

Holistic Programming and Systems Strengthening with the SEED Model

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What is our objective?

- Better sexual and reproductive health through increased use of quality family planning (FP) services.



Why a Holistic Approach to FP Programs?

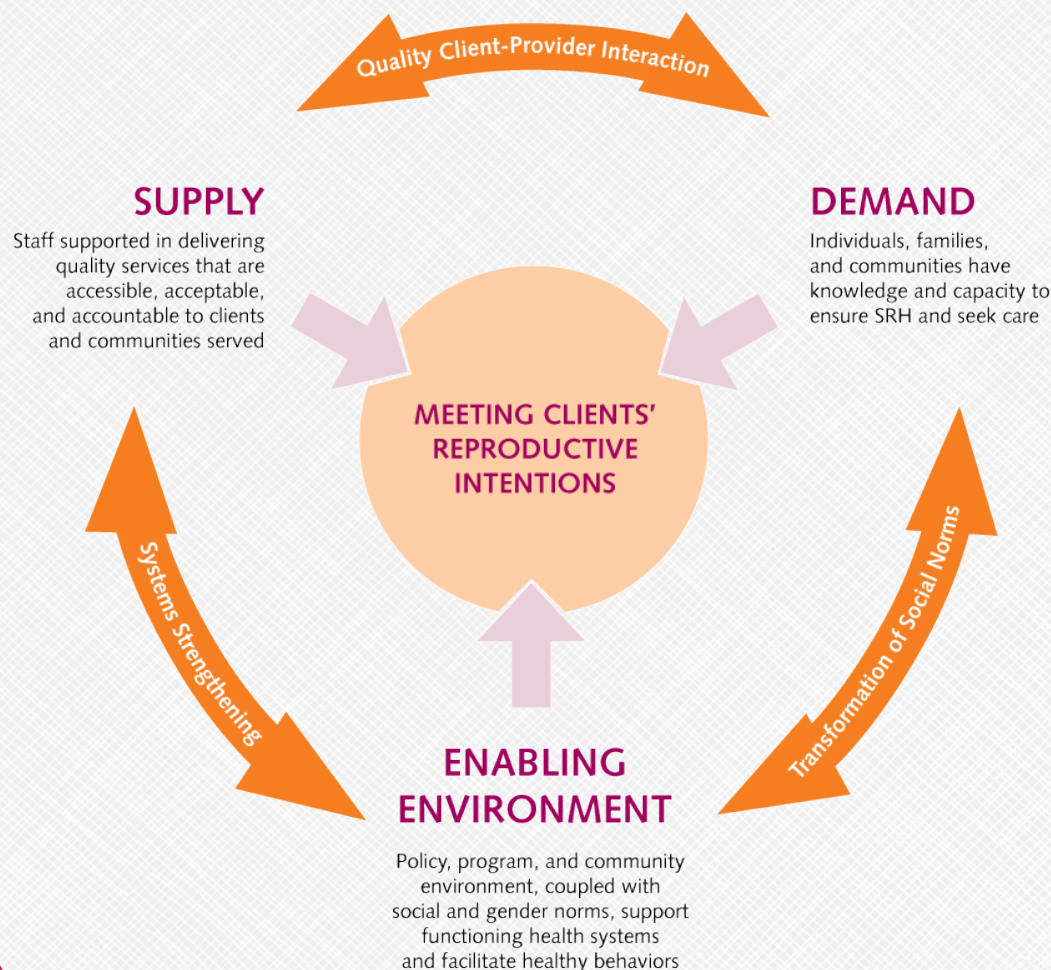
- Some progress, but programming has stagnated
- Renewed interest in family planning (FP); good time to take a fresh look at how we work
- Increased global recognition that barriers to FP (and health in general), are multifaceted

Health is not a stand-alone phenomenon with clear boundaries. Diseases and health conditions have multiple causes, including social. They are interrelated with nature and nurture, and evolve over time.... Complex systems are composed of networks of interconnected components that influence each other, often in a nonlinear fashion.

—Pourbohloula & Kienyb, 2011



A Holistic Approach: The SEED™ Model for Family Planning Programming





Supply

Staff supported in delivering quality services that are accessible, acceptable, and accountable to clients and communities served



Representative Factors

- Adequate **infrastructure** at service delivery points
- **Competence and performance** of staff (including community health workers)
- **Reliability of commodities** and supplies
- Mix of FP methods
- Efficiency of **support systems** (i.e., training, supervision, contraceptive security, service referrals, management systems, health information)
- Current state of the **integration** of FP with other health services
- Quality FP counseling
- **Mobilization** of the private sector
- Efforts to ensure that services meet the needs of specific population groups (e.g., men, youth)



