



## Implementation Story: India

**Is it possible to increase family planning users in few months? Let's find out!!**

15 September 2021

## Moderator



Kate Graham  
Sr. Program Officer  
The Challenge Initiative



# Today's Agenda

## Opening & Welcome

Kate Graham  
Sr. Program Officer  
The Challenge Initiative

## Implementation Story

Maheen Malik  
Hitesh Sahni  
Amit Kumar  
Samarendra Behera

## Q&A

Kate Graham

## Closing

Deepti Mathur



# Before we Begin



Webinar will be recorded



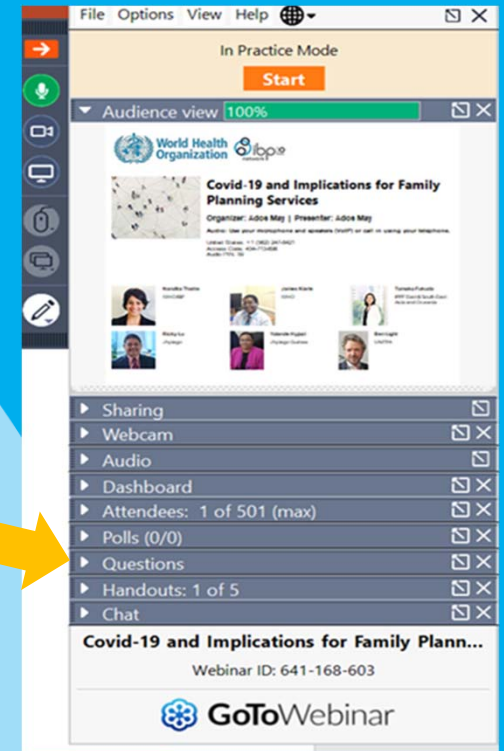
Submit your questions anytime!  
Q&A after all presentation



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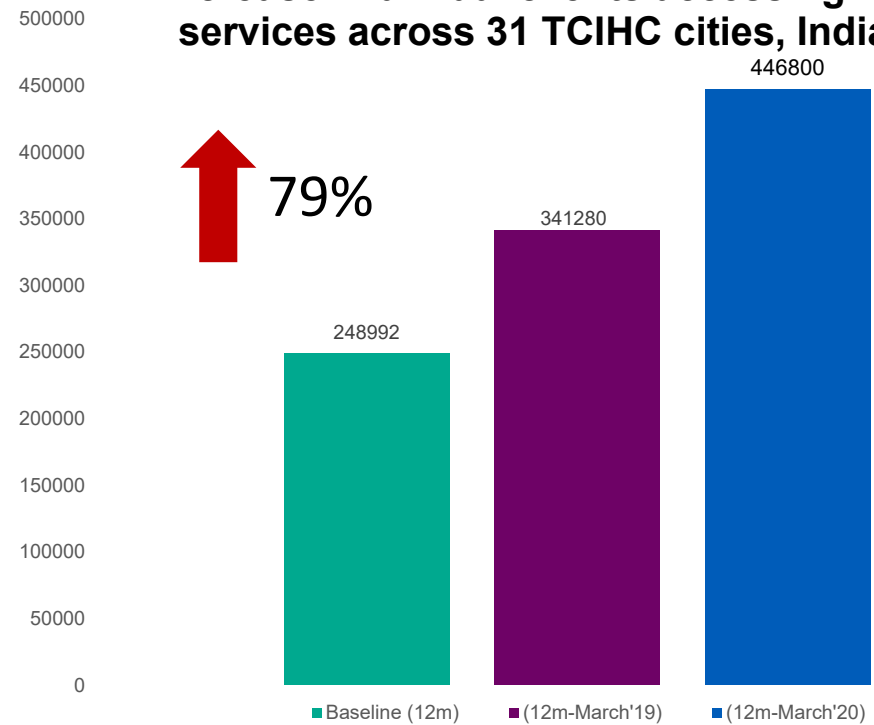
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# Increased Client Volume



**Increase in annual clients accessing FP services across 31 TCiHC cities, India**



# Meet the Presenters



**Maheen Malik**

**Director of Field Operations, TCI  
Baltimore**

Maheen brings over 15 years of experience in providing technical leadership, multi-disciplinary technical advisory, strategic design, implementation, and monitoring and evaluation services for health programs in developing countries.



