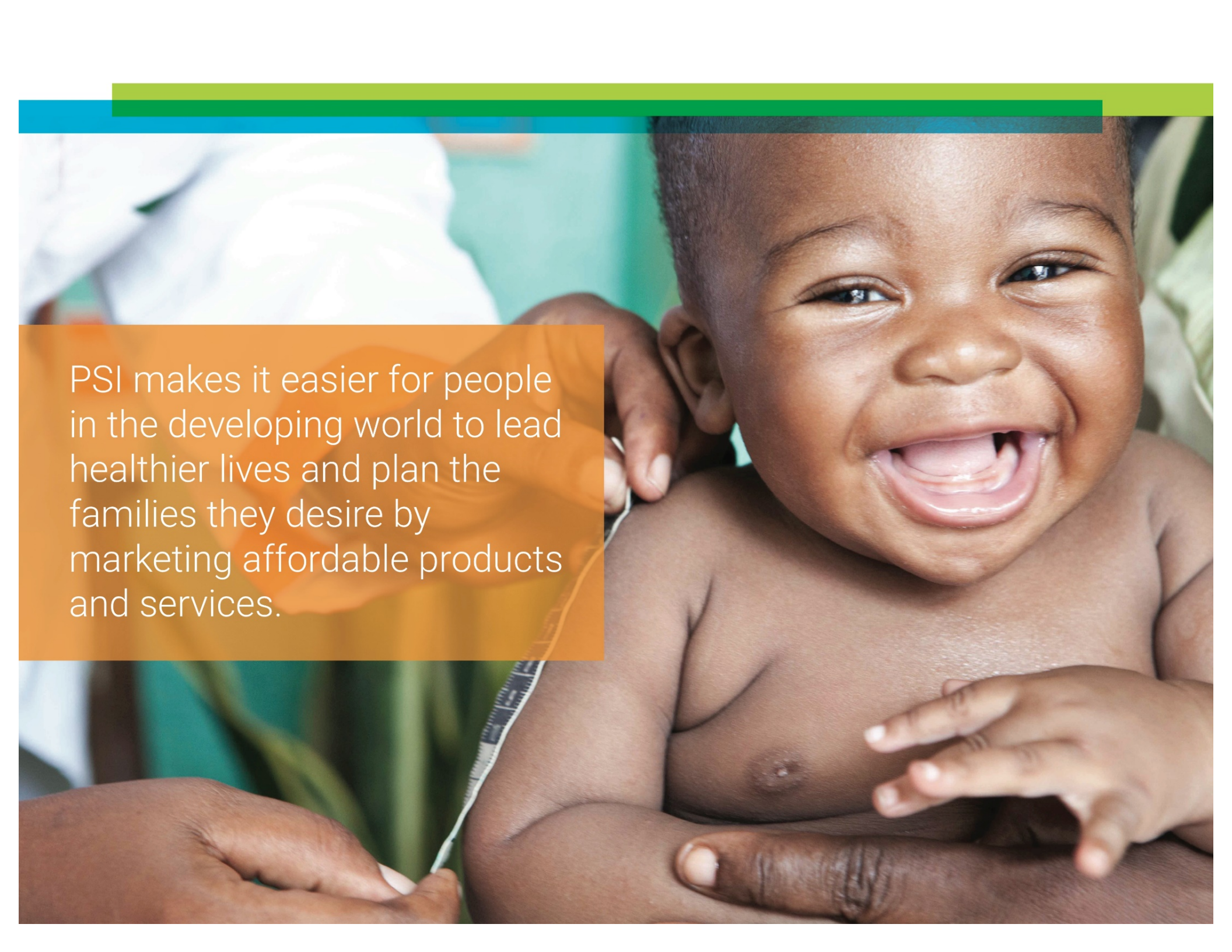




Applying a Total Market Lens: Increasing IUD Service Delivery in 4 PSI Countries

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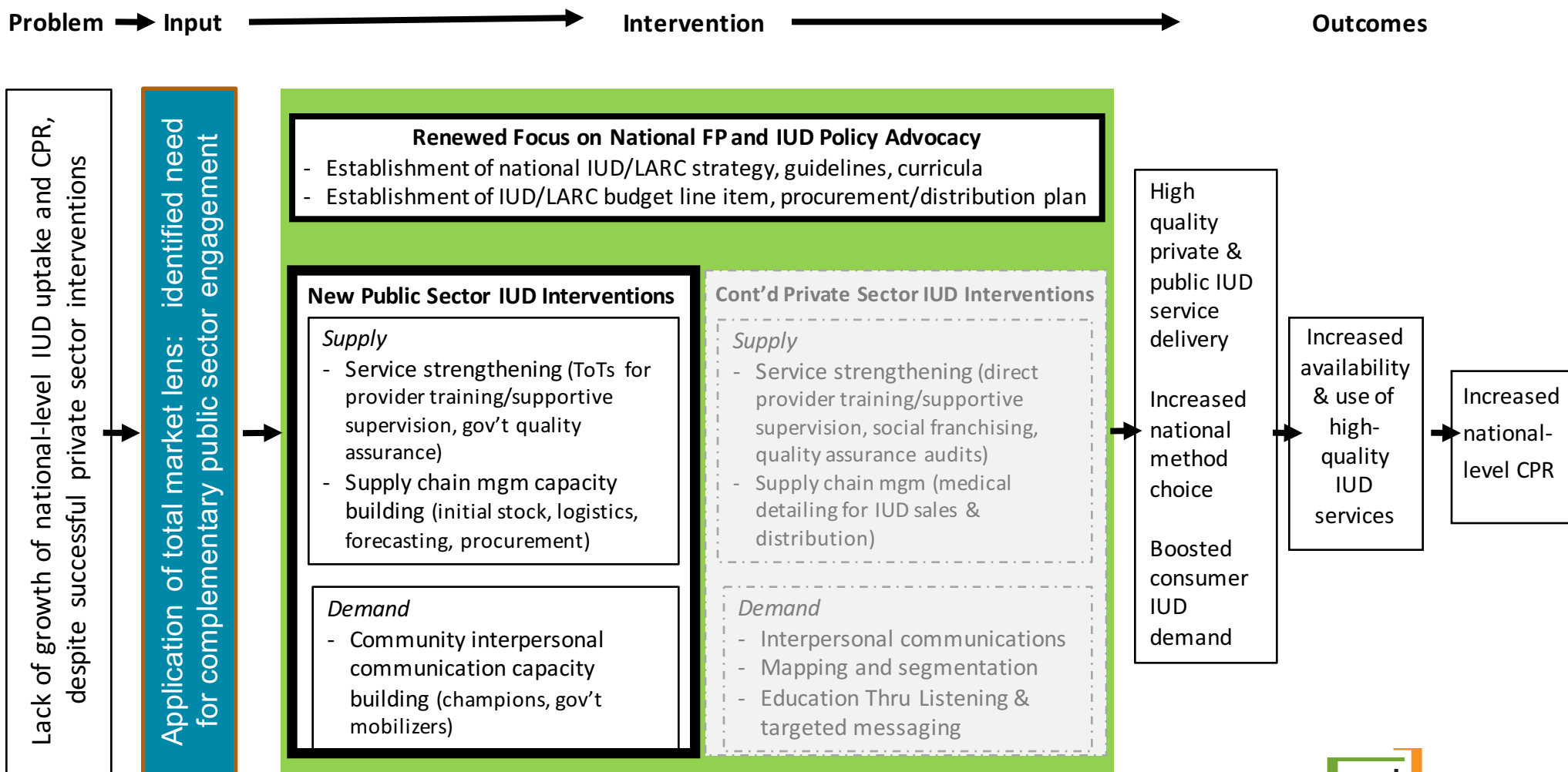
A close-up photograph of a young Black baby lying down, smiling broadly with its mouth open. A person's hands are visible, using a white measuring tape to measure the baby's chest. The background is slightly blurred, showing a white cloth and a green surface. At the top of the image, there are two horizontal bars: a blue one on the left and a green one on the right.

PSI makes it easier for people in the developing world to lead healthier lives and plan the families they desire by marketing affordable products and services.

