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# **Family Planning Integration Through a Community-Based Approach**

Ihorombe - Madagascar

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# Presentation Layout

- Project Overview
- Integration Strategies
- Champion Communes
- Organizational Structure
- Challenges
- Opportunities



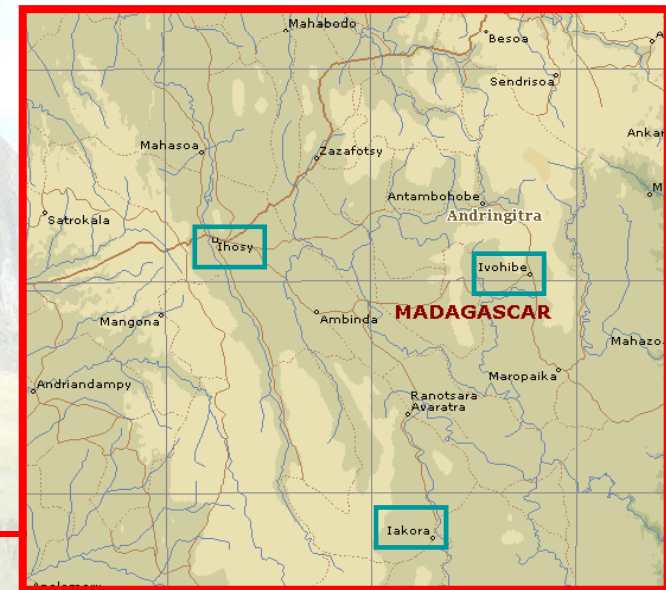
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# Project Overview



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## Project Location (Country and District)



Districts : Ihosy, Iakora, Ivohibe

Madagascar



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## Target Population

- 221,808 Men and Women of Reproductive Age

WRA	109,069
MRA	112,739
<hr/>	
Total	<b>221,808</b>



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- Total Fertility Rate :
  - Madagascar : 5.2 children born/woman
  - Fianarantsoa Province: 5.7
  - Rural : 5.7
  - Urban : 3.7
- Contraceptive Prevalence Rate:
  - Madagascar: 18%
  - Fianarantsoa Province: 11.4%
  - Project area (baseline): 15.4%



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# **Family Planning Integration into existing program**

## **Potable Water and Sanitation Project (AEPA)**

### **Objectives**

- Construct 5,000 latrines, 700 wells and 1,050 watering troughs
- Promote key community health behaviors (control of diarrheal diseases, malaria, and STIs/AIDS, promotion of hygiene, etc.)

### **Strategy:**

- Provide community members with access to information on best practices in health and sanitation
- Support the establishment of water point committees
- Promotion BCC strategy based on AEPA existing community structures, including Village Health Workers (ASV) and facilitators



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## **National Context**

**Family Planning and access to potable water are  
CURRENT PRIORITIES OF THE MALAGASSY GOVERNMENT:**

- Fall under the aegis of the Ministry of Health and Family Planning
- Described in the Poverty Reduction Strategy Paper (PRSP) as the pillars of poverty reduction
- Statement from the President of the Republic on the link between provision of potable water and family planning
- Creation of the National Committee on Family Planning



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## **Project Goal:**

Improve the health status of women of reproductive age by integrating family planning services and promotion with water and sanitation interventions, drawing on a preexisting network of community-based health workers



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### Directly contributes to the following Flexible Fund Results:

- **Result 1:** Increased knowledge and interest in family planning generated through PVO/NGO involvement;
- **Result 2:** Improved quality of family planning services in facilities and in the community
- **Result 3:** Increased access to family planning services in communities



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# Integration Strategies



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## **Integration**

- Approaches
- Resources
- Messages
- Results/Impacts



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## **Integration approaches: health facility level**

- Adding **FP services** in all **33 public Basic Health Centers**
- Promoting **Long-lasting methods** at 11 CSBs
- Introducing **Improvement of Performance and Quality (IPQ) approach** and **Rapid Results Initiative (RRI)**
- Improving **promotional messages** for FP, water & sanitation and other components of maternal and child health included in the CC/IPQ approaches
- Providing the following **contraceptive methods**:  
Female and Male Sterilization, Pills, IUDs, Injectables, Implants, Male Condoms, LAM, Standard Days Method



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## **Integration approaches: community level**

- **Champion Commune approach** to improve the promotion of FP/ water & sanitation (WS) (Integration of key FP/WS objectives), establishing objectives for both components
- **Promotion and distribution of water purification (SurEau), malaria prevention, and FP products**



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## **Integration approaches: community level**

- **Integrating WS/FP messages for stakeholders in AEPA and FP projects:**
  - Village Health Workers (ASV) – 298 (180 Women and 118 Men)
  - Train VISA Mothers
  - Community-based Distributors (ADBC) – 140 (70% Women)
  - Provide: child spacing counseling, community-based sale of oral contraceptives, spermicides and condoms, patient follow-up and referral.
  - Community festivals
  - Water Point Committees (CPE)
  - Local associations, etc.



