

**Templates for a
Technical Meeting on Market Analysis and
Future Strategies:
*Contributing to Contraceptive Security by Improving Access
to the Most Vulnerable Populations***

Contents

Sample Agenda.....	2
Facilitator’s Guide—Geographic Mapping.....	6
Group Work Guide—Identifying Gaps.....	8
Facilitator’s Guide—Building Consensus.....	13
Facilitator’s Guide—Discussion of the Role of the Private Sector.....	15
Participants’ Guide.....	17
Participants’ Work Group 2—Identifying Strategies.....	19

Technical Meeting on Market Analysis and Future Strategies “Contributing to Contraceptive Security by Improving Access to the Most Vulnerable Populations”

(Country, date)

Sample Agenda

Suggested Participants

CS Committee members

[You may take this opportunity to involve new stakeholders in the CS process. For example, family planning service providers from public, NGO and commercial sectors, projects or partners who work in the area of reproductive health / family planning, distributors or suppliers from the commercial sector, representatives from civil society, research or statistical institutions, etc.]

Goal

To identify opportunities to extend access of family planning services in an effective and efficient way to the most vulnerable populations

Objectives

- To facilitate analysis of the FP market to help develop strategies to strengthen the provision of family planning services and supplies
- To analyze the composition of the supply of family planning services and products to help better define the role of the various family planning stakeholders and service providers
- To contribute to the CS Committee strategic planning activities with an emphasis on vulnerable populations who have been identified by local institutions

Expected Result

Health sector institutions, specifically those members of the CS Committee, will agree on the implementation of mechanisms and specific activities to better meet demand for family planning services in a coordinated manner.

Technical Meeting on Market Analysis and Future Strategies “Contributing to Contraceptive Security by Improving Access to the Most Vulnerable Populations”

(Country, date)

Day One

Objective of the day: To better understand the supply and demand of family planning services

General facilitator: (insert name)

08:30 Welcome and presentation of CS in [country] – Facilitator: [insert name]

08:45 Introduction of event objectives and agenda – Facilitator: [insert name]

09:00 Presentation of participants and facilitators – Facilitator: [insert name]

09:30 Plenary session: Presentation of current market study and trends – Facilitator: [insert name]

10:30 Coffee break

10:45 Plenary session: Presentations by the public sector on family planning supply and future FP plans. Facilitator: [insert name]

- Ministry of Health – current supply of services and products, future plans
- Social Security Institute

12:00 Lunch

13:00 Plenary session: Presentations by non-governmental organizations: Family planning supply and future FP plans – Facilitator: [insert name]

- [insert names of organizations]

14:30 Coffee break (during last group of presentations)

14:45 Plenary session: Presentations by private sector: supply and future FP plans - Facilitator: [insert name]

- [insert names of organizations]

16:00 End of day one

These materials may be adapted freely. They were developed by the USAID | DELIVER PROJECT, Task Order 4 (deliver.jsi.com).

Technical Meeting on Market Analysis and Future Strategies “Contributing to Contraceptive Security by Improving Access to the Most Vulnerable Populations”

(Country, date)

Day Two

Objective of the day: To identify gaps in the supply of family planning services and/or commodities and other stakeholders

08:30 Review of previous day and comments – Facilitator: [insert name]

09:00 Plenary session: Geographic mapping of stakeholders/ providers in the [insert country name] market – Facilitators: [insert name]

10:00 Group work : Identify gaps in the supply of family planning services and/or commodities and other key stakeholders to cover those gaps

- Facilitator: (insert name)

11:00 Coffee break

11:15 Group work (continued): identifying gaps and stakeholders for covering those gaps.

12:00 Lunch

13:00 Plenary session: Group presentations of gaps and key stakeholders for covering those gaps. Discussion and analysis– Facilitator: [insert name]

15:00 Coffee break

15:30 Ministry of Health Presentation: Commodity Security strategic plan – Facilitator: [insert name]

- Questions and discussion on strategies to reduce gaps in family planning services - Facilitator: [insert name]

17:30 End of day two

Technical Meeting on Market Analysis and Future Strategies “Contributing to Contraceptive Security by Improving Access to the Most Vulnerable Populations”

(Country, date)

Day Three

Objective of the day: Develop proposals on specific strategies and activities to include in the CS strategic plan

