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From Generating Demand to Forecasting and Responding to Demand An Example of Contraceptive Implants

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Service Delivery Improvement
RHSC Meeting, Mexico City, October 2014



Generating Demand

Some future directions:

- “Positive Positioning” of FP in messages, training materials, and provider behaviors
- LARCs for youth as contraceptive options
- Timely removals of implants, IUDs
- Client-centered counseling and choice
 - What’s important to clients?
 - Anticipatory changes in bleeding patterns
 - Which methods fit best for each client?



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Implants Access Program

Response to Demand:

- Price drop
- Increased funding to procure implants
- Pipelines filled with implants



Implants Access Program

Response to Demand:

- Initially, existing program staff and services able to increase provision of implants
- However, there is an ongoing need to:
 - scale up services for LARCs
 - train trainers and providers
 - continue demand generation
 - align demand with commodity forecasts

Implants Access Program

Forecasting Demand:

- Monitor commodity pipelines, AMC, forecasts, orders, shipments

Forecasting Challenges :

- How fast, and by how much is demand growing?
- What service delivery approaches are used?
- How many staff are trained/planned to be trained?
- Are demand generation activities implemented?
- Are there service data on insertions, removals?



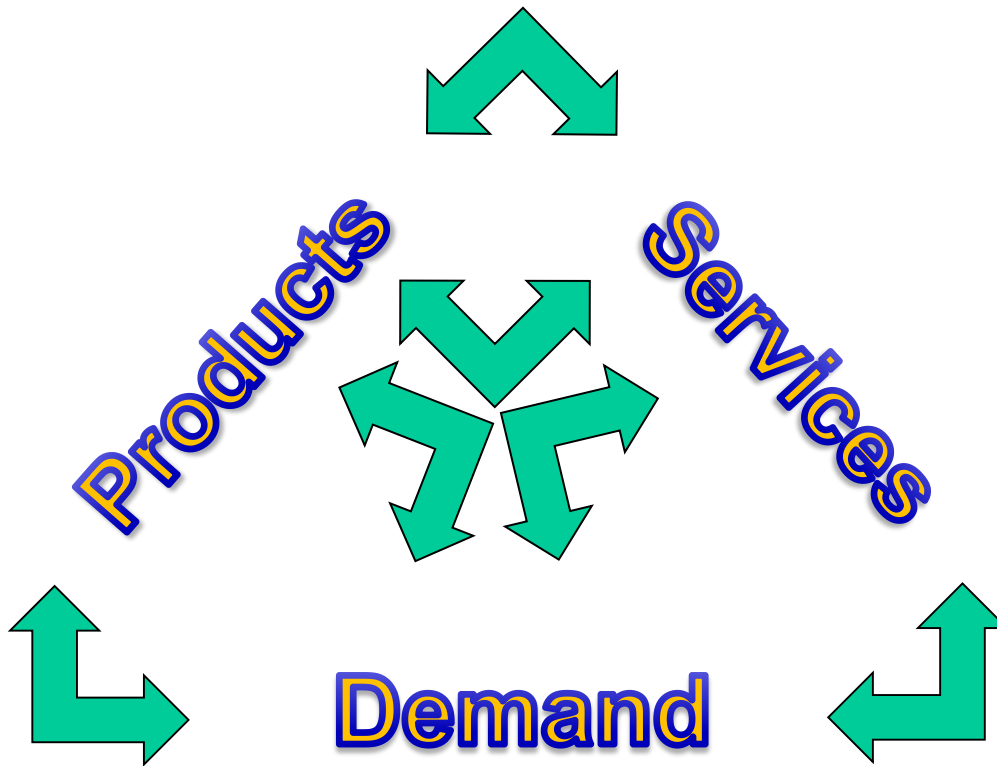
Good service delivery programs always include supply and demand components

- No Product No Program (contraceptives, consumable supplies, instruments) – and ...
- No Provider no Program (counseling and choice, insertions and removals, side-effects management and follow up) – and ...
- No Clients No Program (informed and voluntary choice of method, for all ages, marital status, parity, reproductive desires)



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Integrated Supply, Demand, Services





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Fundamental Principle

Even though the Implants Access Program focuses on a single method, it should always be discussed with potential clients within the context of client-centered, rights-based, informed and voluntary choice, from among a range of available methods that best meets an individual's needs.



Thank you

