



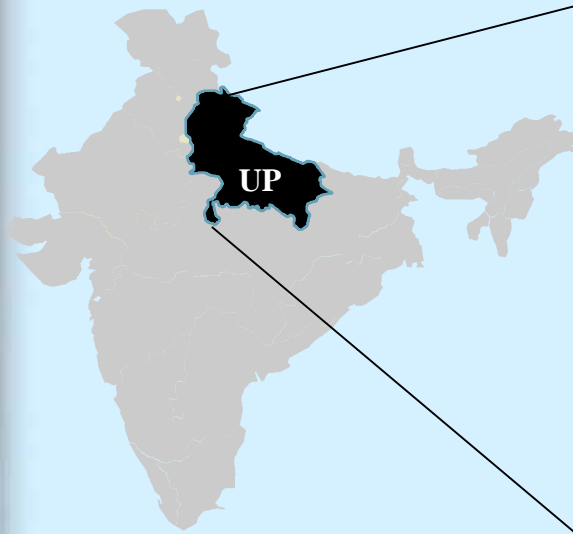
Private Sector makes a difference in acceptance of reproductive health services in India



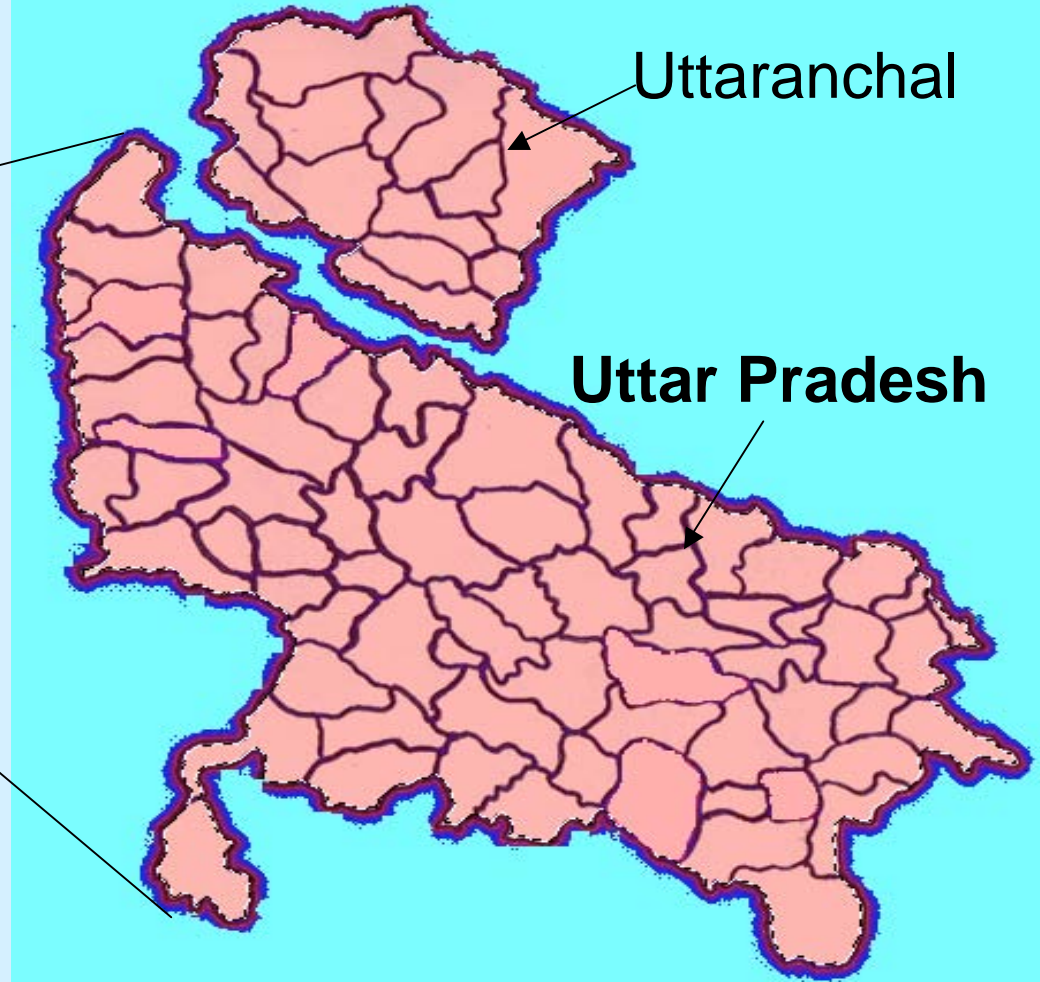
Dr S Krishnaswamy
Ms Shaheen Khan



Location



INDIA



Population of India - 1.03 Billion
Population of UP - 166.05 Million



Background



- **High fertility (4.8) & low FP use (19.8) in 1992**
- **High unmet need for family planning**
- **Few women have access to ANC/safe delivery**
