



Where Do Women Access Contraception? Two Tools from SHOPS Plus:

*Private Sector Counts
and
FP Market Analyzer*

Sarah E.K. Bradley
Michelle Weinberger

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About SHOPS Plus

Sustaining Health Outcomes through the Private Sector (SHOPS) Plus is USAID's flagship initiative in private sector health. The project seeks to harness the full potential of the private sector and catalyze public-private engagement to improve health outcomes.





Now more than ever, understanding contraceptive sources matters

- Since 2012, we've seen substantial mCPR growth and method mix changes, which affects contraceptive sources
- Understanding where women obtain family planning methods can help programs and policies to:
 - Create flexible solutions that respond to new and evolving COVID-19 constraints
 - Improve contraceptive access, choice, and equity
 - Work towards a sustainable future





Webinar agenda

Private Sector Counts
tool overview



Dr. Sarah E.K. Bradley
Global Research Director
SHOPS Plus, Abt Associates

FP Market Analyzer
tool overview



Michelle Weinberger
Modeling and Segmentation Advisor
SHOPS Plus, Avenir Health



Two complementary tools to understand sources for modern contraception

PrivateSectorCounts.org

FPMarketAnalyzer.org



Focus

Modern contraceptive sources in the **past and present**

Future projections of the FP landscape under various scenarios



Scope

Allows for comparisons **across countries**

A deep dive into **individual countries**



Private Sector Counts



Dr. Sarah E.K. Bradley
Global Research Director
SHOPS Plus, Abt Associates





How can you use *Private Sector Counts*?

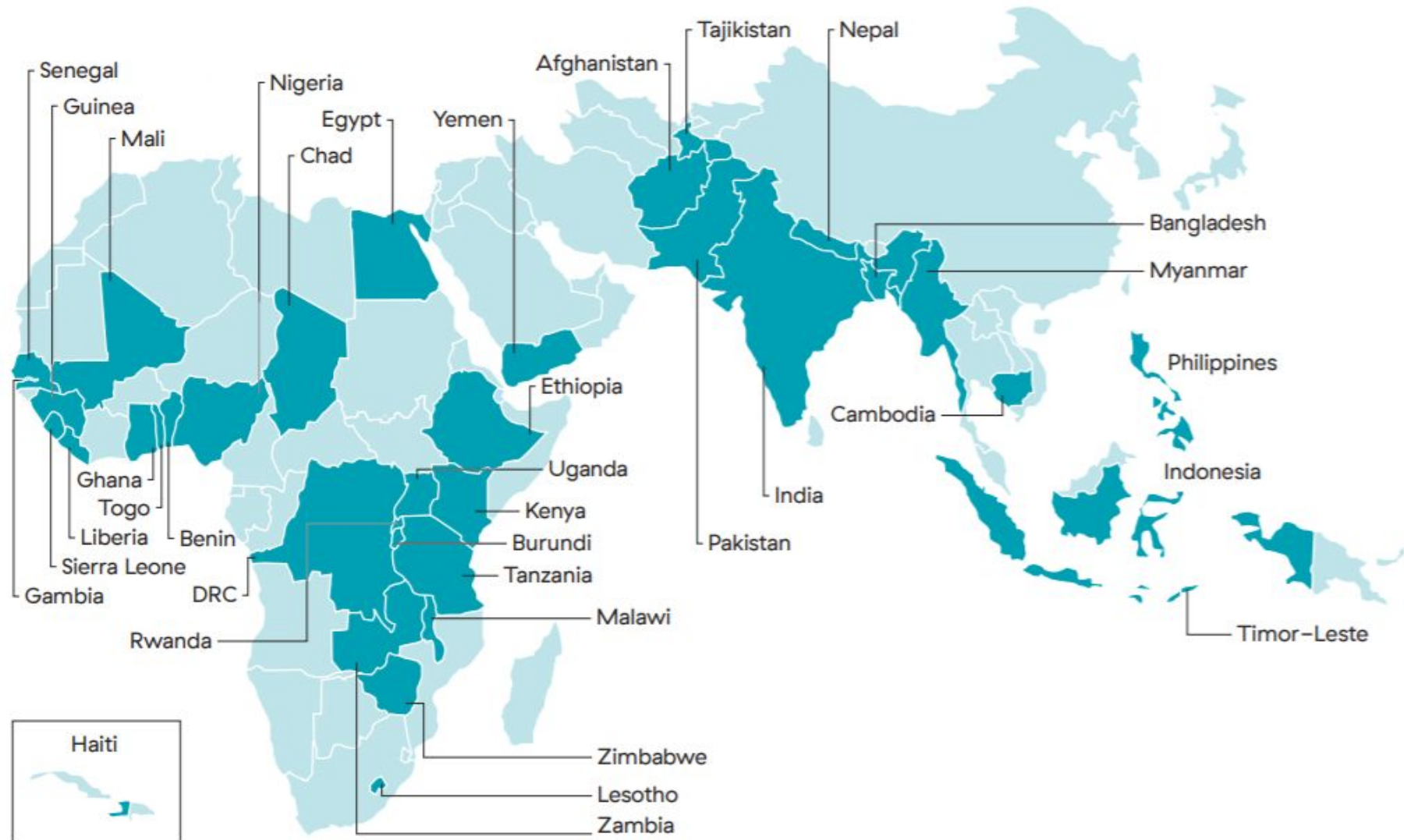
Private Sector Counts provides contraceptive source data for distinct **population segments** to help design programs and policies using a **total market approach**.

Compare FP sources by:

- ✓ Country
- ✓ Contraceptive method
- ✓ Age
- ✓ Residence
- ✓ Socioeconomic status
- ✓ Marital status



36 PRH Priority, Ouagadougou Partnership, or FP2020 countries with DHS since 2012





Source categories

Private clinical	Private hospitals, clinics, doctors, nurses, midwives, health centers, maternity homes, other private medical
Private pharmacy or drug shop	Pharmacy, drug shop, dispensary, chemist
Private shop or market	Shop, market, bar, disco, vending machine, gas station, grocery store, guest house/hotel, warehouse, other private
NGO/FBO	Mission hospital, mission health center/clinic, church, mosque, religious institution, NGO health facility, mobile clinics, fieldworkers
Public	All public sources including hospitals, clinics, and CHWs
Other/Don't know/missing	Friend, relative, partner, parent, traditional healer, traditional birth attendant, school, the respondent herself, "other," don't know, missing data



Private Sector Counts looks at contraceptive sources among three groups

1. **All women** of reproductive age
2. **Modern contraceptive users**
3. **Private sector** contraceptive users



© Jessica Scranton

Private Sector Counts uses Demographic and Health Survey data to illuminate the important contribution of the public and private sectors to sick child care and family planning service delivery.

Donors and program implementers have at their fingertips the data they need to design country programs using a total market approach.

Access country briefs explaining these data:

- [Sources for sick child care](#)
- [Sources for family planning](#)



Child Health

Explore if and where caregivers obtain sick child care.

Interact with the data!

- Socioeconomic status
- Maternal education
- Urban and rural residence
- Illness (diarrhea, ARI symptoms, fever)



Child Health



Family Planning

Explore if and where women obtain their family planning method.

Interact with the data!

- mCPR
- Method mix
- Socioeconomic status
- Urban and rural residence
- Age and marital status



Family Planning

Source

This graph shows which sources women rely on for modern contraception. Each bar sums to the modern contraceptive prevalence rate. Use the menu on the right to look at specific countries or differences by method, time, and demographic characteristics.

Hover over the visualizations for more detail.

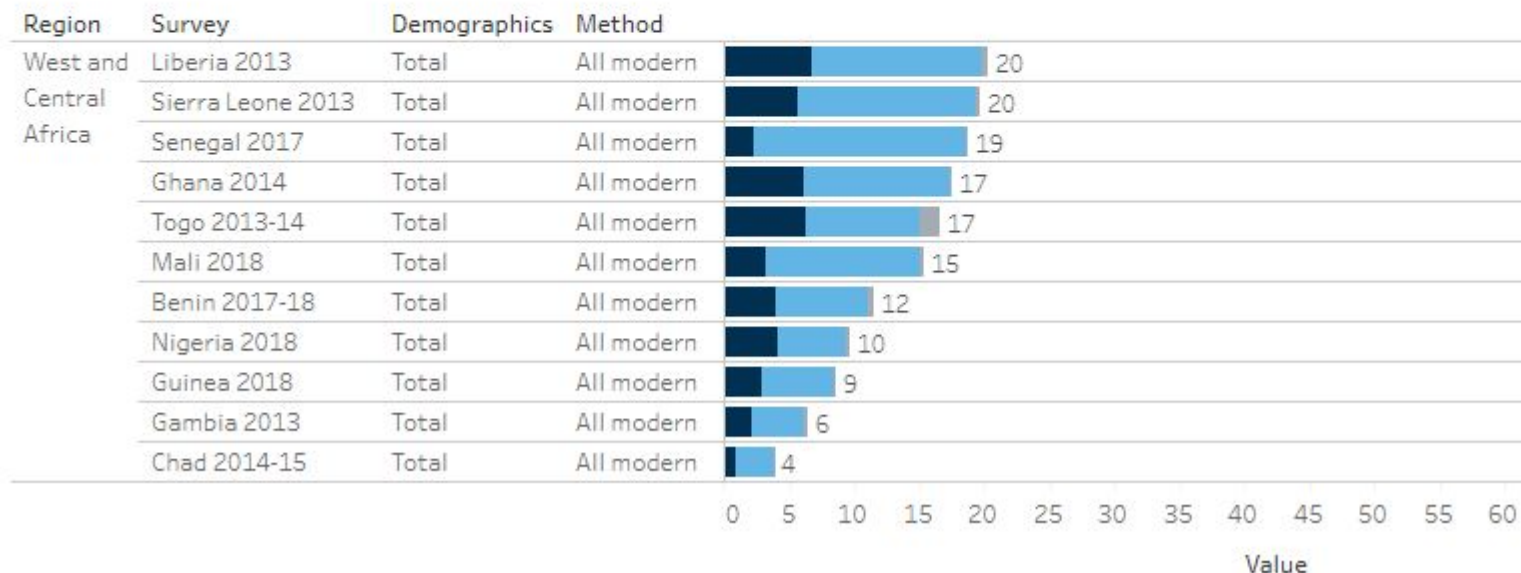
What share of women rely on public, private, or other sources for modern contraception?

