



Federal Ministry of
**HEALTH &
SOCIAL WELFARE**
Federal Republic of Nigeria



**FAMILY PLANNING
& PRIVATE SECTOR
ENGAGEMENT SUMMIT**

HighLevel Private Sector Forum on Family Planning

Activity Report

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Introduction

Family planning, according to the World Health Organization (WHO), is the ability of individuals and couples to anticipate and attain their desired number of children, which includes the spacing and timing of births, and a woman's right to decide if she wants to have children or not. It is a form of empowerment for women that leads to improved maternal health, educational opportunities, career growth, and economic well-being. By enabling women to make informed choices about family planning, the positive impacts transcend to society, increasing economic resources and fostering improved health and well-being for all children in the family.

With a contraceptive prevalence rate of only 12%, Nigeria faces a significant gap in the utilization of family planning services. The unmet need for family planning is estimated at 48% among sexually active unmarried women and 19% among currently married women, which shows that there is a demand for family planning services that is not being adequately met. Some of the barriers to family planning in Nigeria include misconceptions about family planning methods, poverty, suboptimal quality of service delivery, frequent stockouts, and negative attitudes of healthcare providers.

These barriers, when recognized as opportunities, allow the implementation of targeted interventions, development of new partnerships and policies that promote equitable access to family planning, ultimately leading to improved reproductive health. One of such partnership is the engagement with the private sector. The private sector consists of companies, multinational corporations that primarily seek to generate profit. Companies in the private sector create competitive products and foster market innovation by catering to consumer demands. By integrating family planning initiatives into the core mission of these businesses, we establish a synergistic alliance. This not only aligns with the growing emphasis on sustainability but also ensures that family planning becomes an integral part of responsible corporate citizenship, reaching communities, and contributing significantly to the overall well-being of individuals and societies alike. Family Planning presents a diverse array of opportunities across various domains, offering private sector entities a path to significantly enhance the accessibility, quality, and impact of family planning initiatives.



These opportunities not only promote societal benefits but also unlock advantages for the private sector, fostering a mutually beneficial landscape. Some of these opportunities include innovation and technology, financing, research, supply chain and logistics, resource mobilization, capacity building, and social marketing and behaviour change. Embracing these opportunities, the private sector not only becomes an indispensable part of the solution to pressing global challenges but also positions itself to reap the rewards of a resilient, socially responsible, and forward-thinking business environment.

Together, through collaborative efforts, we can propel family planning initiatives into a new era of impact, catalyzing positive change for women's health, communities, and businesses alike.

The inaugural High-Level Private Sector Forum on Family Planning

The inaugural High-Level Private Sector Forum on Family Planning commenced with a dignified opening ceremony, featuring opening remarks, keynote addresses and goodwill messages from the Federal Ministry of Health and Social Welfare, Private Sector leaders, country directors of multi-lateral institutions and development organizations.

These speeches served as a platform to set the tone and direction for the event and also express the commitment of private sector organizations to fund, invest in, and actively engage in family planning services in Nigeria. The words from the speakers served as a powerful call to action, igniting collaboration and inspiring a collective resolve to overcome challenges and propel transformative progress in private sector engagement in family planning within the country.



Welcome Address



Dr. Benyarine Bukhari
Director, Reproductive Health Division, FMOH/SW

Dr Benyarine Bukari delivered the welcome remarks noting that the private sector plays a vital role in achieving national development goals, specifically through empowering women and implementing sustainable strategies in the health sector.

She underscored the significance of family planning as a means to empower individuals and contribute to the overall development of the nation.

The vision articulated in the FP 2030 commitment is of a Nigeria where everyone has access to informed choices regarding reproductive health, aligns with the broader goal of empowering the population. Empowering individuals to make informed decisions about their reproductive health positively impacts their skills, workforce participation, and economic growth.

She solicited for the continued commitment and support from individuals and organizations to ensure the availability of quality family planning services, as well as the creation of a well-coordinated platform and a country-led strategy to achieve positive outcomes in family planning.

