India: 2016 FPwatch Outlet Survey

www.fpwatch.info
Presentation Outline

FP2020 and India
   Family planning commitment & key strategies

The FPwatch Project
   Overview

Outlet Survey Methods
   Sampling
   Regions & outlet survey sample
   Survey sample and data collection

Outlet Survey Results
   Market composition
   Method diversity
   Availability of commodities
   Stock Outs
   Availability of services
   Service readiness
   Market share
   Price

Acknowledgements
FP2020 and India

Photo credit: PSI
The 2012 London Family Planning Summit

Goal: to enable 120 million more women and girls to use contraceptives by 2020.
The FP2020 commitment for India is to provide family planning services to 48 million additional women. This commitment will be fulfilled through expanded contraceptive method mix.

India also pledged to sustain the current coverage of over 100 million contraceptive users through 2020 and to increase its funding commitment to over $2 billion by 2020.
The FPwatch Project
FPwatch Overview

FPwatch produces standardized evidence on contraceptive commodity and service markets in 5 priority FP2020 countries

Goals:
- To generate relevant, timely & high-quality FP market evidence
- To disseminate evidence at national, regional & international levels

Funded by: Bill & Melinda Gates Foundation
FPwatch in India

The 2015 FP outlet survey in India complements concurrent data collection focused on tracking FP2020 progress.

- **Data Collection Dates:** June - September, 2016
- **2 States:** Uttar Pradesh and Bihar
- **Outlets Considered:** Over 20,000
Why UP and Bihar?

India FP 2020

40% of FP2020 Goal
(48 million additional users)

40% of INDIA FP2020 Goal
(19.5 million additional users)
Allow us to introduce Sarita:

*Sarita* is an archetype to represent a *typical Family Planning client* in Uttar Pradesh or Bihar.

How do the availability, quality, or choice of contraceptive products and services impact Sarita?
Outlet Survey Methods
Methods and Study Population

- What is an outlet?
  - Hospital/Health Center
  - Sub-center (with ANMs/ASHAs)
  - Anganwadi workers (AWWs)
  - Not For-Profit Facility
  - Private For-Profit Facility
  - Pharmacy
  - AYUSH
  - Rural medical practitioner
  - General Retailer

- Authorization: Study obtained IRB, ethical, and government approval
What is an outlet survey?

The outlet survey is NOT a facility report card:

- The outlet survey includes both the public and private sectors

- Sampling was conducted using census (population) data and geographical units rather than facilities to help us understand what the full family planning market looks like from Sarita’s perspective

- This survey is not intended to give the full picture of higher level public facilities, only those falling within the sampled geographic areas
What FPwatch Adds to Contraceptive Market Understanding

Picture of the total market for modern contraceptive commodities & services

- Census approach – all outlets in a given geography
- Denominator of total distribution across commodities and outlet types
- Data on all available brands/generics of commodities
  - Retail and wholesale price
- GPS coordinates

Photo credit: PSI
Data Collection: Contraceptive Audit

When products are in stock: Product audit

- Record information about each contraceptive commodity in stock:
  - Brand/generic names
  - Formulation & strength
  - Manufacturer
  - Country of manufacture
  - Amount distributed in the past month
  - Retail and wholesale price
  - Stock outs in last 3 months
  - Immediate supplier
Data Collection: Provider Interviews

- Price
- Volume
- Outlet readiness to provide services
  - Product
  - Equipment
  - Provider training/credentials

Photo credit: PSI
Sampling

- Multistage cluster sampling:
  - District -> Village/Ward
  - Probability-proportional-to-size sampling (PPS)
  - Population estimates for metro, urban and rural areas
    - Metro areas are cities with populations of 1 million+

- Full census of selected wards/villages

- Screening questionnaire in all potential outlets

- Extended interview in all eligible outlets

- Audit of all available family planning commodities
FPwatch in India: Sampling Map

15 UP districts:
Agra, Allahabad, Azamgarh, Balrampur, Bareilly, Budaun, Deoria, Farrukhabad, Ghaziabad, Gorakhpur, Jalaun, Kannauj, Kheri, Mahamaya Nagar, Mau, Moradabad, Pratapgarh, Saharanpur, Siddharthnagar, and Sultanpur

