

Analyzing total market approaches for family planning

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October 2012



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

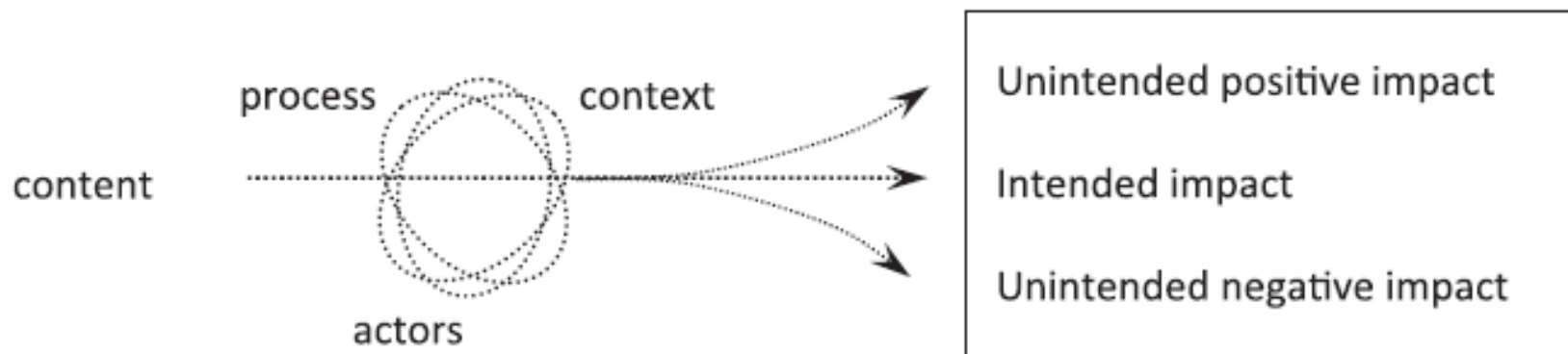
- Purpose
 - To develop good practice hypotheses that seem to be associated with positive impacts of family planning total market approaches by considering experiences in up to six countries.
 - To develop recommendations for work in this field moving forward.
- Audience
 - Practitioners and implementers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

Our process

- Policy analysis framework
- Country selection
- Information gathering process
- Analysis plan

Policy Analysis Framework

Framework for the process of policy change:

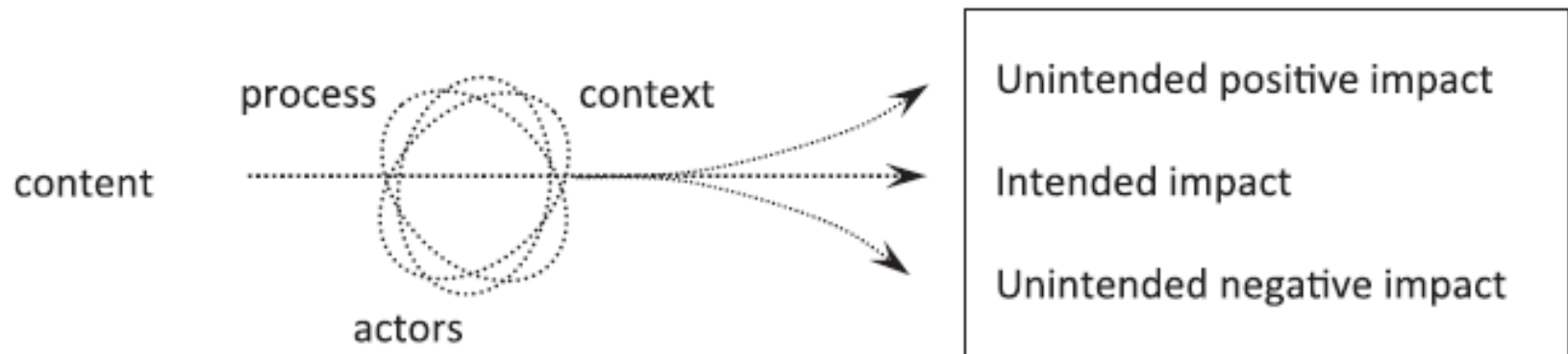


Hercot D, Meessen B, Ridde V, Gilson L. Removing user fees for health services in low-income countries: a multi-country review framework for assessing the process of policy change. *Health Policy and Planning*. 26(Supplement 2):ii5-15; 2011.

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

Policy Analysis Framework



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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

Albania

Azerbaijan

Ecuador

Egypt

Georgia

Ghana

Indonesia

Jordan

Mexico

Morocco

Paraguay

Peru

Philippines

Thailand

Turkey

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?