Opening Keynote Address



Mr. Amaechi Okobi

Group Head, Corporate Communications, Access Holdings Plc

Mr. Amaechi Okobi highlighted the commitment of Access Holdings to enhancing human rights and health, particularly in advancing maternal health and combating maternal mortality. Access Holdings is dedicated to breaking down barriers through investments in reproductive health initiatives. He emphasized the economic imperative of empowering women, viewing family planning as a tool that will promote women empowerment, education, and economic opportunity.

Mr. Okobi called for collaboration among private sector stakeholders, government agencies, NGOs, and communities to amplify impact in family planning. Access is committed to fostering partnerships and innovative solutions for women, recognizing them as architects of change. The focus on sustainability, with 1% of Profit Before Tax dedicated to women's health, underlines Access commitment to creating a healthier and more equitable world. He concluded with a call to action, urging private sector leaders to make informed decisions that shape a better future for generations to come.

Special Notes



Zouera Youssoufou - MD/CEO, Aliko Dangote Foundation

Zouera Youssoufou emphasized the multifaceted benefits of family planning and the need for a concerted effort to integrate family planning strategies into national and global development agendas. She articulated the cross-sectoral nature of family planning, underscoring its positive impact on numerous Sustainable Development Goals (SDGs). She emphasized the transformative power of family planning in minimizing disease burdens, improving access to quality healthcare and nutrition, and reducing childhood mortality.

These benefits extend beyond the health sector, positively influencing individual well-being, economic growth, and societal prosperity. Despite the compelling evidence supporting family planning,

Youssoufou acknowledged the persistent challenges women face in accessing safe and effective family planning methods. She identified societal barriers, lack of awareness, and inadequate funding as key obstacles to progress. To address these challenges, Youssoufou advocated for strong public-private partnerships, recognizing the limitations of government intervention alone. She underscored the importance of engaging the private sector and traditional healthcare providers in the family planning dialogue. Collaborations with these stakeholders can drive innovation, expand access to services, and enhance overall family planning outcomes. Youssoufou concluded her address by reiterating the need for collective action to advance family planning initiatives.



Adobi Nwapa

Executive Director, Zenith Bank Plc

Adobi Nwapa highlighted the importance of family planning, particularly in the context of women's well-being, gender equality, and maternal and child health. She acknowledged the progress in contraceptive innovations and digital platforms providing increased choices and autonomy for women, even in remote areas. Adaobi noted the integration of family planning into corporate social responsibility, citing examples from Zenith Bank.

Recognizing the challenges women face, including poverty, lack of education, cultural stigmas, and religious beliefs, Adaobi stressed the need for a multi-faceted approach to address these barriers. Family planning, she asserted, is not just a health initiative but a narrative encompassing choice, empowerment, and the delicate balance between personal and professional ambitions. Calling for the inclusion of men in the conversation on family planning, Adaobi urged all stakeholders to champion the cause of family planning as a priority in public health and workplace policies. She called for continued efforts in private sector partnerships to enhance family planning services and support the health and prosperity of the community.



Iruka A. Ndubuizu-
Director of Partnerships, Tony Enumelu Foundation

Mrs. Iruka Ndubuizu, noted the role of family planning in enabling individuals to make choices regarding the number and spacing of children, fostering autonomy, and laying the foundation for healthier, more resilient communities. Addressing family planning as an investment in the future, Mrs. Iruka highlighted its positive impact on education, housing, entrepreneurship, political participation and overall economic empowerment.

She expressed the foundation's commitment to partnerships, viewing collaboration as the key to lasting impact. By aligning with government, NGOs, businesses, and local communities, the Tony Enumelu foundation aims to amplify efforts and reach more people with comprehensive reproductive health services. She concluded by asserting that family planning is a linchpin for development in Africa, intersecting health, economics, and the aspirations of the youth. Mrs. Iruka called for a redoubling of commitment to comprehensive family planning initiatives through collaboration, education, and advocacy, ensuring that every individual has the opportunity to live a healthy, fulfilled life.



