

Engaging the Private Sector in Family Planning Financing

—
ATTAINING SUSTAINABLE FINANCING FOR
FAMILY PLANNING IN SUB-SAHARAN AFRICA

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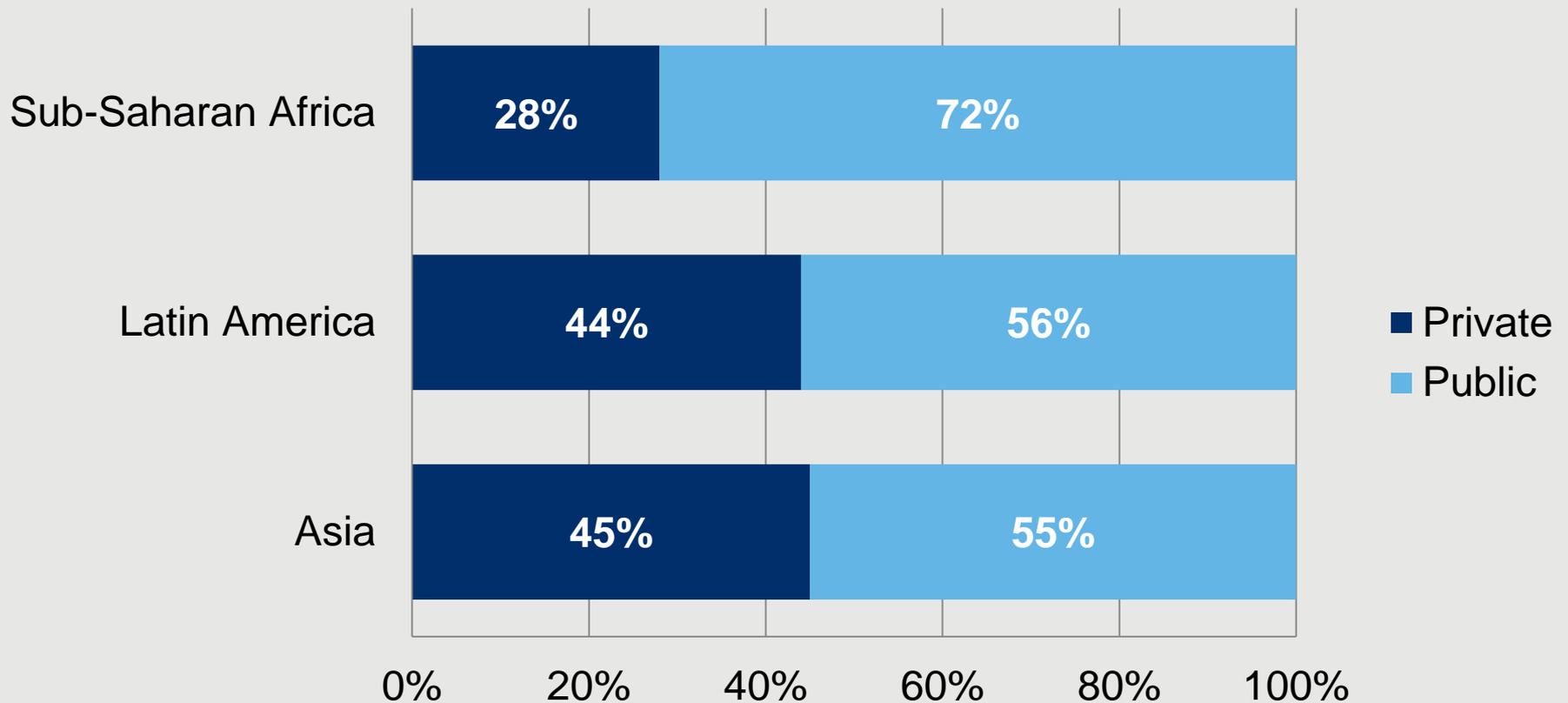


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The private sector is an important source of family planning

