

LEVERAGING FAMILY PLANNING HIGH IMPACT PRACTICES TO ACHIEVE FP 2030 COMMITMENTS



Purpose of the Brochure

This brochure aims to support Family Planning Programme Managers in prioritizing interventions for the FP 2030 road map and action plans. This will be achieved by leveraging globally endorsed evidence-based High Impact Practices (HIPs) in Family Planning.

This brochure provides a concise outline of India's FP 2030 commitments, along with the tables matching each HIP with the corresponding commitments. Further details about each HIP can be found in the provided links.

This eliminates the need for programme managers to review all HIPs and determine their relevance to India's FP 2030 commitments to decide the interventions.

Family Planning 2030 Commitments of India



Expanding range and reach of contraceptive options by 2030 by exploring the introduction of new contraceptives.

Ensuring healthy timing and spacing of pregnancies by improving the demand, uptake, and quality for post pregnancy contraception services.



Scaling up of Mission Parivar Vikas (MPV) for delivering assured quality of services in the hardest-to-reach rural and urban areas by providing a full-service package at all levels in all MPV Districts.

Intensifying Social and Behaviour Change activities (SBC) for Family Planning and strengthening access to information and services for all girls and women and couples with specific focus on young people.



Civil society commitments for creating awareness on family planning commodities and services and mobilizing community for increasing uptake as well as providing services through civil society organizations.

[Link to India's vision- FP 2030 document](#)



Adolescents and young people are a priority focus in all the five FP 2030 commitments, as India houses the largest adolescent and young population in the world. This age group of 10-24 years' constitutes 27% of India's population (Registrar General of India (RGI), Technical Group on Population Projections (TGPP) 2021).

High Impact Practices (HIPs) in Family Planning

The High Impact Practices (HIPs) in Family Planning are a set of evidence-based family planning practices with demonstrated impact on contraceptive use and proven relevance in various contexts.

HIPs enable programs to focus resources to maximize impact and encompass three categories: **Service Delivery, Social and Behaviour Change, and Enabling Environment**. Additionally, there are HIP enhancements which maximize the impact, when used in conjunction with other categories of HIPs. They are vetted by global experts (Technical Advisory Group of HIP). HIPs Core Conveners are USAID, UNFPA, WHO, IPPF, and FP2030.

Service Delivery and Social and Behaviour Change HIPs are further categorized according to the strength of evidence base for each of practice as proven or promising.






Proven: Sufficient evidence exist to recommend widespread implementation, provided that there is careful monitoring of coverage, quality and cost.

Promising: Good evidences exist that these interventions can lead to impact, more research is needed. These interventions should be implemented widely, provided they are carried out in a research context and evaluated for both impact and process.




<https://www.fphighimpactpractices.org/>



Service Delivery HIPs improve the availability, accessibility, acceptability, and quality of family planning service




High Impact Practice	Impact based on evidence	Relevant for India's FP 2030 Commitment	Components available in India's Family Planning Program (as of 2024)	Link to read and download the HIP brief
Community Health Workers: Bringing family planning services to where people live and work. PROVEN	<ol style="list-style-type: none"> Increase contraceptive use where the use of clinic-based services is not universal. Reduce unmet needs with large rural populations. 	1,2,3,4	ASHA as CHW working in Indian context	 Click for a Brief
Immediate Postpartum Family Planning: A key component of childbirth care. PROVEN	<ol style="list-style-type: none"> Offering modern contraception as part of childbirth services increases postpartum contraceptive use. 	1,2,3,4	PPIUCD, PPS, Implant & Cent chroman, Condoms being offered for immediate PPF options	 Click for a Brief
Mobile Outreach Services: Expanding access to a full range of modern contraceptives. PROVEN	<ol style="list-style-type: none"> Mobile outreach can increase contraceptive use. Cost-effectiveness should be evaluated while designing a mobile outreach programme. Mobile outreach services can provide high-quality care. 	All	Clinical Outreach Teams, Mobile Medical Units	 Click for a Brief
Post-abortion Family Planning: A critical component of post-abortion care. PROVEN	<ol style="list-style-type: none"> Acceptance of contraception is high when women are offered counselling and services as part of post-abortion care (PAC). Reduces unplanned pregnancy and subsequent abortions. Scalable and sustainable, and program effectiveness can increase over time. 	1,2,3,4	PAIUCD, PAS, OCP, Injectable MPA, Implants & Condoms being offered as Post Abortion contraceptives	 Click for a Brief
Social Marketing: Using marketing principles and techniques to improve contraceptive access, choice, and use. PROVEN	<ol style="list-style-type: none"> Increase knowledge of, demand for, access to, and use of contraceptive products and services Particularly serve the needs of short-acting contraceptive users Reach priority populations effectively. Increased sustainability by harnessing the power of markets and the resources of the private sector. 	All	Social marketing for COC and condoms	 Click for a Brief



