



MAKING STRATEGIC SERVICE DELIVERY CHOICES

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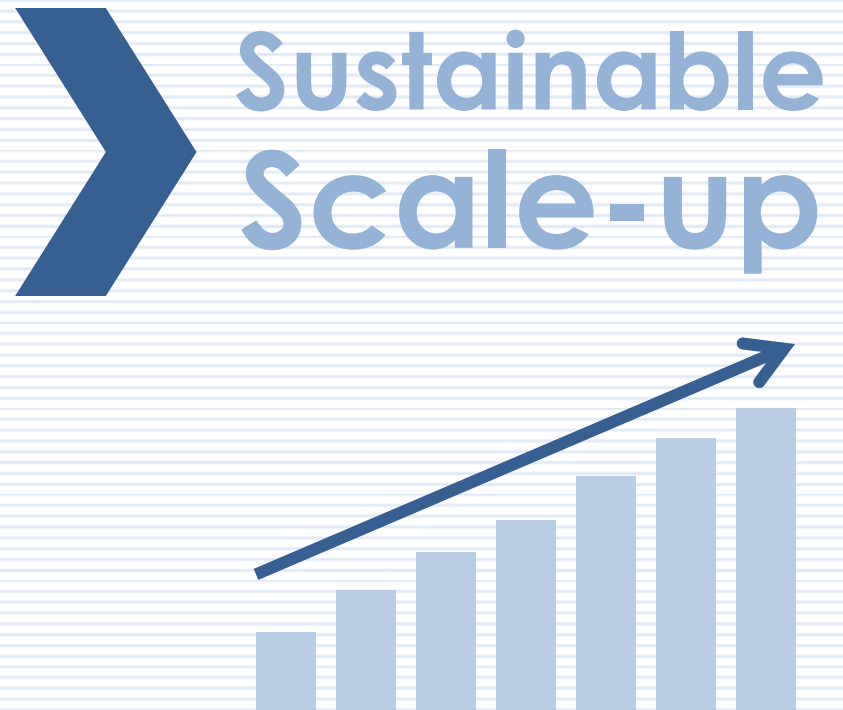
USING EVIDENCE TO EXPAND FAMILY PLANNING CHOICES, ADVANCE GENDER EQUALITY, AND INVOLVE COMMUNITIES.

- What to look for in making strategic choices
- Jharkhand context
- Healthcare Service Delivery
 - ✓ Public Sector challenges & opportunities
 - ✓ Other Available Options
- Expected vs actual process experience
- Impact of strategic choices
- Exploring new strategic choices

WHAT WE'LL TALK ABOUT



- Minimize penetration time
- Seek established frameworks & committed resources
- Integrate into mainstream program
- Maximize acceptance in communities
- Adapt existing system



**WHAT TO LOOK FOR IN MAKING
A STRATEGIC CHOICE**

JHARKHAND PROFILE

- 32 million population in 24 districts with 260 blocks and 32,620 villages
- Low literacy (52% in women); with 40% tribal and backward population
- Hard-to-reach areas (26% villages with road connectivity) and 30% forest cover
- Naxalite problem affecting 18/24 districts of the state



OUR CONTEXT



- More than 2000 health facilities in 12 of 24 districts
- Trained providers at all facilities
- 40964 CHWs/Sahiyaas
- Reach in remote, inaccessible areas
- Communities largely dependent on services provided by public sector

PUBLIC SECTOR HEALTHCARE DELIVERY

- New state open to try innovations and seek partnerships
- Established system with vast network of providers and facilities
- Committed resources to support training, IEC and service delivery
- Provide an established platform for innovations to reach out to communities facilitating early start up
- Integration of an innovation provides an opportunity to strengthen the system overall
- Sustainability is more likely



PUBLIC SECTOR OPPORTUNITIES



- Public sector has an established framework, with standardized norms & protocols
- Integration of the innovation within the system requires the innovation to be flexible and adapting to the environment
- Systemic challenges with procurements

PUBLIC SECTOR CHALLENGES



WHY NOT
CHOOSE
OTHER
OPTIONS?

Issues with NGOs, FBOs & local organizations

- Limited network and geographical coverage
- Heavily donor dependent and project mode
- Probability of ensuring sustainable services limited
- So many independent interventions to dilute the scale-up efforts
- Minimal cross learning between projects that operate vertically





- **Continued advocacy efforts** due to frequent leadership changes
- **Integration within systems** has higher probability for sustainability
- **Credibility of intervention** since it is integrated and offered through public sector

- **Delays** due to lengthy decision-making process
- **Procurement** of contraceptive commodities **is complex**, centralized

JHARKHAND: EXPECTED VS ACTUAL PROCESS EXPERIENCES



EXPLORING NEW STRATEGIC OPTIONS: **DIRECT-TO-CONSUMER**

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