**Hitesh Sahni**

**Deputy Chief of Party, TCI India**

Hitesh brings a rich experience of over 25 years working in various health domains and manages the operations of The Challenge Initiative for Healthy Cities (TCIHC) in India. He brings along with him a strong expertise in operations, program management and marketing & communications. Prior to TCIHC, Hitesh has also successfully led NCD and TB programs.



**Amit Kumar**

**Senior Implementation Lead, TCI India**

Amit is an alumni of Xavier Institute of Social Service and holds around 18 years of work experience. He has intensively worked on the issues of Maternal & Child Health, Local Self Governance, HIV/AIDS and Women Empowerment issues.



# Meet the Presenters



**Samarendra Behera**  
**Manager, TCI India**

Samarendra leads the management of TCIHC in UP. He has over 15 years of experience and has strong expertise in program management, government liaising, organizational and possesses hands-on-knowledge of working on reproductive health, urban health, and maternal and child health issues.



**Deepti Mathur**  
**Technical Learning Lead, TCI India**

Deepti is the Technical Lead for Program Learning with TCIHC. A results-oriented professional with several years of experience in designing, planning and executing projects around issues that include family planning, reproductive health, pediatric and corneal blindness, eye banking, HIV/AIDS, and disability and education. In her current role, she stewards the knowledge management unit and drives critical components of TCIHC's qualitative data collection efforts.



## What are the features of the FDS approach for spacing methods?

A

Coaching &  
Mentoring

B

Community  
Mobilization

C

Facility  
Preparation

D

Scheduling

a). A, B, C, D

b). A, C, B, D

c). D, C, A, B

d). D, A, B, C





# What are the features of the FDS approach for spacing methods?

CORRECT ANSWER - c). D, C, A, B



# Maheen Malik



Director of Field Operations,  
The Challenge Initiative (TCI)  
Gates Institute



# What is The Challenge Initiative?



- The Challenge Initiative (TCI) is a **platform** that enables local governments to scale up high-impact family planning approaches for the urban poor.
- TCI represents a highly innovative approach to development aid intended to strengthen the understanding of **scale, impact, efficiency and sustainability**.
- Since launching in 2016, TCI has demonstrated that its “**Business Unusual**” approach can change the way business is done in the development landscape.



# What Are TCI's Guiding Principles?



## Demand driven

Cities self-select to join TCI, bringing their own financial and human resources.



## Local ownership and system readiness

Cities must be ready willing and able to address their challenges.



## Right-fitting best-practice interventions

TCI simplifies proven interventions so it is easier and faster to implement, reaching more people, more places to have the same (or greater) impact.



## Leveraging existing platforms

TCI works within existing government-led systems to harmonize strategies, funding and technical assistance, leading to cost-efficiencies with scale.



## Coaching and TCI University

TCI uses a "Lead, Assist, Observe" coaching model to transfer capacity using [TCI University](#), an online learning platform.



## Near-time, real-time data for decision-making

TCI strengthens capacity to use data for problem solving and better decision-making.



