



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



**FAMILY PLANNING
& PRIVATE SECTOR
ENGAGEMENT SUMMIT**

FAMILY PLANNING AND THE PRIVATE SECTOR

Introduction

Family Planning

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 impact transcends to the society, increasing economic resources and fostering improved health and well-being for all children in the family. Family planning is recognized as a strategic "best buy" for development, with the potential to expedite progress across the five themes of the Sustainable Development Goals: People, Planet, Prosperity, Peace, and Partnership.



Family Planning in Nigeria

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 and the development of new partnerships and policies that promote equitable access to family planning, ultimately leading to improved reproductive health.

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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.

Evidence indicates that the quality of a company's ESG practices is often associated with stronger returns. This underscores not only the ethical but also the economic imperative for businesses to operate with a sustainable mindset.

In line with this, aligning family planning initiatives with the growing emphasis on sustainability positions family planning as an integral component of responsible corporate citizenship.



Why Private Sector Should Get Involved

High Demand for Family Planning Services

The 2019 Nigeria Demographic and Health Survey estimates that **17 million women in Nigeria need family planning**. This large demand presents a significant market opportunity for private investors. Investing in initiatives that provide accessible, affordable, and culturally sensitive family planning solutions can generate financial and social benefits for both private investors and the society.

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Market Opportunities

Achieving family planning is **integral to the Sustainable Development Goals (SDGs)**, which, when fulfilled, unlock a **US\$12 trillion market potential across four economic systems**. To fully capitalize on these opportunities, businesses need to pursue social and environmental sustainability as they pursue market share and shareholder value.

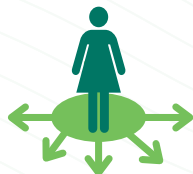
**\$12
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Tool to Ending Poverty



Over the past 50 years, **no country has successfully reduced poverty rates** without addressing and increasing access to contraceptives. This contributes to poverty reduction by allowing families to increase their **investment in health and education**. The result is a more educated and healthier workforce, leading to increased productivity and increasing the likelihood of future generations earning higher incomes.

Improved Life Options for Women



FP enhances opportunities, choices, and overall well-being for women in various aspects of life. It promotes advancements in areas such as education, career, healthcare, reproductive rights, and social and economic empowerment. By improving life options, women gain the ability to make informed decisions, pursue their aspirations, and lead fulfilling lives with greater autonomy and dignity.

Market Opportunities



Research findings shows that when women have the autonomy to plan and space their pregnancies, they can better balance their responsibilities at home and work, reduce employee turnover and absenteeism. This, in turn, allows them to engage more fully in the workforce, pursue career opportunities, and contribute to economic growth without the constraints of unplanned pregnancies or closely spaced births.



Opportunities



In family planning, a spectrum of opportunities spans various domains, offering a pathway for private sector entities to significantly enhance the accessibility, quality, and impact of family planning initiatives. This engagement not only fosters societal benefits but also unlocks advantages for the private sector, creating a mutually beneficial landscape.

High Demand for Family Planning Services

Private sector organizations can contribute to improving the accessibility and effectiveness of family planning services by developing innovative contraceptive delivery systems, mobile applications and dashboard for education, data collection and visualization, and tracking and telemedicine solutions.

Financing

Financial institutions can mobilize funds and capital to increase the financing of family planning commodities and services through the issuance of social bonds and loans specifically designated to fund the production and procurement of family planning commodities and services. Health insurance companies can incorporate family planning coverage into their offerings, health insurance companies can remove financial barriers and ensure that individuals have access to essential family planning services without bearing the burden of out-of-pocket expense.

Research

Private companies can engage in research initiatives that will lead to the development and improvement of contraceptive methods, approaches and tailored solutions that address specific needs and preferences within diverse populations.

Supply Chain and Logistics

Private companies can leverage their expertise in supply chain management to develop resilient systems that ensure the timely and consistent availability of contraceptives to both urban and remote areas. This includes supporting and strengthening the system on forecasting demand, procurement monitoring, managing inventory levels, incorporating modern inventory management systems and technology, and coordinating transportation and distribution networks,

Resource Mobilization

Private sector entities can mobilize resources for family planning initiatives by leveraging financial and non-financial resources, contributing to funding, and facilitating partnerships with other stakeholders to support family planning programs and projects.

Capacity Building

Private sector organizations can strengthen the capacity of the healthcare workforce by providing training in communication, leadership, digital services, and patient engagement, to ensure that there is a skilled workforce capable of providing quality family planning services and disseminating accurate information to the community.

Social Marketing & Behaviour Change

Private companies can engage in social marketing campaigns to promote family planning awareness and change societal attitudes and behaviors. This includes creating effective communication strategies, utilizing media platforms, and implementing targeted marketing efforts to influence positive perceptions and behaviors related to family planning.