Source

Private

Public

Other



▼ Explore source and method mix among all women

Country ⓘ

Refresh

All selected ▼

Method ⓘ

All modern ▼

Survey ⓘ

All selected ▼

Demographics ⓘ

Total Population ▼

► Explore source among modern contraceptive users

► Explore source among private sector contraceptive users

Source

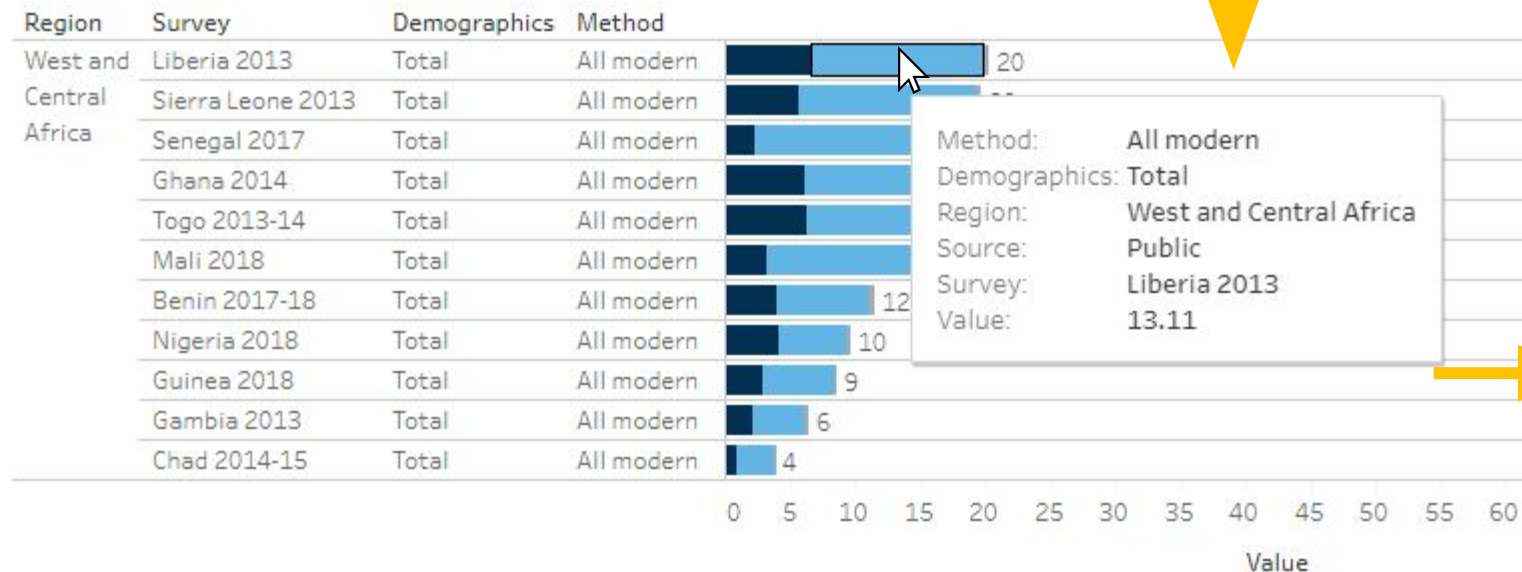
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What share of women rely on public, private, or other sources for modern contraception?

Source

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▼ Explore source and method mix among all women

Country ⓘ

Refresh

All selected ▾

Method ⓘ

All modern ▾

Survey ⓘ

All selected ▾

Demographics ⓘ

Total Population ▾

► Explore source among modern contraceptive users

► Explore source among private sector contraceptive users

Where do women obtain their modern contraception?

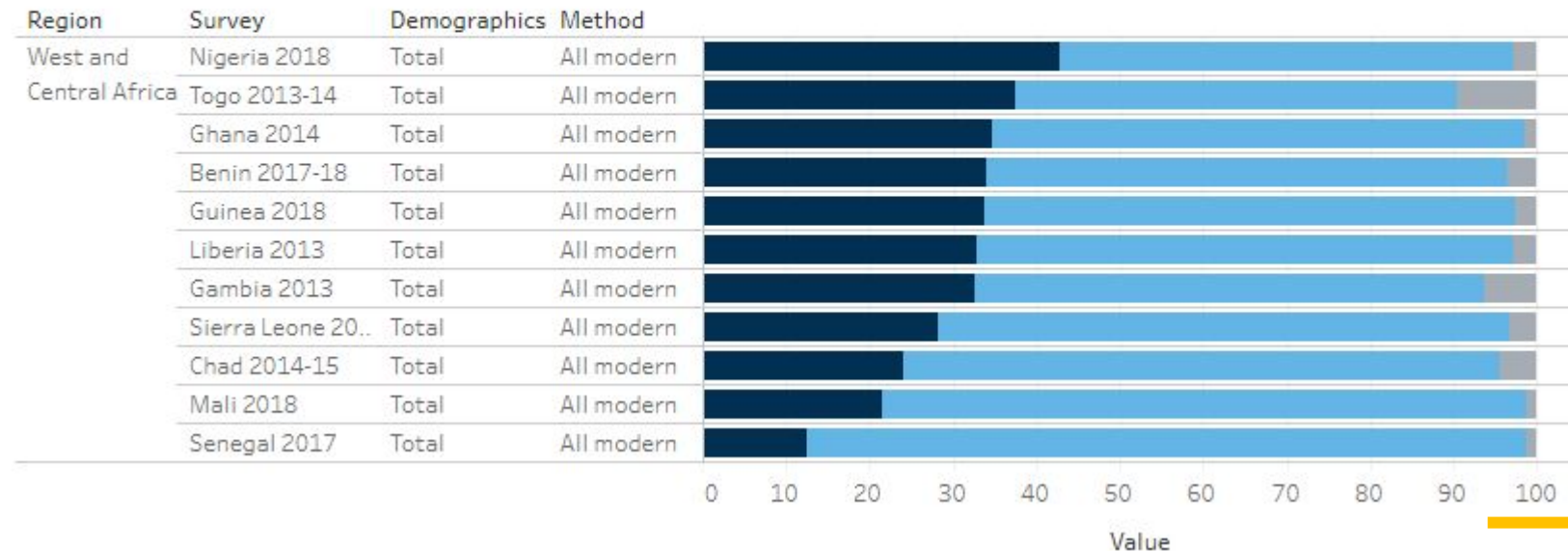
This graph shows the percentage of modern contraceptive users who rely on private, public, or other sources. Use the menu on the right to look at specific countries or differences by method, time, and demographic characteristics.

Hover over the visualizations for more detail.

Where do users obtain their modern contraception?

Source

■ Private ■ Public ■ Other



▼ Explore source and method mix among all women

Country ⓘ

Refresh

All selected ▼

Method ⓘ

All modern ▼

Survey ⓘ

All selected ▼

Demographics ⓘ

Total Population ▼

► Explore source among modern contraceptive users

► Explore source among private sector contraceptive users

Where do private sector users obtain their modern contraceptives?

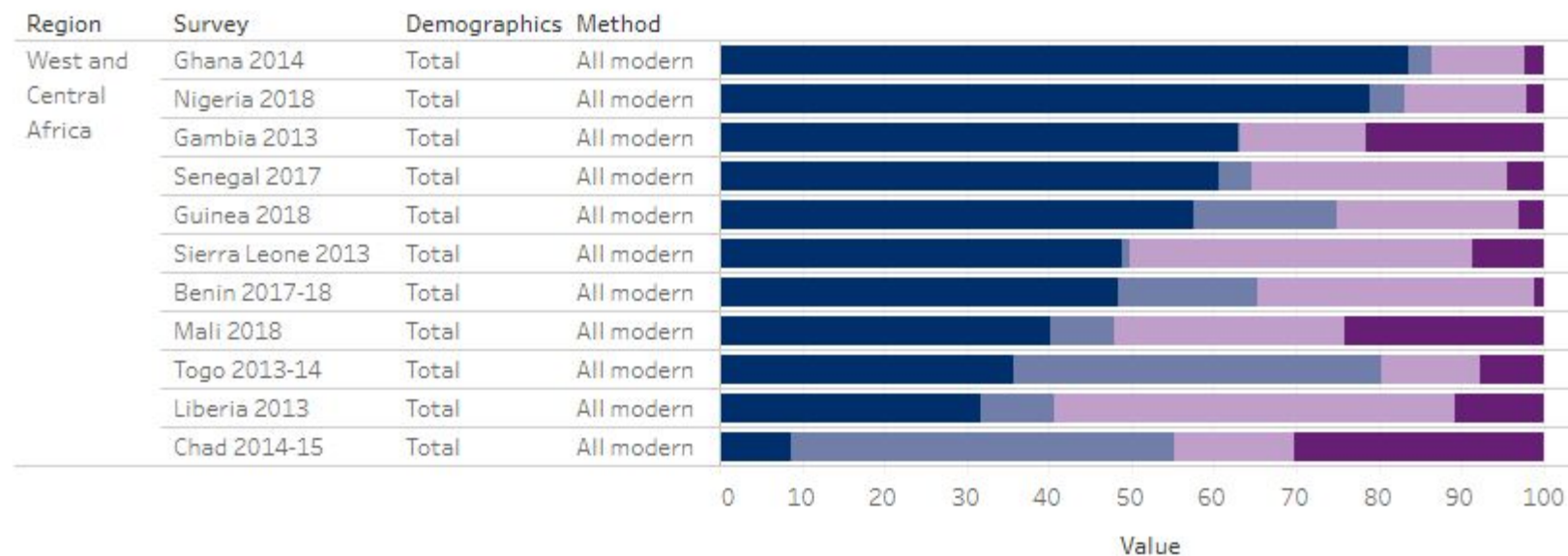
This graph shows the percentage of private sector users who rely on private clinics, non-governmental or faith-based organizations, pharmacies, and shops or markets. Use the menu on the right to look at specific countries or differences by method, time, and demographic characteristics.