Cecilia Mabogunje-

Permanent Secretary, Health districts, Victoria Island

Dr. Ibijoke Sanwo-Olu, represented by the Cecilia Mabogunje highlighted the significance of family planning as an informed decision that empowers individuals and couples to decide the number and spacing of children. She emphasized the positive impact of family planning on families, enabling them to provide adequate resources for their children's food, education, clothing, shelter, and other necessities. She underscored how family planning contributes to women's educational and career aspirations, wealth acquisition, and overall socio-economic development. Addressing the challenges associated with a growing population, Dr. Lucia emphasized the importance of families having a number of children they can effectively care for. While acknowledging government efforts to make contraceptives accessible, she called for collaboration among private sector stakeholders to ensure effective funding for family planning services. She urged the organized private sector, institutions, networks, philanthropies, and the media to make a significant difference in the lives of women and their families.

She highlighted the Lagos State Government's commitment to health initiatives, such as the Maternal, Newborn, Child, and Adolescent Health Week, which provides free screening and healthcare services to citizens. She appreciated the partnership between the Federal Ministry of Health and the United Nations Population Fund, assuring continued efforts by the government to improve the healthcare system for the benefit of all.

Goodwill Messages



Mr Koessan Kuawu

Deputy Representative, UNFPA Nigeria

Koessan Kuawu highlighted the work of UNFPA in collaboration with governments worldwide to achieve impactful interventions, including ending preventable maternal deaths, promoting family planning, and addressing gender disparities. Citing a Lancet Journal study from 2021, he noted that family planning in Nigeria could potentially avert 23% of maternal deaths annually by reducing unattended pregnancies, empowering women to make informed decisions, improving access to care, and enhancing the quality of life. He pointed out the complexities of family planning needs in Nigeria, citing a funding gap of \$22 million in 2023, leading to 19% of women of reproductive age lacking access to family planning.

He welcomed the opportunity to participate in the high-level private sector forum, expressing enthusiasm for supporting the collaborative efforts of UNFPA, the Federal Ministry of Health and Social Welfare, and the organized private sector. He stressed the importance of a mutually beneficial partnership with the private sector, believing it would save lives and shift perceptions of family planning from solely a health matter to an economic, empowerment, and development issue. Kuawu concluded by expressing hope for support from the Federal Ministry and the Private Sector to ensure the success of the partnership and empower women.

Dr. Owens Wiwa, emphasized the critical importance of saving lives by reducing the cost of healthcare products, particularly family planning products for women. He shared data indicating that 88% of funding for these products comes from foreign donors, with the remaining 12% committed by the Nigerian government after FP 2020, amounting to \$4 million annually.

Dr. Wiwa highlighted the urgent need for the private sector, especially financial institutions, to support the government in fulfilling its commitment. He stressed that the private sector's involvement is in its best interest, as a better economy resulting from improved family planning will benefit everyone, including the financial institutions. He concluded by emphasizing the importance of family planning in addressing security issues, economic development, and overall health. He appreciated the private sector for their commitment and pleaded for continued support to ensure access to family planning products for women and men.



Dr. Owens Wiwa-
Vice President
Clinton Health Access Initiative



Yusuf Nuhu- FP2030 Focal Point,
North, West & Central Africa Hub

Yusuf Nuhu expressed that the FP2030 dedicated to the private sector, has seen commitments from various organizations, aligning with both FP2020 and FP2030 goals. He mentioned the ongoing revision of the private sector strategy, focusing on Nigeria as one of the first geographies for piloting.

The strategy aims to catalyze policies, programming, and partnerships that uniquely contribute to the family planning sector and draw lessons learned from the pilot in Nigeria to inform efforts in other African countries. Nuhu emphasized the importance of partnerships and encouraged the private sector to commit to FP2030, working collaboratively with UNFPA and other partners to achieve Nigeria's family planning goals and accelerate progress toward the SDGs.



Dr Ejike Oji

AAFP/ CSO FP2030 focal point

Dr. Ejike Oji addressed the importance of family planning and the private sector's role in driving family planning initiatives. With Nigeria facing a population crisis, especially among the youth, Dr. Oji stressed the need for private sector involvement to address family planning to curb issues like unemployment, the "Japa syndrome," and insecurity. Drawing lessons from India's transformation led by Tata, he highlighted the private sector's potential impact on family planning. Using COVID initiatives as examples, Dr. Oji urged the private sector to review the UNFPA-developed investment case for family planning and collaborate with AFB for support.

