A smiling woman with braided hair, wearing blue scrubs, stands in a doorway with blue-painted metal frames. She has an MSI name tag on her chest and a colorful beaded bracelet on her left wrist. The background is dark, suggesting an interior space.

MSI REPRODUCTIVE CHOICES OUR CONTRIBUTION TO ENDING UNSAFE ABORTION BY 2030

Guiding Framework

THE WORLD IS STILL A LONG WAY FROM EQUITABLE ACCESS TO SAFE ABORTION

**MSI vision: By 2030,
no abortion will be unsafe**



The facts speak for themselves. Of the 6 out of 10 unintended pregnancies that end in abortion every year, an estimated 45% (or 35 million) are unsafe with 97% occurring in low-income countries.

A woman living in a rural community is far more likely to turn to unsafe abortion methods and experience complications. Young women are particularly at risk. Globally, women and adolescent girls under the age of 25 account for almost half of all deaths from unsafe abortion.

In addition to geography or age, many people face specific barriers because of their gender identity and sexual orientation, ethnicity, disability, and marital status.

Abortion is intrinsically linked to gender equality, bodily autonomy, and human rights and is still highly politicised and stigmatised. As a result, we are still a long way from everyone having real and equitable choice, despite having the knowledge and technology to provide affordable and accessible access.

40% of women live in countries where abortion is banned or restricted

“MSI will scale up to be present in the places where and when women and girls need us most. We will make sure no woman is ever turned away because she can't afford care. We will provide real choice – in method, in location and in provider – so everyone can access the care that is right for them, and we will remove the barriers that limit access and increase stigma.”

Simon Cooke, MSI CEO

MSI is one of the world's leading providers of safe surgical and medical abortion and post-abortion care

Providing services to clients across 36 countries, from highly regulated environments to de-medicalised settings.

Our expertise is built on experience. In some countries where we work, MSI provides over 50% of all abortions and since 2000, MSI has supported over 50 million clients with a safe abortion or post-abortion service. Pregnancy-related deaths would be 15% higher without our programmes in the countries where MSI works.

By eliminating unsafe abortion, in the year 2030 there would be¹...

94,000 fewer maternal deaths

7M fewer complications and potential lifelong medical and fertility issues

\$120 Every \$1 invested in contraception generates over \$120 in health and socio-economic gains

£1.5B Abortion-related complications cost nearly twice as much (£1.5 billion GBP) as providing safe abortion services (£692 million GBP)

Abortion is a low risk and lifesaving health service. Access to abortion is foundational to gender equality and bodily autonomy.

But our work is not done whilst there is still unmet need. Until every abortion is safe, accessible, and affordable we will continue delivering high quality services and to advocate for change. We believe that with renewed effort and strengthened partnership, it is possible within this generation for everyone to have safe access.

We are at a pivotal moment, against a backdrop of the climate crisis, geopolitical instability, inequality, and an emboldened anti-rights movement, access to abortion has never been more critical for future progress on gender equality, for achieving the Sustainable Development Goals, advancing Universal Health Coverage, for saving lives and transforming futures.

Now is the time to act

If we change nothing, in the year 2030 we estimate there will be 48 million unsafe abortions: an additional 8 million on top of the 35 million that will occur this year. This will lead to more deaths and higher costs on overburdened health systems.

[1] Estimates modelled on the most recent estimates of [regional annual abortion rates](#), projected [population growth](#), change in abortion rates, and the most recent [estimate of the proportion of abortions that are unsafe](#)

MSI's Guiding Framework to eliminate unsafe abortion

In response to a changing landscape, and building on our own frontline experience, we engaged global, national and community partners, providers and experts² to inform our new direction and Guiding Framework.

The result defines MSI's unique role, and priorities in abortion provision and advocacy, and sets out our roadmap to 2030, recognising that each country team will adapt their programming to their unique context and challenges.

