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Strengthening Family Planning Outcomes through the Private Sector

Around the world, more than 215 million women have unmet need for family planning services, despite increasing contraceptive prevalence. The result is 53 million unintended pregnancies and 90,000 maternal deaths per year (Guttmacher Institute, 2009). The private sector is an important source of family planning for millions of women in the developing world. Increasing the number of private providers, their reach, the number of methods they offer, and the quality of their services, can significantly improve overall access and use of family planning.

SHOPS Technical Approach

The goal of the SHOPS family planning program is to increase the role of the private sector in the provision of quality family planning products and services. This includes working with a diverse range of for-profit and nonprofit entities. The SHOPS approach is to examine the role of the private sector within the entire health system, mapping out the actors that influence family planning outcomes. By examining public and private sector roles and motivations, analyzing policies and regulations, and paying close attention to the economic, political and cultural context, the SHOPS team identifies where and how the private sector can best contribute. The SHOPS team implements a variety of strategies to expand and strengthen the role of the private sector in family planning. The aim is to strike a balance between the achievement of short-term impact and the need to build capacity that will sustain these gains beyond donor funding.



Giacomo Pirozzi / Panos

Private providers play an important role in delivering health care services to poor and rural populations. Engaging the private sector can improve health outcomes for families such as the one pictured here from Mali.

SHOPS Engages Diverse Private Sector Entities

- | | |
|------------------------|---------------------|
| clinics | insurance providers |
| corporations | midwives |
| distributors | manufacturers |
| doctors | nurses |
| financial institutions | shopkeepers |
| pharmacists | traditional healers |

SHOPS increases the role of the private sector in family planning by:

- Conducting private sector assessments to better understand the role of the private health sector and provide recommendations for maximizing utilization
- Brokering partnerships with manufacturers and distributors to improve access to family planning products
- Using behavior change communication to increase demand for family planning services and products
- Improving the quality, scale, and viability of private family planning providers by offering clinical, counseling, and business skills training along with access to financing
- Employing mobile technologies for data collection, provider training, and consumer outreach
- Removing financial barriers to the private provision of family planning services through vouchers, contracting, savings clubs, and insurance
- Helping eliminate regulatory barriers to private sector provision of family planning products and services
- Strengthening the capacity of family planning organizations to be financially independent and build organizational and technical competencies

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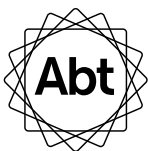
The Strengthening Health Outcomes through the Private Sector (SHOPS) project is a five-year cooperative agreement (No. GPO-A-00-09-00007) funded by the U.S. Agency for International Development (USAID). The project focuses on increasing availability, improving quality, and expanding coverage of essential health products and services in family planning and reproductive health, maternal and child health, HIV/AIDS, and other health areas through the private sector.

To access the capabilities of SHOPS, USAID missions and bureaus can buy into the leader agreement or issue their own associate awards.

SHOPS is led by Abt Associates Inc., in collaboration with Banyan Global, Jhpiego, Marie Stopes International, Monitor Group, and O'Hanlon Health Consulting.

The views expressed in this material do not necessarily reflect the views of USAID or the United States government.

For more information about the SHOPS project, visit: www.shopsproject.org



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