Benefit to the Private Sector

Social Returns on Investment

Investing in family planning allows private sector organizations to enhance their social, economic, and environmental impacts of an investment (which is beyond financial return on investment). Private sector organizations can communicate their social value proposition to investors and attract more socially conscious investment.

For every \$1 invested in family planning and maternal health services, it can generate \$8.50 in socioeconomic gains. This means that investing in family planning can generate a significant SROI for private-sector companies.

Financing

Investing in family planning initiatives strategically aligns seamlessly with Environmental, Social, and Governance (ESG) standards, the bedrock of responsible business practices. This strategic move showcases organization's commitment to sustainable development, ethical operations, and positive social impact. This in turn positions the company as an attractive prospect for socially conscious investors, offering increased access to capital and unlocking potential financial returns.

Investors are looking for companies that are not just builders of profit, but also builders of society and over the past five years, stock funds that were weighted toward companies with positive environmental, social, and governance (ESG) scores have demonstrated strong performance across global markets.

Branding and Communication

Investing in family planning services is a smart business decision that helps private sector organizations strengthen their brands, increase customer trust, and boost profits. By publicly supporting family planning initiatives, companies can communicate their commitment to social responsibility and societal well-being. This positive association with this social issue can lead to increased customer trust and loyalty, as consumers are more likely to support brands that align with their values. As the number of women and young people desiring to use family planning continues to grow, so does the opportunity for private sector organizations to reach a growing customer base and build strong brand loyalty.

Research findings demonstrate a significant impact of Corporate Social Responsibility (CSR) on both Corporate Reputation (CR) and Brand Equity (BE), with trust playing a vital mediating role in strengthening these relationships within the private sector. A World Economic Forum study reveals that 70% of consumers favor companies committed to social responsibility.

Business Diversification

Expanding offerings to include family planning products and services opens doors to new market segments and business opportunities. This calculated diversification holds the potential to augment market share, foster revenue growth, and contribute to enduring business sustainability. It's a forward-thinking approach that not only broadens impact but also positions organizations for lasting success in a dynamic market landscape.

A tech company can develop a new digital health product that targets access to family planning. If tested and yields great results, it can be scaled to other African countries and globally.

Global Recognition

Private sector organizations that invest and engage in family planning services gain global recognition for their commitment to sustainable development goals. This recognition can come from international organizations, governments, and industry peers. It positions the organization as a responsible global citizen and opens doors to collaborative opportunities, partnerships, and access to new markets.

Companies renowned for investing in women's health are likely to have more global and national recognition, and national recognition, and buy-in from their potential buyers and their families.

Media coverage

Family planning initiatives generate positive media coverage, offering the company visibility and a platform to showcase its commitment to social impact. This coverage can enhance the company's reputation, attract customers, and positively influence stakeholders' perceptions of the organization.

Research findings suggest that there is evidence of media favourability towards companies that demonstrate strong corporate social responsibility (CSR) performance.

New & Broadened Partnerships

Engaging in family planning attracts partnerships with organizations and institutions that share similar values. These partnerships open avenues for joint initiatives, shared resources, and access to new markets, enhancing the organization's growth prospects and creating mutually beneficial relationships.

A logistics company that partners with the Ministry of Health and Social Welfare to distribute contraceptive products to remote areas can be recognized and partnered with by international organizations to lead the distribution in other areas. This could lead to new business collaborations between the logistics company and other companies that are involved in family planning across Africa & and globally.

Employee Engagement

Supporting family planning programs and initiatives provides unique opportunities for meaningful employee engagement in impactful social activities. By actively participating in family planning initiatives, employees can contribute to improving reproductive health outcomes and empowering individuals to make informed choices about their well-being. This engagement not only fosters a positive corporate culture but also enhances the organization's reputation as a socially responsible employer.



Benefit to Women and their Families

Improved Health



Family planning enables women to plan and space their pregnancies, leading to better health outcomes for both mothers and children. It reduces the risk of maternal and infant mortality, as well as complications associated with high-risk pregnancies. Access to contraception and reproductive healthcare services allows women to make informed decisions about their reproductive health, leading to healthier lives. Planning enables women to plan and space their pregnancies, leading to better health outcomes for both mothers and children. It reduces the risk of maternal and infant mortality, as well as complications associated with high-risk pregnancies. Access to contraception and reproductive healthcare services allows women to make informed decisions about their reproductive health, leading to healthier lives.

Economic Empowerment



Family planning empowers women to pursue education, enter the workforce, and engage in income-generating activities. By having control over the timing and number of children, women can better plan their careers and participate in economic opportunities. This leads to increased financial stability, improved household income, and greater economic independence for women and their families.