Hover over the visualizations for more detail.

Where do private sector users obtain their modern contraceptives?

Source

■ Private Pharmacy or Drug Shop ■ General shop or market ■ Private Clinical ■ NGO/FBO



► Explore source and method mix among all women

► Explore source among modern contraceptive users

▼ Explore source among private sector contraceptive users

Country ⓘ

All selected ▾

Refresh

Method ⓘ

All modern ▾

Survey ⓘ

Most recent survey ▾

Demographics ⓘ

Total Population ▾

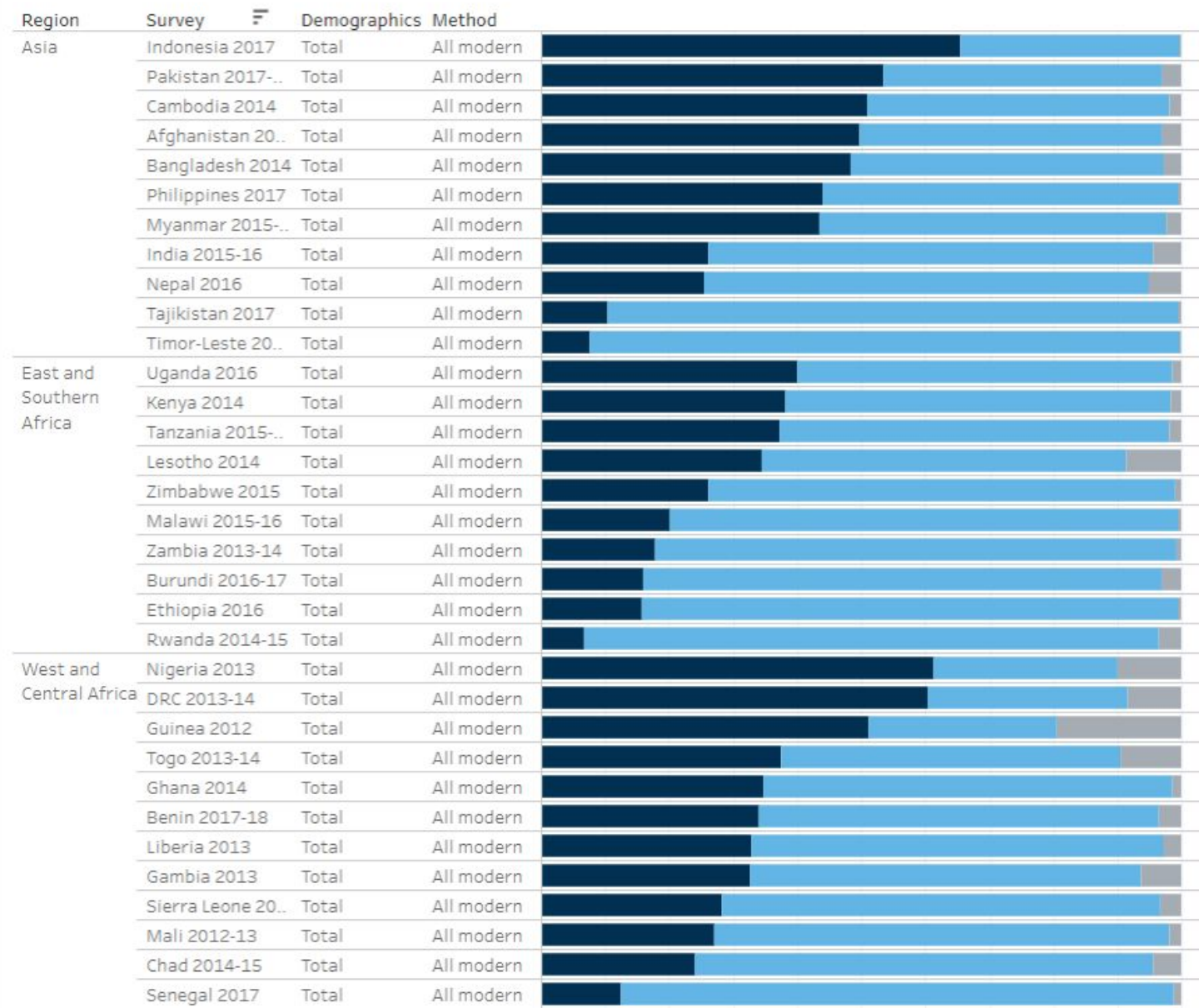
Where do users obtain their modern contraception?

Source

Private

Public

Other



► Explore source and method mix among all women

▼ Explore source among modern contraceptive users

Country ⓘ

Refresh

All selected ▼

Method ⓘ

All modern ▼

Survey ⓘ

All selected ▼

Demographics ⓘ

Total Population ▼

► Explore source among private sector contraceptive users

Where do users obtain their modern contraception?

Source

☒ Private
 ☒ Public
 ☐ Other

Region	Survey	Demographics	Method	
Asia	Indonesia 2017	Total	All modern	
	Pakistan 2017-...	Total	All modern	
	Cambodia 2014	Total	All modern	
	Afghanistan 20...	Total	All modern	
	Bangladesh 2014	Total	All modern	
	Philippines 2017	Total	All modern	
	Myanmar 2015-...	Total	All modern	
	India 2015-16	Total	All modern	
	Nepal 2016	Total	All modern	
	Tajikistan 2017	Total	All modern	
	Timor-Leste 20...	Total	All modern	
East and Southern Africa	Uganda 2016	Total	All modern	
	Kenya 2014	Total	All modern	
	Tanzania 2015-...	Total	All modern	
	Lesotho 2014	Total	All modern	
	Zimbabwe 2015	Total	All modern	
	Malawi 2015-16	Total	All modern	
	Zambia 2013-14	Total	All modern	
	Burundi 2016-17	Total	All modern	
	Ethiopia 2016	Total	All modern	
	Rwanda 2014-15	Total	All modern	
West and Central Africa	Nigeria 2013	Total	All modern	
	DRC 2013-14	Total	All modern	
	Guinea 2012	Total	All modern	
	Togo 2013-14	Total	All modern	
	Ghana 2014	Total	All modern	
	Benin 2017-18	Total	All modern	
	Liberia 2013	Total	All modern	
	Gambia 2013	Total	All modern	
	Sierra Leone 20...	Total	All modern	
	Mali 2012-13	Total	All modern	
	Chad 2014-15	Total	All modern	
	Senegal 2017	Total	All modern	

► Explore source and method mix among all women

▼ Explore source among modern contraceptive users

Country ⓘ

Refresh

All selected ▼

☒ Check Select/Deselect All

☒ Asia

☒ Afghanistan

☒ Bangladesh

☒ Cambodia

☒ India

☒ Indonesia

☒ Myanmar

☒ Nepal

☒ Pakistan

☒ Philippines

☒ Tajikistan

☒ Timor-Leste

☒ East and Southern Africa

☒ Burundi

☒ Ethiopia

☒ Kenya

☒ Lesotho

☒ Malawi

☒ Rwanda

☒ Tanzania

☒ Uganda

☒ Zambia

Where do users obtain their modern contraception?