Government	Percentage
Current government	85%
Previous government	15%



Theory of Change



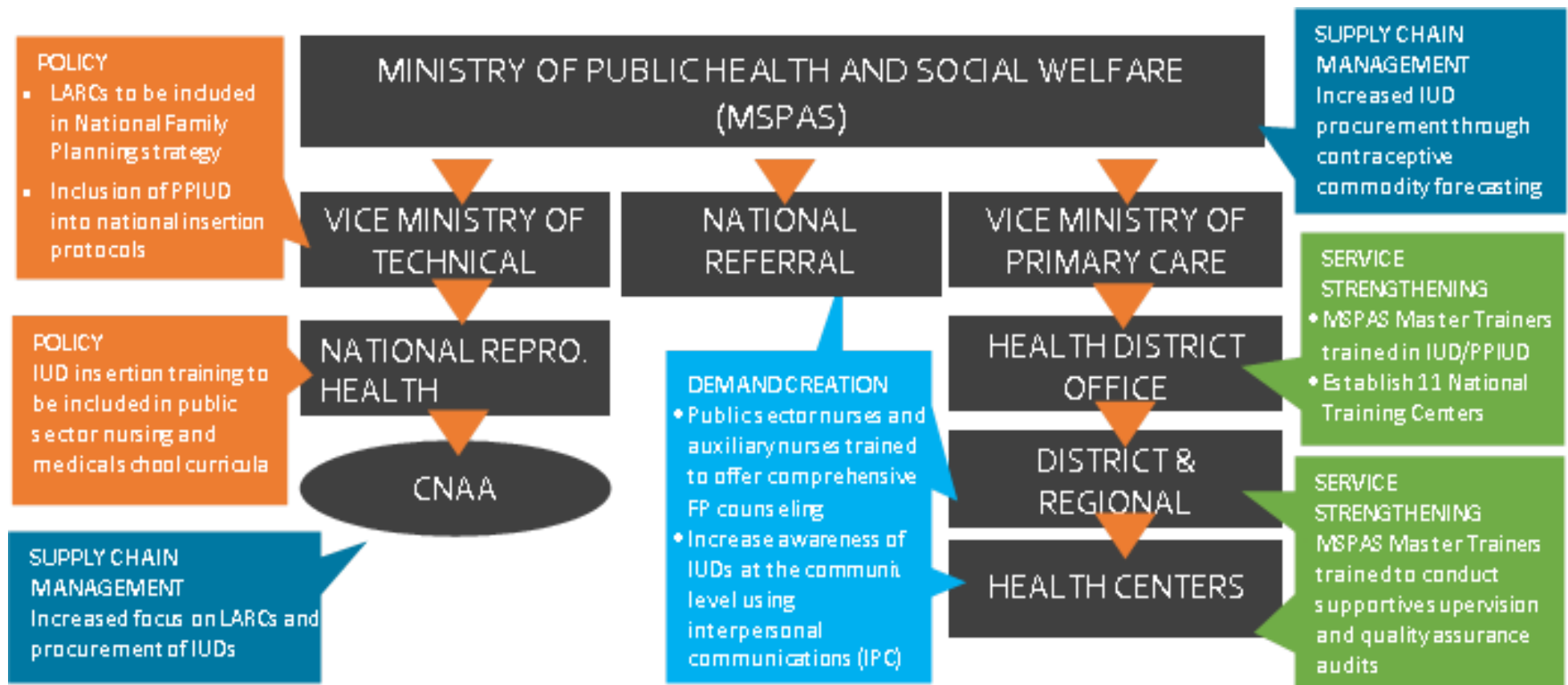
Step 1: Understand the Market

Table: IUD use rates and access by country prior to intervention

	Guatemala	Laos	Mali	Uganda
IUDs as a % of modern contraceptive use†	2%	4%	4%	2%
IUD access				
from public sector	52%	80%	78%	38%
from private/NGO sector	46%	16%	21%	50%
from other sectors/missing	2%	3%	0%	7%

Sources: MSPAS Guatemala 2010; DHS MICS Laos 2011-2012; DHS Mali 2012-13; DHS Uganda 2011; †Authors' calculation