Education and Opportunities



When women can plan their pregnancies, they have the opportunity to pursue higher education and acquire valuable skills. Delaying or spacing pregnancies allows women to complete their education, increasing their chances of securing better employment and improving their earning potential. This, in turn, benefits their families by creating a pathway out of poverty and providing a brighter future for their children.

Reduced Poverty



Family planning contributes to poverty reduction by enabling families to manage their resources more effectively. When couples can plan their family size, they can allocate their limited resources more efficiently, ensuring that each child receives adequate nutrition, healthcare, and education. This helps break the cycle of poverty and creates a more prosperous future for families.

Improved Child Well-being



Family planning allows parents to provide a nurturing and supportive environment for their children. When families have the means to care for the number of children they desire, children receive better access to healthcare, education, and essential resources. This leads to improved child well-being, including lower rates of malnutrition, increased educational attainment, and improved overall quality of life.

Gender Equality



Investment in family planning is crucial for promoting gender equality. When women have access to contraception and reproductive health services, they can make informed decisions about their bodies and reproductive choices. This empowers women to have greater control over their lives, participate equally in society, and challenge traditional gender roles and norms



Benefit to the Government

Cost Savings in Education

Nigeria can save approximately ₦6.9 trillion (US\$22 billion) in primary education costs between now and 2050 by investing in family planning. By reducing the population growth rate, fewer resources will be needed to accommodate the education needs of a smaller population.

Import Savings

Through family planning, Nigeria can save ₦2.8 trillion (US\$8.9 billion) on rice imports between now and 2050. With a smaller population growth, the demand for imported goods, such as rice, will decrease, leading to substantial cost savings for the government.

Reduced Job Creation Pressure

By implementing effective family planning programs, Nigeria can avoid the need to create 19 million new jobs between now and 2050. A slower population growth rate means less pressure on the labour market, easing the burden on the government to generate employment opportunities.

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Efficient Health Systems

Family planning promotes efficient health systems by preventing unintended pregnancies and allowing healthcare resources to be utilized more effectively. This leads to cost savings in public healthcare and reduces the economic burden on the government in the long term.

Economic Prosperity

Research by Starrs et al. (2018) demonstrates that investing in family planning yields positive returns on investment. It leads to improved health, gender equality, increased productivity, reduced poverty, and multi-generational benefits. Family planning also contributes to young women's education, earnings, household savings, assets, and children's schooling, fostering economic growth.

Cost Savings in Public Health

Kohler and Behrman (2014) found that every \$1 invested in family planning programs results in \$120 saved in public healthcare and economic opportunity costs in the long term. By preventing unintended pregnancies, the government can reduce healthcare expenses associated with maternal and newborn care.

Sustainable Development

Universal access to contraception ranks as having the second-highest return on investment among all the 169 Sustainable Development Goals (SDG) targets. By prioritizing family planning, the government can contribute to sustainable development, achieving social, economic, and environmental objectives.

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Private Sector Action Areas

Investing in family planning provides significant benefits to the government, including:

Resource Mobilization

To generate **3-3.5 billion** naira fund over a 5-year period towards family planning program

- Commit financial resources to support family planning programs, projects, and initiatives and close the family planning commodity funding gap.
- Develop innovative financing solutions to support family planning commodity procurement and delivery.
- Establish corporate social responsibility (CSR) programs that specifically focus on supporting family planning initiatives.

Social and Behavior Change Communication

To launch social behavioural change communication materials including audios, videos, documentary, movies, on family planning

- Partner with nonprofits and government agencies to design and execute social and behaviour change communication campaigns that promote family planning and reproductive health.

Technology and Innovation

To deploy technological products designed to promote family planning services

- Lead the design, and deployment of innovative family planning solutions and technologies
- Support nonprofit and government agencies with expertise and resources to develop more technology-friendly

Research

To generate new products on family planning

- Support research and development initiatives focused on developing new and improved contraceptive options and technologies.

Technical Expertise

To strengthen the capacity of health-workers in all geopolitical zones in Nigeria

- Provide technical expertise in supply chain management, to ensure a consistent and reliable flow of contraceptives.
- Support training programs for healthcare professionals in public and private facilities to enhance their knowledge and skills in family planning service delivery including leveraging digital tools and services.

Sign the Private Sector commitment in line with the (5) Nigeria FP2030 objectives

1

Private sector organizations commit to strengthening the integration of family planning into Nigeria's socioeconomic development frameworks and plans, recognizing it as a vital enabler of Human Capital Development and Universal Health Coverage to achieve a Demographic Dividend by 2030.

