

Private Sector Franchising for Long Term Methods in Kenya

By Veronica Musembi and Jennifer Kariuki



Overview of presentation

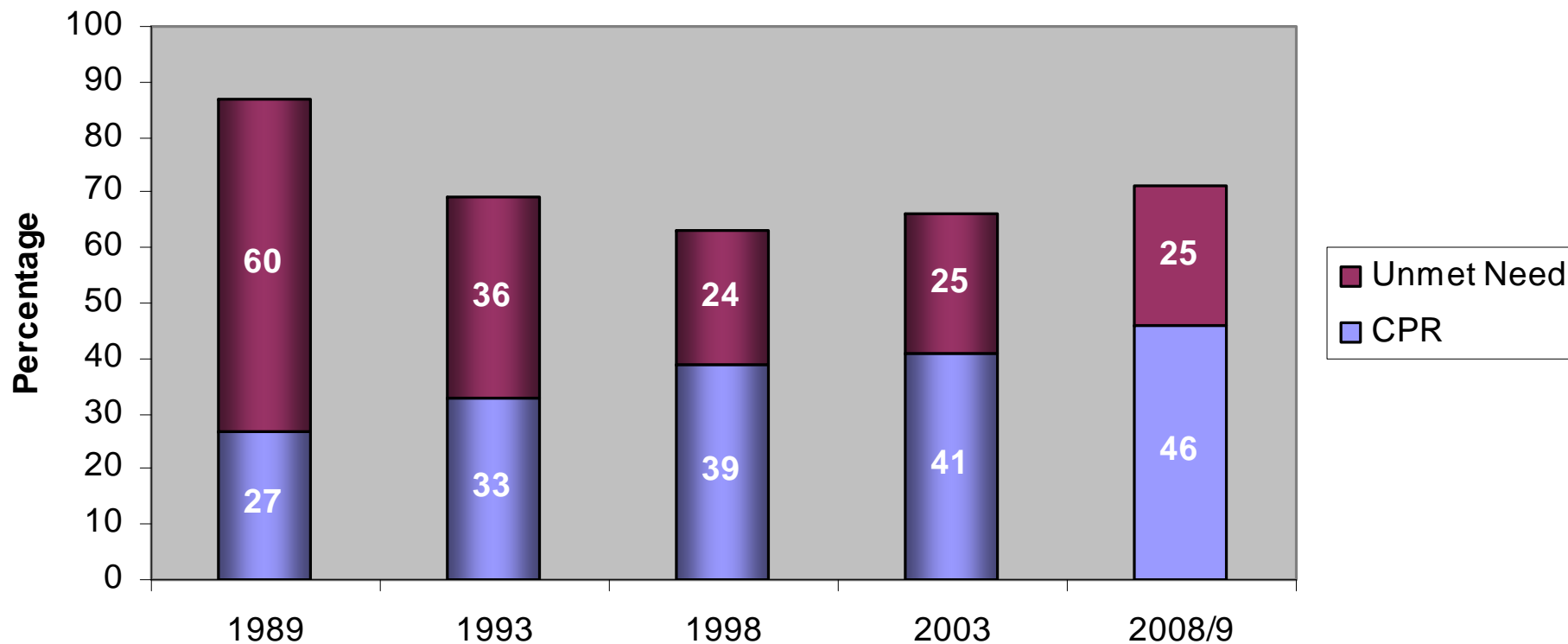
- Background
- PSI's intervention
- Results
- Successes
- Challenges