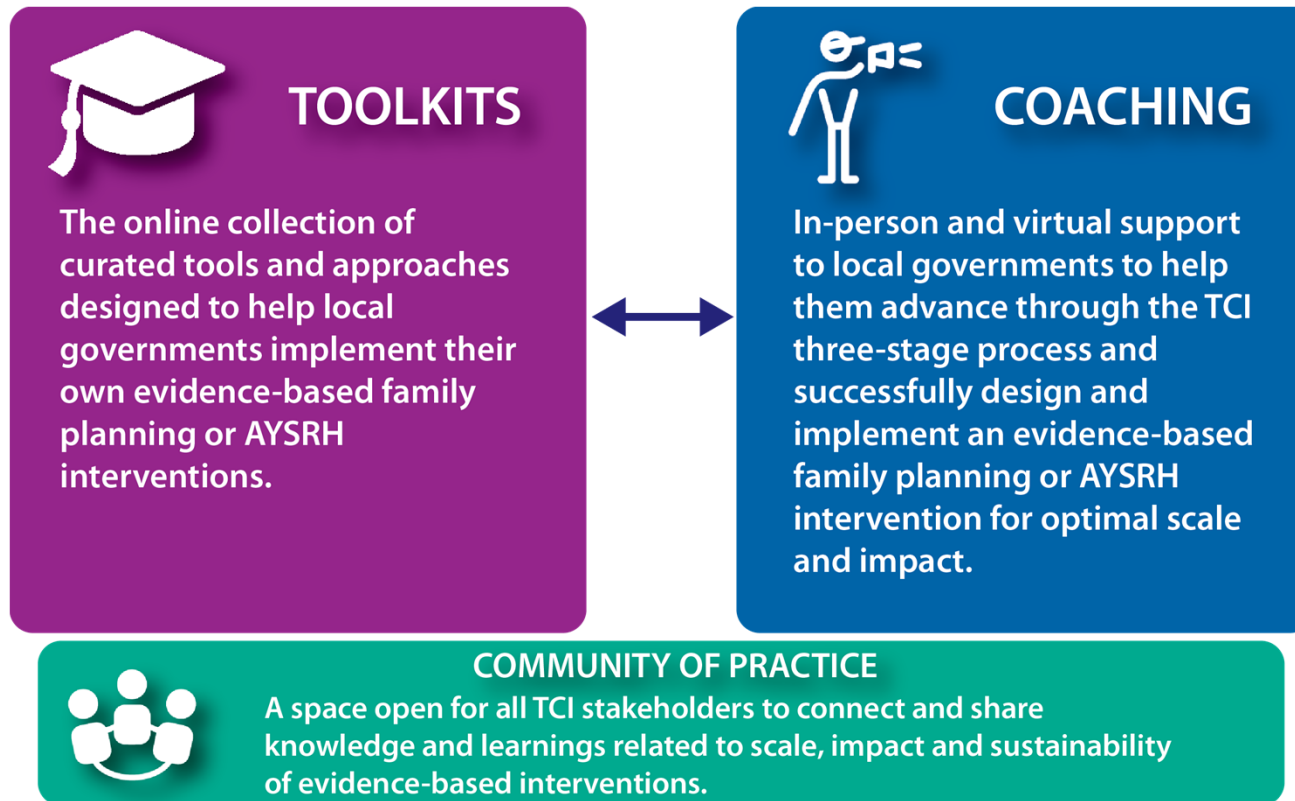
# TCI's Four Interlocking Tenets

| SCALE   | IMPACT  |
|---|---|
| <p>Scale is achieved when many cities have implemented the TCI business model, and any city that wishes to use the TCI business model is empowered to do so.</p> <p>Illustrative indicators:</p> <ul style="list-style-type: none"> <li>• Number of cities that have implemented TCI business model</li> <li>• Population benefiting from TCI business model</li> </ul> | <p>TCI views impact as improvement of health outcomes and improvement in city health systems.</p> <p>Illustrative indicators:</p> <ul style="list-style-type: none"> <li>• Change in health outcome in cities that implement TCI</li> </ul>   |
| EFFICIENCY  | SUSTAINABILITY  |
| <p>TCI defines efficiency as the ability to deliver the greatest health impact for the lowest cost.</p> <p>Illustrative indicators:</p> <ul style="list-style-type: none"> <li>• Cost per beneficiary to donors</li> <li>• Cost per beneficiary to city governments</li> </ul>  | <p>TCI's platform achieves sustainability if health outcomes continue to improve, and if health systems' improvements are maintained after graduation.</p> <p>Illustrative indicators:</p> <ul style="list-style-type: none"> <li>• Health impact outcomes continue to improve after graduation for at least 2 years</li> <li>• Health systems changes as measured by RAISE tool and scores remains at the same level or increases for at least 2 years after graduation</li> </ul> |