High Impact Practice	Impact based on evidence	Relevant for India's FP 2030 Commitment	Components available in India's Family Planning Program (as of 2024)	Link to read and download the HIP brief
Pharmacies and Drug Shops: Expanding contraceptive choice and access in the private sector. PROMISING	<ol style="list-style-type: none"> 1. An important source of supply for a range of contraceptives in many countries. 2. Popular for short-acting contraceptive users, including hard-to-reach or under-served populations, such as unmarried women, males, and youth, due to convenience, cost, and confidentiality. 3. Training and support improve the quality of family planning services offered by pharmacies and drug shops, thereby improving client satisfaction. 	All	All FP commodities in public sector are centrally procured, however Emergency contraceptives, condoms, Injectable MPA and COC can be purchased over the counter from drug pharmacies.	 Click for a Brief
Family Planning and Immunization Integration: Reaching postpartum women with family planning services. PROMISING	<ol style="list-style-type: none"> 1. When well planned and executed, can lead to increased family planning uptake with no negative impact on immunization. 	1,2,3,4	Platforms such as Immunization sessions, Village Health, Sanitation and Nutrition Days integrated	 Click for a Brief
Social Franchising: Improving quality and expanding contraceptive choice in the private sector. PROMISING	<ol style="list-style-type: none"> 1. Evidence is unclear as to whether social franchising contributes to population-level increases in contraceptive use. 2. There may be greater impact when combining social franchising with a voucher program. 3. Helps private providers incorporate adolescent-friendly contraceptive services. 4. Cost-effectiveness remains undetermined. 	All	Hausla Sajhedari and Marigold are examples of Social Franchising	 Click for a Brief









Enabling Environment HIPs address systemic barriers that affect an individual's ability to access family planning information and services




High Impact Practice	Impact based on evidence	Relevant for India's FP 2030 Commitment	Components available in India's Family Planning Program (as of 2024)	Link to read and download the HIP brief
Domestic Public Financing: Building a sustainable future for family planning programmes.	<ol style="list-style-type: none"> 1. Increased availability, equity, access and use of quality FP services. 2. Continued to promote and sustain higher levels of modern contraceptive prevalence. 	All	Under National Health Mission, FP services and commodities are being budgeted under domestic public financing	 Click for a Brief
Educating Girls: Creating a foundation for positive sexual and reproductive health behaviours.	<ol style="list-style-type: none"> 1. More likely to delay marriage and first births as well as engage in other protective health behaviours. 2. Associated with a wide range of positive child health outcomes. 3. Complementary investments in education and family planning can accelerate the fertility transition and facilitate development. 	2,4	<ul style="list-style-type: none"> • Rashtriya Kishore Swasthya Karyakram • School Health and Wellness Program • Beti Bachao Beti Padhao Scheme • Kasturba Gandhi Balika Vidyalaya Scheme • Sukanya Samridhi Yojana • National Girls Child Day • National Means-cum-Merit Scholarship Scheme • Rashtriya Madhyamik Shiksha Abhiyan • National Scholarship for Higher Education of ST Girls 	 Click for a Brief
Supply Chain Management: Investing in the supply chain is critical to achieving family planning goals.	<ol style="list-style-type: none"> 1. Support an individual's ability to plan and space pregnancies. 2. Support voluntary choice— an important element in user satisfaction and method continuation. 3. Support women's choice of modern contraception and have the potential to meet latent demand for previously unavailable methods. 	All	FPLMIS for ensuring commodity security till last mile	 Click for a Brief



