



Exploring data to inform a total market approach: FP Market Analyzer

MDAWG Meeting

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SHOPS Plus Project

How the FP Market Analyzer works

Tool is divided into modules:

National picture

Residence (urban/rural)

Income level

Youth (coming soon!)

1. What is the current situation?
2. What would happen if there are changes to source and/or method mix?



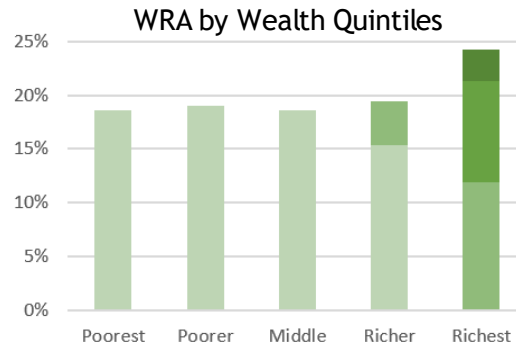
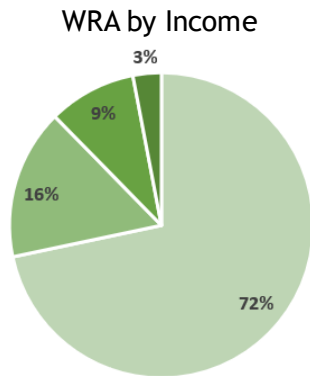
Key features

- Online and simple to use: all baseline data pre-loaded
 - *Try it yourself at: fpmarketanalyzer.org*
- Analysis linked to driving policy questions (but flexible!)
 - *E.g. what are the implications for the private sector if method mix shifts towards implants?*
- Designed to provoke discussions by showing implications of making a change (or, not adapting)
- Quantify absolute numbers rather than proportions
 - *E.g. how many more visits would the sector need to absorb?*
- Segments based on income instead of wealth quintiles

A note on Income vs Wealth Quintiles

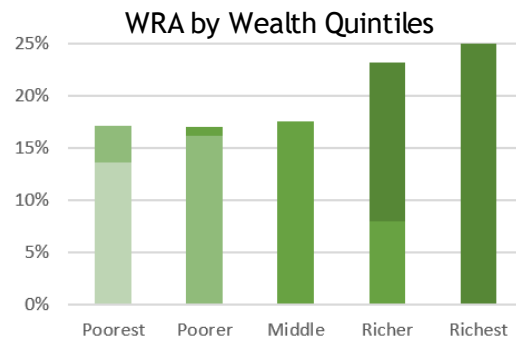
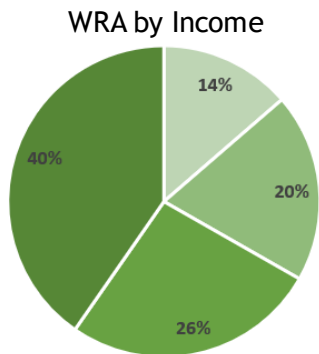
Income level: ■ <\$1.90 ■ \$1.90 - \$3.20 ■ \$3.20 - \$5.50 ■ >\$5.50

Democratic Republic of the Congo



In countries where a large share of the population lives below the poverty line, many women in higher wealth quintiles will be living in poverty.

Zimbabwe



In countries where a large share of the population are above the poverty line, many women in middle wealth quintiles will also be above the poverty line.

<http://fpmarketanalyzer.org/>

Family Planning Market Analyzer

Select country
Afghanistan

Explore the national picture

- What is the current situation?
- How would method mix changes impact source mix?
- How would source mix changes impact method mix?
- What if both method mix and source mix changed?

Explore by residence ✓

Explore by income ✓

About

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 dropdown list in the top right corner (the tool is pre-loaded with data for 29 countries)
2. Then use the panel on the left to explore different questions and changes