Source

Private

Public

Other

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	Lesotho 2014	Total	All modern	
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	Malawi 2015-16	Total	All modern	
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	DRC 2013-14	Total	All modern	
	Guinea 2012	Total	All modern	
	Togo 2013-14	Total	All modern	
	Ghana 2014	Total	All modern	
	Benin 2017-18	Total	All modern	
	Liberia 2013	Total	All modern	
	Gambia 2013	Total	All modern	
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	Chad 2014-15	Total	All modern	
	Senegal 2017	Total	All modern	

Explore source and method mix among all women

Explore source among modern contraceptive users

Country

Refresh

All selected

Method

All modern

Check Select/Deselect All

All modern

Select all SAMs

SAM

Condom

Pill

Injectable

Select all LAPMs

LAPM

Implant

IUD

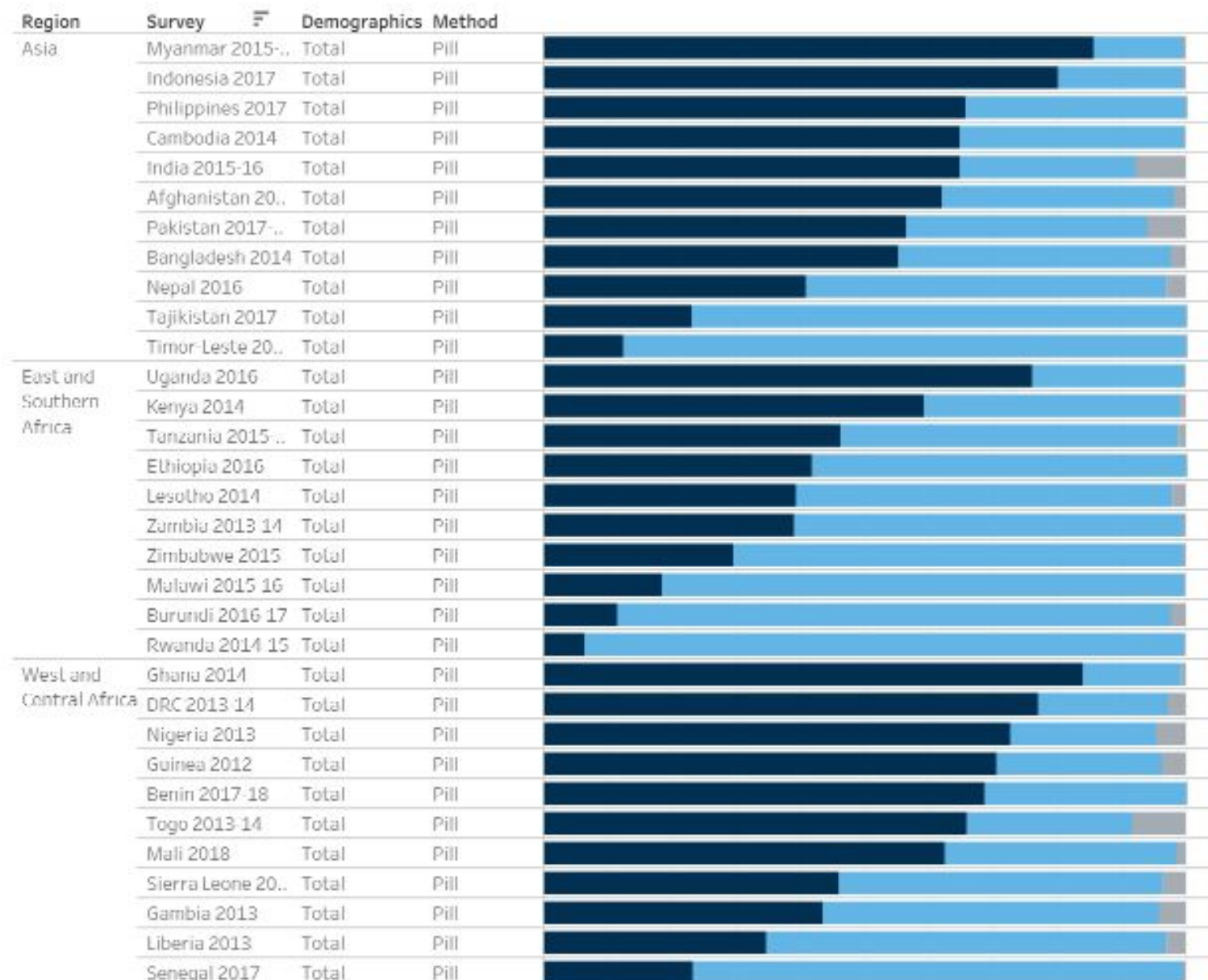
Where do users obtain their modern contraception?

Source

Private

Public

Other



Explore source and method mix among all women

Explore source among modern contraceptive users

Country

Refresh

All selected

Method

Pill

☐ Check Select/Deselect All

☐ All modern

☐ Select all SAMs

☐ SAM

☐ Condom

☒ Pill

☐ Injectable

☐ Select all LAPMs

☐ LAPM

☐ Implant

☐ IUD

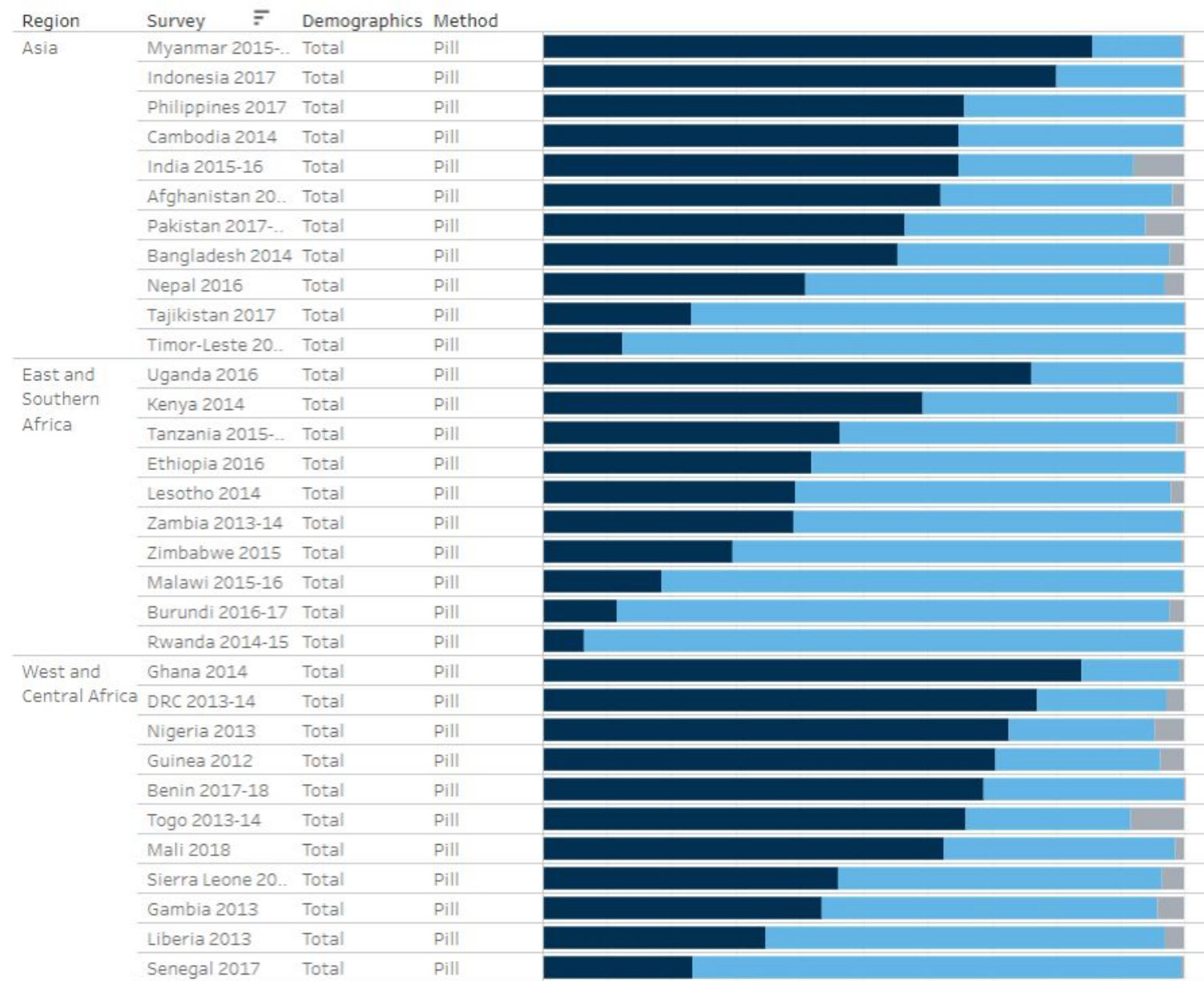
Where do users obtain their modern contraception?

Source

Private

Public

Other



► Explore source and method mix among all women

▼ Explore source among modern contraceptive users

Country ⓘ

Refresh

All selected ▼

Method ⓘ

Pill ▼

Survey ⓘ

Most recent survey ▼

Most recent survey

Previous survey

Both most recent and previous total population

► Explore source among private sector contraceptive users

Where do users obtain their modern contraception?

Source

Private

Public

Other

Region	Survey	Demographics	Method	
Asia	Indonesia 2012	Total	Pill	
	Indonesia 2017	Total	Pill	
	Philippines 2013	Total	Pill	
	Philippines 2017	Total	Pill	
	India 2005-06	Total	Pill	
	India 2015-16	Total	Pill	
	Afghanistan 20..	Total	Pill	
	Cambodia 2010	Total	Pill	
	Cambodia 2014	Total	Pill	
	Bangladesh 2011	Total	Pill	
	Bangladesh 2014	Total	Pill	
	Pakistan 2012-..	Total	Pill	
	Pakistan 2017-..	Total	Pill	
	Nepal 2011	Total	Pill	
	Nepal 2016	Total	Pill	
	Tajikistan 2012	Total	Pill	
	Tajikistan 2017	Total	Pill	
	Timor-Leste 20..	Total	Pill	
	Timor-Leste 20..	Total	Pill	
East and Southern Africa	Uganda 2011	Total	Pill	
	Uganda 2016	Total	Pill	
	Kenya 2008-09	Total	Pill	
	Kenya 2014	Total	Pill	
	Zambia 2007	Total	Pill	
	Zambia 2013-14	Total	Pill	
	Lesotho 2009	Total	Pill	
	Lesotho 2014	Total	Pill	
	Ethiopia 2011	Total	Pill	
	Ethiopia 2016	Total	Pill	

Explore source and method mix among all women

Explore source among modern contraceptive users

Country

Refresh

All selected

Method

Pill

Survey

Both most recent and previ

Most recent survey

Previous survey

Both most recent and previous total population

Explore source among private sector contraceptive users

Where do users obtain their modern contraception?