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### **Kominina Mendrika - Champion Communes**

- Encourages behavioral changes in support of development efforts by mobilizing community members in order to reach common objectives
- “Champion Commune” (CC) status is achieved when a commune has accomplished the necessary objectives, defined by improvement in key community health indicators, including FP and WS indicators
- Builds on achievements and promote good practices
- Empowers the commune, in order to make the approach sustainable
- Facilitates the integration of all sectors of development
- Motivates communities through festivals to celebrate learning
- Instills pride in the commune



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## **Integration approaches: regional level and other partners**

- **Multiple health system structures** to promote key WS/FP messages
- **Other local partners (local associations)** to promote key WS/FP messages



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## **Integration of Resources**

- **Complementary project resources**

## **Integration of Messages**

- **Integration of FP messages with WS messages**



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### Activities to Promote Sustainability

- Building capacity of **NGO Voahary Salama** to implement FP project
- Collaborating with **PSI** to procure **FP products** through social marketing
- Collaborating with **SanteNet** to strengthen the **FP component of the Champion Commune** and **IPQ approaches**
- Building **capacity of MOHFP staff** for promotion/service delivery/management of the FP program



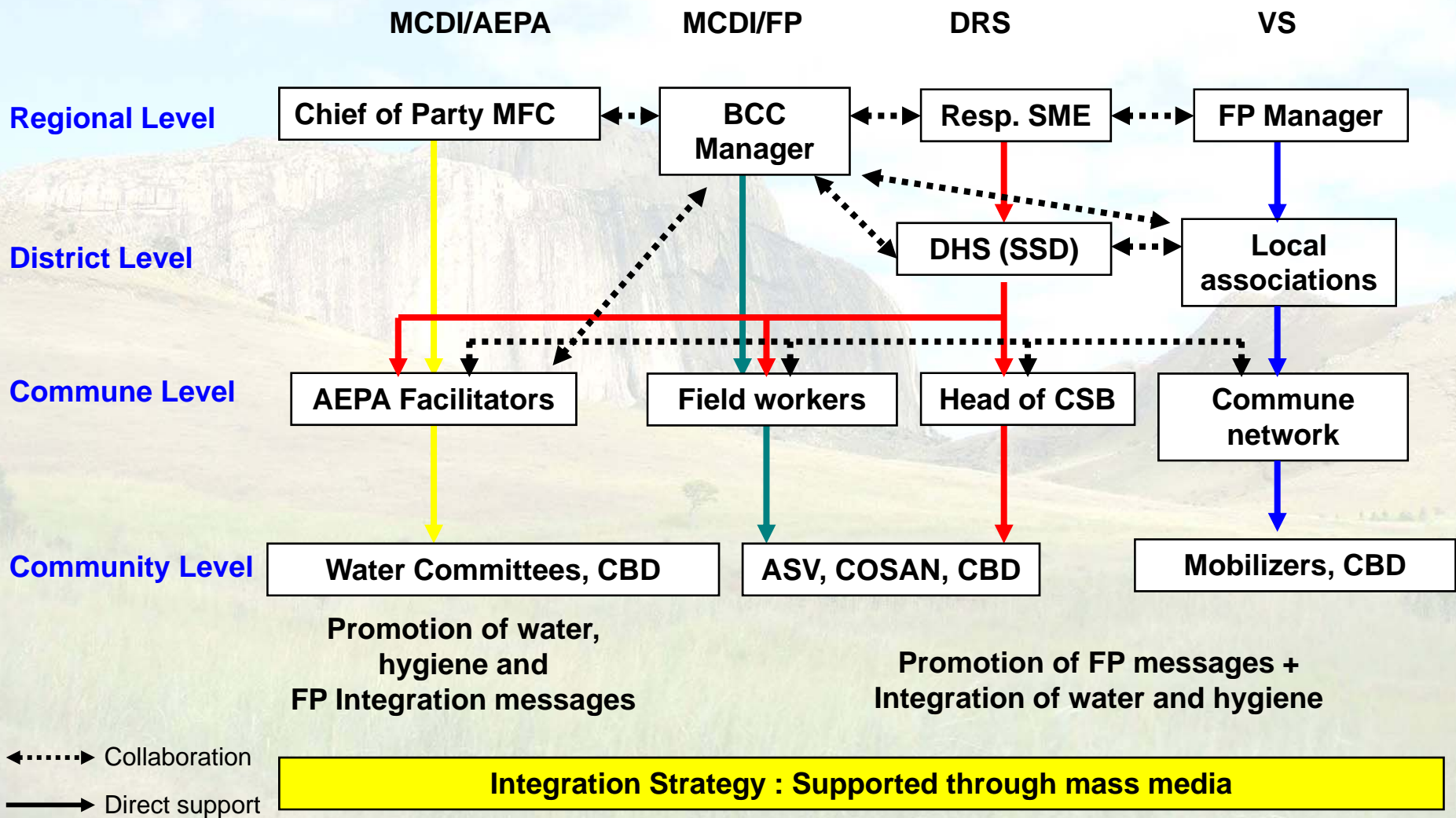
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# Organizational Structure



