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

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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?
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)
Integrated Supply, Demand, Services
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