Vasilis G. Katsikakis

Country Director, DKT

Vasilis Katsikakis highlighted DKT's 40-year presence in the family planning sector across 26 countries in Africa, Asia, and Latin America. In Nigeria for 11 years, DKT is a significant private sector player, annually training over 1,000 professionals and providing safe, high-quality contraceptive products. The director emphasized DKT's commitment to contributing to Nigeria's prosperity and future, expressing a desire for collaboration with all stakeholders



Dr. Jekwu Ozoemene-
CEO, Nigeria Business Coalition Against AIDS

Dr. Jekwu Ozoemene stated that Nigeria currently accounts for one in seven HIV-positive infants globally, with approximately 20,000 new cases annually. He emphasized the need for collective support due to significant donor reliance, citing over 80% of funding coming from external sources. He drew parallels between the importance of family planning and achieving economic prosperity, noting that no country has attained prosperity without addressing family planning.



Dr Tinuola commended the notable initiative led by the Coordinating Minister of Health and Social Welfare, Dr. Mohammed Ali Pate, and the United Nations Population Fund. She emphasized the significance of addressing obstacles hindering private sector engagement in family planning, citing factors such as low trust, poor understanding, weak legal frameworks, perceived low profitability, and limited capacity for engagement. Dr. Akinbolagbe highlighted the necessity of collectively tackling these challenges to promote private sector involvement in family planning.

Dr. Tinuola Akinbolagbe-
CEO, Private Sector Health Alliance of Nigeria



Mrs. Kemi Ogunyemi-
Special Adviser on Health to the Governor of Lagos State

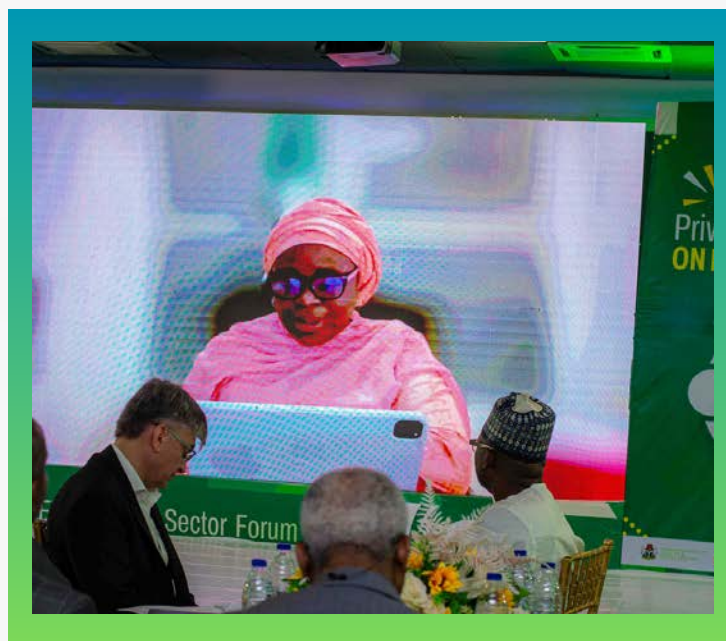
Dr. Mrs. Kemi highlighted family planning as a strategic investment for sustainable development, women's empowerment, improved health, and economic growth. Drawing from the positive impact in Lagos State, Mrs. Ogunyemi emphasized the need for private sector involvement to address challenges such as funding, logistics, and staffing shortages in family planning programs. She urged private sector stakeholders to commit resources for training health workers, procuring contraceptives, and dispelling misconceptions around family planning. Recognizing the limitations of donor funding sustainability, she proposed exploring domestic fund sourcing for quality, voluntary, equitable, and sustainable family planning. Mrs. Ogunyemi expressed gratitude for anticipated commitments, assuring judicious resource use to improve family planning services and enhance social capital in Lagos State. She called for collaborative efforts toward a prosperous future through comprehensive private sector engagement in family planning. Mohammed Ali Pate, and the United Nations Population Fund. She emphasized the significance of addressing obstacles hindering private sector engagement in family planning, citing factors such as low trust, poor understanding, weak legal frameworks, perceived low profitability, and limited capacity for engagement. Dr. Akinbolagbe highlighted the necessity of collectively tackling these challenges to promote private sector involvement in family planning.