Source

Private Public Other

Region	Survey	Demographics	Method	
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Explore source and method mix among all women

Explore source among modern contraceptive users

Country ⓘ

Refresh

All selected ▼

Method ⓘ

All modern ▼

Survey ⓘ

Most recent survey ▼

Demographics ⓘ

Total Population ▼

Total Population

Poorest

Richest

Poorest and Richest

Urban and Rural

Age: <25, 25+

Age: 15-19, 20-24, 25+

Marital Status

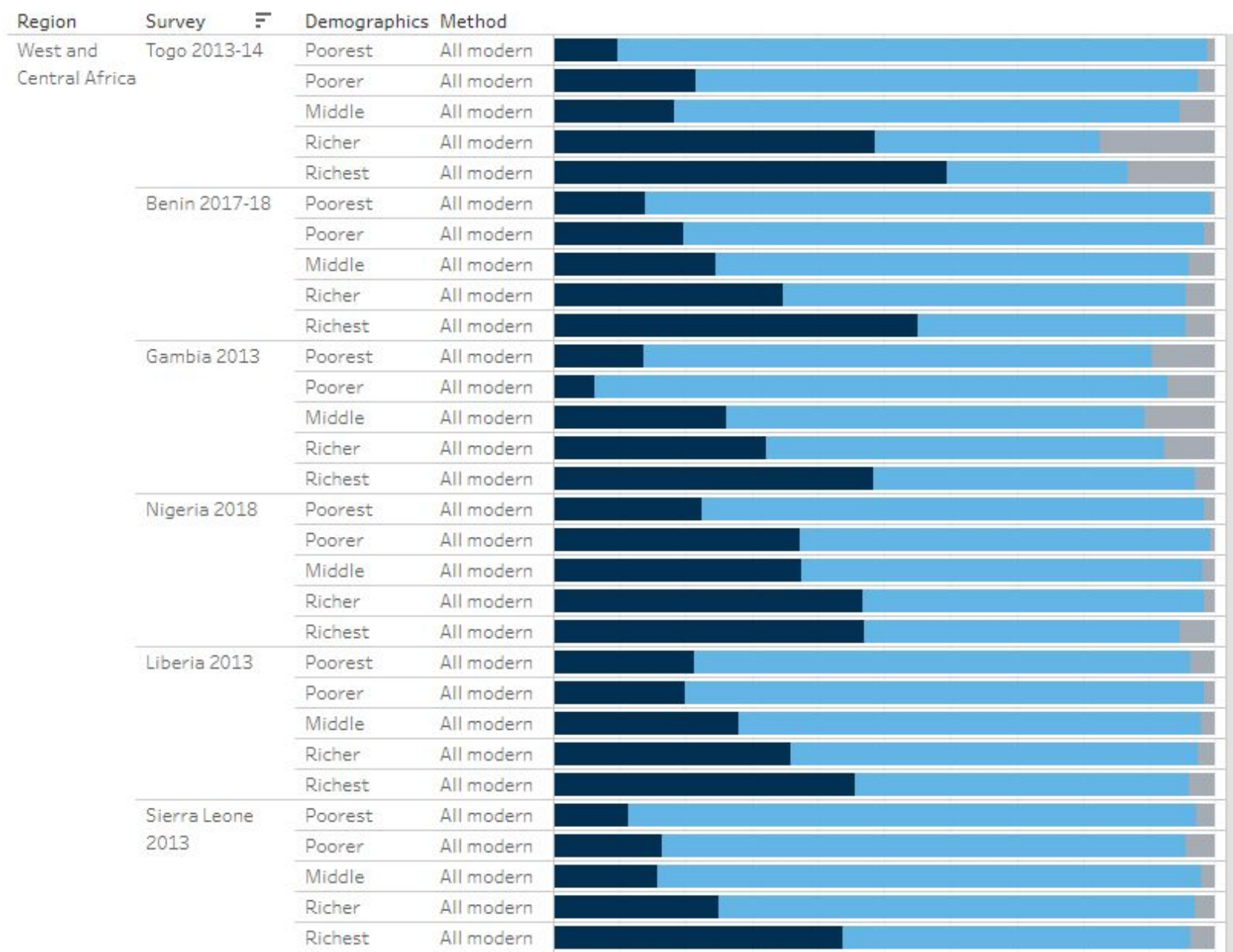
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Country ⓘ

Refresh

All selected ▼

Method ⓘ

All modern ▼

Survey ⓘ

Most recent survey ▼

Demographics ⓘ

All Wealth Quintiles ▼

Total Population

Poorest 40%

Richest 40%

Poorest 40% and Richest 40%

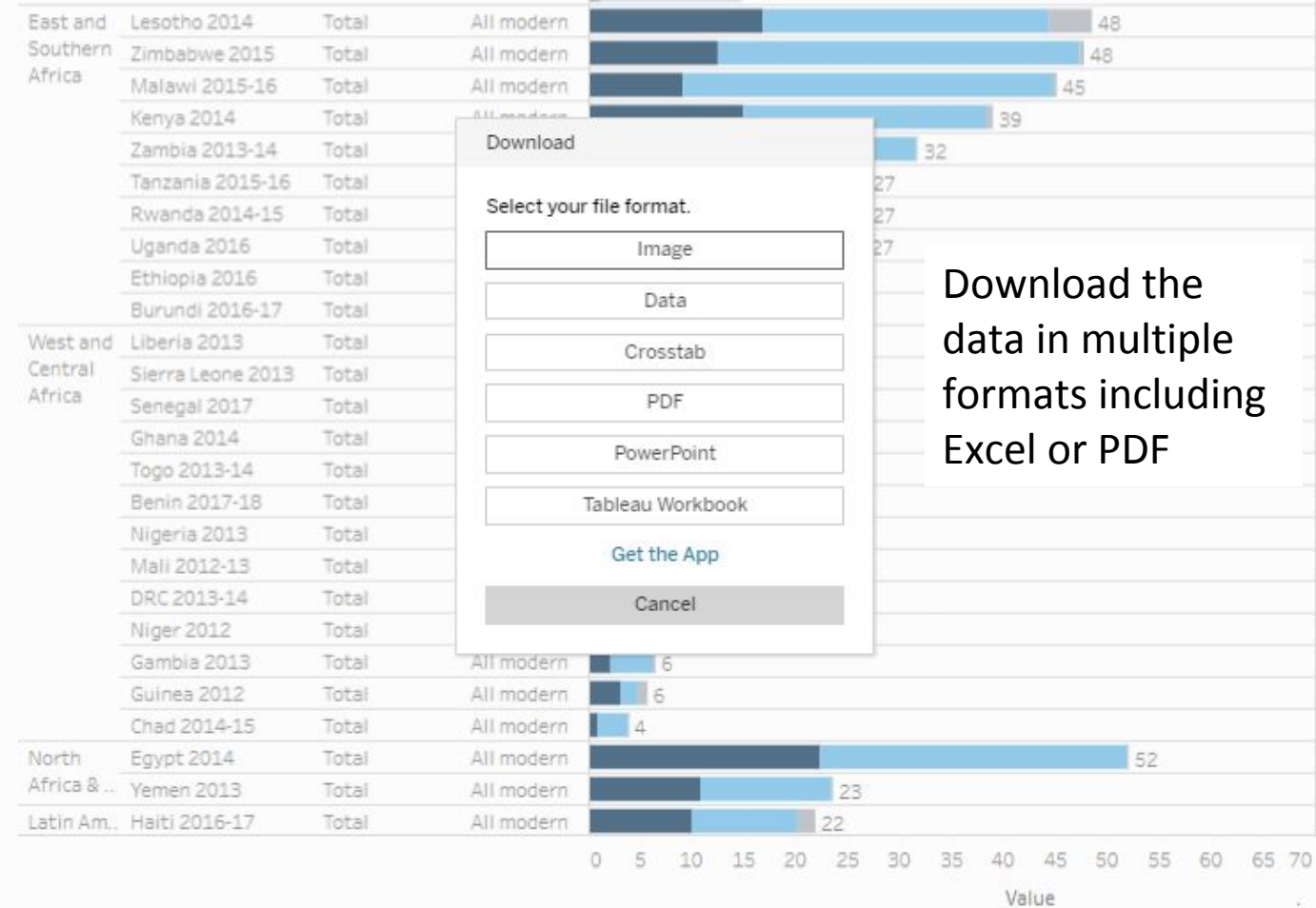
All Wealth Quintiles

Urban and Rural

Age: <25, 25+

Age: 15-19, 20-24, 25+

Marital Status



Download the data in multiple formats including Excel or PDF

* Note that some countries may be excluded from display due to small sample size.
* Note that Afghanistan, Bangladesh, Egypt, Pakistan, and Yemen only include ever-married women.
Private Sector Counts, SHOPS Plus Project funded by USAID, led by Abt Associates

Download the data from any visualization





Using Private Sector Counts in Country

- **Understand the landscape** of the public and private sector, and how they vary across methods and demographic characteristics
- Examine how **contraceptive sources have changed** since the last DHS survey
- Compare source patterns to **other countries** in the region



Two complementary tools

PrivateSectorCounts.org

FPMarketAnalyzer.org



Focus

Modern contraceptive sources in the **past and present**

Future projections of the FP landscape under various scenarios



Scope

Allows for comparisons **across countries**

A deep dive into **individual countries**



FP Market Analyzer



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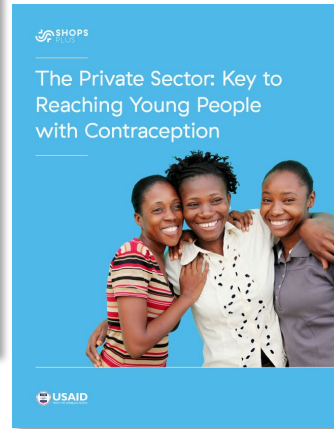
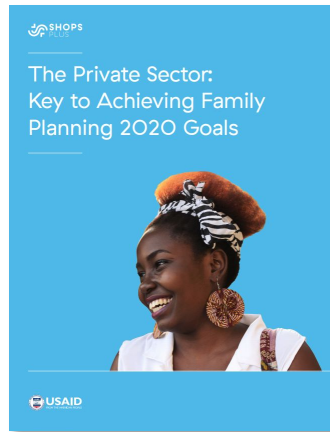


What is the FP Market Analyzer?

