Introduction of Postpartum Family Planning/Postpartum IUCD (PPFP/PPIUCD) Services among Saathiya Network of Private Providers

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Rationale for Involvement of Private Sector

- Growing middle class population in urban parts of India often attends private sector facilities for MH/RH services
- Public sector services not yet available in all urban areas as the National Urban Health Mission is yet to be launched
- Involvement of ob/gyns in the private sector helps dispel myths and misconceptions about PPIUCD within the ob/gyn community
Goal and Objectives

Goal:

- Strengthen provision of PPFP services through the introduction of PPIUCD services to the private sector providers of the Saathiya Network in seven cities of Uttar Pradesh and Uttarakhand

Objectives:

- Establish PPFP/PPIUCD training centers in the Private Sector
- Introduce PPFP/PPIUCD Services in the network of providers in seven cities of Uttar Pradesh and Uttarakhand
- Strengthen the quality of PPFP service provision through implementation of customized service delivery standards
- Ensure regular supply of IUCDs (CuT-380A) at subsidized prices
Saathiya Network

A network of Private providers developed under USAID supported Market-based Partnerships for Health Project (MBPH) to provide quality FP services to young married couples
Strategic Approach

- Advocate with private sector providers to dispel myths and misconceptions about PPFP
- Collaborate with professional associations and champion providers
- Develop five private sector regional clinical training sites
- Develop private sector master trainers at these sites
- Develop customized clinical standards for private sector providers
- Develop a customized training schedule to suit private sector providers
Strategic Approach, Continued

- Collaborate with IUCD manufacturer to ensure regular supply of CuT-380A (T-Kare) at lower prices
- Build paramedical workers’ capacity for PPFP counseling and infection prevention
- Develop and use local Behavior and Communication Change (BCC) materials to create awareness and demand for FP
- Build capacity of MBPH team to undertake supportive supervision visits
Programmatic Approach for Trainings

Existing Public Sector Training Sites (Uttarakhand)

Training of trainers from the private sector at this training site

Training Site 1
Lucknow
Private Providers of Lucknow & Barabanki (83)

Training Site 2
Allahabad
Private Providers of Allahabad (31)

Training Site 3
Varanasi
Private Providers of Varanasi (24)

Training Site 4
Agra
Private Providers of Agra (61)

Training Site 5
Dehradun
Private Providers of Dehradun & Haridwar (34)
Development of Regional PPFP/PPIUCD Training Sites among Private Providers

Identification of potential training sites within the private sector:

- Facility assessment checklist utilized
- Conducted assessment of more than 17 private facilities to identify the 5 potential training sites
- Criteria for selection of training site:
  - Delivery Load of the facility
  - Availability of basic infrastructure such as privacy for counseling, IP practices, availability of OT etc.
  - Availability of training space
  - Willingness to conduct training and conduct follow-up visits with providers
Development of PPFP/PPIUCD Training Sites, Continued

Capacity building and facility strengthening activities:

- Conducted PPFP/PPIUCD clinical training and certification of the private providers by government training sites
- Built capacity of potential trainers on clinical training skills
- Conducted on-site and whole-site training on infection prevention practices and PPFP/PPIUCD counseling
- Strengthened the training site by providing Zoe Models and forceps for PPIUCD insertion
Identification of Saathiya Providers for the PPFP/PPIUCD intervention

Screening: Level 1

- In collaboration with MBPH, MCHIP screened 423 Saathiya Network Providers
  - Criteria's included: Minimum MBBS qualification (per GoI norms); Provision of delivery services
  - Identified 233 out of 423 potential providers

Screening: Level 2

- In collaboration with MBPH, a “Mailer” was developed to seek interest for participation in the program
- Based on the feedback, the “Saathiya” providers were identified and invited for the training
“Mailer” for the Saathiya Network of Providers

Folder and Envelope

Letter and Form

WHO-MEC and PPIUCD Cochrane Review

Provider’s Leaflet
PPIUCD service delivery standards, customized for use in private sector, were developed in collaboration with the professional association - FOGSI.

<table>
<thead>
<tr>
<th>Section</th>
<th>Area</th>
<th>Number of Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>General Counseling Skills; Counseling Clients on Family Planning during Antenatal or Interval period</td>
<td>17</td>
</tr>
<tr>
<td>2.</td>
<td>PPFP/PPIUCD counseling during early labour and postpartum periods</td>
<td>5</td>
</tr>
<tr>
<td>3.</td>
<td>Counseling during follow-up visit</td>
<td>1</td>
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<tr>
<td>4.</td>
<td>Service Provision for PPIUCD</td>
<td>10</td>
</tr>
<tr>
<td>5.</td>
<td>Management, IEC and Record Keeping</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>38</strong></td>
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Interventions for Generating PPFP Demand

- Developed BCC materials, in association with the MBPH team, for use by the Saathiya Network
- Included PPFP/PPIUCD counseling in Saathiya Helpline (a toll free call center)
Establishment of Recording/Reporting System

- Developed Client Card for recording PPIUCD services, including follow-up visits
- Integrated reporting of PPIUCD Services into the existing online Saathiya reporting mechanism

www.hamjoli.net/ppiucd/net
MBPH team collaborated with DKT, India to support the following activities:

- Ensure a regular supply of CuT-380A at concessional rate (DKT India is providing 1 CuT380A free on purchase of one)
- Support the expenses for “Launch” of the intervention
- Support printing of BCC materials (expected)
Progress and Outcomes

- Established 5 PPFP/PPIUCD Training Sites
  - 3 Sites established by August and 2 Sites by Dec 11
  - 3 Sites initiated training in Sept. 11 and 2 in Jan. 12
  - Developed 11 trainers

<table>
<thead>
<tr>
<th>Total No of Doctors Trained</th>
<th>Insertions Till Jan 12</th>
<th>Insertions Feb 12</th>
<th>Providers Initiated Services (Based on till March Report)</th>
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</thead>
<tbody>
<tr>
<td>183</td>
<td>149</td>
<td>135</td>
<td>51</td>
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Note: None of the private providers were providing PPIUCD Services before intervention

- Collaborated with DKT India, IUCD manufacturer to provide CuT-380A at concessional rate
Lessons Learned

- **Adaptation of training curriculum:**
  - Shortened the training time to 4 hours for 3 days
  - Trainings conducted in afternoons
  - More focus on Model and Clinical practice

- **Addressing “Misconceptions/Myths and What’s in it for us?”**
  - Involving FOGSI to provide latest update on newest techniques and global evidence

- **Addressing “How will we generate demand?”**
  - Provision of IEC/BCC material
  - Including PPFP Counseling in Saathiya Helpline
  - Capacity building of paramedics on PPFP counseling
Thank you!

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