

Advocates Data Needs and Use: East Africa Case Study

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ADVOCATES HEADACHE: SO WHAT IS MY MESSAGE? TO FULFILL DECISION MAKERS NEED: WHAT IS IN IT FOR ME?

**Landscape Analysis: spot the EXACT
missing piece**



*Bring it Home: Local owned data
increases chances of decision
makers action*

- + **Locally Owned**
- + **Simple & Focused**
- + **Local Interests**
- + **Compelling**
- + **Accountable**
- + **Sustainable**
- + **Collaborative**



*Reach the Right Decisionmaker
with the Right Message
at the Right Time*

*Define your ASK:
Anatomy/Physiology of
advocacy messaging*

**WHAT'S
YOUR
MESSAGE?**

ION MAKER CENTERED DATA PACKAGING AND DELIVERY :
ATOR PITCH – SIMPLE AND CLEAR



BREAK DATA DOWN : INSIST ON YOUR SCIENTIFIC
JARGONS and TOO MUCH GOOD STATISTICS AT A
COST OF LOSING YOUR DECISION MAKER'S
ATTENTION AND ACTION



FAMILY PLANNING IN KITUI, KENYA: SAVING LIVES, SAVING MONEY

Saving Lives, Saving Money

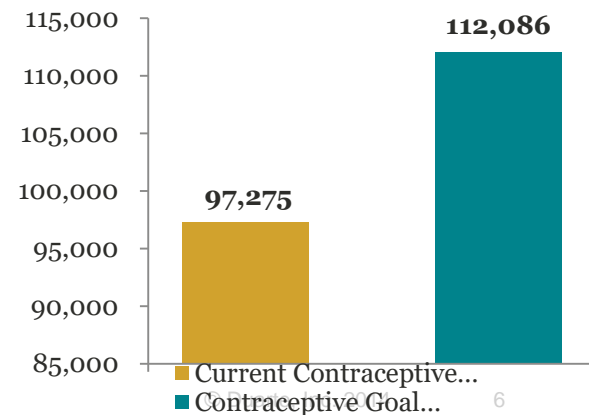
May 2015

CURRENTLY IN KITUI...¹

- On average, a woman in Kitui will have 3.9 children in her lifetime.
- 12.4 percent of all married women in the Eastern region do not want to have a child, but are not using family planning.
- 55 percent of women in Kitui use a modern form of contraception.
- 1 in every 303 live births in Kitui results in maternal death.
- The injectable—an expensive contraceptive—is the most popular method in Kitui.
- Providers often lack training in more effective and less expensive methods of family planning, such as implants and intrauterine devices.

- + In 2014, the County Government of Kitui launched the Family Planning Costed Strategic Plan 2014–2018 and committed to improving access to equitable, high-quality, and efficient family planning (FP) services. The policy aspires to raise the modern contraceptive prevalence rate (CPR) to 65 percent by 2018. Meeting this goal would require an increase in the modern CPR from 55 percent to 65 percent by 2018.²

Unintended Pregnancies Averted
(Kitui, Cumulative, 2015–2018)



PROFILE THE CONTEXT

Family Planning Prevents unintended pregnancies and Saves Lives

- + **Family planning benefits women, children, and the economy.** Unintended pregnancies can result in unsafe abortions, medical complications, and broader socioeconomic consequences like interrupted schooling. Increasing the uptake of FP services has the potential to avert unintended pregnancies. If the government of Kitui prioritizes family planning, more than 110,000 unintended pregnancies could be averted by 2018.³
- + Family planning saves mothers' lives. Pregnancies that are numerous or spaced closely together carry increased risks; birth-related complications can lead to severe morbidity and mortality.
- + In Kitui, 330 out of every 100,000 live births result in a maternal death. By avoiding unintended and high-risk pregnancies and births through modern family planning methods, the county could save an additional 15 percent of mothers' lives by 2018.⁴



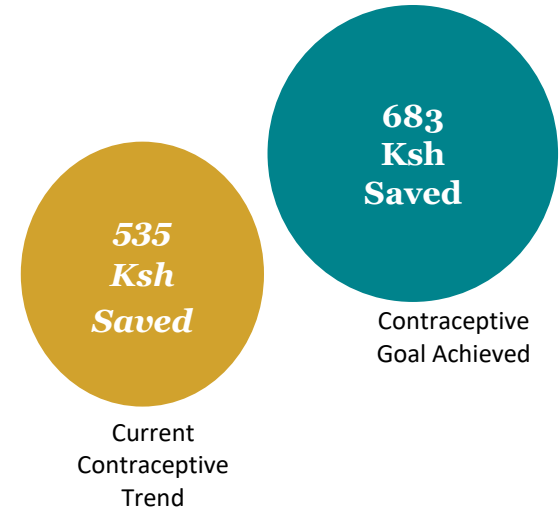
DECISION MAKER: WHAT IS IN IT FOR ME?