- **Low levels of immunization of children**
 - **High infant mortality rate (85/1000)**
- **Low community participation in reproductive health sector**



SIFPSA Structure & System



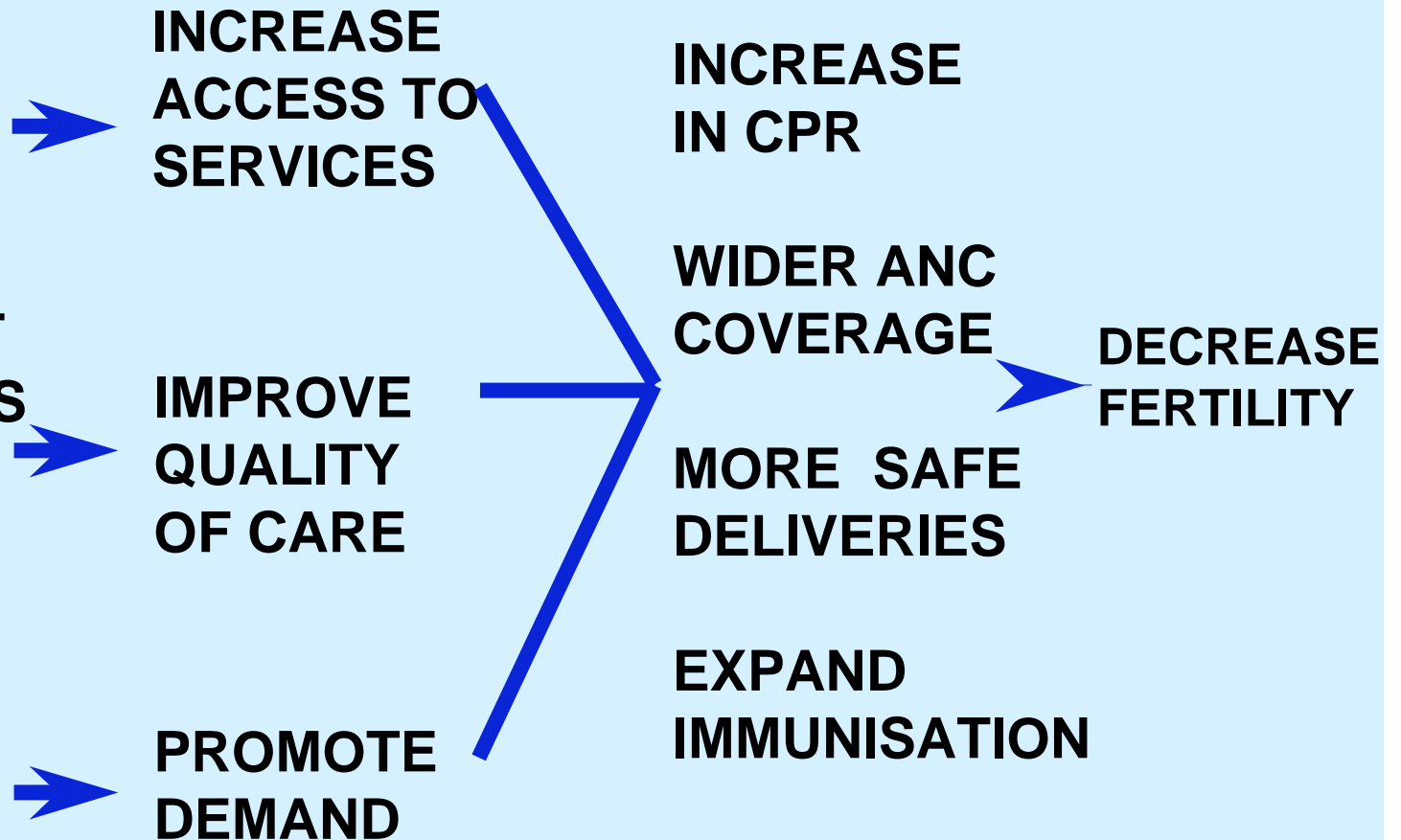
- **IFPS-I 1992-2004**
- **Implementing agency – SIFPSA, an autonomous society of Govt. of UP**
- **Covers a population of 78 million in Uttar Pradesh**
- **Focus on outcomes - performance based disbursement of funds**
- **IFPS-II 2004-2008**