# TCI University

<https://tciurbanhealth.org/tci-university/>



# High-Impact Interventions by Hub


## EAST AFRICA

- Whole-site orientation
- Integrated community outreaches
- Integrated in-reaches
- Post-partum family planning
- Advocacy for increased support
- Community health workers
- Pharmacy engagement

## FRANCOPHONE WEST AFRICA

- Universal referral
- Fixed-day service
- Demand generation
- Community health workers
- Post-partum family planning
- Mass media

## INDIA

- Fixed-day static services 
- Male engagement
- Urban ASHAs
- Planning & budgeting
- Nutrition days and outreach services

## NIGERIA

- In-reaches
- Whole-site orientation
- Advocacy at the sub-national level
- Mass media
- Patent & proprietary medicine vendors
- Social mobilization



# Hitesh Sahni



Deputy Chief of Party  
TCIHC, India





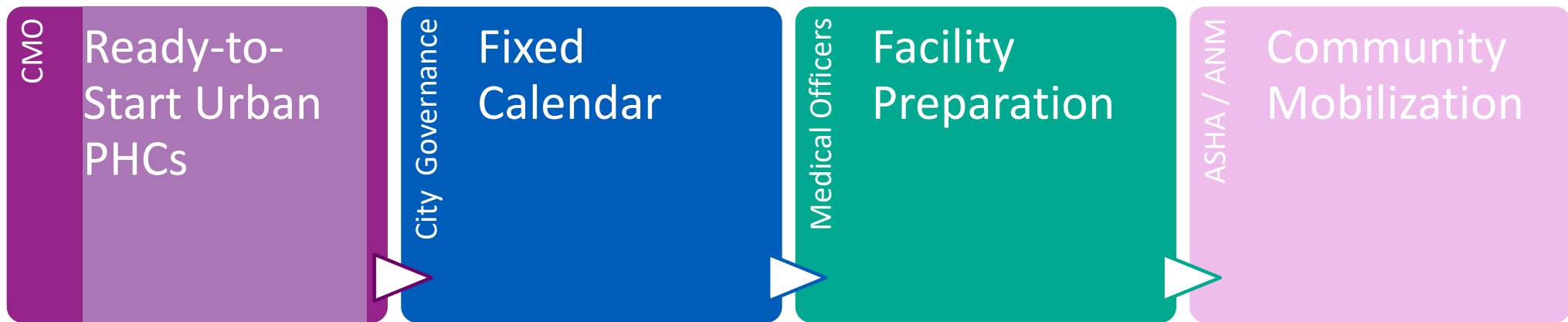
# TCIHC Fixed Day Service (FDS): An IBP

TCIHC entry selected from 110 global entries

TCIHC's entry the Only one to feature from India



# Coaching across the Value-Chain



Coaching on Creating 'FP-Due list' can Elevate FP among ASHAs' competing priorities