10 Bihar districts:
Arwal, Bhagalpur, Gaya, Kathihar, Madhubani, Nalanda, Patna, Purnia, Saran, and Siwan
Outlet Survey Sample

Total (UP + Bihar)

20,512 outlets enumerated
96%

19,772 outlets screened
1/5

4,150 outlets met screening criteria
98%

4,083 outlets interviewed

OUTLET ENUMERATED:
Identified as outlets with potential to sell or provide modern contraceptives or services

***OUTLETS SCREENED***:
Administered short questionnaire to gather basic info and assess eligibility

ELIGIBILITY/SCREENING CRITERIA:
1. current availability of modern contraceptive commodities
2. recent (previous three months) availability of modern contraceptives
3. contraceptive services

OUTLET INTERVIEWED
A partial or complete interview was conducted with a provider
Outlet Survey Sample

Uttar Pradesh

11,851 outlets enumerated

11,333 outlets screened

2,563 outlets met screening criteria

2,516 outlets interviewed

<table>
<thead>
<tr>
<th>Strata</th>
<th>Wards/villages</th>
</tr>
</thead>
<tbody>
<tr>
<td>UP urban</td>
<td>160</td>
</tr>
<tr>
<td>UP rural</td>
<td>260</td>
</tr>
<tr>
<td>UP metro</td>
<td>24</td>
</tr>
<tr>
<td><strong>UP total</strong></td>
<td><strong>444</strong></td>
</tr>
</tbody>
</table>
Outlet Survey Sample

Bihar

8,661 outlets enumerated

8,439 outlets screened

1,587 outlets met screening criteria

1,567 outlets interviewed

<table>
<thead>
<tr>
<th>Strata</th>
<th>Wards/villages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bihar urban</td>
<td>100</td>
</tr>
<tr>
<td>Bihar rural</td>
<td>120</td>
</tr>
<tr>
<td>Bihar metro</td>
<td>14</td>
</tr>
<tr>
<td>Bihar total</td>
<td>234</td>
</tr>
</tbody>
</table>
Distribution of Outlet Enumerated Uttar Pradesh

Urban
N = 6,840

General Retailer 70%
Private Health Facility 10%
Pharmacy/Chemist 16%
AYUSH Provider 2%
RMP 0%

Higher Public Health Facility 0%
SC/ANM/ASHA 1%
AWW 1%
NGO 0%

Rural
N = 1,963

General Retailer 39%
SC/ANM/ASHA 16%
Private Health Facility 4%
Pharmacy/Chemist 7%
AYUSH Provider 1%
RMP 2%

NGO 0%

Metro N=3,048; figure not shown here.
Distribution of Outlet Enumerated Bihar

Urban
N = 3,548

- General Retailer: 67%
- Pharmacy/Chemist: 16%
- SC/ANM/ASHA: 2%
- AWW: 5%
- NGO: 0%
- Private Health Facility: 5%
- RMP: 1%
- AYUSH Provider: 4%

Rural
N = 3,141

- General Retailer: 50%
- SC/ANM/ASHA: 20%
- AWW: 14%
- NGO: 0%
- Private Health Facility: 3%
- Pharmacy/Chemist: 5%
- AYUSH Provider: 1%
- RMP: 6%
- General Retailer: 67%
- Pharmacy/Chemist: 16%
- SC/ANM/ASHA: 2%
- AWW: 5%
- NGO: 0%
- Private Health Facility: 5%
- RMP: 1%
- AYUSH Provider: 4%

Metro N=1,972; figure not shown here.
Outlet Survey Results
Understanding the market from Sarita’s perspective:

The FPwatch survey describes the full market of contraceptives that is available to Sarita in Uttar Pradesh and Bihar.

What is the coverage and quality of coverage of family planning services in a given geography (rural/urban/metro) for Sarita?
How many options might Sarita find in a rural area?

Among screened outlets, by outlet type, with 95% confidence intervals (CIs)

Note: SCs are found in rural areas and managed by ANM workers, ASHA can be found across strata.

Any modern method includes male condoms, female condoms, oral contraceptives, emergency contraceptives, injectables, and IUDs.