- **Train/re-train staff in:**
 - Counseling
 - Provision of contraceptive methods
 - Infection prevention
- **Orient staff to:**
 - guidelines / national and international protocols based on clinical findings
- **Train managers in:**
 - supervision
 - leadership development
- **Ensure contraceptive choice:**
 - expand the variety of contraceptive methods
 - reinforce choice during counseling
- **Improve facility infrastructure**





Other Activities Representative of Supply

- **Integrate**, if necessary ,FP services and other reproductive health (RH); ensure that the referral system to other departments is functional
- **Increase access** to services by increasing the number of points of service (e.g., mobile clinics, distributions to communities, pharmacies, social franchises)
- If necessary, promote **task-shifting**
- **Strengthen contraceptive security**. Ensure a continuous supply of equipment, commodities, products, consumables
- **Strengthen the information system** for health management





Enabling Environment

Policy, program, and community environment, coupled with social and gender norms, support functioning health systems and facilitate healthy behaviors.



- Current state of **national and regional budgets** for FP/RH and PAC services
- Adequacy of financial and **human resources**
- **Laws/policies/guidelines** that either hinder or support access to a range of FP methods and PAC services; level **political commitment**
- **Effective management, leadership** and accountability
- **Availability and use of data** for decision making
- **Degree of engagement of** community and other stakeholders; Level of support community leaders, religious leaders, and others
- **Status of women** and gender equality
- **Mobilization of private sector**



- **Cultivate** the interest of stakeholders towards favorable policies to FP/RH and PAC
- **Encourage the implementation of new protocols, policies and guidelines** based on results
- **Mobilize** advocates PF and PAC
- **Grow media support** for FP/RH and access to PAC
- **Strengthen forecasting systems**, storage, and transport of commodities to ensure contraceptive security
- **Promote community participation** in the design and monitoring of programs
- **Provide training** in leadership and management





Demand

Programs should enable individuals, families and communities have the knowledge, skills and motivation to seek the care that will ensure their sexual and reproductive health

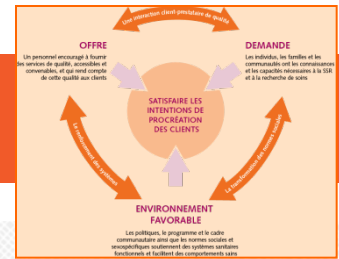


- Current state of **knowledge** of the public of FP (e.g., myths and misconceptions)
- **Acceptability** of FP for clients and communities
- **Accessibility** of services (e.g., geographical, financial).
- Availability of **accurate information**, effective information strategies and IEC/BCC campaigns
- Commercial and **social marketing**
- Degree of **male participation**
- Peer education
- Perception of the **quality** of services



- Educate communities and respond to myths / misconceptions through IEC / BCC campaigns
- Involve men in FP / RH with information / training, counseling for couples
- Train leaders, staff and community health educators to the basics of PF
- Develop a social marketing campaign
- Launch information and mobilize communities, strengthening links with community services, to ensure that communities help define the quality of services
- Identify, train and support media partners in FP / RH
- Involve communities in the planning, implementation and evaluation of FP programs

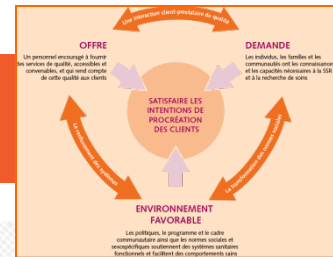




Quality interaction between client-provider

➔ Supply and Demand

- Synergy occurs when a well-informed and empowered client dialogues with competent and motivated providers in a well-equipped and well-managed service delivery site.
- For example, investment in the Supply side for the training of personnel in counseling allows the provider to have a positive impact on the level of knowledge of customers and the Demand for services.

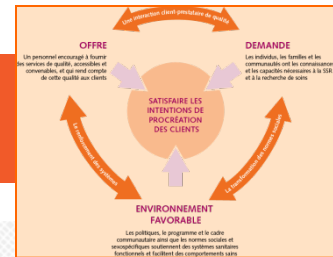


System Strengthening



Supply and Enabling Environment

- It includes procedures for the provision of services, health personnel, information on equipment and supplies, financing, management and governance
- Many supply-side interventions require strengthening systems to be viable
- There is a need to involve communities for their comments and ensure that services are responsible vis-à-vis the communities they serve.

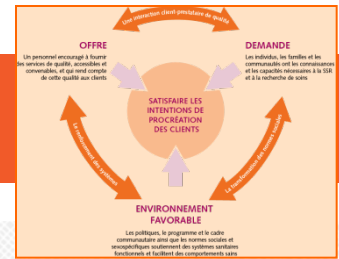


Transformation of social norms



Demand and Enabling Environment

- **Social norm:** value, belief, attitude or behavior pattern in which most members of a given community are expected to adhere or comply
- Interventions related to Demand, performed in parallel with the strengthening of an enabling environment, can enhance the individual level, knowledge of sexual and reproductive health (SRH), awareness of these factors and the ability to seek care.