FAMILY PLANNING IS COST-EFFECTIVE AND SAVES MONEY

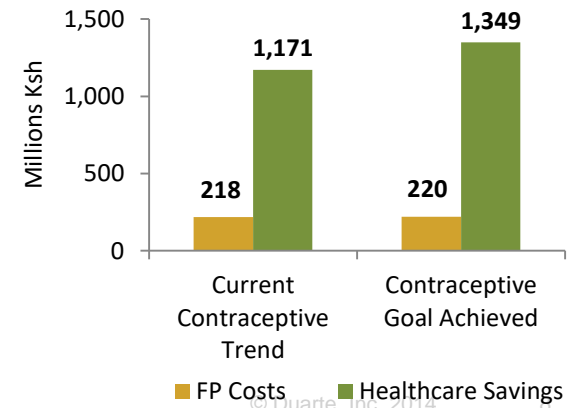
Achieving the FP goals and meeting women's reproductive needs in Kitui could be highly cost-efficient. Currently, every 100 (US\$1) Ksh spent on family planning saves 535 Ksh in direct healthcare costs. If the county government increases contraceptive prevalence, while accelerating the use of long-acting and reversible methods, these savings would increase to 683 Ksh per 100 Ksh spent

- + The most common modern method of contraception used in Kitui is the injectable. Although highly effective, this method is less convenient and more expensive to offer over time. Increasing the availability of and access to long-acting and reversible contraception, such as the intrauterine device (IUD) and implant, provides a more cost-effective approach, in line with the FP strategic plan.
- + Improving access to family planning, especially increasing the uptake of implants and IUDs, could relieve some of the economic burden on the healthcare system. By achieving its FP goals, Kitui could save 178 million Ksh in maternal healthcare costs.

Healthcare Savings per 100 Ksh Spent on Family Planning in Kitui, 2018



FP Costs and Savings (Kitui, Cumulative, 2015–2018)



CALL TO ACTION: PROGRESSIVE DEVELOPMENT

There is no need to wait to invest in family planning. The benefits of funding contraceptive services, commodities, and supplies are immediate and far outweigh the costs. To achieve its FP goals, the county government must

- + Allocate funds for FP programs in the FY 2015/16 budget; Allocations continued to date.
- + Establish a contraceptive logistic management unit by October 2018;
- + Enact a policy allowing community health volunteers to provide injectable contraceptives October 2018;

*H.E Dr. Julius Malombe,
former Governor, Kitui
County*



*H.E Charity K. Ngilu,
Governor Kitui County*

KENYA EVIDENCE BASED ADVOCACY WINS

Treasury issues budget template with FP line item



REPUBLIC OF KENYA
THE NATIONAL TREASURY

TREASURY CIRCULAR NO.10/2014

Counties develop Five Year CIPs



Focus counties allocate well of US\$: 2 Million to FP



Policy change allows CBDs to provide DMPA



SUSTAINING GAINS: DATA USE PLATFORMS

National FP ATWG



FP Champions



Council of Governors



Health Advisory Team

County FP TWGS



THE GLOBAL FINANCING FACILITY (GFF)

- **US\$: 20 Million for FP Commodities committed**
- **US\$: 18 million worthy of commodities procures**
- **Currently being distributed to health Facilities**
- **Tracking continues**



KENYA REPRODUCTIVE, MATERNAL, NEWBORN, CHILD AND ADOLESCENT HEALTH (RMNCAH) INVESTMENT FRAMEWORK

Ministry of Health
Government of Kenya
January 31, 2016

The image shows the Kenyan coat of arms at the top left. Below it is a photograph of a woman in traditional Maasai attire (red and white striped shuka and colorful beaded necklaces) carrying a young child on her back. The background of the photograph is a green wall with a sign that reads 'MPSI ZA KUUJIA MASHARA YA KUHAFA'. The text below the photograph is the title of the investment framework, the Ministry of Health, Government of Kenya, and the date January 31, 2016.

WHAT ADVOCATES WANT

- *To Partner right from the start*
- *To trust them and share Data*
- *Invest in local data collection and analysis expertise*
- *Country level data to include sub-national disaggregation.*

TRANSFORM LIVES AND WIN TOGETHER

SHUKRANI!

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