Step 2: Design Interventions

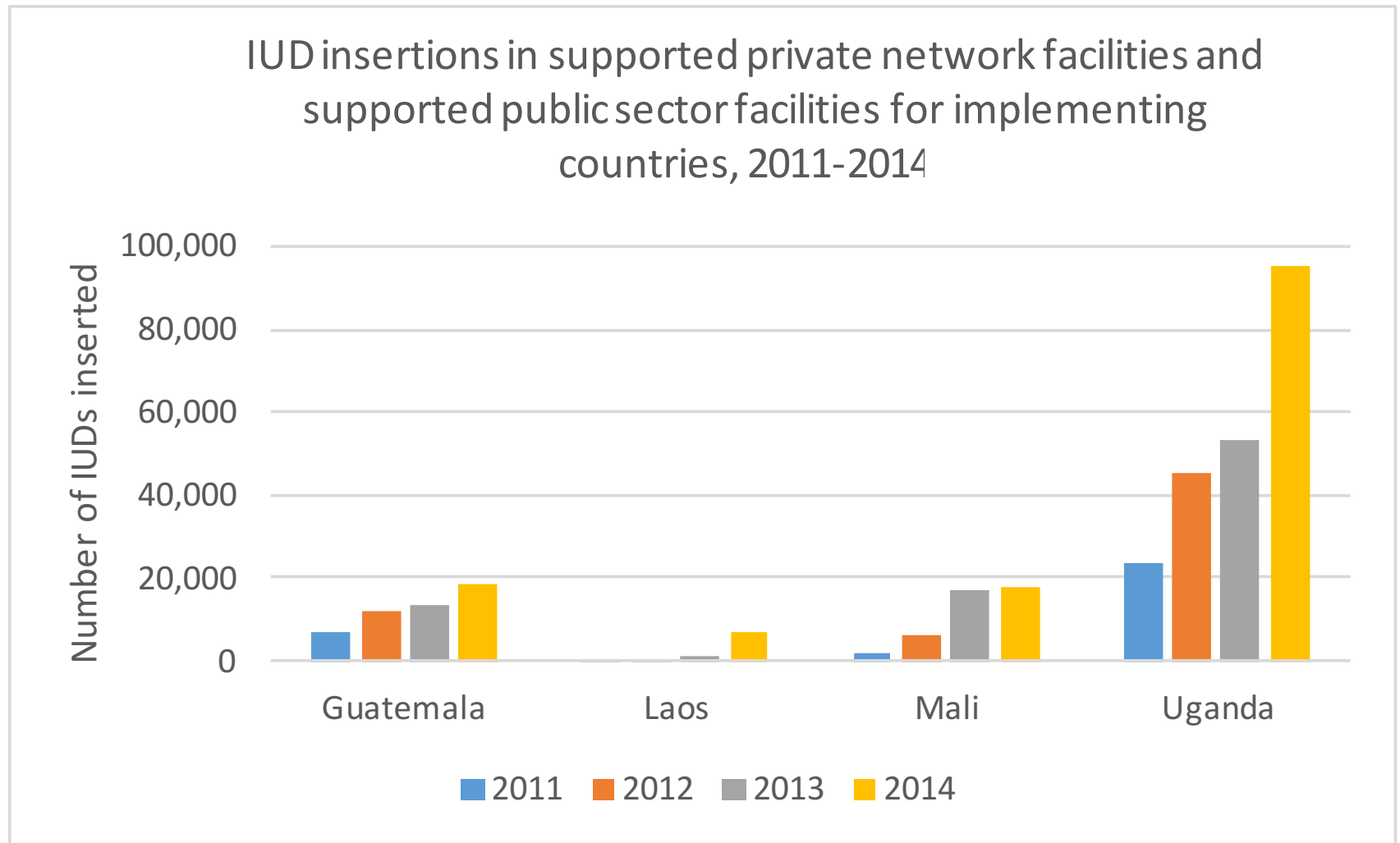


Step 3: Focus on sustainability and scale-up

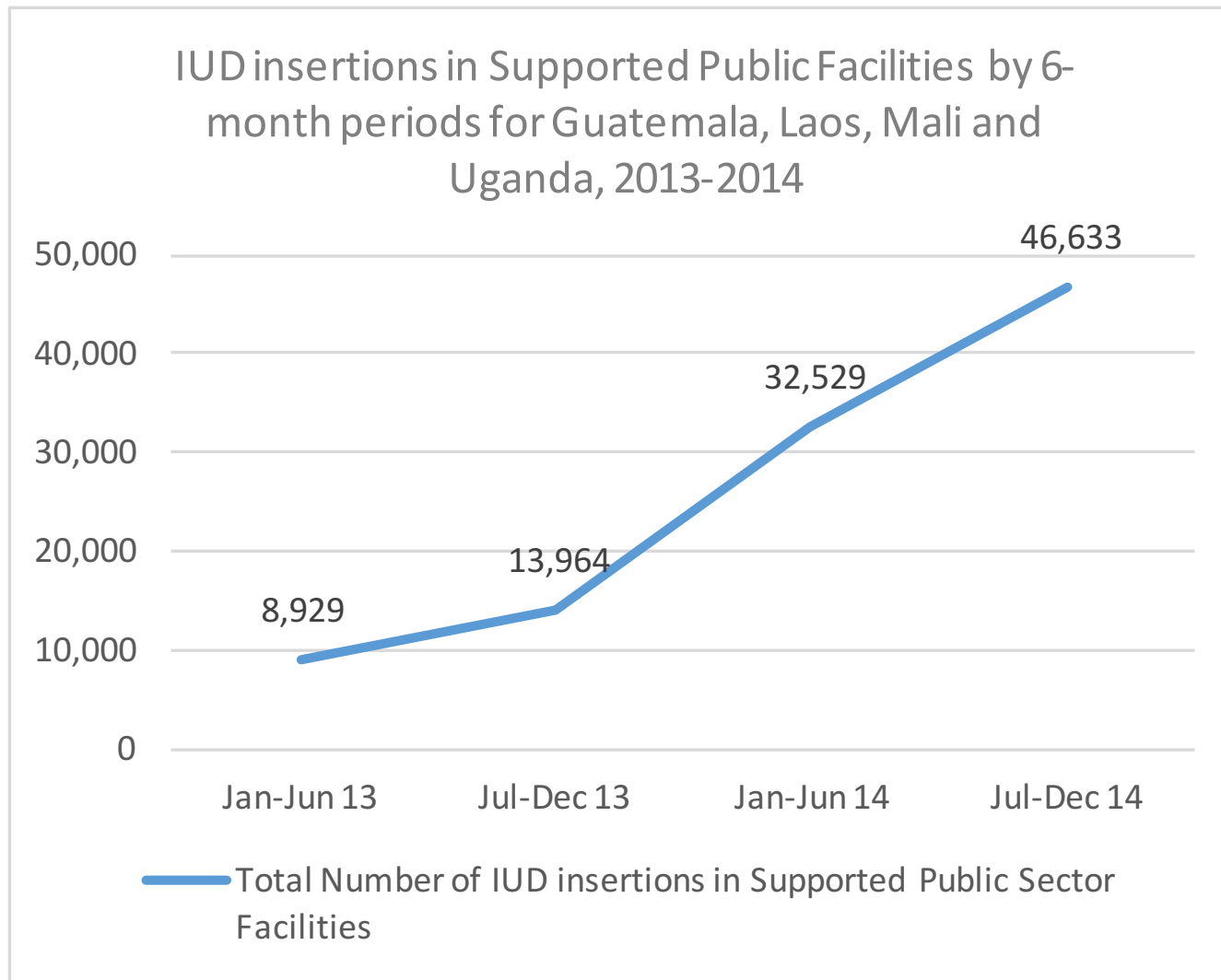
	YEAR 1 Proof of Concept	YEAR 2 Transition of Support & Implementation to MOH	YEAR 3 Minimum Package for IUD services offered at 100 public sector facilities	GOAL IUD services at public sector facilities completely supported by MOH
POLICY	Planning, coordination and priority setting.	Planning, coordination and priority setting.	Planning, coordination and priority setting.	Planning, coordination and priority setting.
SUPPLY CHAIN	Commodity & Equipment	Commodity & Equipment	Commodity & Equipment	Commodity & Equipment
	Supportive Supervision Visits	Supportive Supervision Visits	Supportive Supervision Visits	Supportive Supervision Visits
SERVICE STRENGTHENING	Training	Training	Training	Training
	Quality Assurance	Quality Assurance	Quality Assurance	Quality Assurance
	Data Collection	Data Collection	Data Collection	Data Collection
DEMAND CREATION	IUD Demand Generation	IUD Demand Generation	IUD Demand Generation	IUD Demand Generation