- Interactive web-based tool
- Combines data from multiple sources:
 - Method mix & source mix from the latest Demographic and Health Survey (DHS)
 - Projections of mCPR, WRA and modern users (2020 – 2023) from FP2020, Track20, UN Population Division
 - WB data on poverty headcount
- The tool allows users to:
 - View the current situation (estimates for 2020)
 - Develop future scenarios based on changes to method mix and/or source mix (short-term projection to 2023)



From global briefs to an interactive tool



Two briefs exploring potential opportunities and challenges for the role of the Private Sector.

Useful for advocacy, but:

- Global scope: no country results
- Static scenarios: can't be adapted

Interactive tool to explore scenarios at the country level



From theory to numbers

Theoretical statement:
'Increase the role of the private sector
among urban women'

How will this
change among
urban users
change the
national picture?

Are there
enough private
providers to
serve the
additional users?

Would the
method mix of
urban women
change if they
shift sectors?



Tool structured around modules

**Current national
landscape**

Policy scenarios

Explore key segments:

Age & marital status

**Residence
(urban/rural)**

Income level

Review the current situation:
Baseline projection for 2020

Explore future scenarios:
Make changes to source mix
and/or method mix



<http://fpmarketanalyzer.org/>

Family Planning Market Analyzer

Select country: Afghanistan

Current national landscape

Explore policy scenarios

Explore by age and marital status

Explore by residence

Explore by income

The Family Planning Market Analyzer combines data from Demographic and Health Surveys and FP2020's projections of modern contraceptive prevalence (mCPR) to allow users to explore potential scenarios for a total market approach (TMA). The tool can be used to inform TMA discussions by providing key results linked to probing questions—for example, if the private sector doubled its role in implant provision, how many more services would need to be provided?

To get started:

1. Pick a country from the drop-down list in the top left corner (the tool is preloaded with data for 58 countries)
2. Then use the panel on the left to explore different questions and changes

Sustaining Health Outcomes through the Private Sector (SHOPS) Plus is a five-year cooperative agreement (AID-OAA-A-15-00067) funded by the United States Agency for International Development (USAID). This website is made possible by the generous support of the American people through USAID. The information provided on this website is not official U.S. government information and does not represent the views or positions of USAID or the U.S. government.



<http://fpmarketanalyzer.org/>

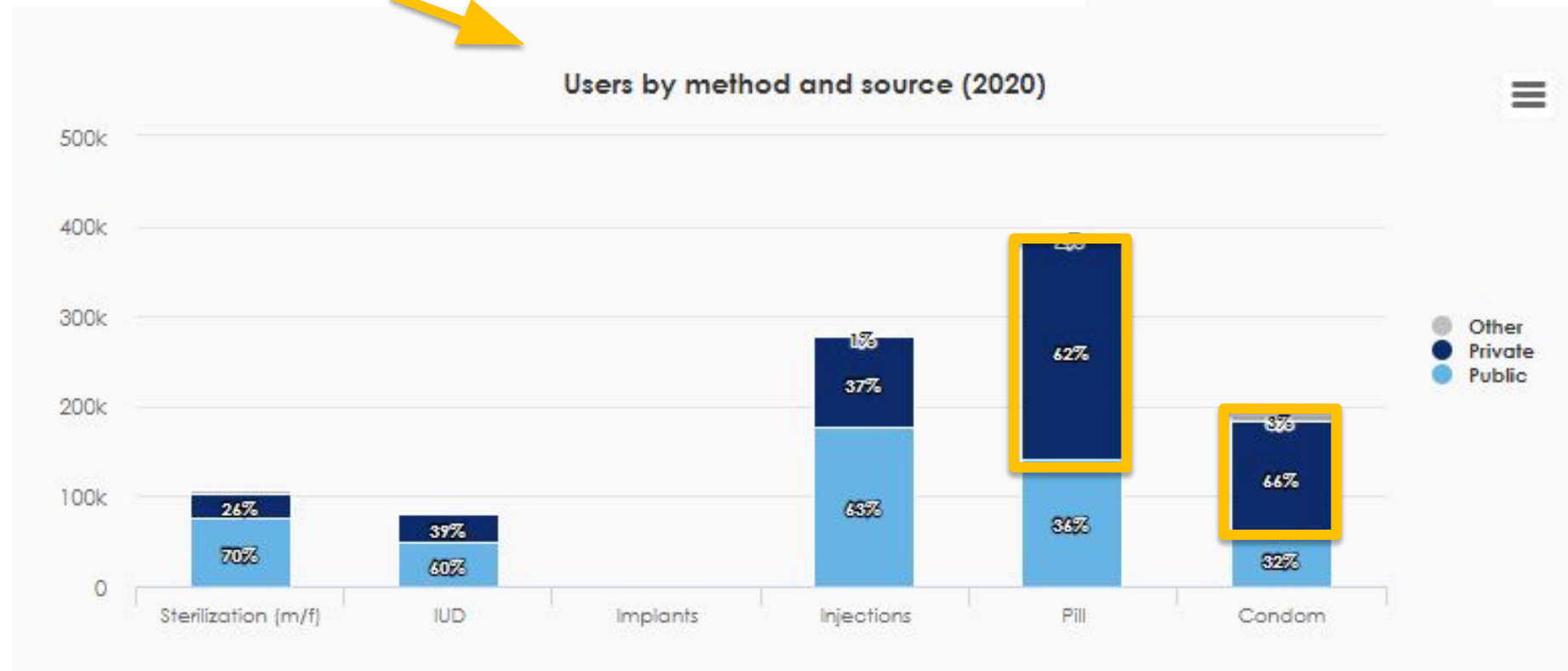
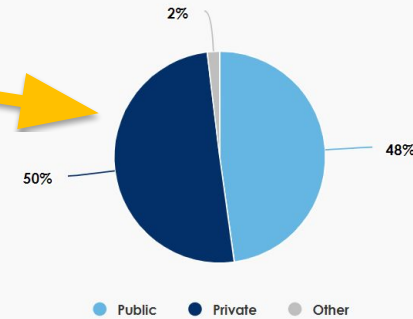


Results account for changes to mCPR and population projections

What methods do women use, and where do they get them?

These graphs show the breakdown of current users by method and source. When looking at these graphics, think about:

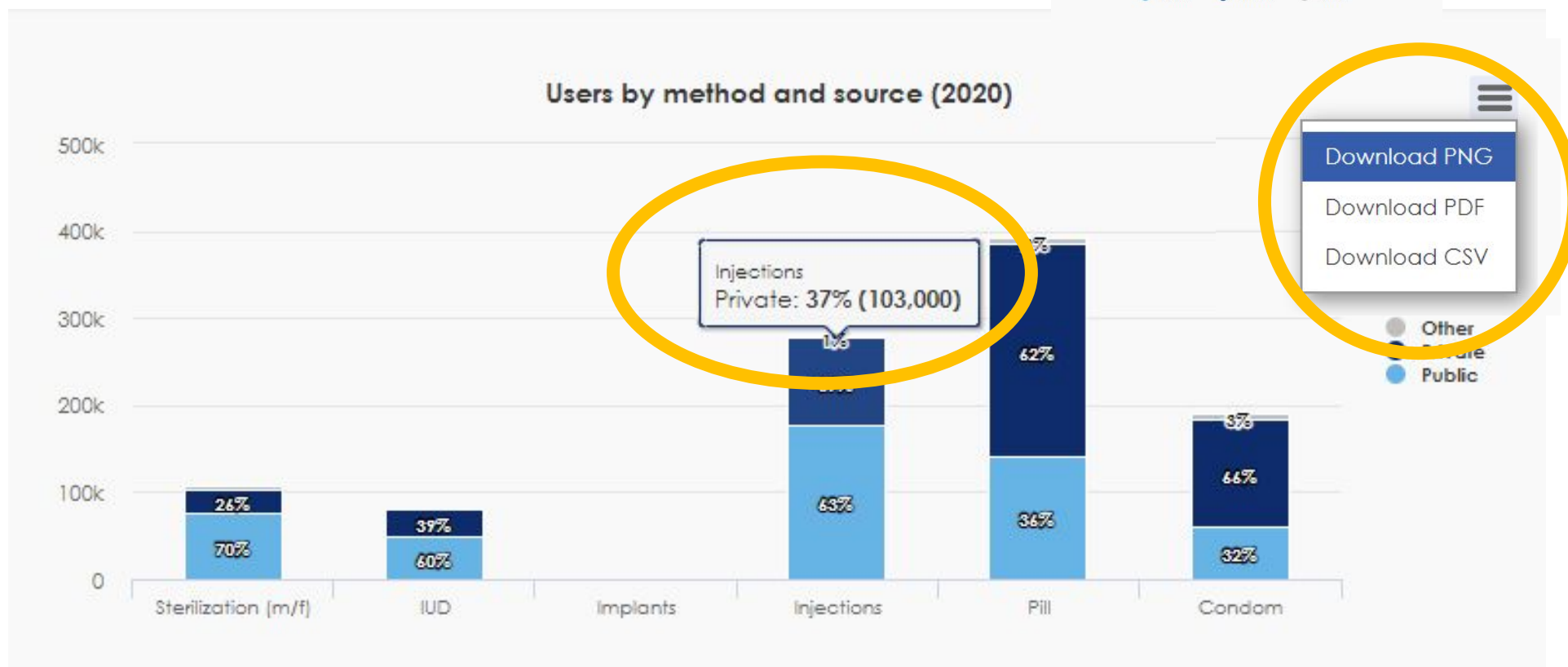
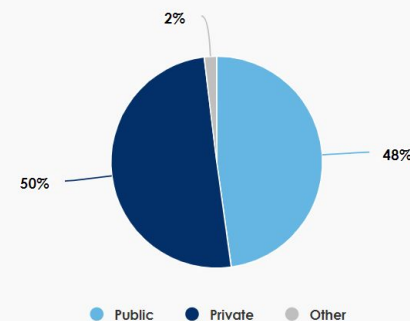
- What role does each sector play overall?
- What methods are most common?
- How does the role of the public and private sector vary by method?



