Findings from the 2015 FPwatch Outlet Surveys: Assessing FP Markets to Reach FP2020 Goals in Nigeria and the DRC

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Arsène Binanga, FP Working Group, DRC
Jennifer Anyanti, SFH, Nigeria
Kayode Afolabi Akintola, FMoH, Nigeria

Parallel Session
October 13, 2016
Presentation Overview

- Introduction to the FPwatch study
- Review of select findings from Nigeria & the DRC (Kinshasa & Katanga)
- Discussion of data implications & action points
  - Programs
  - Policy
FPwatch Goals

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:
What is an outlet survey?

What is an outlet?
Public, not-for profit or private: hospitals/clinics/health centers, CHWs, pharmacies, drug stores, retail shops, mobile drug sellers

How do we select outlets for the study?
• Select a representative sample of clusters
• Visit all outlets in the cluster and screen for contraceptive commodities & services

What is our study population?
Outlets with modern contraceptives or with provider-dependent procedures available

What information do we collect?
Audit of all contraceptive commodities in stock including product information (brand name, manufacturing, etc.), retail price, stock outs & amount recently distributed to customers

Photo credit: Justin Rahairana, PSI
What questions are answered by the outlet survey?

- What **types of outlets** in the **public and private sectors** are carrying modern contraceptive methods?

- What **proportion of public and private sector outlets are stocking** selected modern contraceptive commodities and providing a range of methods?

- What is the **relative market share** for each contraceptive method and outlet type?

- What is the **consumer price** of modern contraceptive methods among private sector outlets?

- What **proportion of outlets are offering** contraceptive services and what is the **readiness** of selected outlet types for performing contraceptive services?
FPwatch Sample in Nigeria & the DRC

- **Domains**
  - Nigeria: National & 6 Geo-political zones
    - August – October, 2015
  - DRC: Kinshasa (urban/rural), Katanga (urban/rural)
    - October – December, 2015

<table>
<thead>
<tr>
<th></th>
<th>Outlets screened</th>
<th>Outlets eligible &amp; interviewed</th>
<th>Contraceptives audited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nigeria</td>
<td>13,367</td>
<td>2,525</td>
<td>4,111</td>
</tr>
<tr>
<td>DRC</td>
<td>2,207</td>
<td>1,294</td>
<td>2,138</td>
</tr>
<tr>
<td>Total</td>
<td>15,574</td>
<td>3,819</td>
<td>6,249</td>
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</tbody>
</table>
What types of outlets in the public and private sectors are carrying modern contraceptive methods?
Contraceptive market composition

Relative distribution of outlet types, among outlets with modern contraceptives* in stock on the day of the survey

- Public Health Facility
- Community Health Workers
- Private Not-For-Profit
- Private For-Profit Health Facility
- Pharmacy
- Drug Shop
- General Retailer

Nigeria
N=2,245

- Public Health Facility: 72%
- Community Health Workers: 9%
- Private Not-For-Profit: 4%
- Private For-Profit Health Facility: 72%
- Pharmacy: 1%
- Drug Shop: 1%
- General Retailer: 9%

Kinshasa
N=443

- Private: 86%
- NFP: 3%
- Public: 11%

Katanga
N=350

- Private: 72%
- NFP: 3%
- Public: 25%

* This excludes outlets that had only male/female condoms available and no other modern method
What proportion of public and private sector outlets are stocking selected modern contraceptive commodities and providing a range of methods?
Do outlets have a diversity of modern contraceptive commodities in stock?

Availability of 3+ methods and 3+ with LARC by outlet type, among outlets* screened – Nigeria

* This excludes general retail outlets
Do outlets have a diversity of modern contraceptive commodities in stock?

**Availability of 3+ methods and 3+ with LARC by outlet type, among outlets**

*screened – Kinshasa & Katanga*

*This excludes general retail outlets*
Do outlets have a continuous supply of contraceptive commodities in stock?

*Current stock outs of selected commodities, among outlets reportedly stocking in the previous 3 months – Nigeria*
Stock outs

Current stock outs of selected commodities, among outlets reportedly stocking in the previous 3 months – **Kinshasa & Katanga**

![Graph showing stock outs in Kinshasa and Katanga](image_url)
What is the relative market share for each contraceptive method and for each outlet type?
What is the relative market share by outlet and contraceptive method?