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USAID
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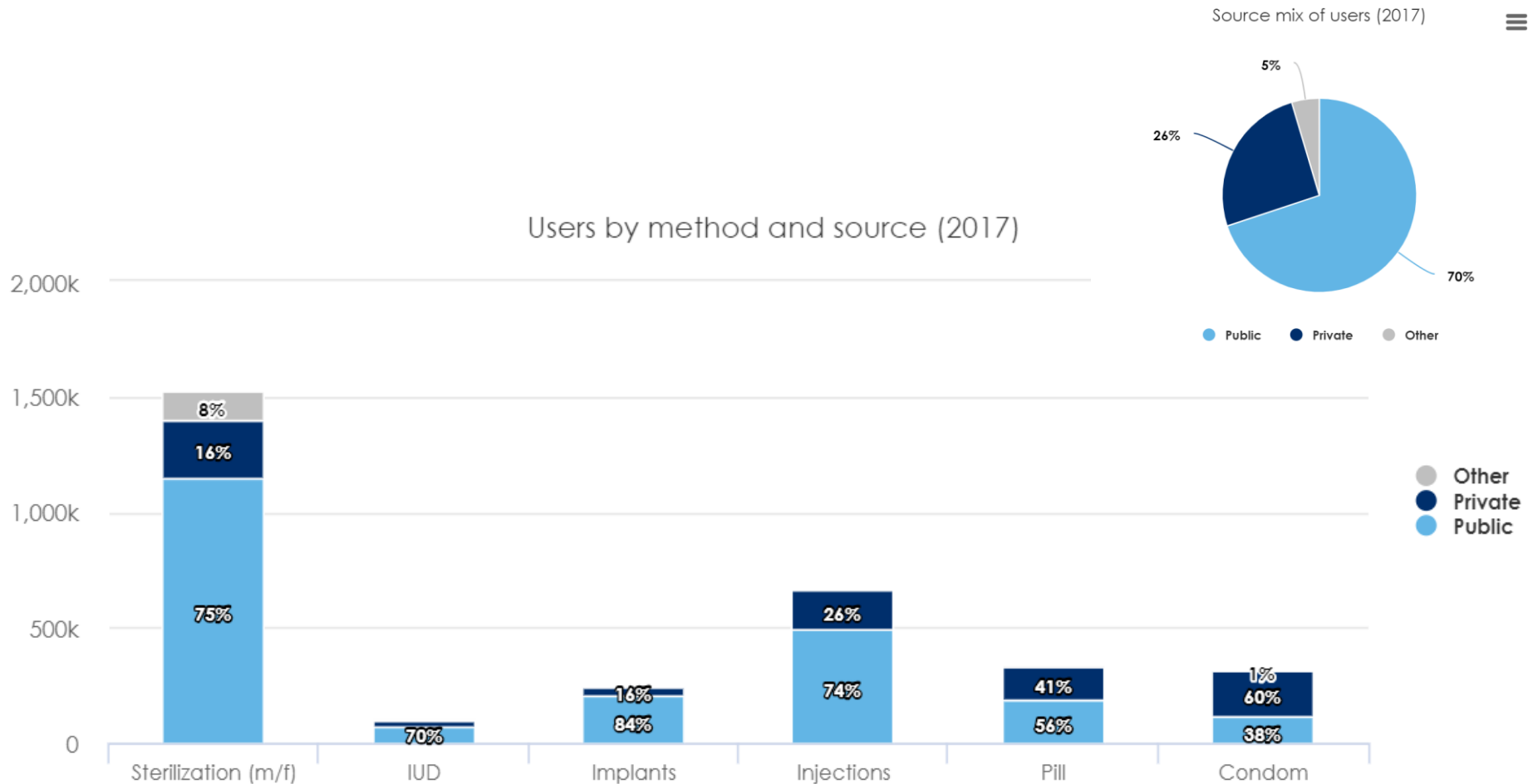
SHOPS PLUS



Let's explore the tool for Nepal!

