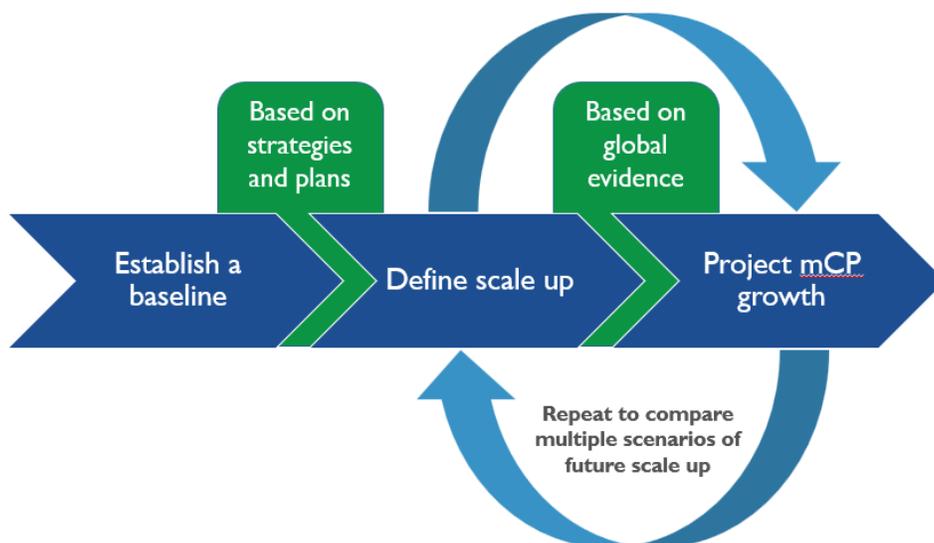


FP Goals Model: Guiding Strategic, Evidence-based Prioritization

While all Family Planning (FP) programs strive to improve services and expand access, for many countries, the human and financial resources necessary to fuel this growth are limited. With competing priorities for spending, governments need to be good stewards to ensure that resources are well spent and not wasted. FP Goals was developed to help countries use data to make strategic, prioritized investments that are most likely to advance their programming and increase modern contraceptive prevalence (mCP). The model supports strategic decision-making in FP by estimating the impact of FP interventions on mCP. FP Goals can help a country determine what growth target is realistic and what strategies and interventions can help them achieve their goals. The model has been used by countries to develop new strategic plans, conduct mid-term reviews of existing plans, and prioritize funding and focus within a larger plan, such as a Costed Implementation Plan (CIP) or GFF application.



An FP Goals model application involves an iterative process designed to engage stakeholders in dynamic discussions about the country's current programming and context, missed opportunities, and the potential impact of different scale up scenarios. Using an array of inputs, the model projects the estimated mCP growth based on potential coverage, effectiveness, and impact of the chosen scenarios. Through this process, users can identify interventions that are most likely to show impact in their unique context. The process creates space for discussion of feasibility of different levels of scale up and balancing this with expected impact. The inclusive and dynamic process itself is one of the most beneficial parts of a model application.

FP Goals Data Inputs: To project mCP growth, the model incorporates both country-specific and global data to guide a right-sized approach for a country's context informed by global evidence.

Country-Specific

- **Demographic data:** *population and birth estimates, age- and regional- disaggregation, marriage rates, etc.*
- **Survey & modeled data on contraceptive use & related factors:** *mCP, contraceptive method mix, post-partum FP use, sexual activity, etc.*
- **FP program information:** *current interventions and estimated coverage, planned scale-up or implementation of new interventions*

Global

- **Evidence of the effectiveness of a range of FP interventions:** *Odds Ratios sourced from the FP Goals Impact Matrix, a wide ranging review of evaluations of FP programs*

Interventions Included in FP Goals

When designing an FP strategy, decision-makers can choose from a wide range of interventions designed to expand access to and develop demand for FP. The FP Goals model includes a comprehensive list of FP interventions that are commonly implemented and informed by High Impact Practices (HIPs)¹, implementer experience, and documented in the literature. The following types of interventions are included in the model:

Service Delivery Interventions	Youth-focused Interventions
<ul style="list-style-type: none"> ▪ Increase Method Availability ▪ Community Health Workers ▪ Mobile Clinical Outreach ▪ Integration: post-abortion/PAC ▪ Integration: increase use of MCH services ▪ Integration: Post Partum Family Planning ▪ Social Franchising ▪ Pharmacies and Drug Shops ▪ Vouchers 	<ul style="list-style-type: none"> ▪ Multi-component youth programming (with or without YFS) ▪ Curriculum-based SHR education (peer education or in-school) ▪ Youth Centers/Youth Corners
	Social & Behavior Change
	<ul style="list-style-type: none"> ▪ Mass Media ▪ Comprehensive Community Engagement (CCE) ▪ Interpersonal Communication (IPC)
	Structural / System Change
	<ul style="list-style-type: none"> ▪ Reduce stock-outs ▪ Improve the policy environment

Understanding the existing evidence of impact is critical to planning successful and cost-effective programs. The FP Goals Impact Matrix² is the first comprehensive summary of the impact of a full range of FP interventions on increasing mCP using a single comparable metric. It was developed through an extensive literature review of over 70 studies with input from the wider FP community and includes 138 impact factors highlighting the range of effectiveness observed across categories and subcategories of FP interventions. Interventions are given an odds ratio which translates coverage improvements into impacts.

While many of the interventions included in FP Goals are included in the Impact Matrix, some interventions with little or no documented evidence are also included because they are commonly implemented. In addition, while many HIPs are included, not all interventions included in the model are “high impact”, and some might be higher or lower impact when implemented in different contexts. The model considers all of these factors when calculating potential impact on mCP.

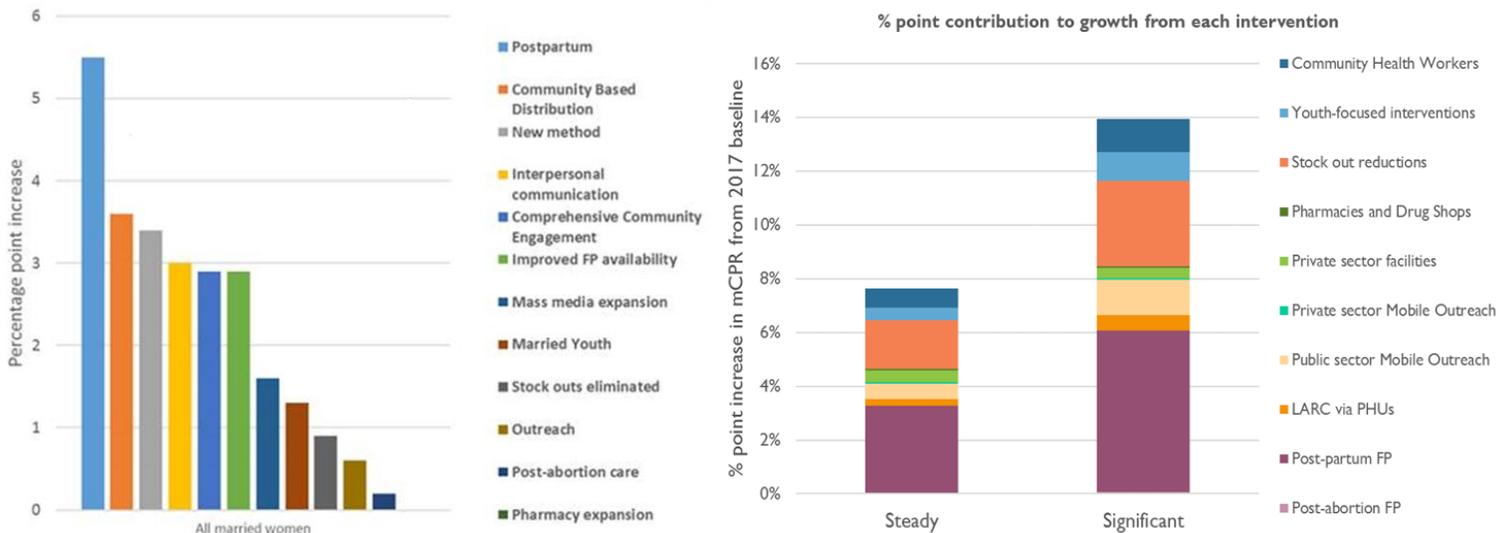
While the model focuses on growth in mCP, there are other important factors that are considered by stakeholders throughout the process, including quality of services, country priorities, ensuring rights-based programming, and longer-term impacts. It is also important to calibrate ambitiousness of the goal and the effort required to achieve the targeted growth in mCP. It is the combination of data-informed estimates and robust stakeholder discussion that ground FP Goals results in a country’s particular context.