The black error bars overlaying the data display 95% confidence intervals – estimated standard error based on the cluster design.

How many options does Sarita have in an urban area?

N=1644

Any modern method includes male condoms, female condoms, oral contraceptives, emergency contraceptives, injectables, and IUDs.

The black error bars overlaying the data display 95% confidence intervals – estimated standard error based on the cluster design.
Diversity in Available Modern Contraceptive Methods—Bihar—Rural and Urban

Among screened outlets, by outlet type, with 95% confidence intervals (CIs)

How many options might Sarita find in a rural area?

N=3,107

- Any modern method
- 3+ methods
- 3+ methods with LARC/PM
- 5+ methods

Note: SCs are found in rural areas and managed by ANM workers, ASHA can be found across strata.

Any modern method includes male condoms, female condoms, oral contraceptives, emergency contraceptives, injectables, and IUDs.

The black error bars overlaying the data display 95% confidence intervals—estimated standard error based on the cluster design.

How many options does Sarita have in an urban area?

N=3,429

- Any modern method
- 3+ methods
- 3+ methods with LARC/PM
- 5+ methods

Note: SCs are found in rural areas and managed by ANM workers, ASHA can be found across strata.

Any modern method includes male condoms, female condoms, oral contraceptives, emergency contraceptives, injectables, and IUDs.

The black error bars overlaying the data display 95% confidence intervals—estimated standard error based on the cluster design.
AVAILABILITY OF SELECTED METHODS
Availability of Selected Short-Acting Contraceptives – Uttar Pradesh – Rural and Urban

Among screened outlets, by sector, with confidence intervals (CIs)
Availability of Selected Short-Acting Contraceptives – Bihar – Rural and Urban
Among screened outlets, by sector, with confidence intervals (CIs)

Rural

Urban

Male condoms  Oral contraceptives  Emergency contraceptives  Contraceptive injectables
How is Sarita affected by stock outs?

- How likely is Sarita to find a stock out at the place she usually goes for contraception?
Stock outs
Current Stock Outs of Selected Contraceptives – Uttar Pradesh and Bihar

Among outlets stocking contraceptives in last 3 months, by outlet & method type, with confidence intervals (CIs)

### Uttar Pradesh

<table>
<thead>
<tr>
<th>Outlet &amp; Method Type</th>
<th>Oral contraceptives</th>
<th>Emergency contraceptives</th>
<th>Injectables</th>
<th>IUDs</th>
</tr>
</thead>
<tbody>
<tr>
<td>SC/ANM/ASHA</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private Health Facility</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pharmacy/Chemist</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Bihar

<table>
<thead>
<tr>
<th>Outlet &amp; Method Type</th>
<th>Oral contraceptives</th>
<th>Emergency contraceptives</th>
<th>Injectables</th>
<th>IUDs</th>
</tr>
</thead>
<tbody>
<tr>
<td>SC/ANM/ASHA</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private Health Facility</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pharmacy/Chemist</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In Uttar Pradesh Sub-Centers and ASHA are equipped to provide family planning services. ANM are not. Note: SCs are found in rural areas and managed by ANM workers, ASHA can be found across strata.
What about Services?

- If Sarita is interested in getting an injection or an IUD, where can she access service?
Services
Available Modern Contraceptive Procedures – Uttar Pradesh and Bihar

Among screened outlets, by outlet type (as reported by provider), with CIs

**Uttar Pradesh**

<table>
<thead>
<tr>
<th>Outlet Type</th>
<th>Contraceptive Injection Service</th>
<th>IUD Insertion Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>SC/ANM/ASHA</td>
<td><img src="#" alt="Uttar Pradesh SC/ANM/ASHA" /></td>
<td><img src="#" alt="Uttar Pradesh SC/ANM/ASHA" /></td>
</tr>
<tr>
<td>Private Health Facility</td>
<td><img src="#" alt="Uttar Pradesh Private Health Facility" /></td>
<td><img src="#" alt="Uttar Pradesh Private Health Facility" /></td>
</tr>
<tr>
<td>Pharmacy/Chemist</td>
<td><img src="#" alt="Uttar Pradesh Pharmacy/Chemist" /></td>
<td><img src="#" alt="Uttar Pradesh Pharmacy/Chemist" /></td>
</tr>
<tr>
<td>AYUSH Provider</td>
<td><img src="#" alt="Uttar Pradesh AYUSH Provider" /></td>
<td><img src="#" alt="Uttar Pradesh AYUSH Provider" /></td>
</tr>
<tr>
<td>RMP</td>
<td><img src="#" alt="Uttar Pradesh RMP" /></td>
<td><img src="#" alt="Uttar Pradesh RMP" /></td>
</tr>
</tbody>
</table>