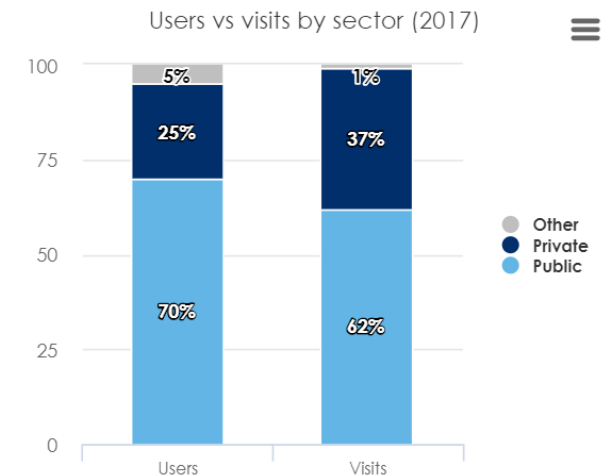
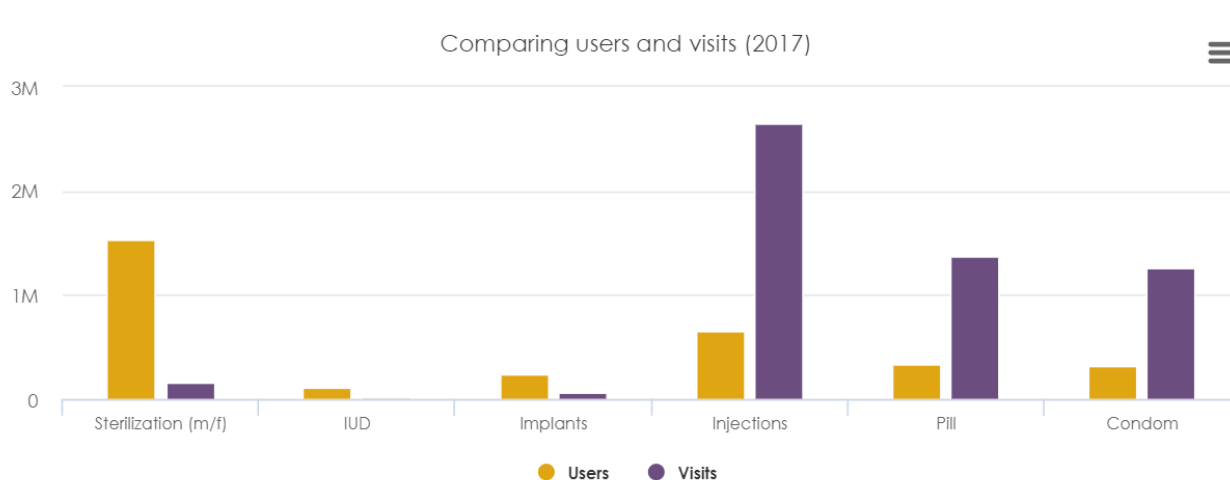
Analysis based on DHS 2016 & FP2020/Track20 projections of mCPR

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



Visits vs users: why does it matter?

- One a share of long-acting and permeant method (LAPM) users need to receive a service in a given year
- Short-term method (STM) users need multiple visits over a year



What if the private sector played a larger role, especially in provision of STMs?

Source mix (%)