Keynote Speech

Beyond Profit –

Impactful Transformative Partnerships with the Private Sector on Family Planning

Dr. Anas addressed the misconceptions and challenges surrounding family planning, stressing the need for proactive efforts to demystify the topic. She highlighted the implications of uncontrolled population growth on maternal mortality, child survival, and human rights. Dr. Anas underscored the role of family planning in bridging gender gaps, enabling women's access to education, and fostering economic growth through increased private sector productivity. Linking family planning to the country's security challenges, she emphasized the need for a holistic approach to address insecurity, which is influenced by population dynamic



Dr Salma Ibrahim Anas-

Special Adviser to the President on Health

Dr. Anas acknowledged the benefits of family planning, including its positive impact on maternal health, economic growth, and gender equality. Discussing funding challenges, Dr. Anas provided insights into the increased funding for family planning in Nigeria, highlighting the persistent gaps and efforts to bridge them. She stressed the importance of operationalizing policies and strategies developed by the federal ministry of health in collaboration with the private sector.

Dr. Anas commended ongoing efforts to prioritize family planning in the national agenda, citing the commitment of the government and various states. She emphasized the need for private sector involvement in areas such as procurement, local manufacturing, storage, distribution, resource mobilization, social marketing, capacity building, and research and development. Concluding her speech, Dr. Anas called for a collaborative approach involving the government, private sector, development partners, and communities to achieve the goals of universal healthcare coverage and sustainable development. She urged transparency, objectivity, and community engagement, positioning family planning as a life-saving intervention integral to healthcare services. Dr. Anas appreciated UNFPA's support and acknowledged the commitment of the private sector in advancing family planning initiatives in Nigeria.



Dr Muhammed Ali Pate-

Honorable Coordinating Minister of Health and Social Welfare

Dr. Muhammed Ali represented by Dr Stella Nwosu, expressed gratitude to the attendees for their patience and attendance at the high-level inaugural private sector forum on family planning. He noted the significance of the forum in bringing together distinguished individuals capable of shaping responses to family planning challenges in Nigeria. The gathering presented an opportunity to discuss and collectively decide on a roadmap for long-term sustainability in family planning, aligning with national goals. The minister highlighted the commitment of the attendees as a practical demonstration of their dedication to promoting the delivery and uptake of quality family planning services. He emphasized the role of family planning in enhancing the health and well-being of Nigerians, particularly women, girls, and children, given the country's current social and economic challenges. The Minister outlined Nigeria's demographic challenges, including a population exceeding 200 million, making it the most populous in Africa and seventh in the world. The country faces high maternal mortality rates, low contraceptive prevalence, and a significant unmet need for family planning. Despite these challenges, he expressed optimism that concerted efforts could turn the situation around. He further stressed the need for private sector involvement to address funding gaps in family planning services and commodities. He mentioned that the forum marked the beginning of a series of meetings aimed at reducing the high fertility rate in the country, aligning with international standards. In conclusion, he appreciated all attendees, partners, especially UNFPA, and expressed anticipation for the remarkable accomplishments that would emerge from the long-term sustainability efforts.

Panel Session

Accelerating impact of Social Investment Programs for Women's Health: The Family Planning Case

This section presents a consolidated summary of the panel session moderated by Dr. Mories Atoki- CEO, African Business Coalition for Health. The panelists are;

- Mr. Lawrence Anyanwu - Director Family Planning, FMOH&SW
- Dr Olawale Durosinmi-Eti – Chief of Party, John Snow Research and Training Institute
- Prof. Oladapo A. Ladipo – President, Association for Reproductive and Family Health
- Jonathan Eigege – Director on the Africa Practice, Albright Stonebridge Group
- Folasade Akinmusire – Chairperson, Young Directors' Forum, CloD, Nigeria



Accelerating impact of Social Investment Programs for Women's Health: The Family Planning Case

The Federal Ministry of Health, representing the Federal Government, has historically focused on public sectors for family planning programs, neglecting the significant contribution of the private sector, which accounts for over 60% of family planning services in the country. Recognizing this oversight, there is a current initiative to implement the national family planning program more comprehensively. Despite successful social investment programs, such as the free maternal and child health program, solely funded by the government, there is a commitment to prioritize domestic funding for family planning. A supplement to total market control for family planning, involving the public sector, social marketing, and private sector, has been established. National private sector investment guidelines for family planning are also in place. The FP 2030 commitment document, involving various stakeholders, places emphasis on effective private sector representation. The national reproductive health technical working group has a private sector technical committee, awaiting private sector full engagement to take charge. Given the growing demand for family planning beyond the government's capacity, bringing in the private sector is deemed crucial, and this effort is seen as a significant step toward that goal.