09:00 Review previous day and comments – Facilitator: [insert name]

09:15 Framing today’s work – Facilitator: [insert name]

09:45 Consensus in plenary session – Prioritize gaps and identify causes - Facilitator: [insert name]

10:45 Coffee break

11:00 Work Session in three groups: Develop strategies and specific activities to address identified gaps

12:30 Lunch

13:30 Plenary session: Discuss the role of the private sector and other stakeholders in CS, Identify their role and future contribution – Facilitator: [insert name] *(This session will be adapted depending on whether the private sector is invited to this meeting)*

14:00 Coffee break

14:15 Present strategies and activities proposed by each group. Comments, discussion and summary of ideas – Facilitator: [insert name]

16:00 Identify next steps to include strategies and activities defined in the strategic plan [insert dates] – Facilitator: [insert name]

16:30 End of day three.

Technical Meeting on Market Analysis and Future Strategies “Contributing to Contraceptive Security by Improving Access to the Most Vulnerable Populations”

(Country, date)

Facilitator’s Guide – Geographic Mapping

Family Planning Market Analysis

FACILITATOR’S GUIDE

Plenary session: Geographic mapping of the supply of contraceptives (insert time and date)

Note: This guide is not given to participants.

TASK:	Prepare a map by variable and by provider. This exercise helps visualize actual supply to identify duplication and gaps in service provision.
METHODOLOGY:	Develop in plenary session
OBJECTIVES:	Prepare a map that shows the supply of services, products, and providers of FP technical assistance
REQUIRED MATERIALS:	Map, stickers of different colors and sizes
TIME ASSIGNED:	One hour

Each service provider will place the stickers on a map to highlight the regions in which they have presence.

NGO – large yellow sticker: with capacity for short and long-term methods (IUD/surgical)

small yellow sticker: exclusively short-term methods

orange sticker: for the promotion or service delivery targeting adolescents

Social Security Institution – large green sticker: with capacity for short and long-term methods (IUD/surgical)

small green sticker for second level clinics (short-term methods)

International support / technical assistance –

large blue sticker: provide technical assistance by department/ municipality

small blue sticker: provide technical assistance in areas geographically defined

small red sticker: provide technical assistance concentrated at the national level

Ministry of Health – large purple sticker: have a presence at the regional level

Note: The stickers will be placed by department. Even if they have various services, they should place a circle sticker for each department.

These materials may be adapted freely. They were developed by the USAID | DELIVER PROJECT, Task Order 4 (deliver.jsi.com).

Instructions	
1	<p>The Ministry will place large pink stickers in the departments where they have presence. Place them close to the departmental capital.</p> <p><i>Suggested time: 5 minutes</i></p>
2	<p>Social Security will place green stickers of different sizes depending on the following variables:</p> <p>Where health establishments are located, with capacity for short and long-term methods</p> <p>Where health establishments are located, with capacity for short-term methods</p> <p><i>Suggested time: 10 minutes</i></p>
3	<p>The NGOs that provide family planning services directly to the client or with established clinics or through mobile units will place yellow stickers of varying sizes depending on the variables:</p> <p>Where they have health establishments with long-term methods capacity</p> <p>Where they have health establishments or work with the community in family planning with short-term methods capacity</p> <p>Where they have establishments for the promotion or service delivery with a focus on adolescents</p> <p><i>Suggested time: 10 minutes</i></p>
4	<p>Donors and technical assistance will place blue stickers of different sizes and small red stickers depending on the variables:</p> <p>Where they provide technical assistance by department (large blue)</p> <p>Where they have technical assistance focused geographically (small blue)</p> <p>Where they provide technical assistance focused at the national level (small red)</p> <p><i>Suggested time: 10 minutes</i></p>
4	<p>Now the participants will walk around the room and observe the maps posted on the wall, which come from the market segmentation study.</p> <p><i>Suggested time: 5 minutes</i></p>
5	<p>Looking at the stickers placed on the map and studying the posted maps around the room, determine the location of geographic areas with:</p> <p>concentration of services supply, in terms of health sites, methods offered, populations served or by socio-economic level or by age, and</p> <p>supply deficiencies.</p> <p>Include:</p> <p>Capacity and geographic location of the health care network</p> <p>Level of care (inpatient or ambulatory, surgical capacity, etc.)</p> <p>Type of methods or products</p> <p>Target population (i.e. in terms of socio-economic level, educational level, age, etc.)</p> <p><i>Suggested time: 30 minutes</i></p>

These materials may be adapted freely. They were developed by the USAID | DELIVER PROJECT, Task Order 4 (deliver.jsi.com).