ASHAs' competing priorities



## System Gains



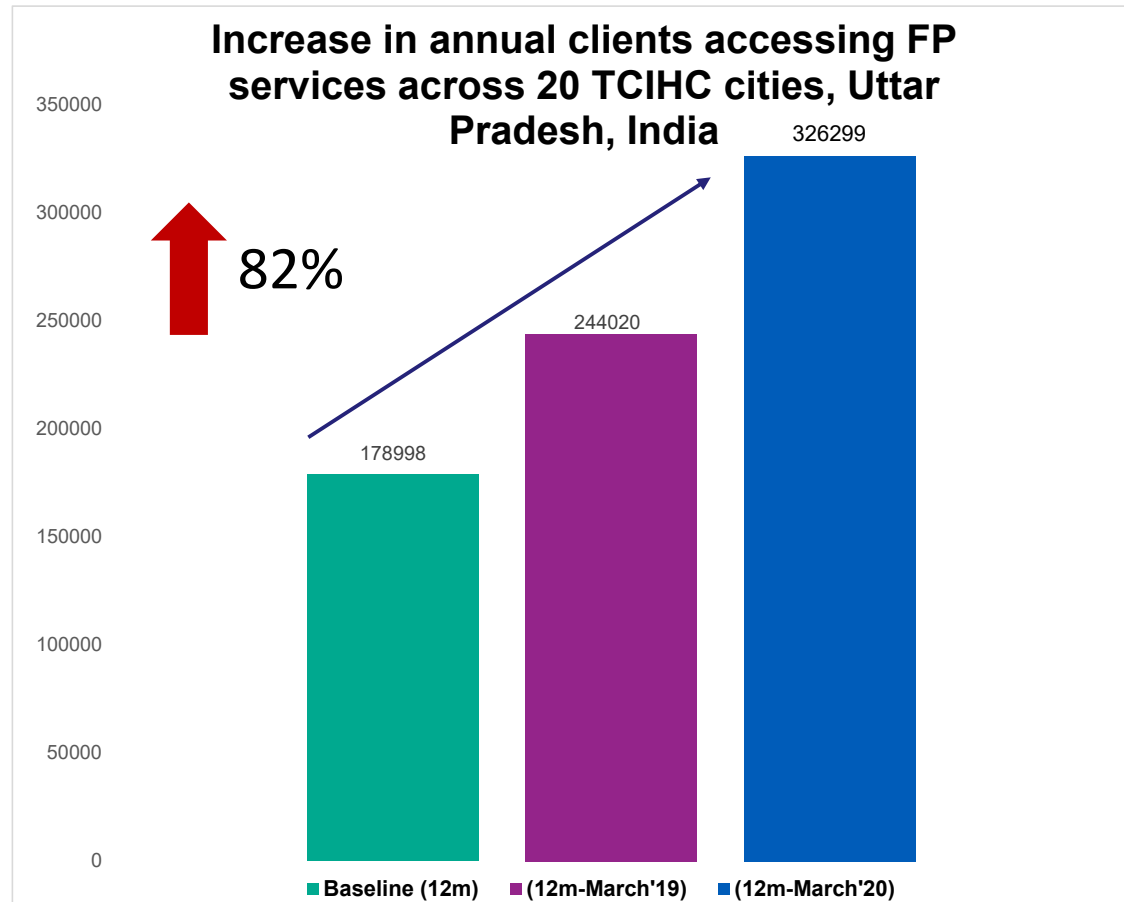
Increased Client  
Volume

Increased Method  
Choices



# Increased Client Volume

Regularity of FDS is directly correlated to increase in client volume



Source: HMIS for all UPHCs and district level facilities, 12 months rolling Average; CYP adjusted methodology



