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# USAID Investment in Private Sector Family Planning

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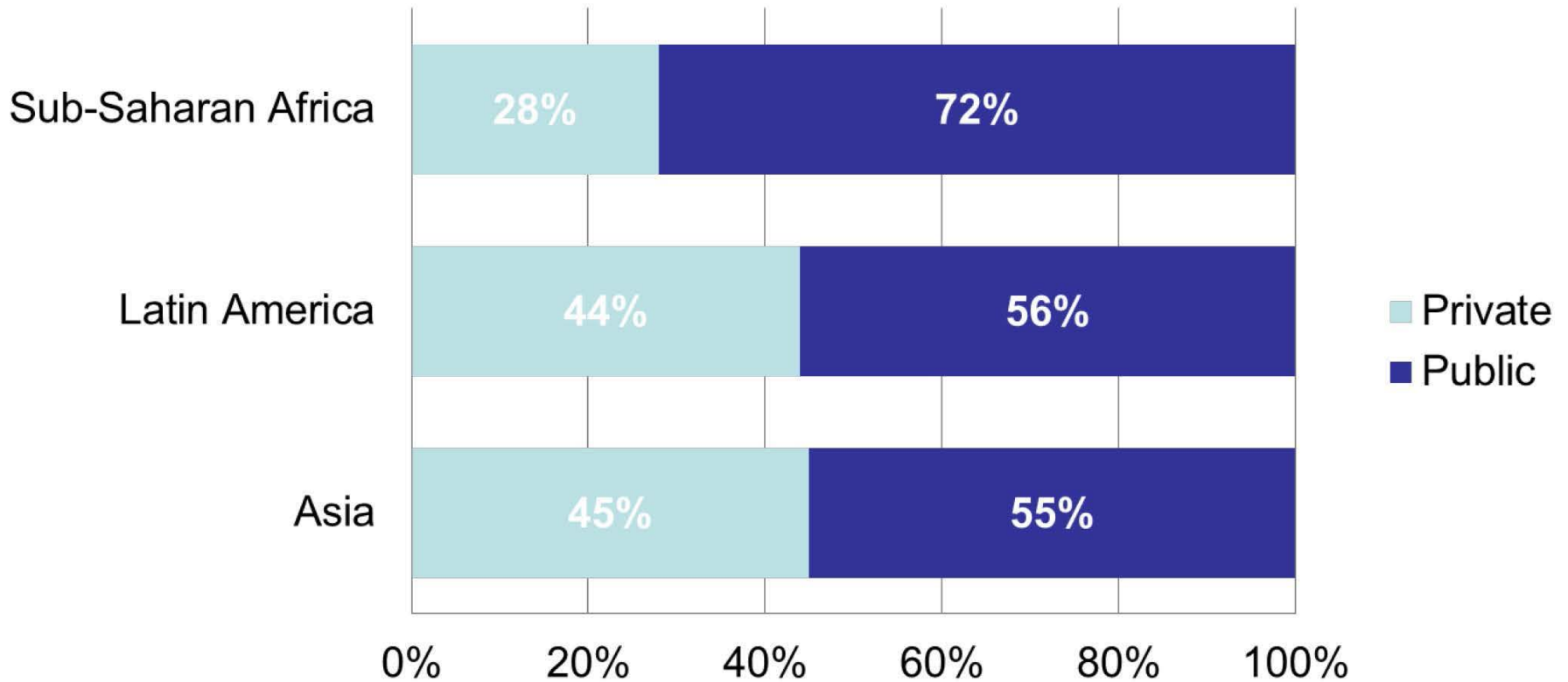
## USAID's rationale for working with the private sector

- 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





## Modern contraception users who obtained method from private sector (%)

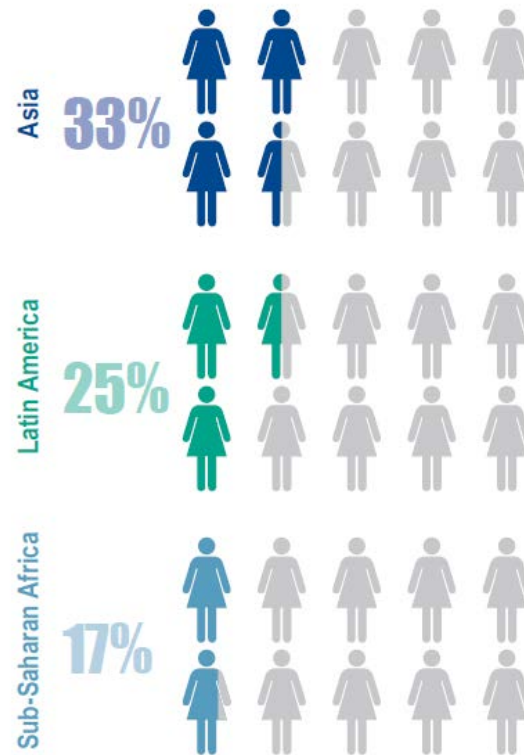


Source: SHOPS analysis of DHS data 2005-2012.



