LIES, DAMN LIES AND STATISTICS: DATA GAPS AND THE NEED FOR BETTER EVIDENCE ABOUT CONTRACEPTIVE ACCESS AND USE
“Figures often beguile me, particularly when I have the arranging of them myself.”

-Mark Twain
Comparing DHS Data and the “Usage Index”: What Do These Indicators Tell Us About EC Access?

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ARE WE THERE YET?

What data can we use to measure whether we have achieved access to family planning?
DATA SOURCES TO ASSESS FAMILY PLANNING PROGRAM SUCCESS

- Demographic and Health Surveys (including PMA2020)
- Service statistics, SPA data
- Social marketing statistics (compiled by DKT International)
- Total Market Assessments
- Sales data
- Assessments by academics, technical assistance agencies, etc.
- Databases, dashboards, etc.
- Others?
THE ROLE OF DEMOGRAPHIC AND HEALTH SURVEYS

Benefits of household survey data

• Generalizable
• Socio-demographic correlates
• Comparable from country to country – the surveys are standardized globally.

Limitations of survey data

• Self-report
• Costly to collect
• Infrequent

Significant problem with DHS data – “ever use” module of questions was dropped in 2009, so no data on EC use has been captured since then.
BIG PICTURE RESULTS: DHS

“Have you heard of EC? Have you ever used EC?”

- Albania
- Bolivia
- Colombia
- Ghana
- Guyana
- Kenya
- Madagascar
- Malawi
- Nigeria
- Peru
- Philippines
- Sierra Leone
- Timor-Leste

- Purple: Ever used EC
- Light Blue: Ever heard of EC
- Red: Never heard of EC
PMA2020 DATA

“The data and indicators collected provide consistency with the Demographic and Health Survey.”

Which methods are you using?
Which method did you use most recently?

EC current use among modern contraceptive users:
• Ethiopia 2014: 3.1% unmarried.
• Kenya 2014 21.7% unmarried, 0.8% married
• Kinshasa 2014: 7% unmarried, 3% married
COMMERCIAL SECTOR SALES DATA

Benefits of sales data
• Not subject to self-report bias
• Exhaustive (not a sample)
• Useful only for methods/markets where the commercial private sector plays a substantial role in the total market.

Limitations of sales data
• Generally not available to the public/NGO sector
• Cannot examine characteristics of clients
• Cannot uniquely identify clients to examine frequency of use
### Commercial Sector Sales Data

<table>
<thead>
<tr>
<th>Country</th>
<th>EC Units Sold 2011</th>
<th>Pharmaceutical sales data: % women using EC (2011)</th>
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<tr>
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</table>
WE NEED MORE AND BETTER DATA
(And we need to spend more time with the data we have)

Are RH products truly available to women and men?

Are these products of assured quality?

Are products available in rural and urban areas and for different income levels?

Does choice exist?