# Amit Kumar



Sr. Implementation Lead  
TCIHC, India



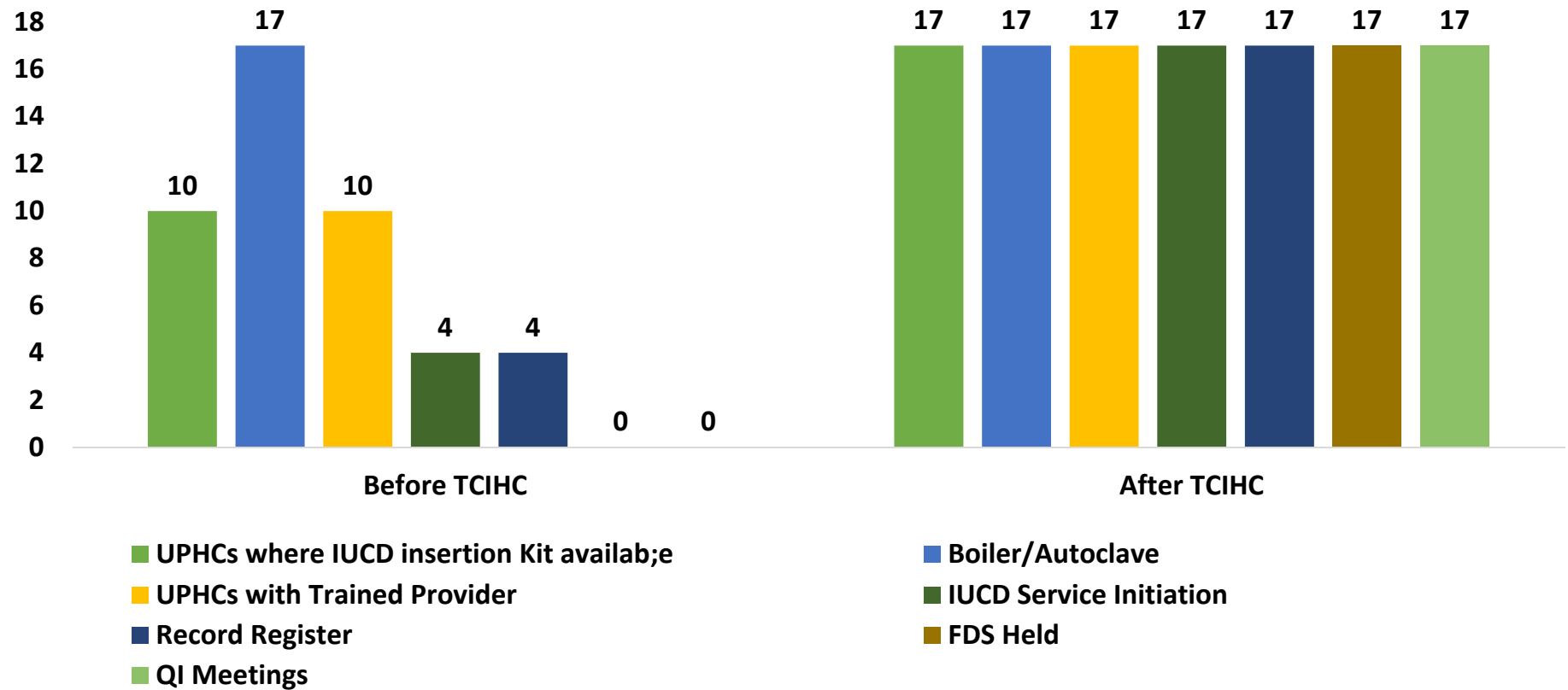
## Creating Champions

**“Family planning was the last thing on anyone’s mind at our urban primary health centres. However, after observing and participating in the special FDS drive in 2018 facilitated . . . by PSI-TCIHC, I saw people coming in for family planning services. From that day onward, we regularly conducted FDS. And from August 2018 onward, we are conducting FDS.”**