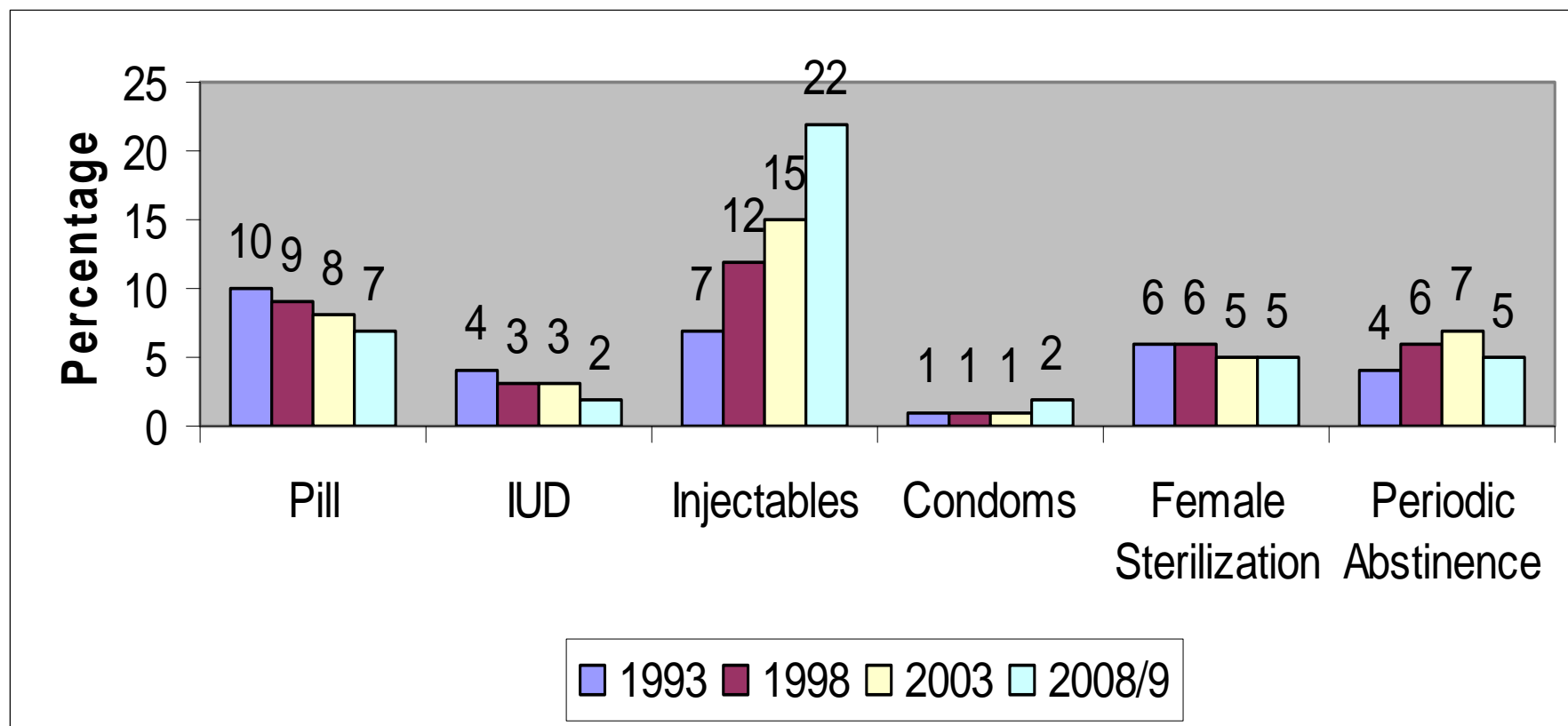
Background

- Use of Long term methods remains low relative to other methods - IUD used by 1.6%, Implants 1.9% among currently married women (preliminary KDHS 2008/9)
- Low knowledge of FP methods esp. IUDs with no national FP communication
- The private sector acts as a source of family planning to 41% of users
- 51% of IUD and 39% of Implant users were supplied from private sector sources (2003 KDHS).
- Private sector critical in increasing access but lack the necessary skills

CPR and Unmet Need



Trends in Use of Specific Methods, Kenya 1993 – 2008/9 (excluding northern districts)



FP issues and challenges in Kenya

- Wide regional/socio-economic disparities in CPR
- Contraceptive commodities insecurity
- Lack of sustained demand creation for FP
- Low community/private sector participation in FP service provision
- Low male involvement
- Method mix does not allow for wide method choice and cost-effectiveness

Source: National RH Policy – Pg 13

FP issues and challenges in Kenya (Cont'd)

- Inadequate FP training and supervision for service providers
- Inadequate capacity of facilities to provide quality FP services – *infrastructure, equipment, adequately trained personnel*
- Low level of integration of FP and HIV&AIDS services
- Inadequate services targeting youth
- HIV&AIDS epidemic

Source: National RH Policy – Pg 13

PSI Strategy

- Develop a private sector network of private providers identified with a common logo
- Providers selected based on a minimum standards criteria
- Network promotes long term methods of FP especially IUDs and Implants and quality FP service provision
- Network is composed of nurses and clinical officers who offer services to low income populations
- Providers sign agreement with PSI to adhere to quality service provision protocols & attend training