Technical Meeting on Market Analysis and Future Strategies “Contributing to Contraceptive Security by Improving Access to the Most Vulnerable Populations”

(Country, date)

Group Work Guide – Identifying Gaps

Instructions for Participants: Group Work 1

Contraceptive Market Analysis

Identifying gaps in the supply of family planning services and commodities [Insert time and date]

TASK:	1. Individually identify and analyze gaps in the contraceptives market. 2. Discuss the market analysis in group. 3. Analyze in group the causes of the most important gaps and obstacles in the market. 4. Develop a review of results in the table included below
METHODOLOGY:	Complete in three groups chosen by the facilitators
OBJECTIVES:	1. Review data from the market analysis in your country, identify how coverage has improved, determine how the contraceptive market is composed, and where main inequities and unmet demand are located. 2. Generate ideas about the causes of the inequities and unmet demand for family planning
MATERIALS NEEDED:	Computer, instruction sheet, table to fill out (included below), handout on market analysis, presentations on providers' supply, copy of the presentation of the market analysis and information on the mapping exercise
REPORT TO:	Assigned facilitator. If you have a question for a specific facilitator, you can request his or her support through your group's assigned facilitator
TIME ASSIGNED	Two hours with a coffee break

Instructions	
1	Choose a moderator to monitor time and objectives; name a secretary to take notes and fill the table below for the summary of results for the session. Suggested time: 5 minutes
2	Read the guide in order to identify activities and, if necessary, resolve any questions with the group facilitator. Suggested time: 5 minutes

These materials may be adapted freely. They were developed by the USAID | DELIVER PROJECT, Task Order 4 (deliver.jsi.com).

3	<p>Each participant will individually review the market analysis handout and the copies of the presentations on service provision. Based on these tools, every person should identify individually the populations, geographic locations, method types and types of services in which gaps or barriers to access are observed in the FP market. Note your observations in the first table below.</p> <p>Consider these categories of gaps (see examples in the table below)</p> <p>Capacity and geographic location of the health care network (i.e. urban, semi-urban, rural, departmental, etc.) Level of care (in/outpatient, surgical capacity for sterilizations, etc.) Type of methods offered by neighborhood, geographic area Target population (i.e. in terms of socio-economic level, age, etc.) Other services offered (i.e. IEC, education, advocacy, etc.)</p> <p>Suggested time: 15 minutes</p>
4	<p>Based on your individual analysis, discuss your findings with the group. Share your observations on the most important findings. Then analyze together in order to come to a consensus about which are the most important gaps or challenges that need to be addressed. Write those challenges agreed upon by the group in the second table below for presentation in the plenary session.</p> <p>Suggested time: 25 minutes</p>
5	<p>Determine which are the main causes for these gaps or obstacles (see examples in the table below). In your analysis of the causes, consider if there are political, economic, social, transportation, communication, financial or other barriers that contribute to such gaps. For example:</p> <p>Gap: The unmet demand is high among women living in rural areas, especially between the ages of 15-19.</p> <p>Why is the unmet need high among women ages 15-19 living in rural areas? They do not seek health services for family planning services. Why? They only have the option of going to a clinic near their town and do not feel comfortable in that environment. Why? Because their families live in the same towns and therefore their families and/or community will find out if they seek family planning services.</p> <p>Suggested time: 30 minutes</p>
6	<p>Analyze in groups the following questions and identify answers with your group. After discussing each question, write the answers in the table below. Finally, after discussing these questions, return to your list of gaps and modify it as necessary.</p> <p>Where are women obtaining their contraceptives? (Ministry of Health, Social Security, pharmacies, NGOs, etc.) In what percentages? Do you think that is appropriate access? Why or why not? How does contraceptive source change based on geographic location and socio-economic groups? Which are the populations that have the highest unmet need? What are the causes of this? What are the gaps in service and areas of unsatisfied family planning needs: classify them by population groups, geographic areas, type of product supply? What are the methods that the affiliates/beneficiaries of social security are using? Where are these affiliates/beneficiaries obtaining their methods? Are adolescents being served in all departments and if not, where is there a deficiency in serving adolescents? Are health services located in geographically strategic places? Is there duplication in service delivery in geographic areas or in the type of contraceptives or services? Does the current use correspond to the demand (what clients want) or does it simply correspond to supply?</p> <p>Suggested time: 40 minutes</p>

These materials may be adapted freely. They were developed by the USAID | DELIVER PROJECT, Task Order 4 (deliver.jsi.com).

