

New MEASURE Evaluation Resources to Increase Access to Family Planning Through a Total Market Approach

What is a TMA?

An estimated 225 million women in developing countries want to delay or stop childbearing but are not using any contraceptive method. To expand the market in contraceptives and address this unmet need for family planning, effective coordination is needed among the three sectors that deliver contraceptive products and services in developing countries: the public sector, the nonprofit sector, and the commercial sector. Without that, the actions of one sector can undermine those of the other two, with the unintended consequence of limiting rather than expanding women's access and choices.

A total market approach (TMA) to family planning gathers and uses data to strengthen collaboration among these sectors. Its ultimate goal is to create an efficiently segmented market that provides women access to a full range of family planning products and services.

What does a TMA involve?

A national TMA plan typically starts with a landscape assessment: a desk review of the literature and discussions of the findings with stakeholders. Following these discussions, an in-depth analysis of the family planning market is needed. This involves collecting and analyzing data on TMA indicators. The findings from this market analysis are essential for developing a comprehensive plan that outlines the TMA strategy and describes the roles and responsibilities of those who will carry the strategy out. In the final phases, the TMA plan's market-shaping activities are implemented, monitored, and evaluated.

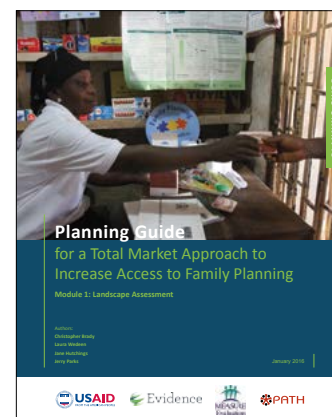
What are the new resources, who should use them, and in what order?

Although many countries have expressed interest in adopting a TMA to inform their family planning policies and strategies, there is little consistency in the steps they take to make this decision. MEASURE Evaluation, in collaboration with the Evidence Project (both funded by the U.S. Agency for

International Development) and PATH, has developed several resources to standardize how countries assess their need and readiness for a TMA. These are:

- Planning Guide for a Total Market Approach to Increase Access to Family Planning
 - Module 1: Landscape Assessment
<http://www.path.org/publications/detail.php?i=2575>
 - Module 2: In-Depth Analysis of the Family Planning Market
<https://www.measureevaluation.org/resources/publications/tr-16-131c-en/>
- Handbook for Research on the Family Planning Market
 - Volume 1: Using Data to Inform a Total Market Approach to Family Planning
<http://www.measureevaluation.org/resources/publications/tr-16-131a/>
 - Volume 2: Tools and Resources for an In-Depth Analysis of the Family Planning Market
<http://www.measureevaluation.org/resources/publications/tr-16-131b/>

The two modules of the planning guide offer abridged guidance to implementing organizations and donors on what the landscape assessment and in-depth analysis should entail, so they can make informed decisions about whether or not to proceed with the preliminary work needed to support a TMA and the resources such an effort will require. Because the in-depth analysis requires a good deal of time and money, it should only be conducted after a landscape assessment has been completed. If subsequent



discussions with stakeholders yield consensus that a TMA strategy would be beneficial, then an in-depth market analysis should be conducted to inform the strategy. This would be the time for implementing organizations and donors to consult Module 2, for a bird's-eye view of what's in store.

The two volumes of the handbook offer detailed guidance for those who will conduct the in-depth analysis and tools and resources to support this work.

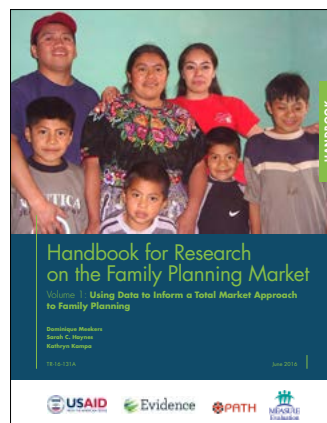
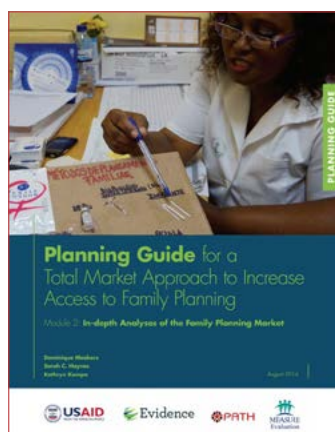
What's in Modules 1 and 2 of the planning guide?

Module 1 guides implementing organizations and donors through the following steps in a TMA landscape analysis:

- Assess and catalyze interest by conducting a desk review along with preliminary outreach to key stakeholders.
- Conduct stakeholder analysis.
- Analyze and validate findings from the desk review and stakeholder analysis and plan next steps.

Module 2 explains for this same audience the requirements of an in-depth analysis of the family planning market. It reviews the following tasks for an in-depth analysis:

- Construct indicators, establish data requirements, and identify measurement issues and other challenges.
- Identify data sources for secondary and primary research.
- Analyze patterns and trends in key TMA indicators and identify key variables for stratification and market segmentation (how to measure wealth, analytical approach for TMA market analyses, using survey data to estimate the number of family planning users).
- Develop dissemination and advocacy approaches.
- Assess government stewardship capacity.



What's in Volumes 1 and 2 of the handbook?

Volume 1 describes which TMA indicators should be analyzed to inform the TMA strategy (if a country decides to adopt one) and to monitor and evaluate the strategy's implementation.

Volume 2 offers tools that researchers can use to conduct an in-depth market analysis, as follows:

- A description of the steps involved in data source mapping, which is used to create an overview of existing data sources that can be used for the market analysis, and to identify information gaps that may require primary data collection
- Computer code to calculate commonly used wealth indicators
- Guidance and computer code for estimating the number of family planning users from survey data
- Illustrative examples of survey data mining
- A description of the steps involved in obtaining Institutional Review Board (IRB) approval for a study, including protocol templates and consent form templates
- Model questionnaires for household surveys and for delivery point surveys
- Indicator references sheets that explain the measurement of key TMA indicators

How can we obtain copies of these publications?

The new TMA resources can be downloaded from the MEASURE Evaluation website. You can get to them by clicking the titles in the list above.