A portrait of a young Black woman with dark hair, wearing a bright pink top and a necklace with large, clear, faceted beads. She is looking directly at the camera with a slight smile.

ENSURING INNOVATION VALUES REMAIN DURING SCALE-UP:

Women's Empowerment,
Equitable Access &
Quality

Melissa Adams, IRH



USAID
FROM THE AMERICAN PEOPLE



USING EVIDENCE TO EXPAND FAMILY PLANNING CHOICES, ADVANCE GENDER EQUALITY, AND INVOLVE COMMUNITIES.



WHY DO
VALUES
MATTER?

BECAUSE:

- **Essential component** of innovation
- Innovation with values consistent with user organization values **easier to take to scale**
- **Values often lost** in scale-up process
- **Successful scale-up guided by key values/principles:** systematic thinking, human rights, equitable access, country ownership



HOW ARE
VALUES
MAINTAINED?

1. **Define** core values of the innovation

2. **Identify** scalable approaches

3. **Monitor** values at scale



- Defining an innovation includes defining its core values
- SDM developed within a human rights framework
- Core values of SDM include women's empowerment, equitable access, and quality

1. DEFINE CORE VALUES

- Maintain appropriate intensity of focus on values
- Core values should inform modifications to innovation



2. IDENTIFY SCALABLE APPROACHES



- Structured provider checklist (KIT)
- Simulated client visits
- Stakeholder interviews
- Provider interviews
- Client follow-up interviews
- Most Significant Change methodology

3. MONITOR VALUES AT SCALE

MAINTAINING VALUES:
OUR EXPERIENCE
SCALING UP SDM

- SDM offered within framework of **informed choice**
- Emphasis on **couple communication** and shared decision-making
- Fertility-awareness and **body literacy** as empowerment

CORE VALUE:
**WOMEN'S
EMPOWERMENT**



ENGAGING MEN

- Communication approaches directed at men
- Work with male healthcare providers
- Support providers and clients to involve men

CORE VALUE: EQUITABLE ACCESS



INCREASING ACCESS

- Underserved geographic areas
- Low-literacy materials
- Non-traditional service delivery channels

"YOU ARE INVITED"



My wife and I are using a FP method; this helped us to make successful achievements in our family. Please discuss with your wife to make an appropriate decision.



I am using a FP method and I am satisfied; my husband too. Approach your nearest CHW or Health Center holding this card, they will help you.



Une Nouvelle Méthode de Planification Familiale

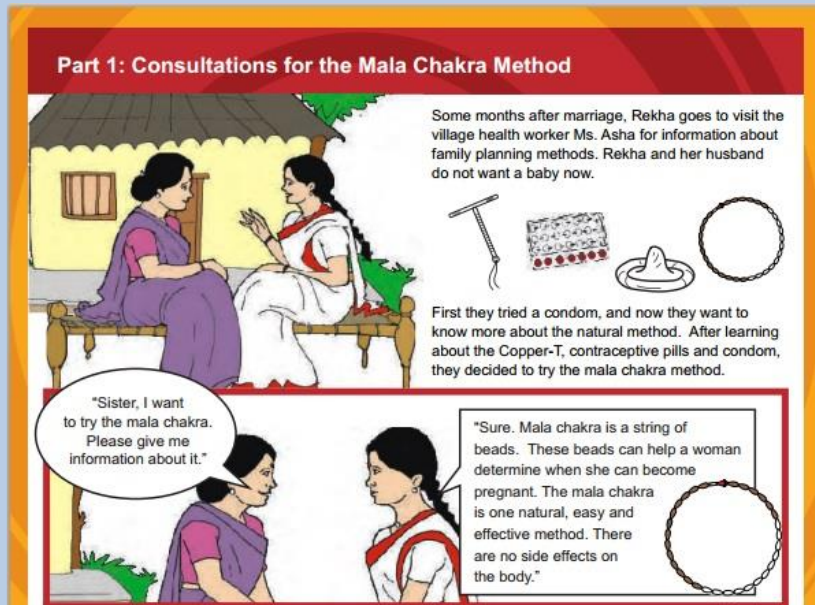
La Méthode des jours fixes



Une Méthode pour nous aussi !!



CASE STUDY EXAMPLE: RWANDA



- **Ensuring provider competency** when training is scaled up
- Providing clients **practical tools** to support method use
- **Ensuring stock** of CycleBeads, condoms and other methods
- **Implementing quality assurance strategies to monitor** provider competency, service delivery systems, informed choice, correct use of method

CORE VALUE:
QUALITY



Your **beliefs** become your thoughts,
Your **thoughts** become your words,
Your **words** become your actions,
Your **actions** become your habits,
Your **habits** become your values,
Your **values** become your **destiny**."

Mahatma Gandhi



THANK YOU



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