2

Private sector organizations pledge to collaborate and scale up evidence-based, high-impact practices that meet individual and family needs, ensuring increased access and choice in family planning from the current 12% modern Contraceptive Prevalence Rate (mCPR) to at least 27% by 2030 through a total market approach.

3

Private sector organizations commit to strengthening the national family planning supply chain, aiming to reduce stock-out rates below 20%, enhance end-to-end data visibility, and build nationwide capacity for last-mile assurance of family planning program supplies by 2030.

4

Private sector organizations will commit to improving financing for family planning to increase funding for family planning by 2030.

5

Private sector organizations will actively participate in the National and Sub National multi-stakeholder Accountability Mechanisms.

Evidence from other countries



Family planning led to the demographic transition of China which opened up huge supply of human resources, improvement in human capital and low dependency, leading to the economic miracle of China and placing it as the second largest economy in the world.

(Yuan & Gao, 2020)



A review of the 25-year Family planning program in Egypt revealed that there were 3 million fewer infant deaths, about **6 million** fewer early-childhood deaths and **17,000** mothers' lives saved over the last 25 years. The savings gained through this, and a highly cost-effective FP program led to broader benefits in LE **45,838 million** estimated cost savings in child health, education, and food subsidies.

(USAID, 2006)



The relationship between total fertility rate and gross domestic product (GDP) per capita (measured in 2010 U.S. dollars) across countries revealed that women tend to give birth to no fewer than **three children** in countries where GDP per capita is **below \$1,000** per year and in countries where GDP per capita is above **\$10,000** per year, women tend to give birth to no more than **two children**.

(Guillaume, 2016)



A recent analysis of trends in 57 countries (1985–2013) in the modern contraceptive prevalence rate (mCPR) and high-risk births found that the countries with the fastest mCPR progress experienced the greatest declines in high-risk births, including those due to short birth intervals, high parity, and older-age births.

(Brown, Ahmed, Roche, Sonneveldt & Darmstadt, 2015)



A wealth of studies conducted in both rich and poor countries, using diverse data sets, have found that spacing pregnancies at least 24 months after a live birth (or about 3 years between births) is associated with lower newborn, infant, and child mortality. **(Ellen, Maureen & Rachel, 2012)**



An analysis in Iran explored married women's contraceptive use and education and found that those using a modern contraceptive method before the first birth were **84%** more likely to advance their education by 1 to 2 years than those not using any method before the first birth. **(USAID, 2006)**



A study in Bangladesh found wide-ranging and multiple, positive impacts of family planning on the education and empowerment of women and girls. Women in the family planning-maternal and child health intervention area had not only fewer children with longer intervals between births but also higher individual and household incomes than that of the women and households in the comparison group. The daughters of the program households were better educated than the daughters of families who were not in the program. **(USAID, 2006)**

Interventions

Intervention

Target Population

Expected Outcomes

National Family Planning outreach to deliver family planning services across 36 states in Nigeria

Women and Young people

Improved access to family planning services; Improved economic and health outcomes of women; Increased awareness and knowledge on the benefit of family planning

Social Bond Initiative for Mobilization of Funds and capital for Family Planning

General Public

Increased funding for family planning commodities and services.

Social Behaviour Change and Communication campaign on family planning utilizing storytelling strategies and Multimedia elements

Women and Young people

Increased awareness on family planning; Improved positive social behavior change; Increased informed decision-making regarding family planning.

Establishment of New Insurance Product tailored to cover family planning services

General Public

Increased funding for family planning commodities and services.

Intervention	Target Population	Expected Outcomes
<p>Deployment of Drone-Enabled Contraceptive Delivery Initiative, overcoming geographical barriers and ensuring timely access to family planning services</p>	<p>Residents of remote or underserved areas</p>	<p>Increased accessibility availability of family planning commodities</p>
<p>Development of mobile applications, online platforms, or other digital tools on Family Planning data management and service provision</p>	<p>General Public</p>	<p>Increased funding for family planning commodities and services.</p>
<p>Research and Development for in-country production of contraceptives</p>	<p>Women, Young People, Health Workers, Government officials, NGOs</p>	<p>Development of novel contraceptive products and technologies; Advancement in contraceptive research contributing to global reproductive health objectives</p>
<p>Capacity Strengthening Programs for Health workers Training deployed on physical and virtual platforms</p>	<p>Healthcare workers</p>	<p>Enhanced quality of family planning services provided by trained health workers; Increased uptake of family planning services</p>
<p>Family Planning Innovation Grants Program</p>	<p>Individuals, NGOs</p>	<p>Increased funding for family planning programs and innovation in the rural communities</p>

Conclusion



Investing in family planning is a development best buy. The best time to invest in family planning was yesterday, and the next best time is now. To leave no one behind, PSE is committed to ensuring equitable access to the family planning services that everyone deserves and needs.





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