Tunza Family Health Network Logo



Tunza Family Health Network

- In December 2008, PSI mapped private facilities in 7 regions of Kenya
- Selected 113 for the network.
- Clinics signed MoU with PSI and paid small annual joining fee
- PSI provided Contraceptive Update Training with Kenya Department of Reproductive Health
- Training includes 3 days theory and 2 days practicum in a clinical setting



What *Tunza* Clinics Receive

- Training (initial certification and on-going updates)
- Supportive supervision visits by PSI medical staff
- Job Aids (e.g. Medical Eligibility Wheel, Global handbook for FP providers, check lists)
- Publicity of Tunza clinics through Tunza events
- Branding of the health facility with Tunza logo
- Consistent supply of subsidized products (currently family planning products, but to include other health areas)
- Initial set of IUD & Implant insertion equipment and supplies
- Cost sharing subsidy to help clients pay for IUDs
- Quarterly newsletter with contraceptive updates

What *Tunza* Members Agree To



- Provide family planning services, especially long-term methods
- Submit data to PSI either through paper or SMS
- Adhere to Quality Assurance Guidelines
 1. Technical Competence
 2. Safety
 3. Informed Choice
 4. Privacy and Confidentiality
 5. Continuity of Care
 6. Quality/Consistency of Data

Major Demand Creation Activities

- Group communication sessions
 - Through a trained PSI communications team
- Tunza Days
 - Designated event days at Tunza Clinics where the community knows it will receive counseling on all methods and services
- Public Sector Outreach Days
 - Designated days at government facilities where counseling and services are provided free
- Tunza Mobilizers
 - Community members (often local CHW) trained and paid to organize education groups and refer women to clinics
- Mass Media