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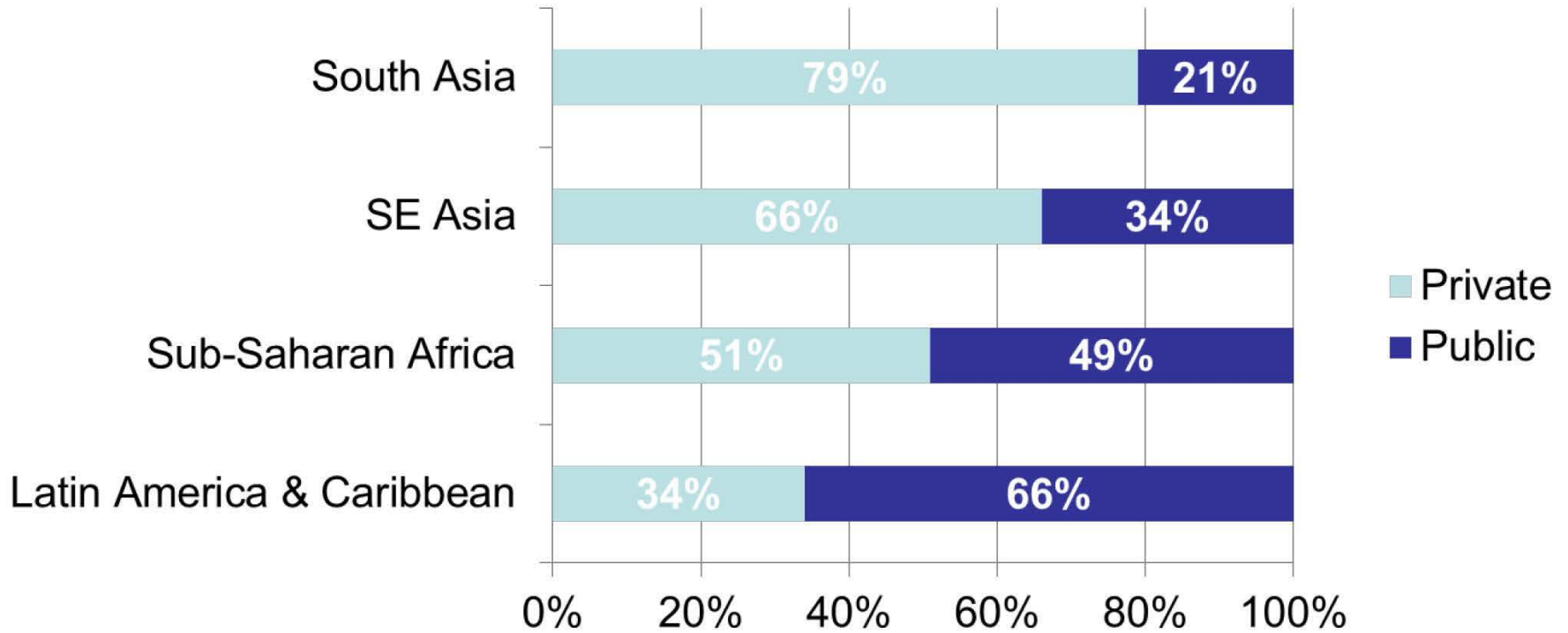
## Use of private sector for modern family planning methods by two lowest-income quintiles (%)



Source: SHOPS analysis of DHS data 2005-2012



## Source of care for childhood diarrhea and fever/cough (%)



Source: Montagu D and Visconti A. Analysis of multicountry DHS data. [www.ps4h.org/globalhealthdata.html](http://www.ps4h.org/globalhealthdata.html)



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## Use of private sector for diarrhea and fever/cough treatment by two lowest-income quintiles (%)