**—Urban health coordinator, Saharanpur**



# Before and After TCIHC Intervention

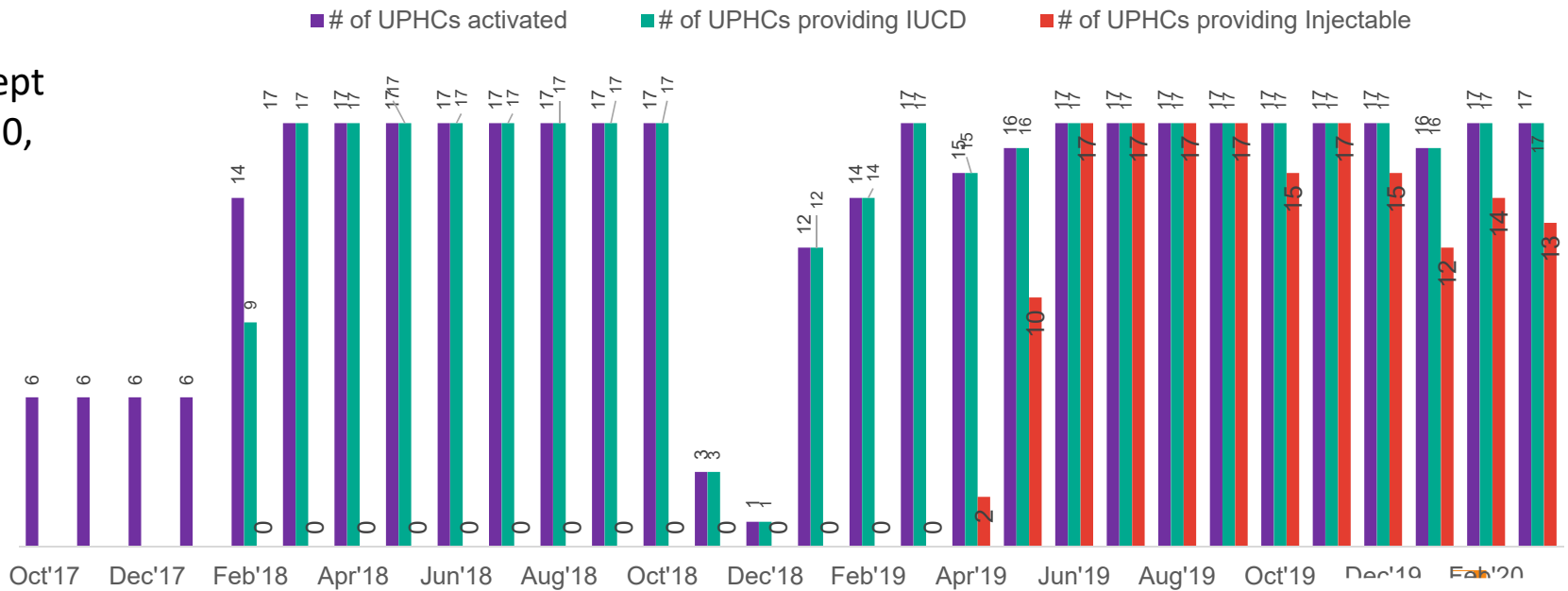


# Improved Method Choices



758% Increase in Estimated Annual FP clients volume in Saharanpur (UPHC only, Sept 2017-Mar 2020, Source: HMIS)

Blue and Red Spikes indicate Wide acceptance of IUCD, Injectable at the Urban PHCs





## Samarendra Behera



State Implementation Lead  
TCIHC, India



# Business Unusual

1

Mindset that FDS is only for Permanent methods

2

Identification of Family Planning Client

3

Supplies Irregularity, Non-functional Equipments

4

Low/no Knowledge of Family Planning

5

Low use of data for decision making



## Demonstration of FDS

| <i>Name of UPHC, city</i> | <i>IUCD achieved on the day of Special FDS</i> | <i>Total IUCD inserted by that UPHC in that month</i> | <i>% contribution of this FDS in total FP by that UPHC</i> |
|---------------------------|--|---|--|
| Bajardiha, Varanasi       | 42   | 50  | 84   |
| Lallapura, Varanasi       | 20   | 28  | 71   |
| Koniya, Varanasi          | 51   | 54  | 93   |
| Pandeypur, Varanasi       | 23   | 35  | 66   |
| Nagla bari, Firozabad     | 48   | 108   | 61   |
| Hazipura, Firozabad       | 9  | 22  | 95   |
| SantNagar, Firozabad      | 11   | 14  | 93   |
| Total                     | 204  | 311   | 66   |

Source: Project MIS



# Building the Blocks of the System



Estimating the right resource requirement through Mapping/Listing



Capacity building of providers on method mix



Boosting Demand by Coaching Community Health Worker on Prioritization



Timeliness and correctness of data (HMIS) for decision making



Private sector engagement strategy through accreditation initiated by at least one more state



Strengthened Supply Chain Management Quality Improvement



Improved governance



Building Leadership skills in each cadre



Leveraging PIP for Optimal utilization of resources



Seeking additional resources through PIP



# Deepti Mathur



Technical Lead, Program Learning  
TCIHC, India



## Closing Mantras

Establish a  
Calendar

Facility  
Readiness

Coaching  
&  
Mentoring

Promote  
&  
Publicize

Mobilize  
Community





**UPHCs now have a sustainable ecosystem  
where demand and  
supply are happily married!!**

- FDS approach is endorsed by the three state governments in India
- FDS codified on TCI University
- FDS stories from the field available on [tciurbanhealth.org/news](http://tciurbanhealth.org/news)
- FDS led to scale of Antral Diwas in Uttar Pradesh

**Thank You!**



# Questions & Answers





## Before we close

### Webinar Recording:

<https://ibpnetwork.org/page/webinars>

<http://www.fphighimpactpractices.org>

### Websites:

[www.who.int/reproductivehealth](http://www.who.int/reproductivehealth)

[www.fphighimpactpractices.org](http://www.fphighimpactpractices.org)

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**Thank you for your participation today!**