Mainly radio to commence in quarter 1, 2010

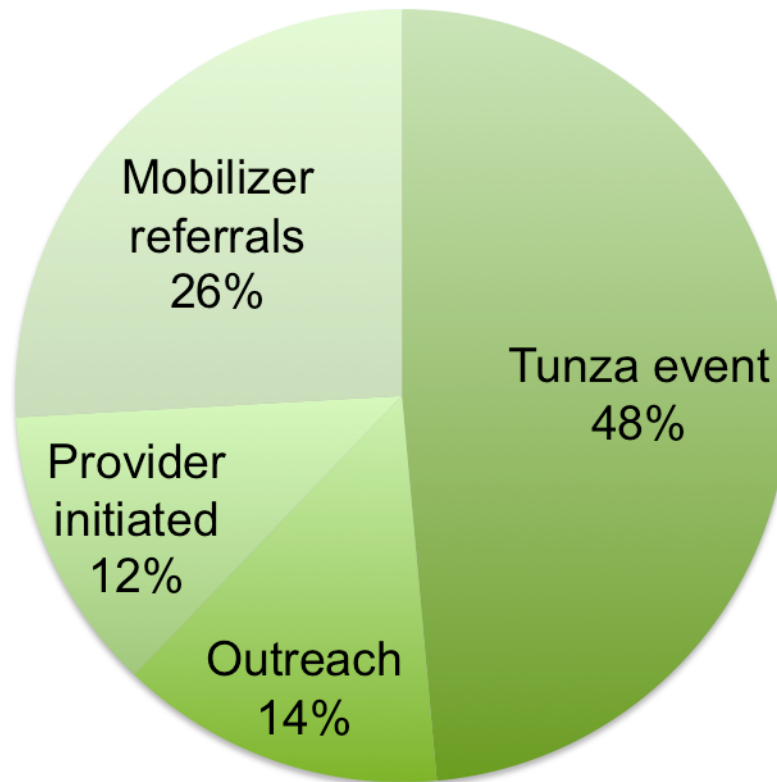




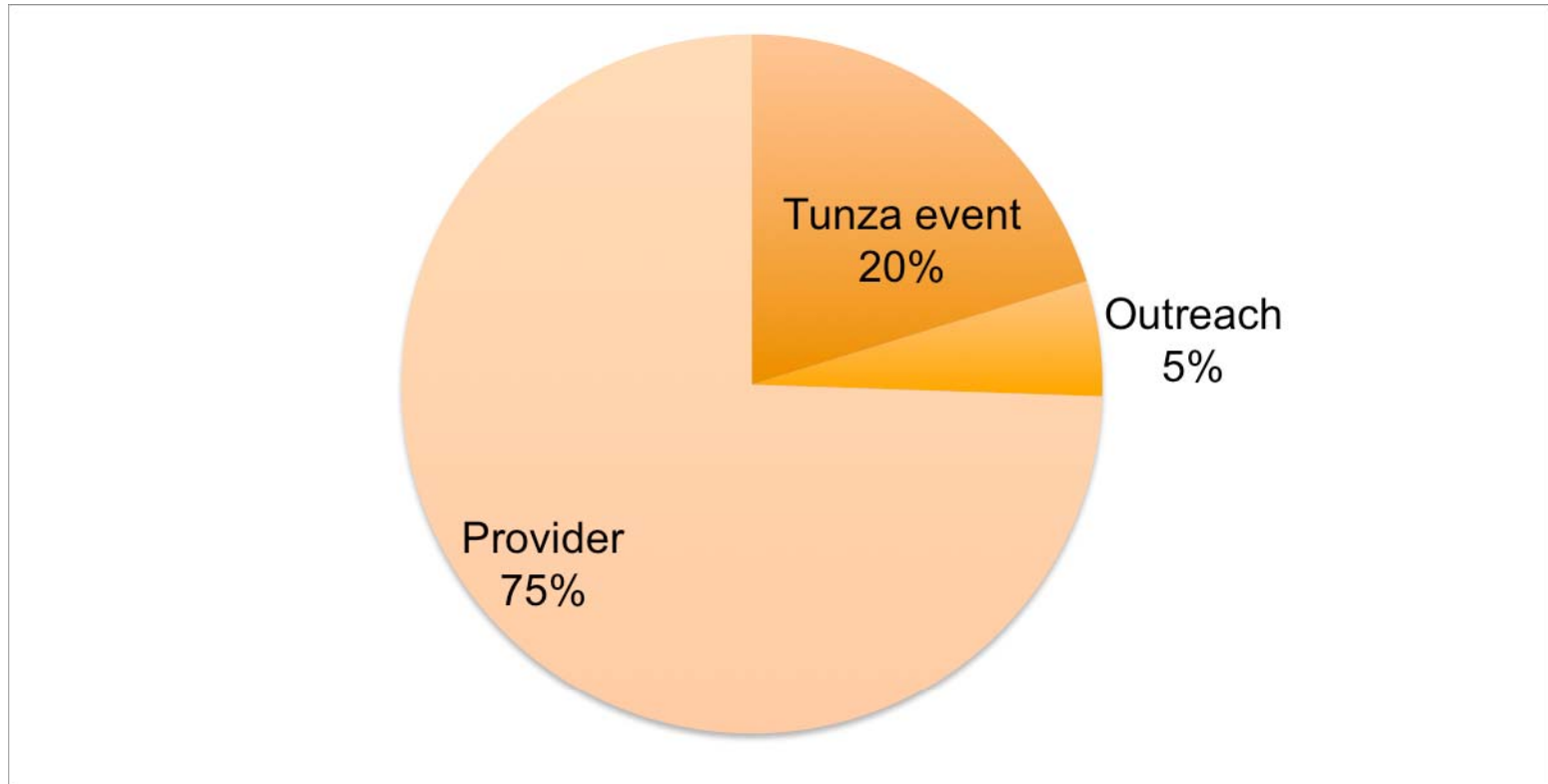
Results to Date

- Trained 113 Private Practitioners (CTU)
- Conducted 2-day refresher course for 95 providers
- Commenced branding of Network clinics
- Total of 12,519 IUDs inserted to date
- Total of 1,167 Implants inserted to date

IUD insertions by different strategies, life of project



Implant insertions by different strategies, life of project



Successes of Model

- Event Days
 - Opportunity for trained providers to use their skills
 - Awareness of Tunza Network at community level
- Tunza Mobilizers
 - Generating FP referrals including long term methods
 - Bringing together WRA as a group for educational sessions with PSI staff
- Branded Network
 - Client now has relationship with this provider/clinic and can return for follow-up and other services

Challenges

- Buy-In/Engagement of Providers
- Adequate supplies and infrastructure
- Myths and misconceptions especially about IUDs
- Record Keeping among providers

Acknowledgements



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