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PAST EXPERIENCES AND FUTURE DIRECTIONS: USAID INVESTMENT IN PRIVATE SECTOR FAMILY PLANNING

Marguerite Farrell
Private Sector Health Team Leader
USAID: GH/PRH/SDI





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Presentation outline



- Why USAID works with the private sector in FP?
- An evolving History of engagement
- Challenges and Opportunities



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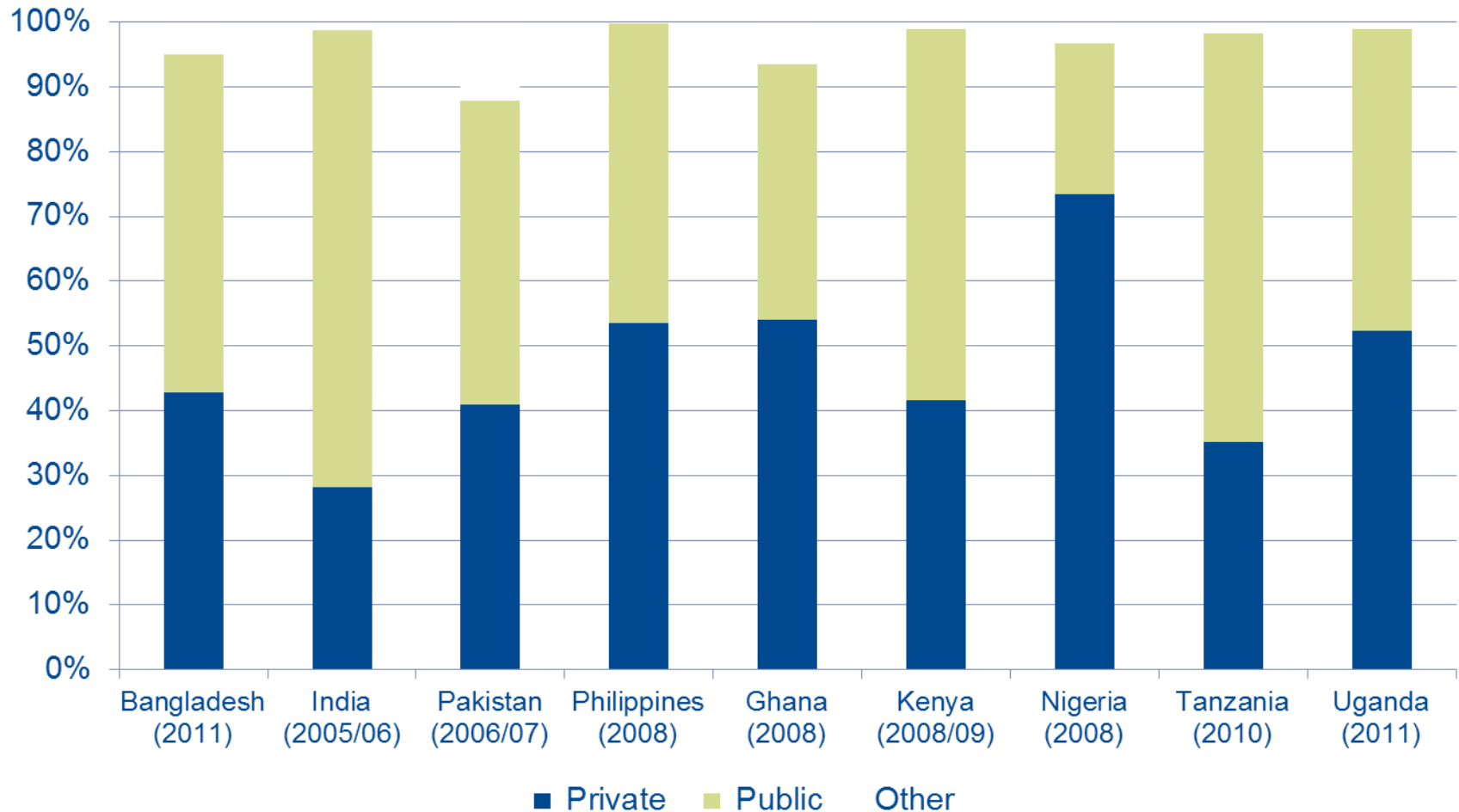
USAID's rationale for working with the private sector

- Growing evidence that many health consumers in developing countries – including the poor – spend their own resources in the private sector
- Private sector expands geographic access
- Increases likelihood of sustainability
- Serves clients where government is reluctant (LAC early days, youth etc.)