What methods do women use, and where do they get them?

These graphs show the breakdown of current users by method and source. When looking at these graphics, think about:

- What role does each sector play overall?
- What methods are most common?
- How does the role of the public and private sector vary by method?





Three pathways for future changes

1

Method Mix

Changes in method mix will influence the overall split between the public and private sectors.

2

Source Mix

Changes in overall source mix will influence the method mix.

3

Method & Source Mix



Change the method mix *and* the relative role of the public and private sector for each method.

Cross-cutting considerations

How many users will be impacted by the change?
How will the change influence the overall picture?
How many more/fewer users in each sector?



<http://fpmarketanalyzer.org/>

 **Family Planning Market Analyzer**

Select country

Kenya

Current national landscape

▼

Explore policy scenarios

▲

Policy Scenario Generator

Build your own scenario by changing method mix

Build your own scenario by changing source mix

Build your own scenario by changing both method and source mix

Explore by age and marital status

▼

Explore by residence

▼

Explore by income

▼

Policy Scenario Generator

Pick one of the scenarios described below to see how it will impact method and source mix, as well as the resulting visits and number of commodities required.

- ☐ Scenario 1: Without changes in method mix or source mix (status quo), what efforts are needed to keep up with increases in users?
- ☐ Scenario 2: What if task sharing allowed the private sector (e.g., pharmacies) to increase its share of injectables?
- ☐ Scenario 3: What if implants increase in popularity, but the sources where they are available stays the same?
- ☒ Scenario 4: What if barriers were removed to allow the private sector to play a greater role in LARC provision as implants increase in popularity?



Automated changes to method mix and source mix

Method mix (%)

	Status Quo	New
Sterilization (m/f)	5.73	5.73
IUD	5.86	5.86
Implants	18.20	36.40
Injections	47.83	35.39
Pill	14.01	10.36
Condom	8.12	6.01
Other modern	0.26	0.26
Total	100.00	100.00

1

Implant use doubles

2

Private sector shares of both IUDs and Implants increase by 20 percentage points

Can customize changes using the 'build your own' scenarios feature

Source mix (%)

	Public		Private	
	Status Quo	New	Status Quo	New
Sterilization (m/f)	77.18	77.18	22.53	22.53
IUD	64.40	44.40	35.60	55.60
Implants	78.29	58.29	21.71	41.71
Injections	62.88	62.88	37.12	37.12
Pill	39.78	39.78	59.52	59.52
Condom	24.11	24.11	60.87	60.87
Other with source	0.00	0.00	0.00	0.00

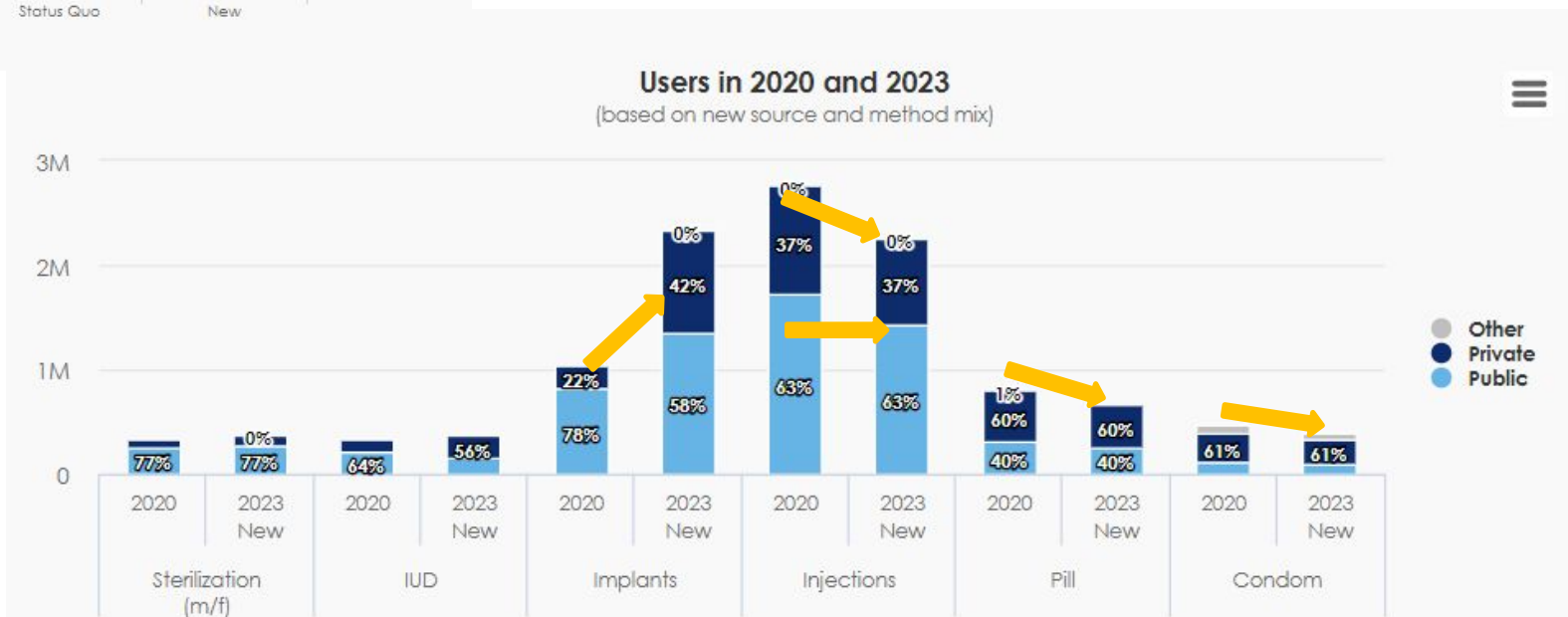


Overall shift in source mix is limited



Why? Let's explore method by method changes:

- Public sector implant share still large (>50%)
- Decreases STM users (many of whom go to the private sector)
- Continued large number of public sector injectable uses





Tool structured around modules

Current national
landscape

Policy scenarios

Explore key segments:

Age & marital status

**Residence
(urban/rural)**

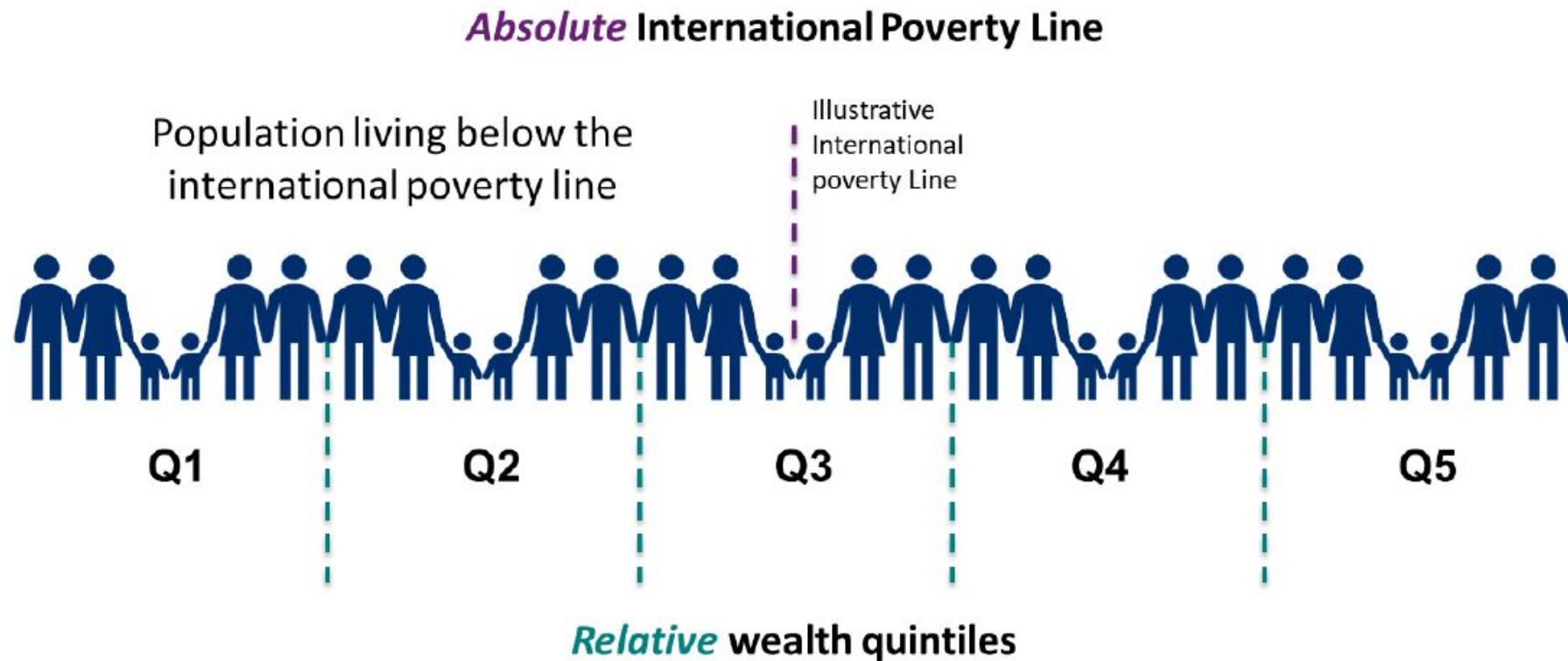
Income level

Review the current situation:
Baseline projection for 2020

Explore future scenarios:
Make changes to source mix
by segment



Income Level vs Wealth Quintiles





Income Segmenting & TMA

1

How many women fall into each segment?