[2] We are deeply grateful for the partners who we work with to scale up access and protect the right to abortion and to those who contributed to our new Guiding Framework. These include our donors, the World Health Organisation, UNFPA, FIGO, the Global Safe Abortion Dialogue, SheDecides, IPPF, Ipas, PSI, the Asia Safe Abortion Partnership, ODAS, the Preventing Unsafe Abortion Group, Mama Network, Women on Web, Women First Digital, the Centre for Reproductive Rights, Guttmacher Institute, PAI, Women Deliver, Amnesty International, the International Campaign for the Right to Safe Abortion, and Catholics for Choice. Our national partners include the Coalition for the Prevention of Unsafe Abortion in Malawi, the Pratigya Campaign in India, the Rapid Response Task Force in Kenya, Tanzania and Uganda, and the Coalition for Comprehensive Abortion Care in Ethiopia.

WHAT WILL WE CONTINUE TO DO AS PART

Remain laser focused on expanding access sustainably by increasing choice

Provide choice of method, provider and location. Our goal is for everyone, wherever they are and wherever they live, to have access to the same high-quality counselling, services, and continuum of care.

When people receive quality counselling, and both options are available, just as many people choose a surgical abortion as they do a medical abortion. Surgical skills and options must therefore be maintained.

A trusted voice and resource for accurate information and referrals

Utilising our contact centres and community mobilisers to ensure we are only ever 'one contact away' for anyone who needs a service, advice or referral

Normalising abortion care and reducing stigma

Remove policy and clinical barriers. Using our client and clinical insights, working through others to advocate for changes in policy, law, regulation, and financing.

Partner across the health system to strengthen the public and private sectors to deliver affordable, high quality and accessible care.

One contact away – why MSI contact centres are important



- People often don't know where to turn for trusted advice
- Fewer than half of women know what their national laws and policies allow and the rights and entitlements that exist
- Deliberate spreading of online misinformation and fake news are increasing stigma

Trusted and accessible advice is needed more than ever before



- In 2023, MSI had 3.8 million interactions with people via our 34 contact centres, and 36% of calls resulted in a referral to a quality service. In addition, we had an estimated 10 million conversations with people through our community-based health mobilisers

Partnering to expand abortion access and support the abortion movement/s



- MSI has a diverse network of over 500 local, national, and global partnerships across the abortion and pro-choice ecosystem. Widescale change only happens with co-ordinated, respectful, and resourced partnerships and we will continue investing in these, sharing our insights, learning from others, convening where appropriate and aiming to add value from our on-the-ground experience.

OF OUR MSI GUIDING FRAMEWORK

Measure progress through number of clients reached, quality services delivered and client feedback

We continue to raise the bar on quality and positive client experience with our unique monitoring approach (MSI Abortion Quality Index) which means that each country programme's services are assessed on both quality (provider competency, product and service) and client experience (information provided, continuum of care and client feedback) and we use these metrics to continually improve client experience.

MSI Reproductive Choices

★ **AQI** ★

Abortion Quality Index

Deliver positive and empowering abortion experiences that support the right to reproductive choice and bodily autonomy

A resilient and proud pro-choice organisational culture that respects confidentiality, autonomy, dignity, comfort, and equitable access.

Working to expand access to the maximum of what national laws allow whilst advocating for longer term change.

An efficient and financially resilient social business

Operating as a social business that generates our own income while also partnering with donors. Creating efficiencies and diversifying our income means we can better withstand funding shocks and shortfalls, and use donor funding to reach last mile communities and support expanding abortion access to those who need it most.



MSI GUIDING FRAMEWORK

CHALLENGE SYSTEMS

Advancing reproductive freedoms requires political change, advocacy, and robust public and private health systems. MSI data and evidence play a crucial role in driving change, supported by local and grassroots insights and partnerships

- Establish supportive legal and policy norms
- Lead with data and evidence
- Advance reproductive freedom

KNOWLEDGE REVOLUTION

Access to care is improved by providing accurate and accessible information through direct communication and women-powered referral networks, tackling misinformation and restrictive norms.