INDIVIDUAL OBSERVATIONS

Group analysis on most important gaps or challenges

Causes of the challenges

Answers to questions

Example – METHOD: Low use of long-term methods in the departments of Nueva Guinea and Imotega

Example – POPULATION: High incidence of teen pregnancy in the Granada department

¹ All of the examples used in these exercises are fictitious and are not based on reality. These materials may be adapted freely. They were developed by the USAID | DELIVER PROJECT, Task Order 4 (deliver.jsi.com).

<p>Example – Low supply of long-term method by providers in the most remote and inaccessible departments</p>	<p>Examples (analyze the “why” for each of these causes) Little knowledge of alternatives to long-term contraceptive methods in the population, low demand for long-term methods. Why? Women’s custom in communities of using short-term methods. Why? Few public hospital and NGO staff trained in IUD insertion Few beds designated for reproductive health and family planning in the New Guinea hospital. Why?</p>	<p>Where are women obtaining their contraceptives (Ministry of Health, Social Security, pharmacies, NGOs, etc.)? How are these broken down by percentages? Is it appropriate access? Why or why not?</p>
<p>Examples – Little focus on family planning for youth groups at the national level High incidence of teen pregnancy in the departments of Managua, Masaya and Granada</p>	<p>Examples (analyze the “why” for each one of these causes) Little promotion among youth about pregnancy. Why? A campaign by a new church against family planning supports only sexual relations of married women. Why? Health centers and clinics are located in downtown areas, in front of the market, in front of the Catholic church, in front of the bus station. Why?</p>	<p>How does the source of contraceptives change due to geographic location and socio-economic group?</p>
		<p>Which populations have the highest unsatisfied need? What are the causes of this?</p>
		<p>What are the methods that Social Security affiliates/beneficiaries are using?</p>
		<p>Where are these affiliates/beneficiaries obtaining their methods from?</p>
		<p>Are adolescents being sufficiently served in all of the departments and if not, where is there a lack of adolescent-friendly services?</p>
		<p>Are the health services in strategic locations?</p>

These materials may be adapted freely. They were developed by the USAID | DELIVER PROJECT, Task Order 4 (deliver.jsi.com).

		Is there duplication of service provision in geographic areas or in types of services and products?
		Does current use correspond to the demand (what clients want) or simply to the supply?

Technical Meeting on Market Analysis and Future Strategies “Contributing to Contraceptive Security by Improving Access to the Most Vulnerable Populations”

(Country, date)

Facilitator’s Guide – Building Consensus

Contraceptive Market Analysis

FACILITATOR’S GUIDE

Consensus in plenary session – Prioritizing the gaps and identification of causes [Insert date and time]

Note: This guide is not given to participants.

TASK:	Generate a list of priorities and the main causes with relation to the gap analysis
METHODOLOGY:	The group will develop in plenary session
OBJECTIVES:	Arrive at a consensus at the national level about the main challenges with relation to family planning services
MATERIALS REQUIRED:	PowerPoint presentation
TIME ASSIGNED	One hour

Instructions	
1	The facilitators will ask that participants NOT sit in the same groups in which they worked the previous day. <i>Suggested time: 5 minutes</i>
2	Facilitators will print the tables the groups worked on the previous day and will distribute them by table. The facilitators will explain that the different groups identified some of the same gaps and also different gaps and causes during the previous day’s group work exercise. <i>Suggested time: 10 minutes</i>
3	The facilitators will ask each participant to analyze these tables to identify the differences and similarities between the groupwork outputs and begin to identify where the various groups’ outputs align around common priority areas. <i>Suggested time: 15 minutes</i>

These materials may be adapted freely. They were developed by the USAID | DELIVER PROJECT, Task Order 4 (deliver.jsi.com).

