Analyzing total market approaches for family planning

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Outline

1. What is missing from TMAs?
2. Our process
3. What is next?
4. Questions for you
What is missing?

• Need further clarity on:
  1) How total market approaches are enabled
  2) What steps can be considered good practice
  3) If and how impact from total market approaches can be measured

• Addressing these questions through white paper to be finalized in early 2013
Purpose of paper and intended audience

• **Purpose**
  - To develop good practice hypotheses that seem to be associated with positive impacts of family planning total market approaches by considering experiences in up to six countries.
  - To develop recommendations for work in this field moving forward.

• **Audience**
  - Practitioners and implementers
  - Funders
Our process

• Policy analysis framework
• Country selection
• Information gathering process
• Analysis plan
Policy Analysis Framework

Framework for the process of policy change:

Content

- **Intentional** government leadership and **coordination**

- Engaging the **entire** market for family planning products and services

- Supporting a range of partners to reach market segments they have **comparative advantage** to reach

- With goal of enhancing **equity** and **sustainability** in the family planning market
Country selection

Two processes:

1) General literature review using key search terms to identify any potential countries with total market approaches – identified 36 countries

2) Methodology developed based on: donor graduation from family planning assistance, availability of national population survey data, private sector source of supply – identified 15 countries
4 case study countries

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Analysis plan

Strength of these enabling factors:

• Sustained coordination and engagement of all sectors
• Stimulus factor
• Effective champions
• Thorough option appraisal
• Well-designed pilot projects

Challenges:

• Retrospective
• No causality
What is next?

- Considering analyzing one more country

- Working with in-country consultants and experts to provide feedback on desk-based reviews and data

- Using desk-based reviews and information from consultants and experts, final white paper will be written to assess how total market approaches can be enabled and enhanced going forward
Questions for you

• To what extent is the policy analysis model applicable?
• Do you recommend additional countries to consider?
• Can we measure impact?
• Does this work benefit / align with what you are doing?