- Communicate directly to women
- Enhanced referral networks and partnerships
- Combat misinformation and restrictive norms

Enabling environment in social norms,
policies and regulation

EVERYONE HAS

CHOOSE SAFE,

ABORTION

Awareness, correct information
through client centred channels

**Core measures
of success
by 2030**

7 MILLION

Support at least 7 million clients with a safe abortion or post-abortion care service annually from 2025

80%

of our clients will be adolescents, or from the most marginalised communities, who have little or no access to either public or private services



ACCESS EXPANSION

Promoting safe abortion care involves enhancing quality and sustainable services in both the public and private sectors. This includes maintaining access to surgical abortion and making affordable, self-managed medical abortion widely available.

- Strengthen public sector delivery
- Sustainable private sector facility based delivery
- Support safer MA self-care

CLIENT CENTRED QUALITY

Supporting providers to deliver destigmatised services and strengthening supply chains by stocking quality-assured products and upholding standards with strong governance.

- Support providers for client-centred, destigmatised services
- Maintain supply chains of quality products
- Robust clinical governance

100%

of country programmes achieve “gold standard” in MSI’s Abortion Quality Index

100%

MSI-supported sites provide safe abortion and/or post-abortion care

100%

MSI countries have improved access to SRHR by actively influencing laws, policies and the enabling environment

A renewed focus on:

EQUITABLE ACCESS



Accelerate equitable access to the last mile

Today, in the countries where MSI works, two thirds of women of reproductive age live in rural areas, many of which are chronically underserved. Even where legally allowed, many government-run facilities still do not offer abortion services. This can be as high as four out of five health facilities who are not willing, equipped or able to provide services.



We aim to provide more access to abortion care and referrals in outreach sites and public health facilities where there are currently limited or no abortion services available.



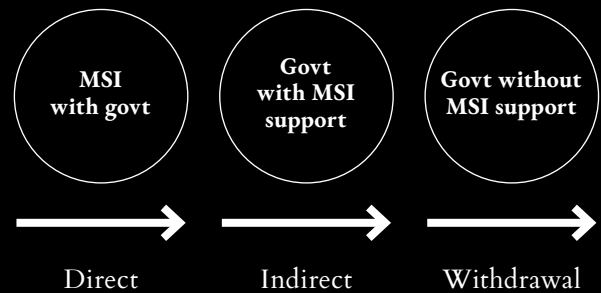
Enhanced collaboration with governments and partners will help serve the most marginalised and neglected areas and reduce “access deserts”.



MSI currently provides clinical training to over 6,000 government-run health facilities and is making progress on our aim to ‘transition’ all these sites for government-led healthcare delivery.

Facility Graduation Pathway

We work in partnership with the government in everything we do. We reduce our support over time as subnational government works more autonomously with their facilities.



Challenging misinformation

As a sector, we must work together to challenge and be resilient to anti-choice opposition. We will build alliances beyond the SRHR sector to combat mis/disinformation and collaborate widely and deeply with local organisations, influencers and providers to ensure accurate information is available.

“ When a client chooses medical abortion, we coordinate the delivery of the medication, and then we’re here on the phone to talk them through the process and aftercare support. I remember when we helped someone living with a disability to access abortion services through telemedicine; they really feared being stigmatised and were able to access this safe service in the way that best suited them. Some women call back lots of times for advice and support as they’re going through the process — it’s a privilege to be alongside women during their personal journey. ”

Afua Krah-Kessie, MSI call centre agent

Expand and support medical abortion with social marketing

Pharmacies and drug stores remain the main channels for many women and girls to buy abortion products, but they are not always able to buy safe, approved drugs at an affordable price.

We will address this by increasing the number of outlets selling MSI quality products and helping to keep them subsidised and affordable. We will improve how information and advice is passed to women to support quality of care, referrals and their right to choose the service or product that’s right for them.

Scale up grassroots partnerships and improve referrals and access

When facing an unwanted pregnancy women turn to other trusted women for help, and we will continue to communicate directly as part of a wider “knowledge revolution”, including creating more informed community-level advocates and forging new community-based and digital partnerships and referral routes. We want women to know where to go and be able to afford an abortion service by providing up to date, user-friendly maps of safe referral points, with our “Pinpoint” geo location tool for MSI and non-MSI services.