*Market share: % of total volume in CYP sold / distributed – *Nigeria

- Female sterilization
- Male sterilization
- Implants
- Injectables
- Oral contraceptives
- CycleBeads
- IUDs
- Emergency contraceptives
- Male condoms
- Female condoms

Public Health Facility
- CHW
- Private Not-For-Profit
- Private For-Profit Health Facility
- Pharmacy
- PPMV
- General Retailer
What is the relative market share by outlet and contraceptive method?

Market share: % of total volume in CYP sold / distributed – **Kinshasa & Katanga**
What is the consumer price of modern contraceptive methods among private sector outlets?
What is the price of modern contraceptives in the private sector?

Median price* of modern contraceptives in USD/CYP – Nigeria

* Price may include service charge for methods with associated service
What is the price of modern contraceptives in the private sector?

Median price* of selected contraceptives in USD/CYP – Kinshasa & Katanga

* Price may include service charge for methods with associated service
The Democratic Republic of the Congo:
Dr. Godéfroid Mpanya
Monitoring and Evaluation Deputy Director for l’Association de Santé Familiale
Dr. Arsène Binanga
President of the DRC Family Planning Working Group

Nigeria:
Dr. Jennifer Anyanti
Deputy Managing Director of Programs at the Society for Family Health
Dr. Kayode Afolabi Akintola
Director of Reproductive Health at the Federal Ministry of Health
What is the relative market share by outlet and contraceptive method?

*Market share: % of total volume in CYP sold / distributed within outlet - Nigeria*
What is the relative market share by outlet and contraceptive method?

**Market share: % of total volume in CYP sold / distributed within outlet – Kinshasa & Katanga**
Couple-Years of Protection (CYP) & Market Share

Contraceptive market share is determined based on Couple-Years of Protection (CYP). The CYP is calculated by multiplying the quantity of each method sold or distributed to clients by a conversion factor, to yield an estimate of the duration of contraceptive protection per unit of the method. The CYP for each method/outlet type are then summed over all methods to obtain a total CYP figure.

<table>
<thead>
<tr>
<th>Contraceptive method</th>
<th>Dose/unit used for calculating 1 CYP</th>
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<tbody>
<tr>
<td>Oral contraceptives</td>
<td>15 cycles per CYP</td>
</tr>
<tr>
<td>Condoms (male and female)</td>
<td>120 condoms per CYP</td>
</tr>
<tr>
<td>Monthly vaginal ring/patch</td>
<td>15 rings/patches per CYP</td>
</tr>
<tr>
<td>Vaginal foaming tablets</td>
<td>120 tablets per CYP</td>
</tr>
<tr>
<td>Depo-provera injectable</td>
<td>4 doses (ml) per CYP</td>
</tr>
<tr>
<td>Noristerat injectable</td>
<td>6 doses per CYP</td>
</tr>
<tr>
<td>Cyclofem monthly injectable</td>
<td>13 doses per CYP</td>
</tr>
<tr>
<td>Copper-T 38-A IUD</td>
<td>4.6 CYP per IUD inserted</td>
</tr>
<tr>
<td>Levonorgestrel intrauterine system (LNG-IUS)</td>
<td>3.3 CYP per LNG-IUS inserted</td>
</tr>
<tr>
<td>3-year implant (e.g., Implanon)</td>
<td>2.5 CYP per implant</td>
</tr>
<tr>
<td>4-year implant (e.g., Sino-Implant)</td>
<td>3.2 CYP per implant</td>
</tr>
<tr>
<td>5-year implant (e.g., Jadelle)</td>
<td>3.8 CYP per implant</td>
</tr>
<tr>
<td>Emergency contraceptives</td>
<td>20 doses per CYP</td>
</tr>
<tr>
<td>Standard days method (e.g., CycleBeads)</td>
<td>1.5 CYP per trained adopter</td>
</tr>
<tr>
<td>Sterilization (male and female)</td>
<td>Africa: 9.3 CYP</td>
</tr>
</tbody>
</table>

Source: [http://www.cpc.unc.edu/measure/prh/rh_indicators/specific/fp/cyp](http://www.cpc.unc.edu/measure/prh/rh_indicators/specific/fp/cyp)