The Challenge Initiative (TCI): Global Expansion of Urban Reproductive Health

- **Funded by Bill and Melinda Gates Foundation**
- **Urban Reproductive Health Initiative (URHI)** - Successful FP/RH approach in Kenya, Nigeria, Senegal, & India
- **Desired outcomes of TCI**
  - Increased voluntary use of modern contraceptives, especially among urban poor
  - Increased number of cities replicating and adapting URHI interventions on a demand-driven & cost-efficient basis
  - Improvement in program and resource sustainability in TCI geographies

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Key TCI Innovations

- **Demand-driven approach to scaling up** – Cities self select, bring own resources to the table
- **Challenge Fund matching mechanism** – Engaging bilateral, multilateral, HNW individuals around a common urban FP goal
- **Entrepreneurial funding approach** – Angel investing, lean hub budget growing w/ performance
- **Built-in performance analytics** – Emphasis on cost-effectiveness, cost-efficiency, cost-benefit calculations
- **Streamlined and targeted TA** - TCI University
- **Platform for financing of other services** – Maternal and Child Health (MCH), WASHE
TCI’s demand-driven model

**Stage 1**
- Expression of interest
  - Marketing
  - Advocacy

**Stage 2**
- Development of proposal
  - URHI in a Box
  - TCI University
  - Application guidance

**Stage 3**
- Implementation of URHI project
  - Challenge Fund (*Match funds for program delivery*)
  - Technical assistance
  - Community of Practice
  - M&E of results

- ✓ Political commitment
- ✓ Resource contribution
- ✓ System readiness

+ ✓ Soundness
- ✓ Cost-efficiency
- ✓ Size of potential impact