

Scaling Post-Pregnancy Contraception solutions through a supportive market system in Pakistan

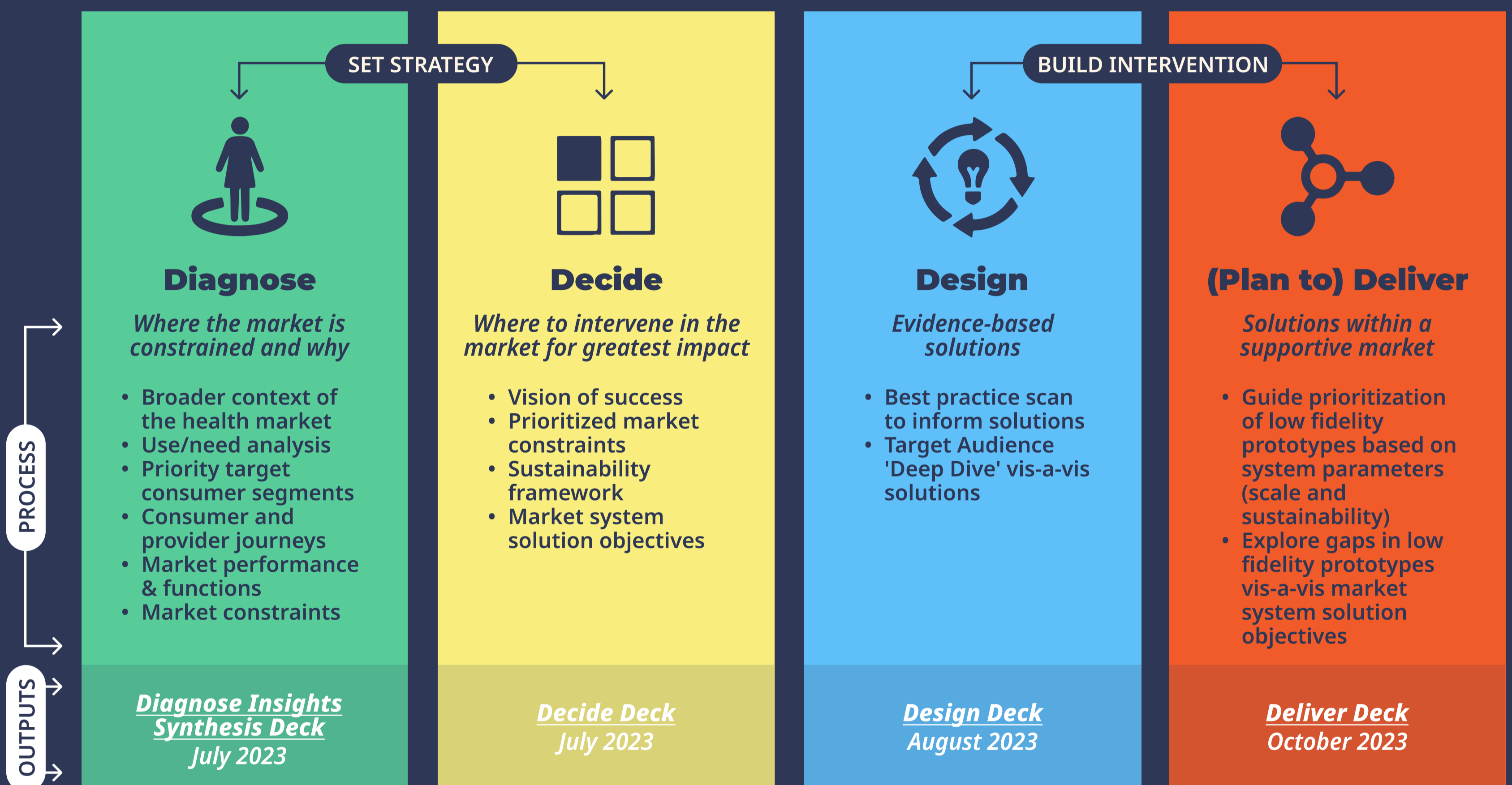
Market Systems Development Plan (MSDP) Overview

FEBRUARY 2024

WHY: Nearly a quarter of pregnancies in Pakistan end in induced abortion. Sustainable solutions are urgently needed to increase women's access to contraceptive options post MA outside of health facilities where women increasingly seek care. This will equip women with options to avert future unintended pregnancies and the associated morbidity and mortality.

The PMAC Project adapted Population Services International's (PSI) Keystone Design Framework to undertake an MSDP. This entailed designing human-centered solutions within a market systems strategy development process with the eye to develop user-driven solutions that can be sustained within a supporting system.