Project Objectives



**PROJECT
ACTIVITIES**





Private Sector Initiatives



- **NGO Sector**
- **Organized sector**
 - * **Dairy co-operatives**
 - * **Corporates**
- **Indian System of Medical Practitioners (ISMP)**



Community Based Distribution (CBD) Strategy



- Implemented through local partners
- CBD volunteers selected
- Household enumeration to identify unmet need and establish rapport



CBD Strategy (Contd...)



- **Door to door counseling and supply of contraceptives including CSM/RCH products**
- **Enroll pregnant women for ANC**
- **Coordinate with ANM for IUD, ANC and immunization**
- **Referrals to government facilities for clinical services**



CBD Strategy (Contd...)



- **Organize IEC activities:**
 - Demand generation
 - Community involvement
- **Elicit support from opinion leaders**
- **Keep records and prepare monthly reports**
- **Regular supervision and monitoring**



Capacity Building



- **Training of project staff and NGO volunteers in RCH, MIS & project management**
- **Inter-personal counselling skill training for CBD volunteers**
- **Supports:**
 - Recurring expenses including honoraria
 - Funds for office, furniture, equipment



Profile of CBD Volunteer



- Usually a married, literate woman from village
- Willing to work as a volunteer
- Trained in FP/RH counseling, service delivery and community mobilization





Achievements



- **Cost effective community based private sector model for RH services**
- **Established partnership with 150 private partners**
- **14,000 additional family planning volunteers created**
- **Institutionalization of CBD model by Govt. of India under National Rural Health Mission in 18 states**



Achievements



- **Spacing methods provided to over 1.2 million users**
- **Limiting methods to over 160,000 users including NSV**
- **Ante-natal care services to 1.8 million pregnant women**
- **Immunization of 3.1 million children**