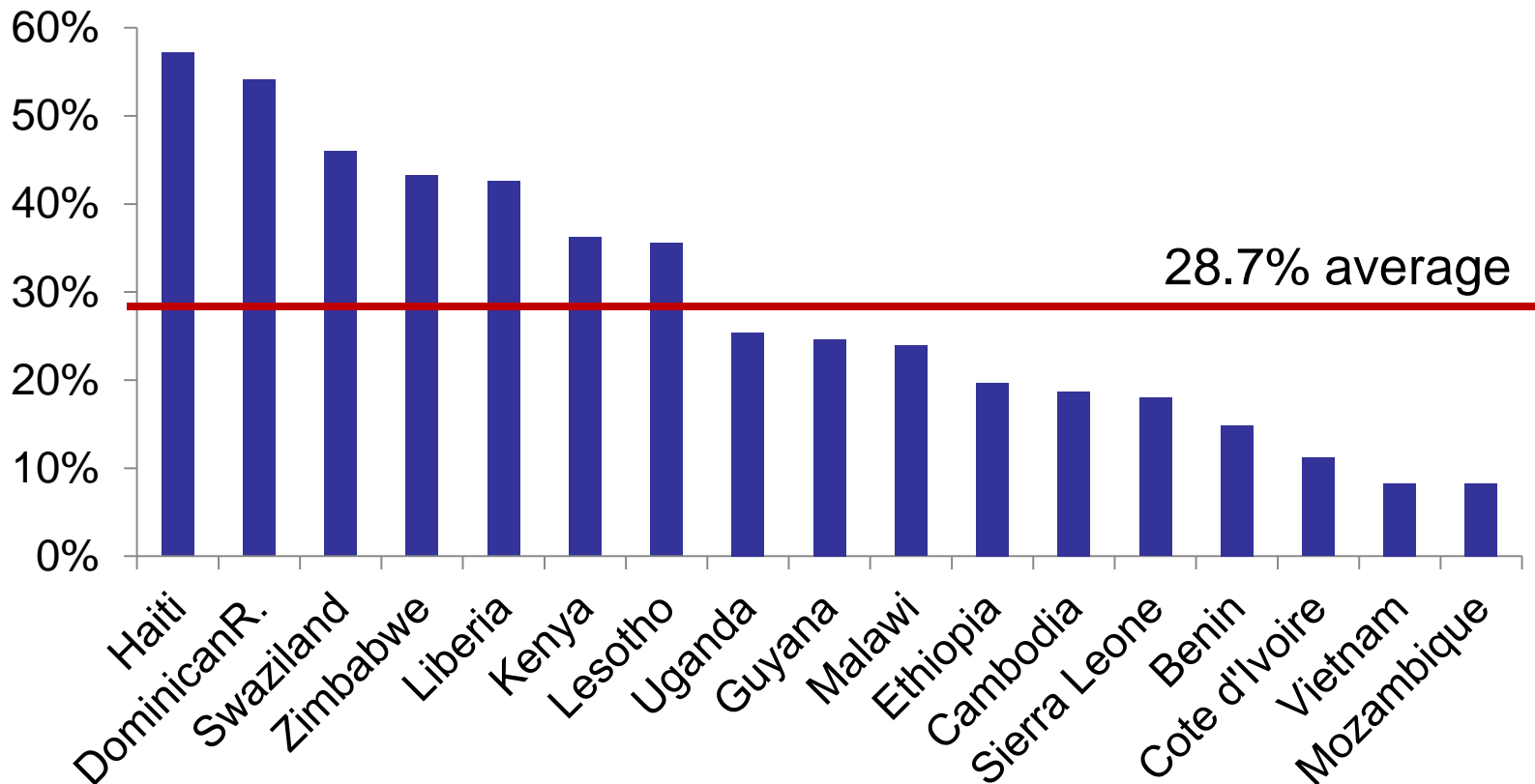


Source: Montagu D and Visconti A. Analysis of multicountry DHS data. [www.ps4h.org/globalhealthdata.html](http://www.ps4h.org/globalhealthdata.html)



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## Across 17 countries, an average of 28.7 percent of people access HIV testing via the private sector



Source: Johnson and Cheng International Journal for Equity in Health 2014; KAIS 2012



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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
- 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 of supporting private sector FP programs**

- 1970s - bilateral social marketing programs to increase access and use of resupply FP methods by using traditional private sector marketing and distribution techniques
- Success in significantly improving access to FP products by making them available through the vast number of private sector retail outlets
- Expansion of IPPF among others throughout LAC to counter church opposition to FP



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## Support continues through the present

- 1980s - more strategic and global approach with a series of projects focused on private FP and expanding to HIV and AIDS and MCH
- Technical Information on Population and the Private Sector
  - Family Planning Enterprise Project
  - SOMARC I, II, III
  - PROFIT
  - Commercial Market Strategies Project
  - Private Sector Partnerships-*One*
- The SHOPS, Bayer CSI and SIFPO projects are the most recent in a long legacy of work with the private health sector



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## **USAID has 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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## **The private sector is a critical partner in reaching our priority health goals.**

It 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