¹ <https://fphighimpactpractices.org/high-impact-practices-in-family-planning-list/>

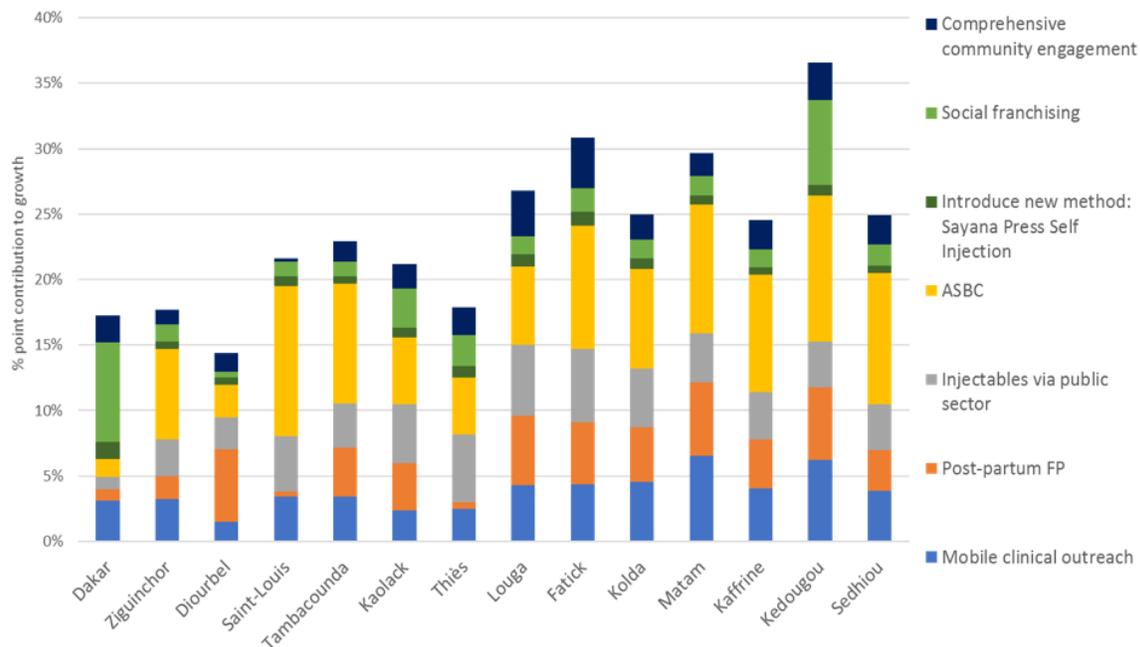
² To learn more, read “Using Evidence to Drive Impact: Developing the FP Goals Impact Matrix” in *Studies in Family Planning*. <https://onlinelibrary.wiley.com/doi/10.1111/sifp.12104>

Using Model Outputs

Model outputs can help countries visualize a hierarchy of possible prioritization for interventions based on impact or compare the impact of two scenarios, as seen below in examples from Rwanda and Sierra Leone.



Just as some interventions may have greater impact in one country than another due to differences in social or political contexts, the impact of a particular intervention may also vary at a subnational level, as seen in the example from Senegal below. When resources are limited, FP Goals can help guide tailored programming sub nationally.



