

## RESEARCH HIGHLIGHT

# Evaluating the impact of social franchising on family planning use in Kenya

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## Research Question: Does franchising increase access to family planning?

### BACKGROUND

In **Kenya**, as in many low-income countries, the private sector is an important component of health service delivery, and of providing access to preventive and curative health services.

As of 2008, **42.7%** of family planning (FP) services were provided through the private sector, including through shops, stand-alone clinics, and social franchises.\*

The Tunza Social Franchise Network, operated by Population Services Kenya, is the largest network of private providers, currently comprising **323 clinics**.

### METHODS

A cross-sectional, quasi-experimental study compared:



50 catchment areas (1 km radius urban areas/ 3 km radius rural areas) where there is a Tunza franchise and no other franchised provider

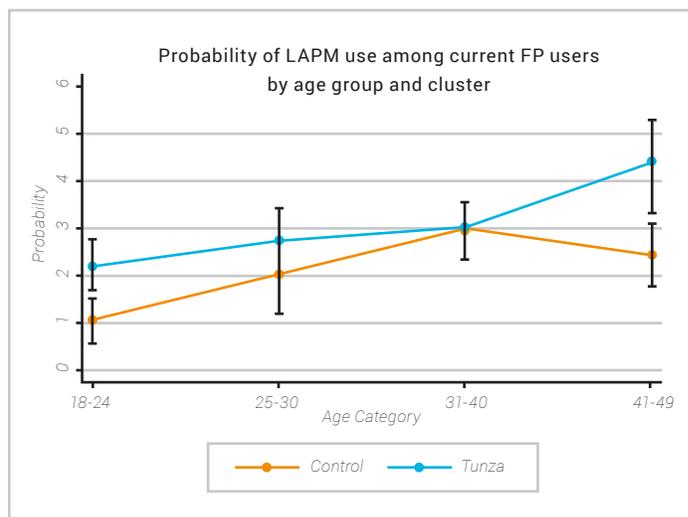
with



50 purposively selected control areas within 20 km of each Tunza area with a health facility, but no franchised facility

Data from **5609 women of reproductive age in the catchment areas** were collected on demographic and socio-economic status, family planning use, and care-seeking behavior. Multivariate logistic regression, with intervention and control respondents matched using coarsened exact matching, was conducted.

\*Source: Kenya 2008/2009 Demographic and Health Survey: <http://dhsprogram.com/publications/publication-FR229-DHS-Final-Reports.cfm>



### FINDINGS

While the presence of franchises alone did not increase use of family planning in Kenya, those living in Tunza catchment areas were **1.5 times more likely to be using long-acting and permanent methods, which are highly effective and cost-efficient methods of family planning. Method use also differed by age. Among those using FP, 22% of women ages 18-24 in Tunza areas use LAMPs compared to 10.6% of women in control areas.** Franchised facilities may offer a greater range of family planning methods to women, allowing for the increased use of long-acting and permanent methods.

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