4	The facilitators will ask participants to arrive at a consensus on the main gaps at the national level and their main causes during the plenary. Those results will be noted in PowerPoint. It will be important at this time to emphasize that the country should identify two to three challenges that affect everyone and that they can begin to work on together. This is an opportunity to motivate the participants to work together in solving a national challenge.
---	---

Suggested time: 30 minutes

Technical Meeting on Market Analysis and Future Strategies “Contributing to Contraceptive Security by Improving Access to the Most Vulnerable Populations”

(Country, date)

Facilitator’s Guide – Discussion of Role of the Private Sector

Contraceptive Market Analysis

FACILITATOR’S GUIDE

Plenary Session Exercise:

Discussion on the role of the private business sector in CS [Insert date and time]

TASK:	During the plenary session, participants will participate in a brainstorming activity to identify effective ways of involving all Contraceptive Security (CS) actors, including the commercial sector.
OBJECTIVES:	<ol style="list-style-type: none"> 1. Identify the most effective ways the CS Committee can include the commercial sector to support the achievement of CS objectives 2. Generate ideas on the role and support of the commercial sector in complementing and/or strengthening the CS Plan 3. Identify how the commercial sector can contribute to improving access to family planning (FP) services
MATERIALS NEEDED:	<p>Flip chart and markers</p> <p>A session facilitator and a flip chart note taker will also be required.</p>
TIME ASSIGNED	30 minutes
<ul style="list-style-type: none"> • During the discussion, the facilitator and the facilitator’s team will share some ideas and proposals on strengthening the “total market” vision to guarantee access to FP services and products for the entire population. Some ideas that have been effective in the past are: the private sector has promotional materials and publicity spaces where, with coordination, effective messages can be adapted for the adolescent population. • Being able to rely on the private business sector within the CS Committee will ensure that the niche that they cover will continue to be served as a part of the population of FP services and products. This would be an important step for the future sustainability of FP and CS services. • In addition to the private sector, and in the framework of the CS strategic plan, what other actors do you think would be important to invite to strengthen the CS Committee, especially to address the needs of adolescents? National Youth Council? Ministry of Education? • As the CS Committee is an advisory and coordination entity, sharing information with the private commercial sector 	

These materials may be adapted freely. They were developed by the USAID | DELIVER PROJECT, Task Order 4 (deliver.jsi.com).

would naturally lead to more coordination with the Ministry of Health.

- Establishing alliances with the private sector in general and the pharmaceutical industry to develop televised public service announcements to inform adolescents and promote healthy behaviors regarding their sexual and reproductive health. In other countries, the private sector, private businesses and donor organizations have created alliances to gather resources for educational campaigns targeting adolescents. These alliances are successfully promoted since each member has something to gain by supporting the delivery of effective messages to populations such as adolescents and youth.

Methodology

1	<p>Identifying the contribution of the private commercial sector in [[insert country name]:</p> <p>Taking into account the strategy development exercise, the plenary session provide an opportunity to brainstorm using the following questions:</p> <p>Note for the facilitators: participants will have the list of questions that are detailed here on a separate worksheet.</p> <ul style="list-style-type: none"> • Who make up the private sector in [insert country name? (private pharmacies, commercial manufacturers, contraceptive producers, distributors, private clinics, doctors, others). • What are the products and services that the private sector offers in (insert country name)? • What is the profile of the population reached by the different actors in the private business sector, for example, private, for-profit clinics and private pharmacies? • Are there specific geographic areas best suited for the private sector? • Taking into account your profile and your market, what are the opportunities so that the private commercial sector serves the uncovered market and increases the use of family planning services? For example, adolescents. • What are the products, services and/or information that the private sector offers in [insert country name] that complement what the public sector and the NGOs offer? • What contribution could the private commercial sector bring to the work and objectives of the CS Committee? • Given the discussion of the role of the public and NGO sector in achieving CS, what could be the role of the private sector in fulfilling unmet need and serving hard-to-reach populations? • What are the advantages and disadvantages of the commercial manufacturers, distributors, private pharmacies and the private sector in general? <p>Suggested time: 10 minutes</p>
2	<p>Identify the main challenges with collaborating with the private commercial sector.</p> <p>Now that the private sector presence and supply have been defined, what are the main challenges that the public sector and NGOs face in the country?</p> <p>What steps can the CS Committee take to overcome these identified challenges?</p> <p>Suggested time: 10 minutes</p>
3	<p>Identify Ministry of Health opportunities to collaborate and coordinate with the business sector and incorporate it into CS efforts.</p> <p>What are the main activities that the public sector can undertake to coordinate and include the private commercial sector in its CS efforts?</p> <p>Suggested time: 5 minutes</p>
4	<p>Together, now we can identify the steps so that this sector collaborates with CS strengthening efforts.</p> <ul style="list-style-type: none"> • From your perspective, how do you consider the CS Committee could formalize a strategic alliance with the private business sector so that it continues covering its FP market niche in [insert country name]? • What are the next steps for approaching the private sector? <p>Suggested time: 5 minutes</p>