In Laos, FP Goals provided a framework through which the government could develop scenarios linked to resource availability that not only prioritized high impact interventions, but also district-specific approaches. Model results were used to develop detailed costs for each scenario and the expected impact achieved through each (see next page).

Laos: Providing a Blueprint for each District for Implementation of new Strategy

Cost of each scenario

	2017	2018	2019	2020	Total (2017-2020)
Scenario A					
LARC via public facilities	60.3	60.3	60.3	60.3	241.0
LARC via private sector	7.2	7.2	4.4	4.4	23.2
Stock out reductions	9.7	0.0	9.7	0.0	19.4
Youth-focused	30.0	30.0	30.0	30.0	120.0
Demand generation	0.0	0.0	0.0	0.0	0.0
Total Direct Program	107.1	97.4	104.4	94.7	403.6

What to implement with first tranche of resources and what to add if more resources become available

	Priority 1		Priority 2	Priority 3	
	Public Sector	Private sector	Stock outs	Demand Generation	Youth
Scenario A	✓				
Scenario B	✓			✓	
Scenario C	✓	✓	✓	✓	✓
How prioritized	Fewest LARC insertions per WRA (DHIS2)	Largest number of private facilities	Largest number of stocked out facilities	Highest TFR	Largest number of youth in need

Scale up expected for each scenario

	Priority 1		Priority 2	Priority 3			
	Public Sector	Private sector	Stock outs	Demand Generation	Outreach to working youth	Outreach to youth in schools	Youth Friendly Services (YFS)
Scenario A	100% of health centers provide LARC	20% of private facilities provide LARC	Reduce stock outs by 20%	None	5/district in povncial towns and Vientiane City; 2/district in district towns	3/district in Provincial towns and Vientiane City; 1/district elsewhere	1/district in Provincial towns and Vientiane City; 1 per district, and 1 per HF
Scenario B	100% of health centers provide LARC	20% of private facilities provide LARC	Reduce stock outs by 20%	Roll out group discussions + community FP days (1 per village)	5/district in povncial towns and Vientiane City; 2/district in district towns	3/district in Provincial towns and Vientiane City; 1/district elsewhere	1/district in Provincial towns and Vientiane City; 1 per district, and 1 per HF
Scenario C	100% of health centers provide LARC	100% of private facilities provide LARC	Reduce stock outs by 98%	Roll out group discussions + community FP days (1 per village)	10/district in povncial towns and Vientiane City; 5/district in district towns	6/district in Provincial towns and Vientiane City; 3/district elsewhere	3/district in Provincial towns and Vientiane City; 2 per district, and 2 per HF

When to Consider an FP Goals Application

Many countries have found value in having an FP Goals application; however, it does require a commitment of time and resources. To get the most out of an application, the following should be considered:

Is there an opportunity to directly inform strategic decision making? An FP Goals application will be of most value if there is an immediate opportunity for the results to inform a strategic decision or change in how FP programming is implemented. This brief includes examples of countries using FP Goals to inform CIP development, but other opportunities may include the mid-term review of an existing plan or strategy, or prioritizing funding and focus within a larger plan, such as a GFF application.

Is a consultative process with country stakeholders possible? An FP Goals model application involves an iterative process designed to engage partners. Ensuring a process is in place for engagement of stakeholders will make the application much more useful.

Is sufficient data available to allow robust results? An FP Goals model application involves collecting data from a wide range of sources. If a country has limited recent data, especially no recent household survey, it will be more difficult to capture the current context of the county's FP program. Therefore, it is recommended to only conduct an FP Goals application in cases where sufficient data is available.

Conclusion

FP Goals allows countries to combine data and stakeholder input to develop several scenarios and then explore differences in their impact if implemented. This can help countries prioritize interventions most likely to make an impact, refine strategies, and allocate scarce resources effectively.

To get a taste for FP Goals, try the online [FP Goals Lite](#) tool which provides a quick glance at how scaling up select interventions might change a country's mCP. Additional resources on the model, including briefs on past FP Goals applications are available at www.Track20.org. To discuss an FP Goals application in your country, contact Track20.