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## Organizational Structure: BCC





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## **Challenges**

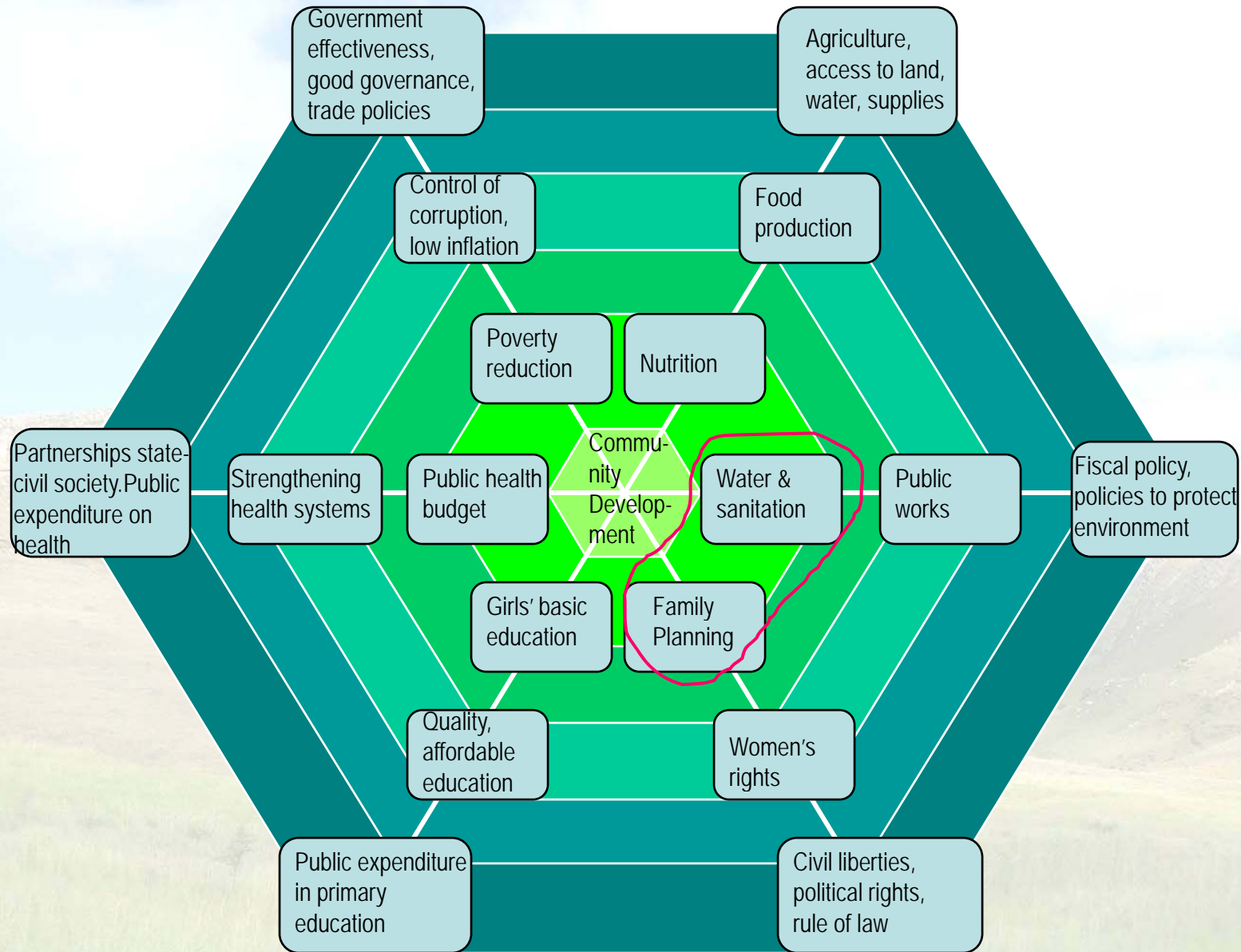
- Communities are pronatalist
- Low education levels
- Socio-cultural backgrounds that are less open to FP
- Reticence of some conservative community leaders
- Pervasiveness of myths
- Security problems
- Physical distance/problems accessing health services



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### Opportunities

- Enthusiasm and commitment of local associations (especially faith-based organizations) and the Ministry of Health and FP
- Presence of SantéNet and commitment to USAID Mission objectives
- Presence of 2 projects (FP, AEPA) and commitment of the AEPA Project Implementation Unit
- Integration approach permits project to address some of the challenges



Elements of community development: national / regional context (Ref: Millennium Challenge Corp)