■ Fundamentals of Care

- Informed choice and voluntarily decision making
- Medical safety
- quality assurance and continuous improvement

■ Evidence-based programs

- Encourage the use of observations and scientific data during the design / implementation of programs and resource allocation

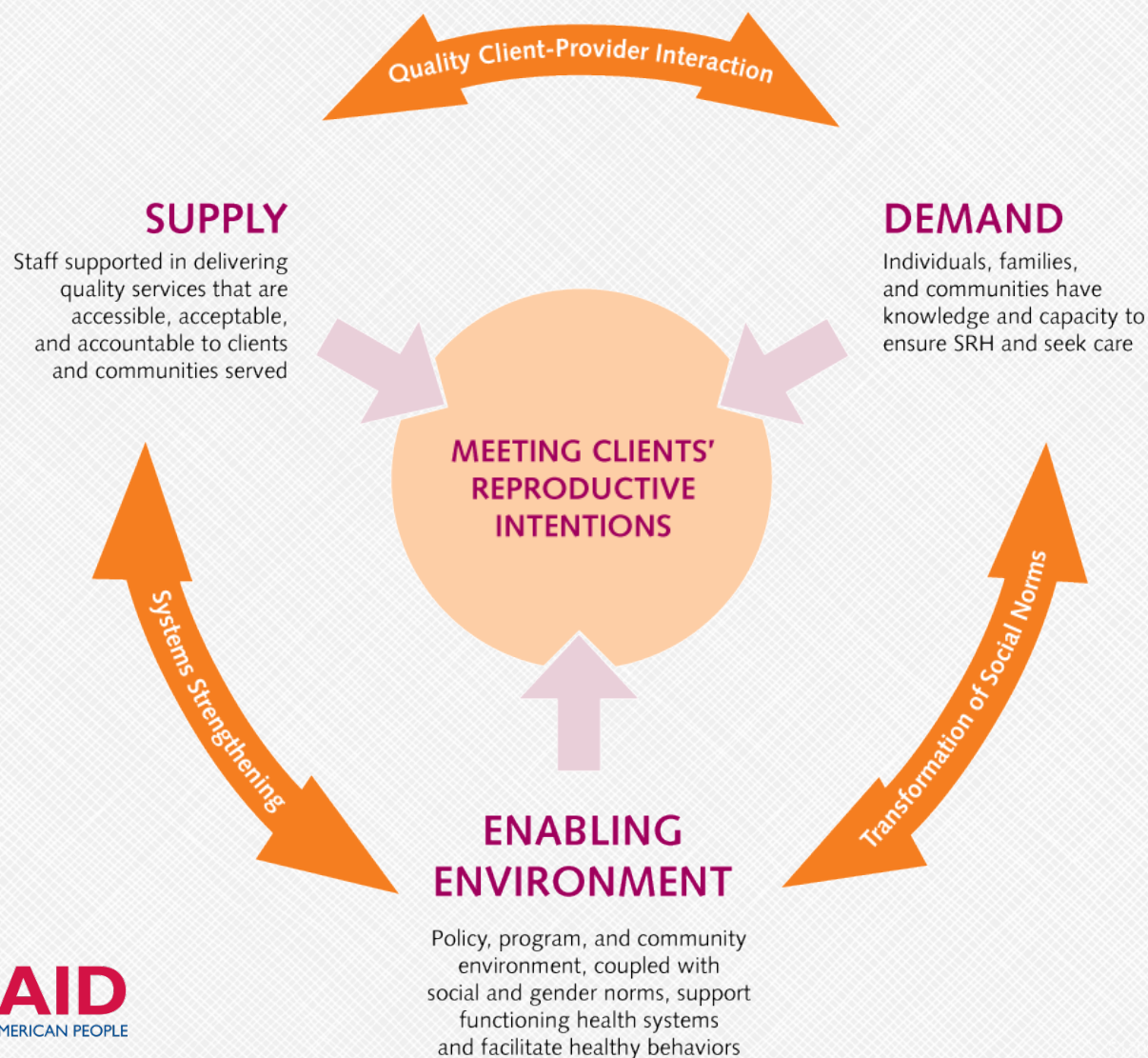
■ Gender equality

- Recognize that women and men face different constraints and have unequal resources to deal with health problems
- Strive to transform harmful gender norms and to achieve gender equality.

■ Stakeholder engagement



A Holistic Approach: The SEED™ Model





Supply
Enabling
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