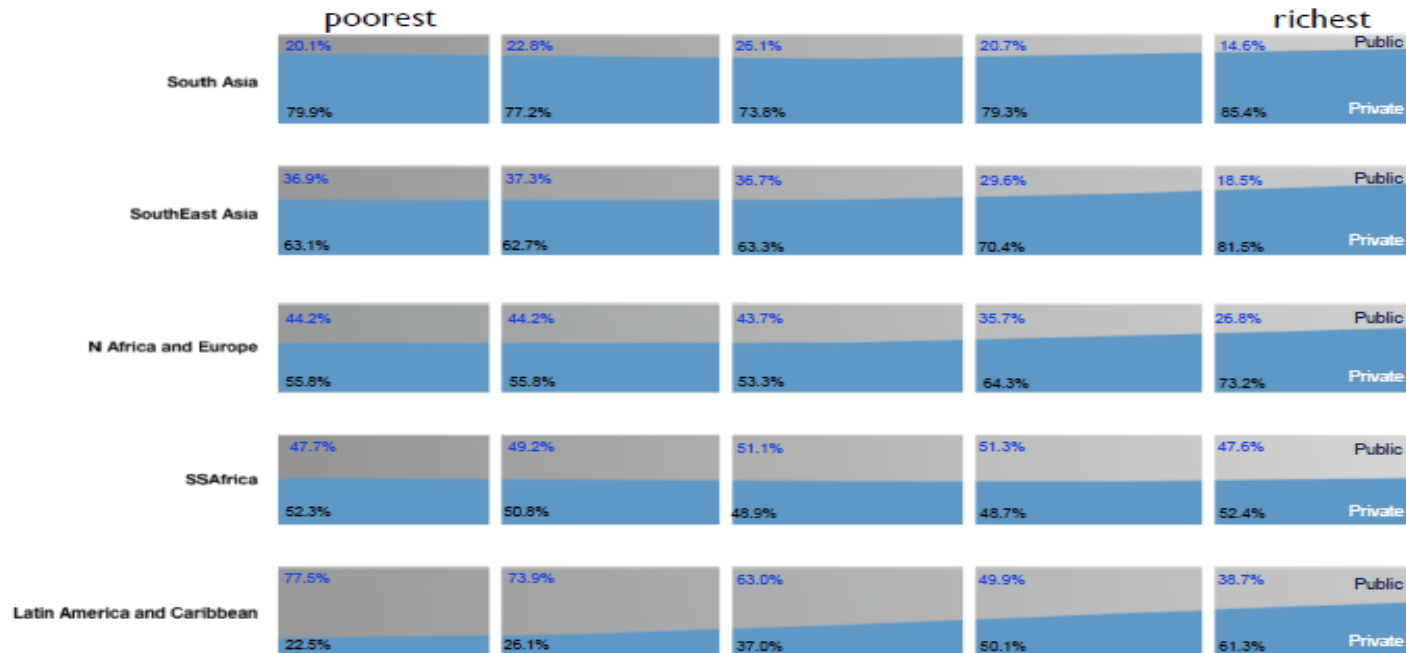
Source of supply for Modern FP





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The Poor also use the Private Sector Source of Healthcare by Quintile



Source: Dominic Montagu and Adam Visconti



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A Changing Landscape

- Growing recognition by the public sector and donor community that the private health sector can make a difference in health
- Shift from adversarial to collaborative relations
- Acknowledgement of the need for stronger engagement of all stakeholders including the private sector
- Appreciation of new skills, expertise and resources



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USAID has a long track record supporting Private Sector FP Programs

- Support began in the 70's with bilateral social marketing programs looking to increase access and use of resupply FP methods by using traditional private sector marketing and distribution techniques.
- These programs were successful in significantly improving access to FP products by making them available through the vast number of private sector retail outlets.
- Likewise in the 70's USAID supported the expansion of IPPF among others throughout LAC to counter church opposition to FP



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Support continues through the Present

- Beginning in the 1980s, USAID took on a more strategic and global approach with a series of projects focused on the private health FP
 - Technical Information on Population and the Private Sector (TIPPS)
 - Family Planning Enterprise Project (ENTERPRISE)
 - SOMARC I, II, III
 - PROFIT
 - Commercial Market Strategies Project (CMS)
 - Private Sector Partnerships-*One* (PSP-*One*)
- The SHOPS & SIFPO Projects are the most recent in a long legacy of work with the private health sector



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USAID projects have pioneered many approaches to work with the private sector

- Through global and bi-lateral projects, USAID has developed a broad array of private sector initiatives
 - Employer based programs
 - Evolving generations of social marketing models
 - Pharmaceutical partnerships
 - Private provider networks and Social franchising
 - Health financing (insurance, contracting, vouchers)
 - Social corporate responsibility
 - Access to finance and business training support
 - Base of the pyramid approaches
 - Mobile Outreach
- These projects and models have formed the foundation of the USAID's global leadership in private health sector initiatives



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Challenges and Opportunities

- While some approaches are tried and true (social marketing) others are newer and require monitoring and evaluation
- New public sector openness provides opportunity for greater public private collaboration





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Challenge and Opportunities

- While support has increased there continues to be a need to educate on the importance of the role of the private sector
- Large number of new donors entering the field
 - Greater resources for private sector engagement
 - Need to coordinate to avoid duplication of efforts
- Ongoing need to balance long-term sustainability with short term impact



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Conclusion

The private sector is a critical partner in achieving family planning goals.

Offers opportunities to:

- Increase number of available providers of products and services
- Improve consumer choice
- Mobilize resources and expertise



Opportunity is ripe for engagement of all actors