



# Creating Markets for Long-Acting Methods of Family Planning in Bangladesh

Bangladesh is one of the most densely populated countries in the world—150 million people and rapidly urbanizing. Through nearly 40 years of a focused family planning program, Bangladesh and its partners have decreased the total fertility rate from 6.3 births per woman in 1975 to 2.5 per woman in 2011. The government of Bangladesh and USAID are committed to reaching national family planning goals and continue to make progress in increasing the modern contraceptive prevalence rate. However, use of long-acting and permanent family planning methods have declined from 30 percent of all modern contraceptive use in 1991 to 13 percent in 2011.

## SHOPS Technical Approach

The objective of the SHOPS project in Bangladesh is to establish long-acting methods of family planning as a viable service market among select private sector facilities and providers. The design of the project builds on the private sector assessment of long-acting and permanent family planning methods (LA/PMs) and injectable contraceptives conducted in 2011. To achieve national family planning goals, the SHOPS project will promote greater use of long-term methods and expand access to services through partnerships with the private sector, where many Bangladeshis already receive their health services.

The SHOPS project recognizes that private providers and facilities are health businesses that must balance investment in new service offerings like LA/PMs with the ability to generate revenue and remain financially viable. The project customizes its support according to the particular needs of each business.

Working with USAID/Bangladesh, the Directorate General of Family Planning, and the Obstetrical and Gynecological Society of Bangladesh, the SHOPS project leads a joint initiative that includes Social Marketing Company and EngenderHealth. The project aims to create a market for LA/PMs in the private sector, focusing on integration of these methods with existing services.



Stephan Rahaim

*Ob/gyns at a private hospital supported by SHOPS.*

## Accomplishments

The joint initiative has made substantial progress toward the project’s objectives since it was formed in 2011. Below are some key accomplishments.

- Engaged and assessed 50 private health care facilities, which are now ready to receive LA/PM training and supplies.
- Trained doctors and nurses at 27 private health care facilities in LA/PM skills, counseling, and infection prevention.
- Conducted research on private provider knowledge, attitudes, and practices. (See reverse side for details). This study is the first of its kind in Bangladesh.
- Developed materials for private health care facilities to promote and market LA/PMs as a new service integrated into existing offerings.
- Established a commercially available supply of IUDs and implants accessible to private providers.
- Drafted a Ministry of Health memo encouraging all medical colleges to integrate LA/PM practicums into their facilities. The document was signed and issued by the Director of Medical Education in the Directorate General of Health Services.

## Knowledge, Attitudes, and Practices

One major accomplishment of the SHOPS team in Bangladesh is the completion of a research study on the knowledge, attitudes, and practices of private providers regarding LA/PMs. Private providers expressed significant interest in administering these services. However, the study found large gaps in provider knowledge along with provider biases and misconceptions about their abilities and client relationships.

## Looking Ahead

The joint initiative aims to accomplish the following activities by October 2013:

- Train 320 providers at 50 private facilities in administering LA/PM methods through integrated service models.
- Train private health facility owners and business managers in managing integrated service and revenue models, and in family planning policies and regulations.
- Address provider biases and misinformation about LA/PMs using an approach where evidence from peer-reviewed journals is shared in a continuing education context.
- Integrate LA/PM and injectable services into the high volume of maternity services provided by hospitals affiliated with private medical schools.
- Ensure technical accuracy of the LA/PM pre-service curriculum in private medical schools and establish practicum opportunities for graduating doctors.
- Generate increased demand for LA/PMs and injectable contraceptive services through private sector providers.



*A doctor at a private hospital counsels a client on family planning methods.*

A.S.A. Masud

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For more information about the SHOPS project, visit: [www.shopsproject.org](http://www.shopsproject.org)



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