Our Theory of Change positions stronger and more inclusive movements for SRHR as a central outcome in driving change, impact and vision.

Research shows that broad-based social movements effectively create and sustain long-term social transformation.

AmplifyChange has demonstrated our ability to work effectively to support SRHR advocacy with a range of traditional and novel partnerships to help build a wider SRHR advocacy movement.

We support a range of coalitions, partnering among groups, joined-up advocacy efforts, and strengthening connectivity across all our grant types.

AmplifyChange supported the work of the ‘Civil Society Maternal and New-Born Health Advocacy Working Group coalition’ through a Strengthening grant in Liberia. The coalition is led by the local CSO Partnership for Sustainable Development. The coalition brought together eight organisations with skills and expertise in advocacy, training, awareness raising, influencing, social mobilisation and coalition building. Coalition members have worked together previously and include national health, youth, education and women's groups.

Evidence-based advocacy was key to the success of the coalition. The project first collated research on sexual, reproductive, maternal, newborn, child and adolescent health policy documents, strategies and commitments; then the coalition formed clear advocacy asks based on the information for their advocacy interventions.

As a result of the coalition’s work:

- A new clear line was created for reproductive, maternal, newborn, child and adolescent health in the Draft 2019/2020 National Budget which has been approved by the Legislature
- For the first time, the 2019/2020 Health Budget of Liberia has in its objectives and targets to reduce maternal mortality, and reduce under-five mortality

AmplifyChange also supported the establishment of a national secretariat for the coalition and the decentralisation to other hard to reach counties. As a result, membership of the coalition has increased from 13 to 57 and they have secured additional funding from Save the Children to support their work around Sexual and Gender-Based Violence particularly in hard to reach areas.
AmplifyChange has helped us to identify partners who we can work together with towards common goals. This meant that we were able to quickly jump into working with others towards getting support for the Maputo Protocol in our country. This was a change in strategy because we identified allies, including among ministers and parliamentarians, who could support policy change.

- ANONYMOUS GRANTEE | QUIP INTERVIEWS