Modern contraception users who obtained method from private providers (%)



Source: SHOPS Data

Even for the poor

Use of private providers for modern family planning methods by two lowest-income quintiles (%)



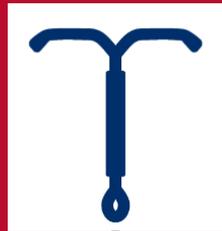
Source: SHOPS Data

The private sector is an important part of the total health system



The private sector delivers products and services, and mobilizes capital for health

Products/ Services



Private Capital



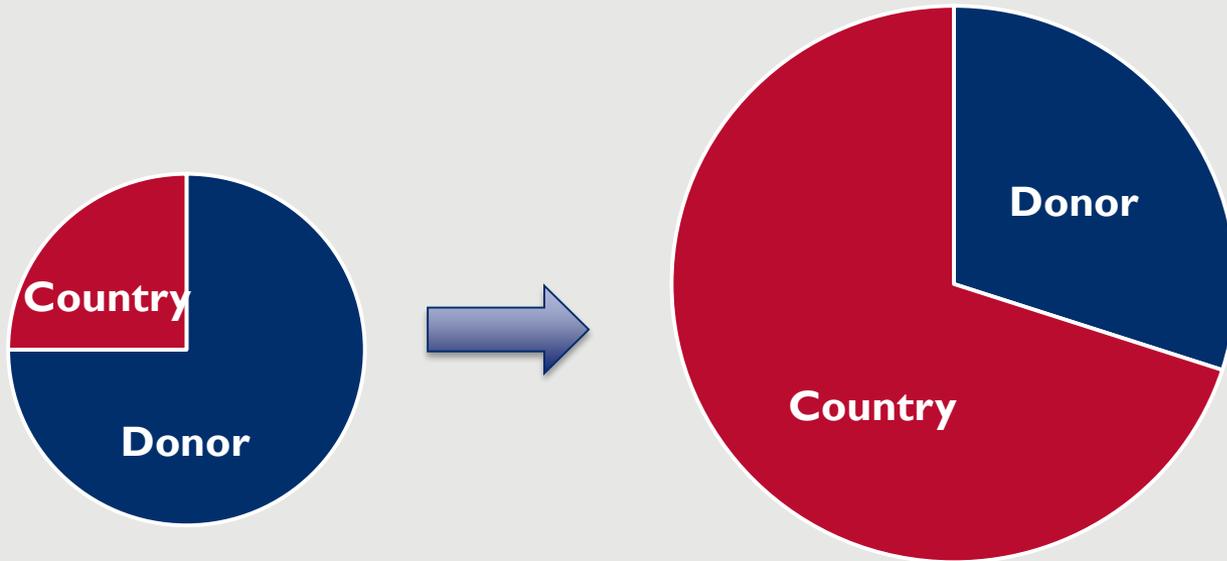
Private providers are diverse



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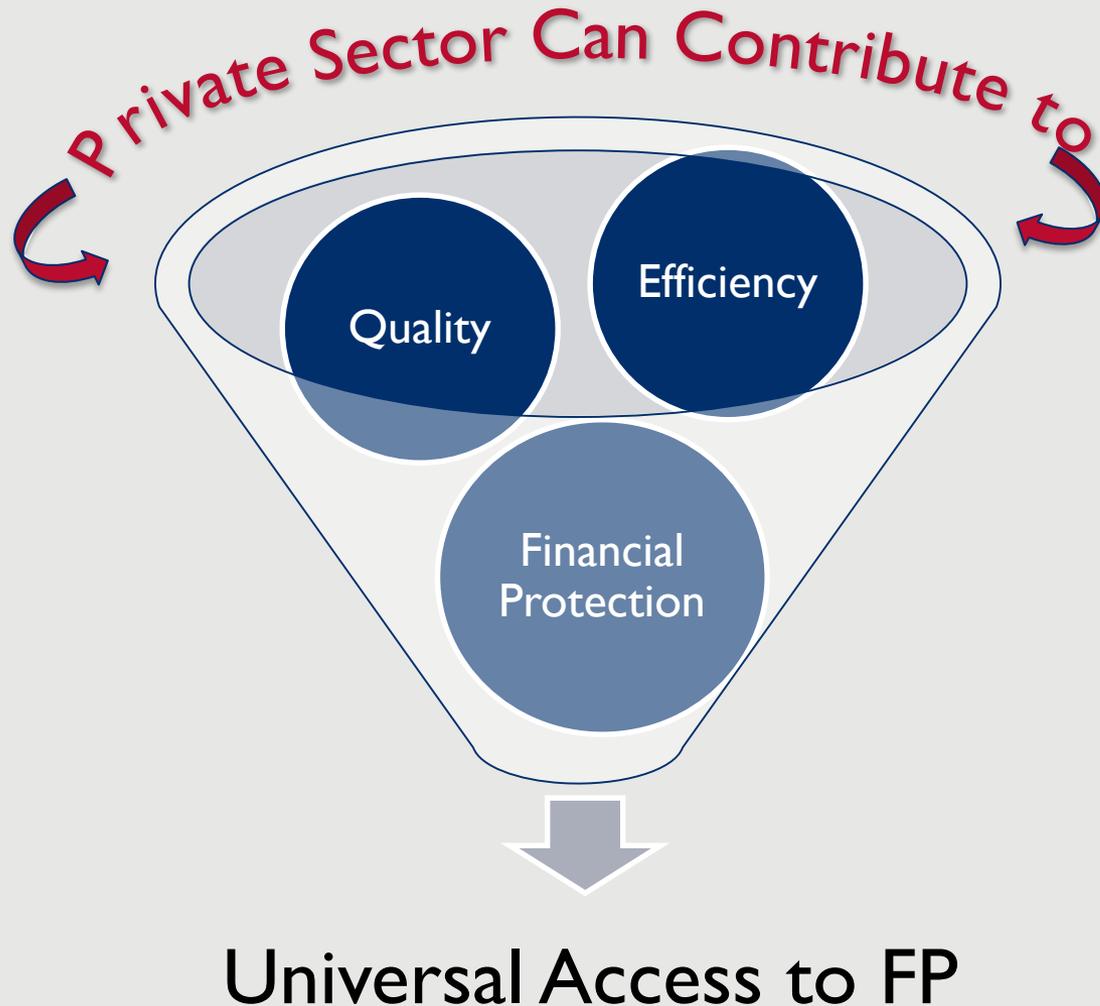


Health systems are in transition



- Domestic resource mobilization
- Integration of family planning into health financing programs
- Governments recognize the value of all stakeholders, including the private sector

Catalyzing the private sector



Total Market Approach engages the private sector



Source: K4Health <https://www.k4health.org/resources/total-market-approach-family-planning>

Market segmentation: One size does not fit all

- Affects decision making
- Can be used to efficiently target resources where they can have the greatest impact



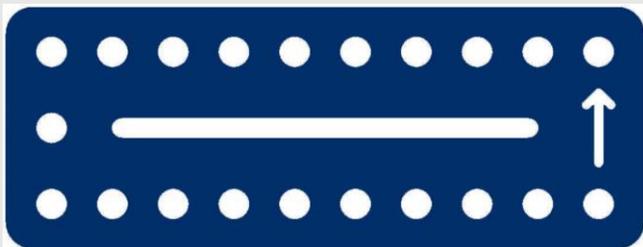
Private providers are increasingly included in health financing programs



Social franchises: opportunities for expanding quality and sustainable care



Bringing it all together



Private sector has breadth, depth and potential – need to tap into this!



LESSONS FROM MALI

Dr. Karamoko Nimaga: President, Private Sector Alliance for Health Promotion in Mali





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