These materials may be adapted freely. They were developed by the USAID | DELIVER PROJECT, Task Order 4 (deliver.jsi.com).

Technical Meeting on Market Analysis and Future Strategies “Contributing to Contraceptive Security by Improving Access to the Most Vulnerable Populations”

(Country, date)

Participants' Guide

Contraceptive Market Analysis

Plenary Session Exercise: Discussion of the role of the private sector [Insert day and time]

Part I.

Identifying the contribution of the private sector:

- Which types of organizations make up the private sector? (private pharmacies, commercial manufacturers, contraceptive producers, distributors, private clinics, doctors, others)
- What are the products and services offered/provided by the commercial sector?
- What is the profile of the population reached by the different private sector entities, such as for example, for-profit private clinics and private pharmacies?
- Are there specific geographic areas that the private sector reaches better than others?
- Taking into account your organization's profile and market, are there opportunities for the private sector to serve the market not covered and increase the utilization of family planning (FP) services? For example, the adolescent population.
- What are the products, services and/or information that the private sector offers in (insert country name) that complements what the public sector and NGOs offer?
- What is the private sector's contribution to the work and objectives of the CS Committee?
- Given the discussion of the role of the public sector and that of NGOs in achieving CS, what could be the role of the private sector in fulfilling unmet need and reaching hard-to-reach populations?
- What are the advantages and disadvantages of the commercial manufacturers, distributors, private pharmacies and the private sector in general?

Part II.

Identify the main challenges in collaborating with the private sector

Now that the role of the private sector has been discussed, what are the main challenges that your country

These materials may be adapted freely. They were developed by the USAID | DELIVER PROJECT, Task Order 4 (deliver.jsi.com).

faces, in the public sector as well as in NGOs, to developing strategies to collaborate with the commercial sector and vice versa?

What steps can the CS Committee take to help resolve these identified challenges?

Part III.

Identify opportunities for the Ministry of Health, in its public sector steering role, to collaborate and coordinate with the private sector and incorporate the commercial sector into CS efforts.

What are the main activities the public sector can undertake to coordinate and include the private commercial sector in CS efforts?

Part IV.

Work in groups to identify the steps needed for the commercial sector to collaborate in CS strengthening efforts.

From your perspective, how do you think the CS Committee can formalize a strategic alliance with the private sector so that it continues to cover its FP market niche?

What are the necessary next steps to reach out to the private sector?

Technical Meeting on Market Analysis and Future Strategies “Contributing to Contraceptive Security by Improving Access to the Most Vulnerable Populations”

(Country, date)

Participant’s Work Group 2 – Identifying Strategies

Article 1. Participant Instructions Group Work 2

Contraceptive Market Analysis

Identifying strategies and specific activities as a complement to the [Insert country name] CS plan [insert time and date]

TASK:	1. Create a list of obstacles that each provider/sector faces. 2. Identify the niche and comparative advantage of each actor with regards to CS. 3. Identify strategies and activities to bridge gaps and resolve identified obstacles 4. Identify groups or organizations that are best suited to carry out those strategies 5. Develop a summary of the results in the table below and the tools in Excel and PowerPoint
METHODOLOGY:	Complete in three sectoral groups – one for Social Security institute, one for NGO service providers, one for NGOs specializing in education, communication, information and advocacy. As the Ministry of Health is the governing body, members of the ministry will participate in each group.
OBJECTIVES:	Identify the obstacles that each provider faces in serving the family planning market. 2. Generate ideas about ways in which the inequalities and unmet need for family planning should be faced in order to develop a proposal to complement the (insert country name) CS plan. 3. Identify how each participant could contribute in improving access to family planning services
REQUIRED MATERIALS:	Computer, instructions sheet, table for editing (included below) and tools in Excel and PowerPoint
REPORT TO:	Assigned facilitator If you have a specific question for another facilitator in particular, you may request this support with the assigned facilitator for your group.
TIME ASSIGNED	Two hours with a coffee break at the end

These materials may be adapted freely. They were developed by the USAID | DELIVER PROJECT, Task Order 4 (deliver.jsi.com).