Effective family planning requires cross-sectoral collaboration among government, private sector, academia, and social sector organizations. Siloed approaches hinder progress, necessitating open communication and dialogue. Family planning advocates should move beyond traditional narratives and develop compelling stories that resonate with diverse audiences, including profit-driven businesses and government officials focused on short-term political gains. Breaking down silos and employing effective storytelling can elevate family planning to the top of the agenda and secure the necessary resources to address this critical issue.

The private sector has a crucial role to play in improving access to family planning commodities. Although well-formulated policies and blueprints involving various stakeholders exist, implementation has been a challenge. The argument that religion is a barrier to contraceptive use is debunked by examples from countries like Italy, Indonesia, Egypt, Tunisia, Iran, and Afghanistan, where religious populations have successfully implemented family planning programs. Nigeria had a population policy in the past, but it faced challenges during different regimes, leading to a decline in contraceptive prevalence.

Panel Session

The private sector is pivotal in all stages of contraceptive production, from research to service delivery and logistics. Successful initiatives involving community volunteers, traditional birth attendants, and marketplaces have been effective in promoting family planning. It is crucial to recognize the need to moderate population growth and address the consequences of inadequate planning. The current signs of population pressure in Nigeria are evident, indicating the importance of family planning.

There is a need to make private sector players understand the significance of the family planning challenge and how it can impact their businesses. The perception of limited profitability in the sector hinders private sector participation. A suggestion would be using data to segment the population based on willingness and capacity to pay for services, rather than providing free services to everyone. Providing free services primarily benefits those who can afford to pay, while those in remote areas who cannot access or afford services are left behind. The availability of information is important for private sector investment decisions, and efforts are being made to work with implementing partners to effectively target interventions and encourage payment for services.

Incorporating corporate governance policies and strategies to attract private sector investment in family planning initiatives is highly recommended.



Organizations often refrain from investing in family planning due to a perceived lack of impact. Therefore, measuring the impact of investments is crucial, and sustainability reporting strategies should be incorporated. The establishment of a steering committee to manage funds and strategize on reaching underserved areas and populations is also suggested. Data remains highly essential for making informed decisions. Private sector engagement can be encouraged through transparency, accountability, and incentives such as tax benefits. The multifaceted benefits of family planning, including workforce enhancement and child labor prevention, are highlighted. The need for government policies that discourage child labor and prioritize children's education is advocated for. Overall, corporate governance, data-driven decision-making, and government interventions are proposed as catalysts for promoting family planning and socioeconomic development.

Fireside Chat

Family Planning: Innovative Financing Opportunities for Private Sector



This section presents key highlights from the fire side chat conversation moderated by Rhoda Robinson with Mr Koessan Kuawu - Deputy Representative UNFPA Nigeria & Ojogun Tellson Osifo - DG National Population Commission.

- Investing in family planning is highly effective and considered one of the most impactful investments in the health system. Globally, every one dollar invested in family planning saves 8.4 dollars in maternal health expenditure for a country. The same investment of \$1 in family planning can yield a return of almost \$69 in savings on maternal health expenditure later.
- The existing gap in funding for family planning is substantial. Out of a total need of 49 million dollars, the available funding is significantly lower, amounting to almost 32 million dollars. Not investing in family planning would result in a 48% unmet need for family planning among socially active unmarried women. It would also contribute to a 90% unmet need for family planning among currently married women

There is a collective effort to address the funding gap in family planning, bringing together contributions from various communities, government, and now the private sector. The goal is to pool resources and efforts globally to fill the existing gap in family planning funding. There are diverse capacities that the private sector can bring to the table, including technological innovation, efficiency, effectiveness against government bureaucracy, research capabilities, and investment capacity. An innovative approach involving banks could integrate family planning discussions and information into their customer interactions.

