a standard-bearer

LONG-TERM IMPACT

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

VALUES

EQUITY, INCLUSION & BELONGING

We address historic and ongoing oppression and systemic barriers; we treat each other with respect

COLLABORATION

We pursue partnerships grounded in mutual respect, trust and shared accountability

INTEGRITY

We act with fidelity to facts and rigor—in research, advocacy and communications

NIMBLENESS

We cultivate readiness by staying flexible, adaptive and comfortable with change

MISSION: Advance sexual and reproductive health and rights worldwide

VISION: A world in which all people can realize their rights and achieve sexual and reproductive health