PRESENTED BY:
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WEDNESDAY, NOVEMBER 30, 2011

INCREASING ACCESS TO FAMILY PLANNING METHODS AND OTHER HEALTH PRODUCTS IN GHANAIAN RURAL COMMUNITIES
• 2008 Ghana Demographic and Health Survey showed that contraceptive prevalence rate (CPR) for modern methods in Ghana is 17%.

• The same document showed that CPR is lower in the rural areas as compared to urban areas.

• The Supply of FP products and methods to rural and underserved areas in Ghana has been limited due mainly to:
  – Such areas pose challenges in establishing commercially viable product distribution.
  – Large distances need to be travelled in order to reach a relatively smaller amount of people with relatively lower purchasing power.
HealthKeepers network response...

A social franchise system to generally improve access to modern FP methods in the rural communities...

...focusing more on short-term family planning commodities and services, at community levels.
HealthKeepers Intervention...

- Recruit (using finders) and train entrepreneurial women from their rural communities to become Sales Agents (HealthKeepers)

- Provide with branded collaterals and initial supplies of FP product among others

- Provide them with technical and business support (on-site training, coaching and mentoring) at bi-weekly field meetings

- Develop tools for capturing and analyzing data
Product Mix...

Core Products

Core:
- FP products - condoms and oral contraceptive pills
- Other Selected health protection products

Door openers: or “Revenue Generating Products"
Approach to Work...

Going the last mile...

...to the doorstep
HKN project is currently being implemented in several districts within Central, Eastern, Greater Accra and the Western regions in Ghana.

464 HealthKeepers trained (May 2010 to date)

“I have been able to create a cordial relationship with my customers, making it easy for them to approach me for the contraceptives.”
Challenges

- Occasional difficulties in recruiting HealthKeepers
- Shyness on the sale of condoms among HealthKeepers.
- Free distribution of commodities
- Changing behaviour of some of the women
  - irregular meeting attendance
  - recording of their activities
Expected outcomes....

• Improving access to condoms, oral contraceptives pills and other health-promoting products and services;

• Reducing sexually transmitted diseases and infections, preventing HIV/AIDS,

• Reducing Unwanted pregnancies, teenage pregnancy and maternal mortality rate among others
Expected Outcomes/Impact...

i. Reliable source of income...

ii. Keep income earners healthy and at work...

iii. Reduce cost of Medical bills...
Thank You

Acknowledgement

-USAID- Ghana

-Daniel E. Mensah, Executive Director
HealthKeepers Network (HKN)

-Sandra A. Manu, HKN

-Sally Brew-Hammond, HKN