Family Planning: Innovative Financing Opportunities for Private Sector

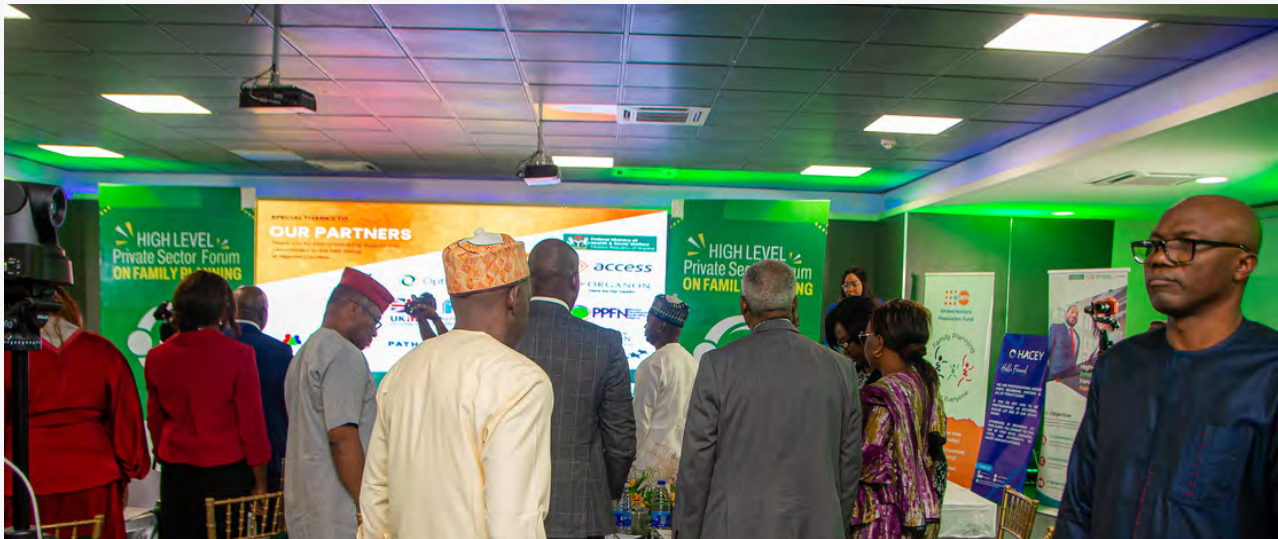
- Private sector organizations should expand their financial contributions to strengthen family planning systems. Public-private partnerships in family planning, akin to those successfully implemented for vital registration, can leverage the private sector's expertise in technology, financing, and research to drive progress.
- Governments hold significant responsibility in fostering an environment conducive to investment returns, encompassing measures such as investment incentives and taxation policies. Family planning can also enhance an organization's global and local branding, encouraging alignment among private and public institutions, provided they demonstrate genuine interest or investment in the global well-being of the population. The private sector can actively engage by directly investing in existing family planning programs.
- Establishing and nurturing strong relationships is paramount for fostering effective collaboration and achieving shared goals within public-private partnerships. While the initial stages of forming these partnerships may not always be smooth, cultivating an open environment for understanding and communication is essential. Integrity serves as the cornerstone of healthy partnerships, and adhering to established protocols and guidelines builds trust and credibility. When partners exhibit a lack of understanding, it's important to provide guidance and ensure that everyone is aligned on objectives and strategies. Open communication and a commitment to leaving no one behind are essential ingredients for successful collaborations. The private sector brings valuable experience in reaching the last mile, evident in their successful engagement with communities through product launches and initiatives by established private sector organizations. They have demonstrated the ability to initiate dialogues with communities, understanding the impact of their investments, and finding ways to either mitigate negative impacts or enhance community benefits.

The private sector can effectively engage with community leaders, youth groups, and women's associations by actively seeking to understand their needs and perceptions, the private sector can tailor their support to align with community requirements. Collaboration with existing community-level entities, such as the family healthcare units, provides an avenue to identify gaps and actively contribute to resolving challenges. This collaborative approach ensures a meaningful and impactful contribution to addressing the issues faced by communities.

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