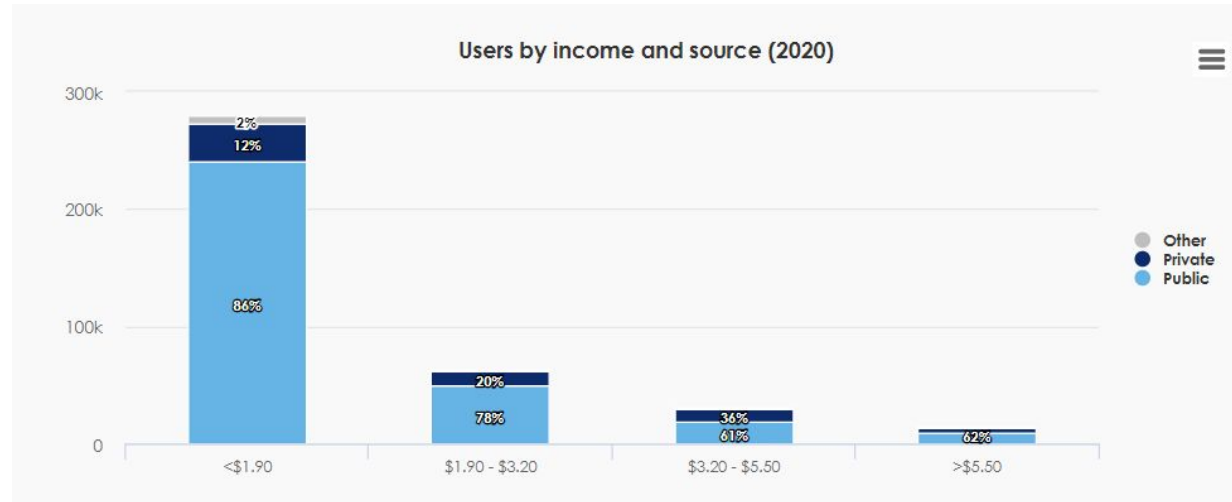
Quintiles = evenly distributed

2

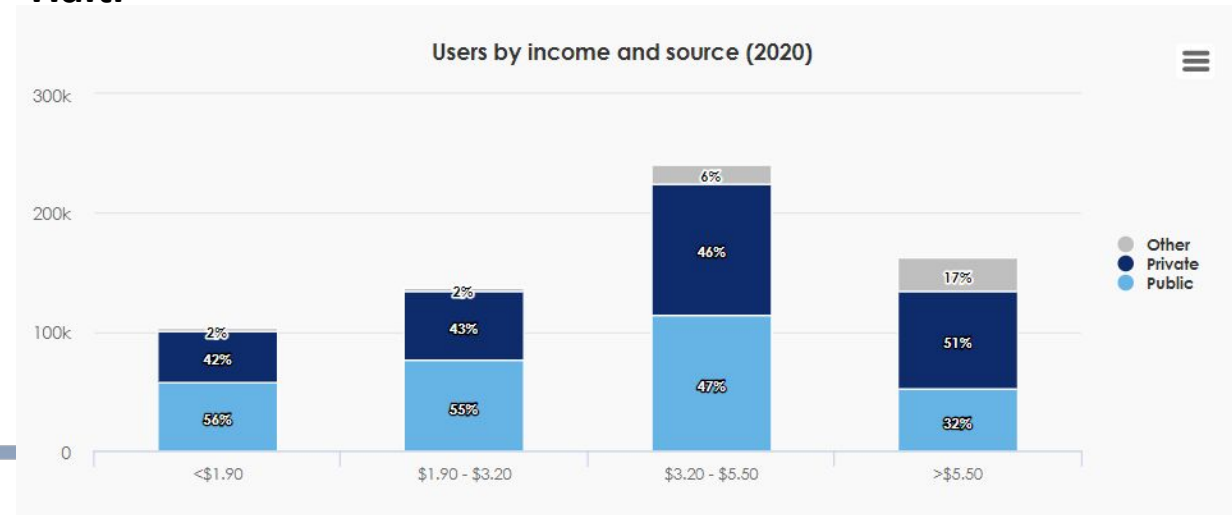
Role of sector by segment

Often see increasing role of private sector

Burundi



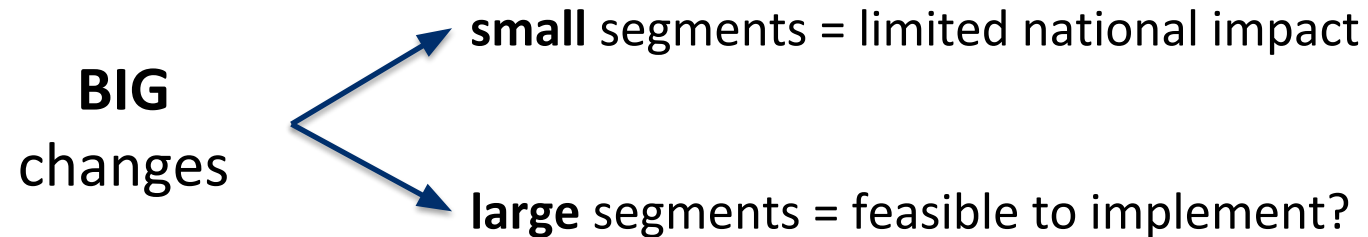
Haiti





Using the Market Analyzer in Country

- Help inform TMA **discussions**
- Support TMA **advocacy efforts**
- **Sense check** implications of source mix and method mix changes





Two complementary tools

Private Sector Counts

FP Market Analyzer



Focus

Modern contraceptive sources in the **past and present**

Future projections of the FP landscape under various scenarios



Scope

Allows for comparisons **across countries**

A deep dive into **individual countries**



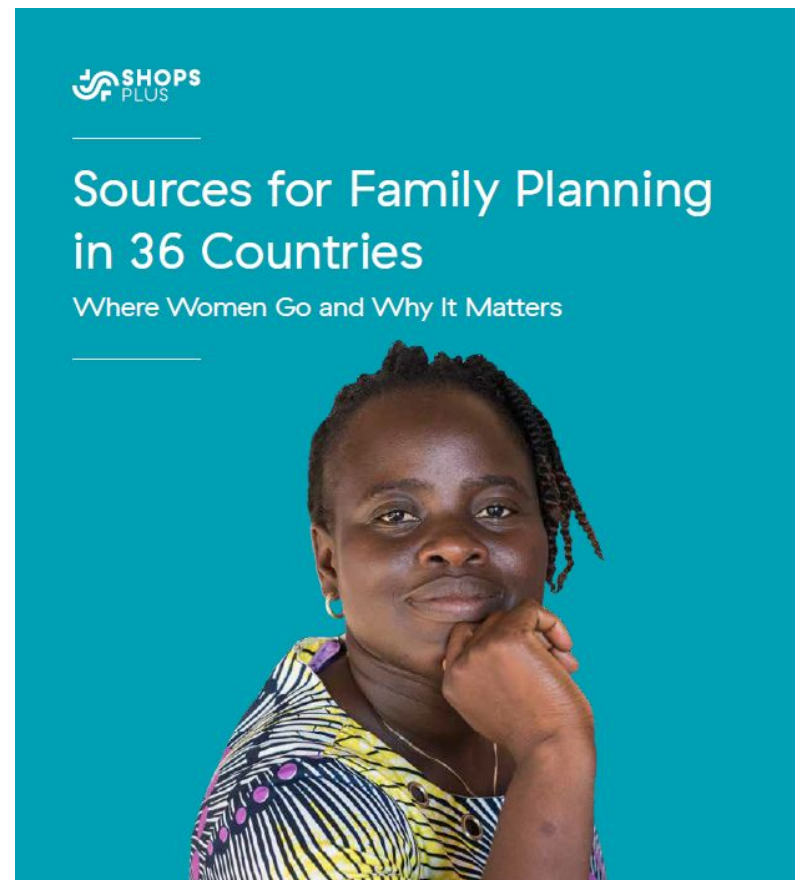
Additional Resources





Information available on SHOPS Plus website

- 2 interactive data visualization websites
 - Private Sector Counts
 - FP Market Analyzer
- Cross-country brief
- 21 country briefs



SHOPSPlusProject.org/sources-family-planning-materials



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Q&A





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