PACE \$ and implements
 PACE \$ and MOH implements
 MOH \$ and implements

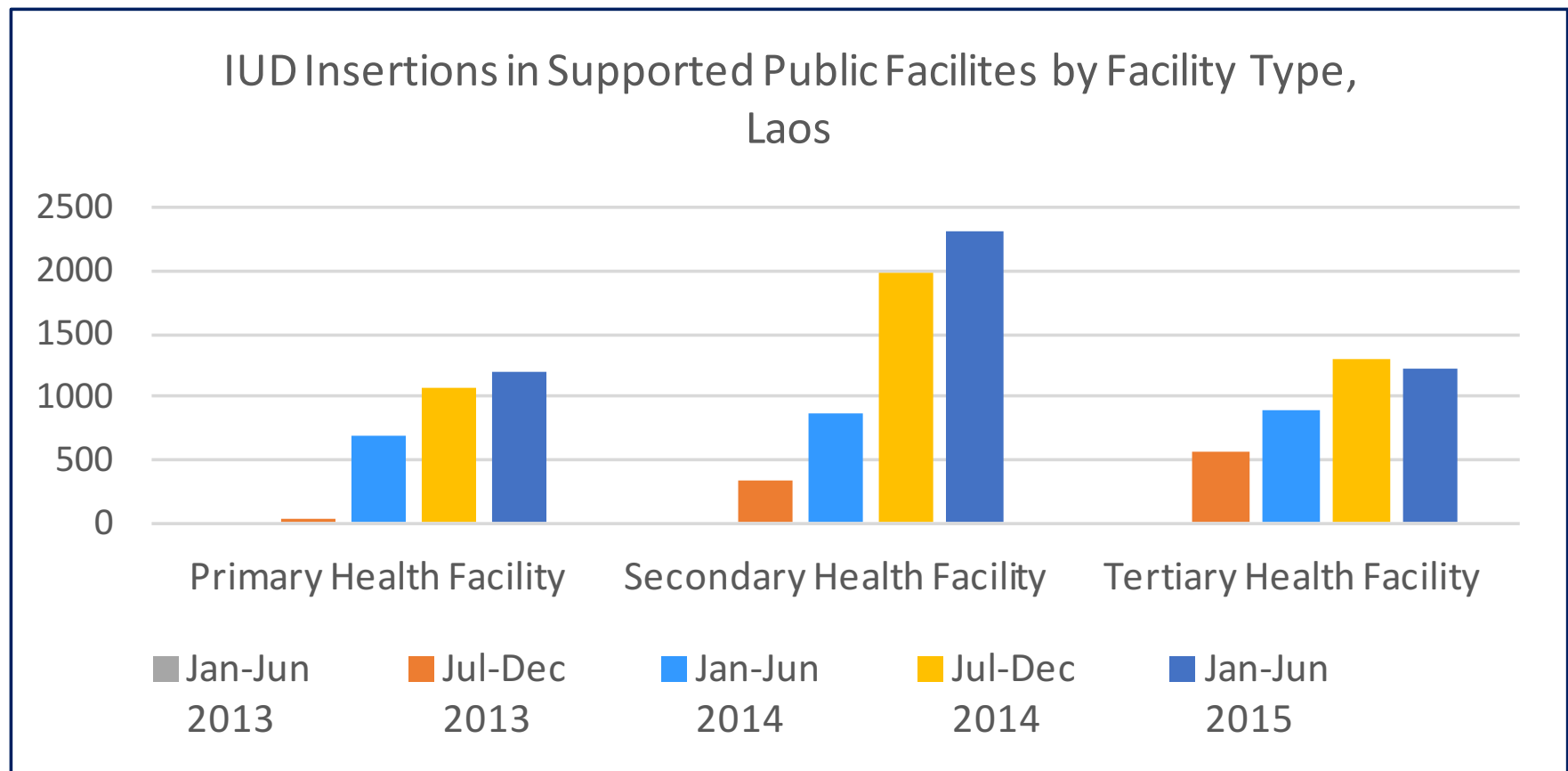
Results: overall



Results: overall



Results: country level



Program Implications



©Population Services International/Photo by: Jake Lyell

- Collaborate with country governments on all three steps.
- Sustained presence and previous experience in countries facilitates the design of context-specific interventions
- Requires a long-term commitment to advocacy and capacity-building at all levels of the health system, especially the sub-national level.

Conclusion

- Increase women voluntarily choosing the IUD from a broad range of FP methods through analysis of the national FP market to identify and apply strategies that will improve IUD service delivery and demand in both private and public sectors.
- PSI piloted a public sector engagement strategy alongside existing private sector approaches in four countries with low IUD use and found that untapped demand can be met, in part, through greater participation of the public sector.



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