**Bihar**

<table>
<thead>
<tr>
<th>Outlet Type</th>
<th>Contraceptive Injection Service</th>
<th>IUD Insertion Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>SC/ANM/ASHA</td>
<td><img src="#" alt="Bihar SC/ANM/ASHA" /></td>
<td><img src="#" alt="Bihar SC/ANM/ASHA" /></td>
</tr>
<tr>
<td>Private Health Facility</td>
<td><img src="#" alt="Bihar Private Health Facility" /></td>
<td><img src="#" alt="Bihar Private Health Facility" /></td>
</tr>
<tr>
<td>Pharmacy/Chemist</td>
<td><img src="#" alt="Bihar Pharmacy/Chemist" /></td>
<td><img src="#" alt="Bihar Pharmacy/Chemist" /></td>
</tr>
<tr>
<td>AYUSH Provider</td>
<td><img src="#" alt="Bihar AYUSH Provider" /></td>
<td><img src="#" alt="Bihar AYUSH Provider" /></td>
</tr>
<tr>
<td>RMP</td>
<td><img src="#" alt="Bihar RMP" /></td>
<td><img src="#" alt="Bihar RMP" /></td>
</tr>
</tbody>
</table>
Service Readiness

Readiness to provide contraceptive services is a composite indicator combining:
1. Availability of contraceptive on-site (not applicable to sterilizations);
2. A minimum set of equipment needed for the service; and
3. Trained/credentialed providers.

*If an outlet meets all 3 conditions, it is classified as service-ready.*
**Service Readiness—Uttar Pradesh**

*Among outlets reportedly providing service, by outlet type*

*In Uttar Pradesh Sub-Centers and ASHA are equipped to provide family planning services. ANM are not. Note: SCs are found in rural areas and managed by ANM workers, ASHA can be found across strata.*

*Availability of Credentials means there is a provider with the credentials needed to legally provide the service.*

*Credentials means they are credentialed to provide injection services, but not necessarily trained on contraception injections.*
Service Readiness– Bihar
Among outlets reportedly providing service, by outlet type, with confidence intervals (CIs)

*Note: SCs are found in rural areas and managed by ANM workers, ASHA can be found across strata.
*Availability of Credentials means there is a provider with the credentials needed to legally provide the service.
Which contraceptive methods are most cost effective for Sarita?
What is the consumer price of modern contraceptive methods among private sector outlets?
FPwatch definition of price

- Prices are for *private sector outlets only*
- Methods that require a procedure (e.g. IUD) include *commodity and service price*
- Prices are depicted in *Rupees per unit commonly sold* (e.g. box of 3 condoms, blister pack of OC, 1 IUD)
Among all brands of this method type, in Rupees, with interquartile range

The black whisker bars display the interquartile range (IQR), which represents the middle 50% of price distribution.

*For female sterilization IQR [1000.00, 4000.00], N=28
Median Price in Private Sector, with Interquartile Range – Bihar
Among all brands of this method type, in Rupees, with interquartile range

The black whisker bars display the interquartile range (IQR), which represents the middle 50% of price distribution.
Availability: 70% of UP higher level public facilities had *Mala.N* in stock

Price: *Pearl* costs 13Rs at UP chemists

Stock out: 10% of UP Private Facilities had stockout of *Unwanted 72*
Acknowledgements

- Government of India (GoI)
- Government of Uttar Pradesh (NHMUP & GoUP)
- Government of Bihar (NHMB & GoB)
- BMGF
- PSI India
- Fieldwork Team
- FPwatch Team
Thank You!
Questions?