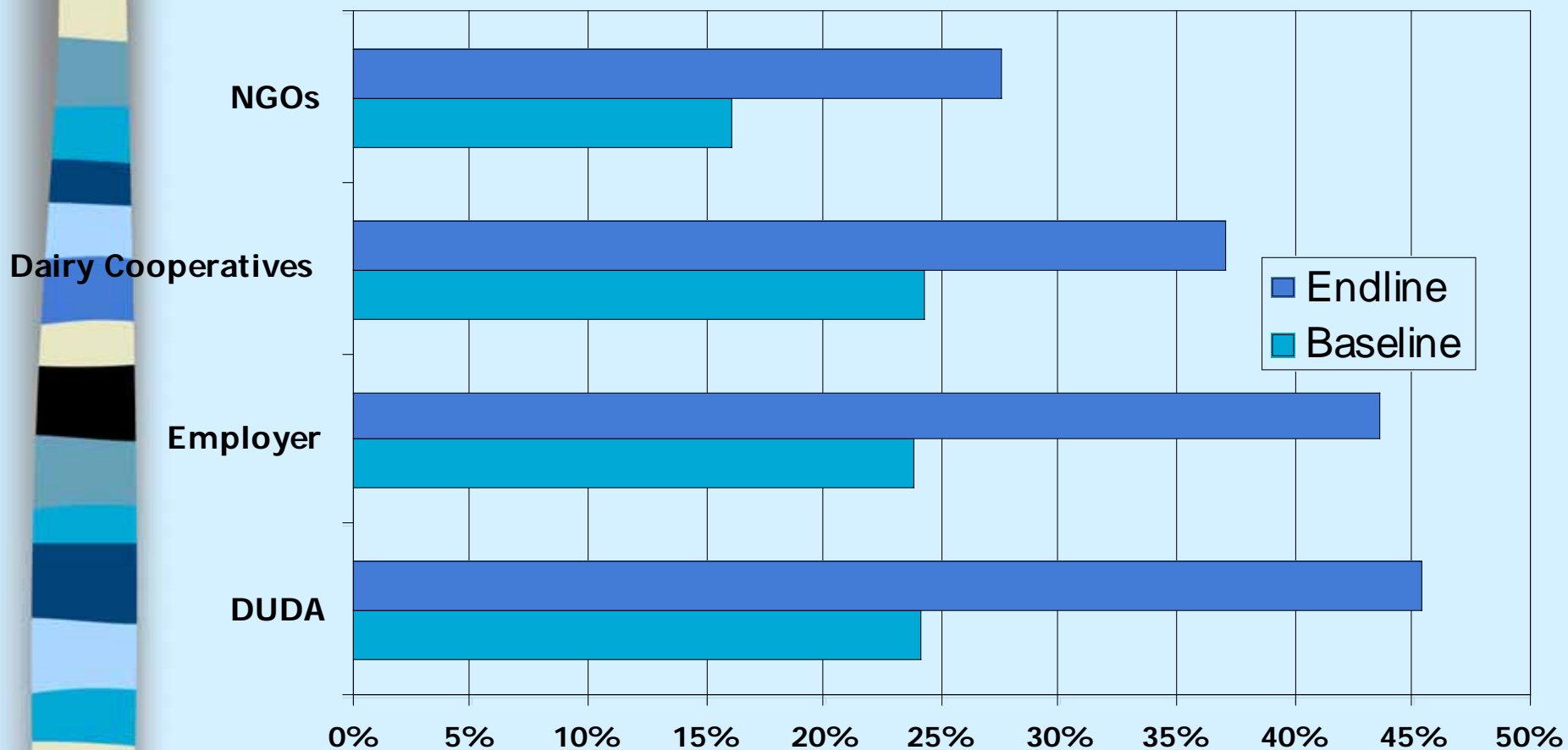


Impacts





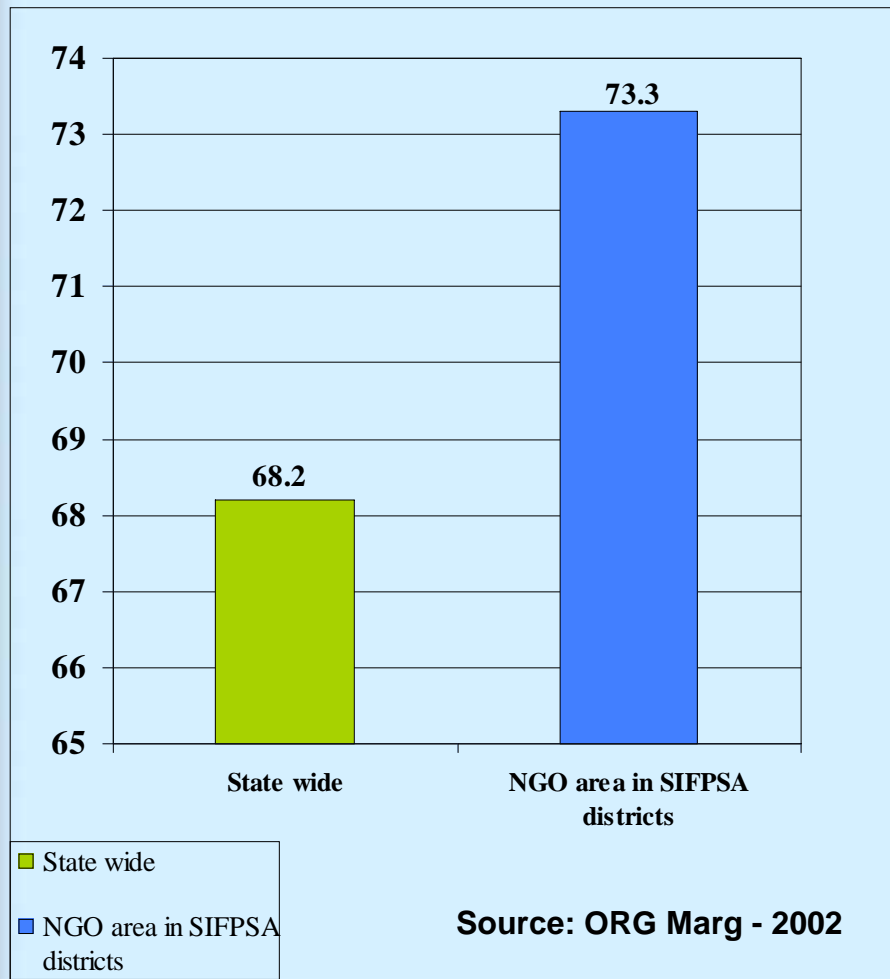
CPR Increases in CBD Projects



Rapid increase in CPR: An average of 5 percentage points per year in CBD project areas compared to 0.6 percentage points increase in the state of UP