We will normalise abortion provision by integrating it in broader health services

This includes making it widely available as we screen for cervical-cancer, provide HIV prevention and treatment services, and support survivors of sexual and gender-based violence.

Sustaining Surgical Expertise in Abortion Care

We recognise that each woman’s needs are unique. While some may opt for medical abortions, others may want or require, surgical procedures. Maintaining expertise in surgical, especially second trimester abortion is crucial. But it requires our clinics to be financially self-sustaining so they have been repositioned to support women with services throughout every stage of their reproductive journey. This allows MSI to consistently offer a full range of abortion methods to ensure women always have choice.



A renewed focus to:

CHALLENGE AND STRENGTHEN HEALTH SYSTEMS

Advance reproductive choice by advocating for legal and policy reform

Working in partnership improves the implementation of supportive laws and guidelines, and helps to remove restrictions and mobilise new resources (domestic, development and donor funding).

We will further expand access by working with governments to institutionalise comprehensive training for providers at all levels and advocate to ensure comprehensive abortion care is included in universal health care and basic health insurance packages.

We are excited by new opportunities such as telemedicine and digital platforms and will continue to invest in new models and partnerships to expand access outside health facilities.

Lead on data to strengthen the evidence base for change

Reproductive freedoms are advanced through accountable legal, policy and health systems. A strong evidence base helps make the case for action. MSI has unparalleled, robust real-time data and evidence that helps us to continually adapt and meet evolving needs. We will more intentionally share this data with the sector, governments, and communities with which we work. Using this to strengthen our role as a contributor and convenor at global, regional, and national levels to help increase the co-ordination, funding, diversity, and influence of the abortion movement.

Embedding services in public sector

By using our expertise as providers, we will expand our partnerships with governments in 20+ countries to strengthen and scale up public sector provision, including by training more providers and ensuring they have the supplies they need. These interventions will ensure abortion can be more broadly available in the long-term and that governments are protecting future access.



Further support for providers

Losing access to surgical and therefore later trimester abortions denies the reality of the number of often vulnerable women who need later stage abortions. We will provide additional support and care, such as clinical, legal and psychosocial support for providers who offer this much-needed specialist skill.

Help to maintain the availability of quality medical abortion/PAC products

No woman should buy or be given a pill that does not work. MSI provides products that have been quality assured but other sub-standard products do exist. There can also be lack of available commodities in public facility sites. The World Health Organisation recently committed to helping countries to improve this situation and MSI is supporting this endeavour by advocating for government-led quality assurance regulations; and providing relevant data to country technical working groups.

CONCLUSION

Every 13 minutes a woman dies from an unsafe abortion. By 2030 there will be more women of reproductive age alive than ever before, and we are still a long way from them having real choice in options for safe, comprehensive abortion care, especially for those living in rural areas, and for those facing intersecting discrimination.

Abortion access is an unfinished revolution. To end unsafe abortion and bring about equal access for all, MSI is deeply committed to playing a substantive role and partnering widely from grassroots to global. With coordinated and resourced partnerships, we can achieve our vision and save lives.

Investing in safe abortion services and by truly challenging ourselves to do more, we can ensure people have:



Autonomy over their own bodies, and the ability to determine their own future paths. Standing in solidarity with women who live in countries where access is restricted or being removed.



Education. Young people taking charge of their futures and staying longer in school.



Economic empowerment.

When women are denied abortion access, they are more likely to experience poverty and debt. To break the cycle, women need choice.



Health & wellbeing. Women's access to reproductive healthcare is foundational to the future health of communities and countries.

FURTHER INFORMATION

MSI's 2023 Impact

Together with donors and partners, we supported 23.3 million women and girls with their reproductive health across 36 countries and six continents.

Abortion Care: Frontline to Future

What MSI has learned from providing abortion and how we can work together to end unsafe abortion by 2030

My Body My Voice

Women's views on abortion care 2019



Date: September 2024