Instructions	
1	<p>Name a moderator to monitor the time and objectives; name a secretary to take notes and develop the summary of the session results in the table included below.</p> <p>Suggested time: 2 minutes</p>
2	<p>Read the guide in order to identify activities and, if needed, resolve questions with the group facilitator.</p> <p>Suggested time: 3 minutes</p>
3	<p>Identify which are the obstacles that your sector or institution is facing in order to resolve challenges identified the day before. Write your observations in the first table below. (Please concentrate on the types of obstacles that can be resolved in coordination with other sectors and not the internal obstacles of each institution.)</p> <p>Consider the following questions in your conversation:</p> <p>What advantages and barriers can you identify that interfere or help your sector's ability to serve the contraceptive market?</p> <p>Are there obstacles or important barriers that your institution or sector faces such as political, economic, social, transportation, communication, financial or other barriers that require coordination with another sector to be able to resolve them?</p> <p>Do you think alliances with other sectors are important? Why? What would be the purpose?</p> <p>From the point of view of your sector, describe how it is possible to achieve these alliances, specify those alliances, what barriers do you identify in order to achieve them and what would be the particular interest of your institution to support these alliances, what would you gain from these alliances?</p> <p>Can you identify one or two possible inter-institutional alliances that could help to better meet the demand for contraceptives?</p> <p>Suggested time: 20 minutes</p>
4	<p>Identify the niche and strength of your organization or institution for achieving CS. Take into consideration the public sector steering role, policy development, financing of services or products, product procurement, direct provision of family planning services, social marketing, introduction of new products in the market, advocacy, education, communication and information, etc. Based on all of the discussions taking place so far, consider the following questions and write the answers in the second table below.</p> <ul style="list-style-type: none"> Describe the market segment or population that your sector or institution serves and respond to the following: Is this segment or population the appropriate one, with regards to your installed capacity, your resources, your demand and your future sustainability? What are the barriers that impede your institution or sector to adequately serve target populations? How do you believe that your sector or institution can face those barriers in serving identified populations? In the future, which should be your institution's target population and why? Do you believe that each institution is covering their corresponding market niche or population? Why? Where should you focus your efforts to reduce unmet demand and increase the use of contraceptives? What are some strategies that you could implement to satisfy this demand? Taking into consideration your profile and your focus, what are the opportunities to cover underserved populations and increase the use of family planning services? <p>Suggested time: 20 minutes</p>
5	<p>Taking into consideration everything previously discussed, develop a proposal in your group using the tools provided in Excel and PowerPoint. These proposals will be used to complement the CS plan. This proposal should consider the strategies, activities, key players, timeframe, etc. for facing your challenges in offering family planning services. See specific instructions included in the tools.</p> <p>Suggested time: 60 minutes</p>

Gap and obstacle that requires intersectoral coordination	Possible inter-institutional alliances
<i>[Insert as many rows as needed]</i>	

EXAMPLE

Describe the market segment or population that your sector or institutions serves and respond to the following: Is that segment or population adequate regarding its installed capacity, its resources, the demand, future sustainability?	What are the barriers that prevent your institution or sector from adequately serving your target population?	How do you believe that your sector or institution can face such barriers in serving the identified population?	In the future, which should be your institution's market niche and why? Do you believe that each institution or sector is covering their corresponding market niche or population? Why?	Where should you focus your efforts to reduce the unmet demand and increase the use of contraceptives? What are some strategies that you could implement in order to satisfy this demand?	Taking into consideration your profile and focus market, what are the opportunities to reach this underserved populations and increase the use of family planning services?
<i>[Insert as many rows as needed]</i>					

These materials may be adapted freely. They were developed by the USAID | DELIVER PROJECT, Task Order 4 (deliver.jsi.com).