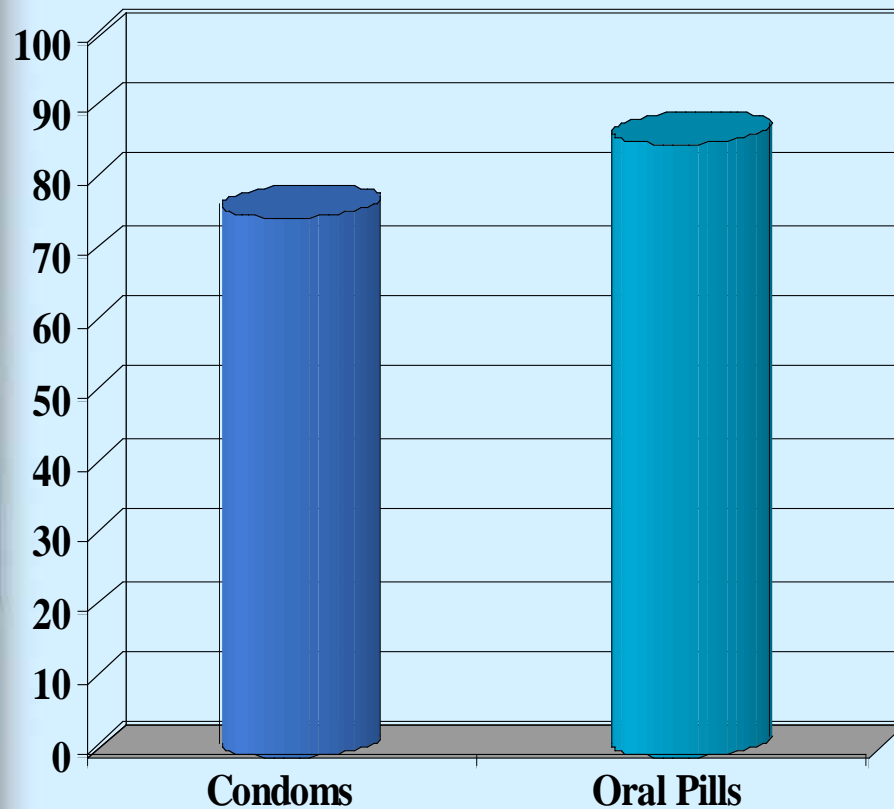
NGOs Help Increase Service Acceptance



Proportion of pregnant women receiving 2-TT higher in CBD project areas



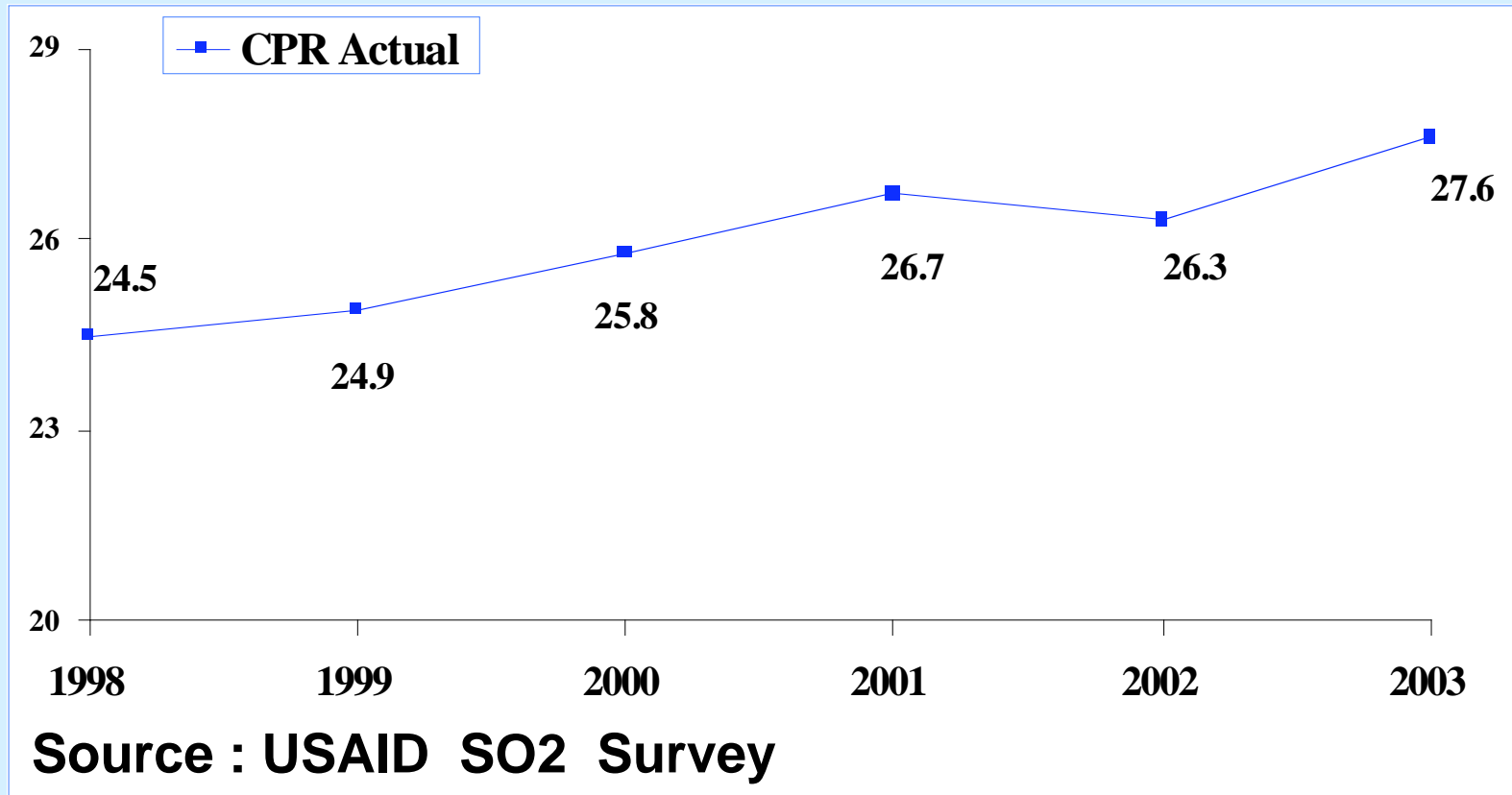
Pill & Condom Users Served by CBDs



- **CBD services are the major source of pills and condoms in project areas**
- **Over 80% of users receive regular supplies**



