



**LA/PM Community of Practice Technical Consultation  
Expanding Choice and Access to Long-Acting Reversible Contraceptives  
(LARCs) and Permanent Methods (PMs) through Social Franchising**

**May 19, 2014—8:30 am–4:30 pm**

**Women's National Democratic Club, Whittemore House  
1526 New Hampshire Avenue, NW  
Washington, DC 20036**

**Meeting Objectives:**

- Discuss the role of social franchising in provision of long-acting reversible contraceptives (LARCs) and permanent methods of contraception (PMs)
- Outline barriers encountered and discuss strategies/solutions based on participants' experiences

**AGENDA**

- 8:30–9:00 am      **Meet and Greet** (light breakfast)
- 9:00–9:15 am
  - **Agenda Review and Introductions** (Chair: Maureen Clyde, *Knowledge Management Team Leader, RESPOND Project/EngenderHealth*)
  - **Welcoming Remarks** (Ellen Starbird, *Director, Office of Population and Reproductive Health, Bureau for Global Health, United States Agency for International Development*)
- 9:15–9:45 am      **Setting the Stage**
- **Social Franchising within the Broader Health System and Private Sector Context** (Caroline Quijada, *Principal Associate/Scientist, Abt Associates*)
  - **How Does Social Franchising Work?** (Goretti Masadde, *Head of Social Marketing, PACE/Uganda*)
  - **Social Franchising's Role in Expanding Contraceptive Choice** (William Nnyombi, *Senior Manager, Social Franchising and Demand Side Financing, Marie Stopes Uganda*)



- 9:45–10:15 am **What Does Success Look Like, and What Do We Know So Far?** (Nirali Chakraborty, *Reproductive Health Research Advisor, PSI, on behalf of the Social Franchise Metrics Working Group*)
- 10:15–10:30 am **Understanding Provider Perspectives: SHOPS Philippines Case Study** (Robin Keeley, *Family Planning Senior Analyst, Abt Associates*)
- 10:30–11:00 am **Provider Insights Exercise** (Mary Warsh, *Deputy Director, Women's Health Project, PSI, and Goretti Masadde, Director of Social Marketing, PACE/Uganda*)
- 11:00–11:15 am **Break**
- 11:15 am–12:45 pm **Challenges and Solutions for Effective Franchisee LA/PM Provision**
- **Provider Motivation** (Mary Warsh, *Deputy Director, Women's Health Project, PSI*)
  - **Demand Generation—Branding, Consumer Interpersonal Communications Work** (Simon Mboyano, *Director, Health Services Delivery, PS Kenya*)
  - **Strengthening Franchisee Quality** (Brendan Hayes, *Head of Social Franchising, MSI*)
- 12:45–1:45 pm **Lunch**
- 1:45–3:30 pm **Balancing Equity, Access, and Sustainability—Approaches and Lessons**
- **Social Franchising in the Context of Total Market Approach** (Nirali Chakraborty, *Reproductive Health Research Advisor, PSI*)
  - **Increasing Equity through Health Financing Mechanisms: Health Insurance in the Philippines** (Franklin Francisco, *Project Portfolio Manager, Population Services Pilipina Incorporated (PSPI)*)
  - **Increasing Equity through Health Financing Mechanisms II: Using Vouchers to Increase Equitable Access to LARCs/PMs** (Ben Bellows, *Associate II, Population Council*)
  - **Integrating Services to Reach Underserved Groups: Postpartum Family Planning Provision through Franchising** (Franklin Francisco, *Project Portfolio Manager, PSPI*)
- 3:30–3:45 pm **Break**
- 3:45–4:15 pm **Looking to the Long Term: Options for Sustainable LARC/PM Provision** (Maggie Farrell, *Private Sector Team Lead, Service Delivery Improvement Division, Office of Population and Reproductive Health, Bureau for Global Health, United States Agency for International Development*)
- 4:15–4:30 pm **Sharing of Ongoing Social Franchising Research Agenda and Wrap-Up** (Elaine Menotti, *Health Development Officer, Service Delivery Improvement Division, Office of Population and Reproductive Health, Bureau for Global Health, United States Agency for International Development*)