

Total Market Approach to Family Planning

Key Indicators

The United States Agency for International Development (USAID) Office of Population and Reproductive Health (PRH) is pursuing a total market approach (TMA) to family planning (FP) programs. The agency is working to help countries build their capacity to “design, implement, and sustain high-performing FP programs” to provide “information, product, and service delivery in a rational, efficient, and equitable way” (USAID, n.d.). This approach calls for programs to include all sectors, and it is embraced by USAID-funded MEASURE Evaluation, which also operates holistically.

The objective of TMA is to engage all sectors of the FP market, in order to increase overall use of FP products and services, by better targeting free or subsidized products, reducing inefficiencies and overlaps, and creating space for the private sector to increase provision of FP commodities (Global Health eLearning Center, 2014). To achieve these goals, programs must accomplish the following:

- Strengthen the evidence base for TMA through documentation, measurement, and research
- Support countries in the application of TMA best practices, such as mobile outreach, social marketing, and willingness to pay studies.
- Build the capacity of countries to plan and implement TMA through local, national, regional, and global collaboration and coordination and continued education and dialogue

Rigorous monitoring and evaluation (M&E) is essential to the success of FP programs. This resource outlines nine key indicators that USAID implementing partners can use to inform the M&E of FP programs supporting activities in the TMA priority area. Each indicator featured in this resource contains a definition as well as any calculations, suggested disaggregations, or reference periods.

No program or project should use all indicators presented here. For routine monitoring, program managers and evaluators should select a few relevant indicators that both are important to program objectives and easy to collect and interpret. The indicators may be supplemented or tailored to reflect a program’s unique context and objectives.



1. Total number of each type of family planning product and service needed to meet the demand for family planning

Definition: The total number of each type of FP product and service (i.e., contraceptive method) needed to meet the demand for FP. This is also referred to as the universe of need. Universe of need is calculated by multiplying the population at risk, the time at risk, the number of products or services needed to cover the time at risk, and the method mix for the population of interest. For FP, the population at risk is defined as all women of reproductive age (WRA) (ages 15–49) who are currently using

All indicators in this brief were drawn from the *Handbook for Research on the Family Planning Market, Volume 2: Tool and Resources for an In-depth Analysis of the Family Planning Market* (2016), unless otherwise noted. Relevant indicators are also found in the TMA section of MEASURE Evaluation’s Family Planning and Reproductive Health Indicators Database,¹ here: https://www.measureevaluation.org/prh/rh_indicators/health-systems/the-policy-environment.html

¹ https://www.measureevaluation.org/prh/rh_indicators

FP or who have an unmet need for FP. The time at risk for the calculation is one year. The number of products or services needed to protect a woman from pregnancy for one year is expressed as couple years of protection (CYP). The method mix refers to the distribution of contraceptive users by method.

Calculation: Total number of WRA who are currently using FP or who have an unmet need for FP x One-year x CYP x Method mix

2. Total number of each type of family planning product or service sold, distributed, or provided across all sectors

Definition: The total number of FP products or services (i.e., contraceptive methods) sold, distributed, or provided across all sectors—public, NGO (nongovernmental organization), and commercial—also known as the market volume. Market volume should include all products on the market in a reference period (e.g., the past year), regardless of cost. Total market volume will include any free products distributed as well as any products sold. This indicator can be disaggregated by sector, product or service, geographic location, and urban/rural classification.

Calculation: Total number of free products distributed + Total number of products or services sold at a subsidized cost or at cost-recovery levels + Total number of products or services sold for profit

3. Total market value of all family planning products and services sold

Definition: The total market value of all FP products and services (i.e., contraceptive methods) sold. The total market value of all FP products and services is obtained by summing the market value of each specific product or service. For each type of FP product, each brand (and brand extension, where applicable) should be calculated separately, to account for differences in price. For FP services, data should be separated into the cost of the product (which will be calculated separately) and the cost of the clinical service, where possible.

Calculation: For each type of FP product, Market volume (number of units) x Cost to the consumer per unit

For each type of FP service, Total number of clinical services provided x Cost to consumer for the service

4. Total number of unsubsidized brands available on the market for each family planning product

Definition: The number of unsubsidized brands and brand extensions of each FP product on the market during a given period (e.g., the past year). This measure should include commercial brands that are sold for profit as well as any brands sold by NGOs at full cost recovery. It can be disaggregated by FP product and brand or brand extension.

5. Percent of total family planning products or services sold, distributed, or provided by the market leader

Definition: The percent of each type of FP product or service provided by the market leader during a given period (e.g., the past year). The market leader is the entity that accounts for the greatest market volume of that product or service. The market leader's market share is calculated separately for each type of FP product or service.

Calculation: (Volume of a specific FP product or service that was provided by the market leader/Total market volume for that specific FP product or service) x 100

6. Stockout rate at service delivery points

Definition: The number of service delivery points (SDPs) that experience a stockout of a specific FP tracer product that the SDP is expected to provide, at any point, in a defined period (e.g., the past three, six, or twelve months). Occurrence of stockouts can be calculated for a single product or aggregated for all FP tracer products. It can be disaggregated by country, SDP type, and presence or absence of support under the program in question.

Calculation: (Number of SDPs that were stocked out of a specific FP tracer product, according to the ending balance of the most recent logistics report—or on the day of site visit/Total number of SDPs that reported or were visited in

supported countries that offer the FP tracer product) x 100
 Source: United States Agency for International Development (USAID) Global Health Supply Chain Program. (2018). USAID global health supply chain program procurement and supply management IDIQ project monitoring and evaluation plan. Washington, DC, USA: Chemonics International Inc. Retrieved from https://www.ghsupplychain.org/sites/default/files/2018-02/2018_02_03%20MandE%20Plan.pdf

7. Percent of service delivery points reporting gaps in availability of each family planning method or service

Definition: The percent of SDPs that report experiencing a gap in services for a specific FP method or service, owing to unavailability in the past 30 days. Unavailability can be caused by stockouts, provider absence, clinic closure, and so on. This indicator can be calculated for each single method or service of interest or aggregated for all FP methods and services. It can be disaggregated by geographic location, urban or rural classification, type of SDP, and FP method or service.

Calculation: (Number of SDPs where a service provider reported a gap in service availability for a specific FP method in the past 30 days/Total number of service providers that offer services for a specific FP method) x 100

8. Percent of women of reproductive age who know at least one family planning source

Definition: The percent of WRA who know at least one source to obtain an FP product or service, disaggregated by identified source, age group of respondents, geographic location, education attainment levels, wealth quintile, and urban or rural status. This is in response to the question, “Can you please tell me one source to obtain a family planning product or service?”

Calculation: (Total number of WRA who respond that they know of a place where an FP method can be obtained/Total number of WRA) x 100

9. Percent of current modern family planning users who last obtained their family planning method from each supply sector

Definition: The percent of current female FP users ages 15–49 who last obtained their FP method from each supply sector (i.e., public agency, NGO, and commercial enterprise), disaggregated by age group, geographic location, educational attainment level, wealth quintile, urban/rural status, and supply sector. The supply sector includes public, NGO, and commercial sources. Public sources may be government facilities or military, police, or social security clinics; NGO sources may be NGO clinics and faith-based facilities; and commercial sources may be pharmacies, shops, and commercial and private clinics.

Calculation: For each FP method, (Total number of women currently using the FP method who reported last obtaining their FP method by a particular supply sector/Total number of women currently using that FP method) x 100

For each FP service, (Total number of women currently using the FP service who report that they obtained this service from a government source or a commercial source/Total number of women currently using an FP service) x 100

Complementary indicator: Availability of a specific method at multiple supply sources

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