Modern Contraceptive Use in SIFPSA Project Area



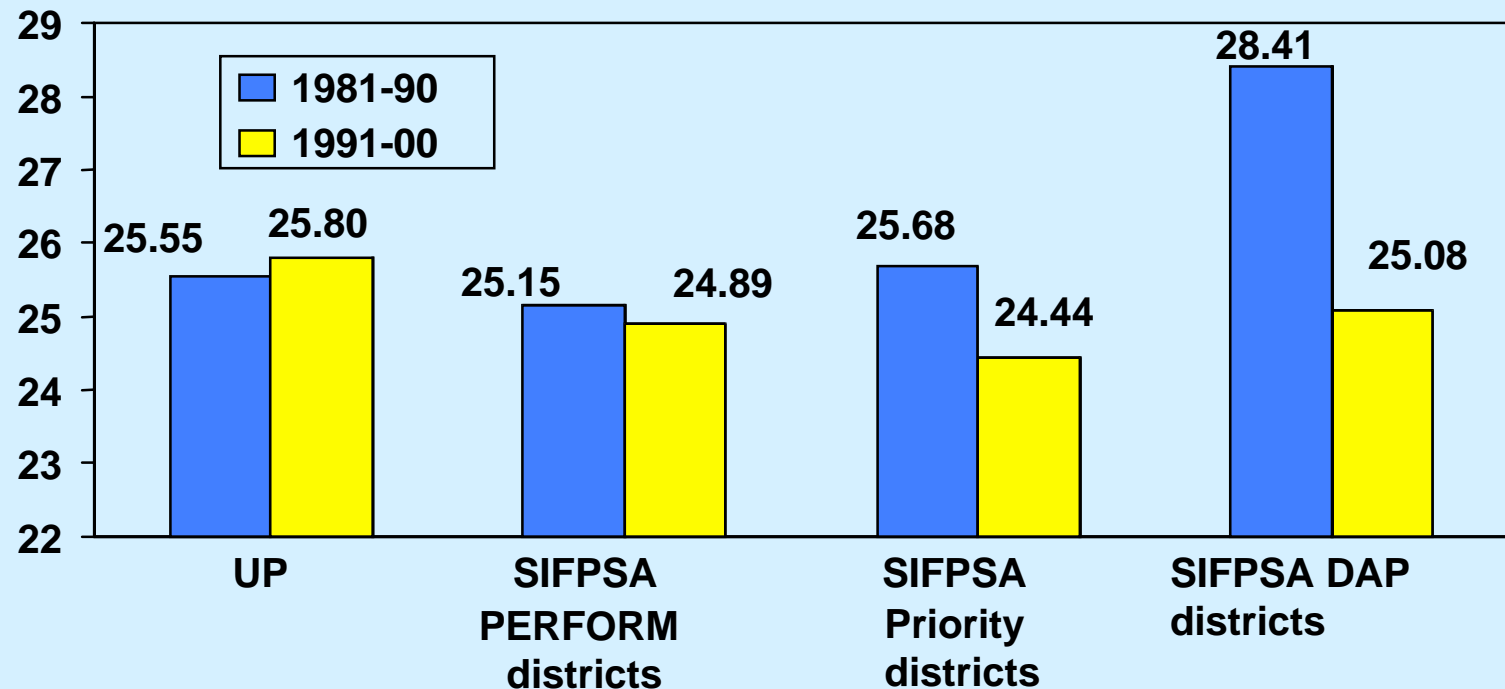
- CPR increase in SIFPSA districts as per USAID evaluation has been almost double to that of UP with 1.2 % points per year



Population Growth Rate(PGR) – 2001 Census



Decadal Growth Rate %



Source : Director, Census Operations, UP

- *PGR of UP increased marginally by 0.25% points in the last decade*
- *In SIFPSA districts a decrease is seen which is proportionate to the intensity & level of intervention*



Lessons learned



Private Sector can:

- **Help increase use of family planning**
- **Help in dispelling myths and misconceptions associated with contraceptive use**
- **Effectively supplement the public health system**
- **Create awareness and mobilize community**



Lessons learned (Contd...)



- **Identify and address local needs**
- **Provide services in remote areas**
- **Work as a platform for various activities viz. TT campaign, RCH camps, health awareness etc.**



Issues / Challenges



- Reach of NGO network limited at present
- Proliferation of DONGOs
- Co-ordination with public sector - a continuing challenge
- Scale-up using other PPP models
- Innovate next generation CBD projects
- FP continues to receive low priority
- Sustainability