WHAT: The MSDP was conducted in 2023 in four phases:



SO WHAT: Priority market functions were identified and informed the prototype development process: (1) Product: value chain diversity; (2) Price: margins and willingness to pay; (3) Place: provider bias and motivation; and (4) Promotion: couple miscommunication, myths and misconceptions.



NOW WHAT: PMAC partners are on a journey to transition low fidelity prototypes to medium fidelity and high fidelity based on pilot experience and ongoing alignment with the market system objectives. PMAC aims to host an MSDP Dissemination event in April 2024 to continue to align key stakeholders around a shared agenda to sustainably increase access to post MA FP in Pakistan in support of collective action and sustainable change.

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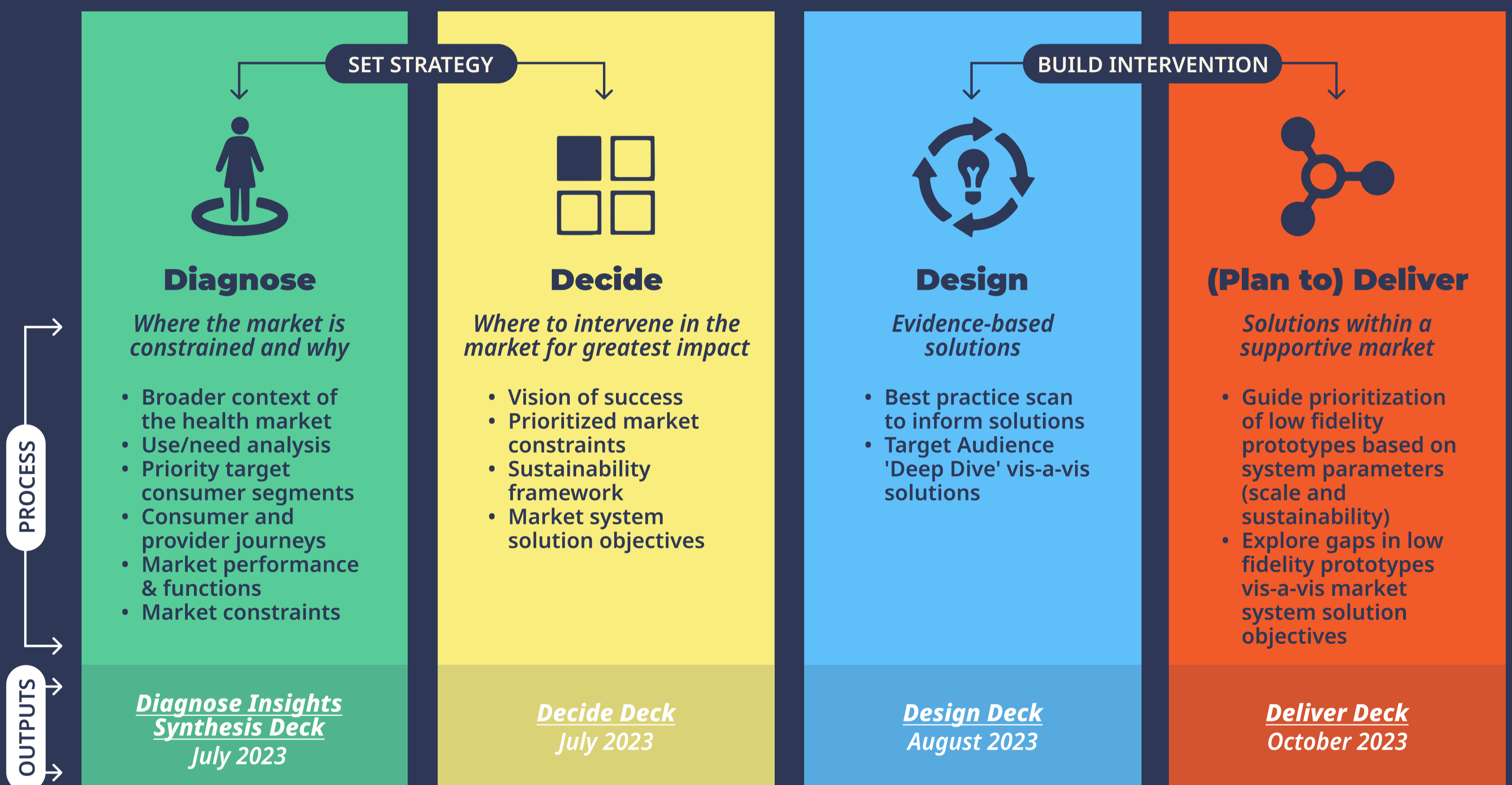
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