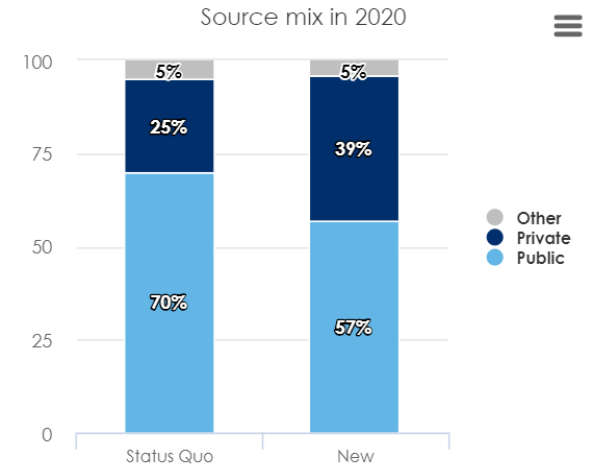
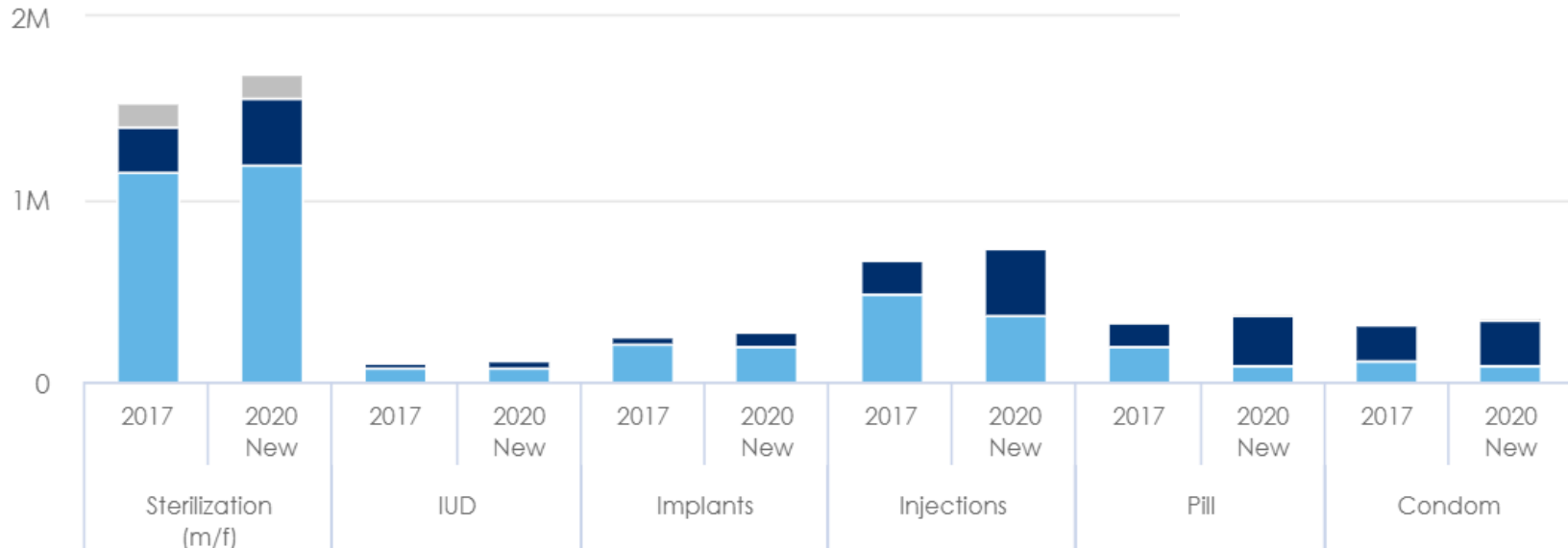
	Public		Private		Other
	current	new	current	new	
Sterilization (m/f)	75.44	70	16.18	21.61	8.39
IUD	70.33	70	26.77	27.11	2.89
Implants	84.1	70	15.9	30	0
Injections	74	50	25.89	49.89	0.11
Pill	56.09	25	40.84	71.93	3.07
Condom	38.37	25	60.16	73.53	1.47
Other with source	0	0	0	0	0

Submit

How would source mix change?

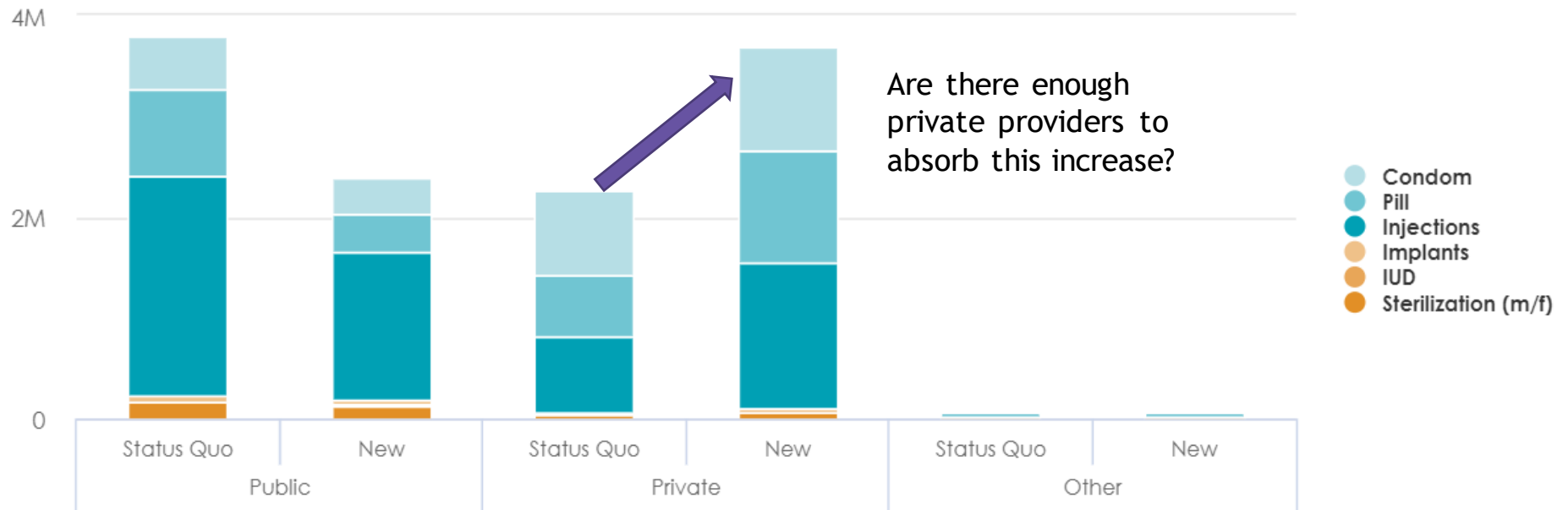
Overall changes are limited due to lower use of STMs (where most changes were made). Could also explore changing method mix & source mix.

Users in 2017 and 2020
(based on new method and source mix)



How would visits change by sector?

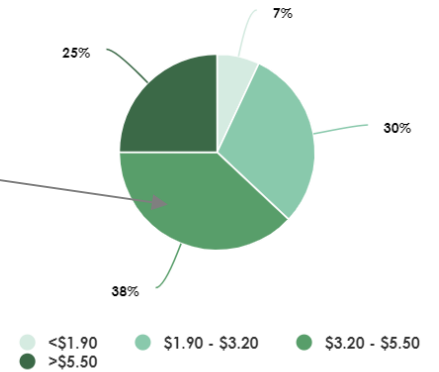
Visits by sector and method in 2020



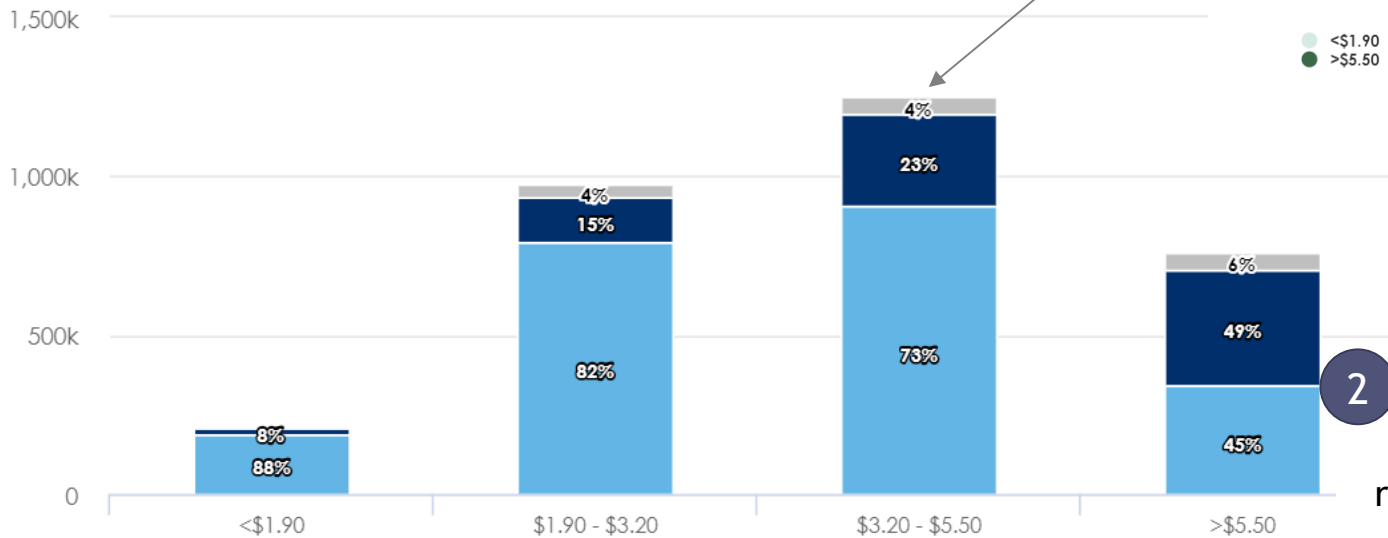
How do the roles of the public and private sectors vary by income level?

1 In Nepal mCPR is similar across income levels; however, there are more women in the \$3.30-\$5.50 group, and therefore more users.

WRA population (2017)



Users by income and source (2017)



2 Already see increasing role of private sector as move from lower to higher income groups.

Your turn to explore!

<http://fpmarketanalyzer.org/>

Select country
Afghanistan ▾
☰ Family Planning Market Analyzer

Explore the national picture ▲

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How would source mix changes impact method mix?

What if both method mix and source mix changed?

Explore by residence ▼

Explore by income ▼

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