Social and Behaviour Change HIPs influence knowledge, beliefs, behaviours, and social norms associated with family planning

High Impact Practice	Impact based on evidence	Relevant for India's FP 2030 Commitment	Components available in India's Family Planning Program (as of 2024)	Link to read and download the HIP brief
Mass Media: Reaching audiences far and wide with messages to support healthy reproductive behaviours. PROVEN	<ol style="list-style-type: none"> 1. Increased uptake of contraception. 2. Increased correct and consistent use of contraception. 3. Reduction in unintended pregnancies. 	All	Yes	 Click for a Brief
Promoting healthy couples' communication to improve reproductive health outcomes. PROVEN	<ol style="list-style-type: none"> 1. Increased, continued / consistent and correct use of contraception. 2. Reduction of unintended pregnancy and increased intentionality of pregnancy 3. Healthy timing and spacing of pregnancies. 4. Potential to reduce rates of intimate partner violence. 	1,2,3,4	Saas Bahu Sammelan	 Click for a Brief
Social Norms: Promoting community support for family planning. PROVEN	<ol style="list-style-type: none"> 1. Improved Healthy timing and spacing of pregnancies. 2. Fewer unintended pregnancies 3. Fertility intentions achieved. 	2,3,4,5	Saas Bahu Sammelan	 Click for a Brief
Knowledge, Beliefs, Attitudes, and Self-efficacy: strengthening an individual's ability to achieve their reproductive intentions. PROVEN	<ol style="list-style-type: none"> 1. Equitable access. 2. Better quality services 3. Cost effective use of resources. 	All	Home delivery of contraceptives by ASHA Ensuring spacing at birth scheme for ASHAs Mission Parivar Vikas (MPV)	 Click for a Brief
Community Group Engagement: Changing Norms to Improve Sexual and Reproductive Health. PROMISING	<ol style="list-style-type: none"> 1. Associated with higher levels of contraceptive use. 2. May be a critical component of comprehensive adolescent SRH programming. 3. Has been implemented in other health areas at scale and cost-effectively, like in maternal and child health programs. 	All	Village Health Sanitation and Nutrition Committee (VHSNC)	 Click for a Brief
Digital Health for Social and Behaviour Change: New technologies, new ways to reach people. PROMISING	<ol style="list-style-type: none"> 1. Contribute to improving sexual and reproductive health knowledge; influencing attitudes, beliefs, and expectations; and increasing self-efficacy in support of healthy reproductive behaviours. 2. May contribute to shifting norms and increasing social support for healthy reproductive behaviours. 3. Has the potential to provide accurate information to individuals when and where they want it and, with added benefit of confidentiality, privacy, and anonymity— issues that are critically important to young people. 	All	Yes	 Click for a Brief

A HIP Enhancement is a tool or approach which is used in conjunction with at least two or more HIPs to maximize the impact and increase the reach and access for specific audiences

High Impact Practice	Impact based on evidence	Relevant for India's FP 2030 Commitment	Components available in India's Family Planning Program (as of 2024)	Link to read and download the HIP brief
Adolescent-Responsive Contraceptive Services: Institutionalizing adolescent-responsive elements to expand access and choice.	1. More scalable and sustainable way to meet adolescents' needs for contraceptive information and services.	All	<i>Adolescent Friendly Health Clinics (AFHCs)</i>	 Click for a Brief
Digital Health to Support Family Planning Providers: Improving knowledge, capacity, and service quality.	1. Increase in contraceptive use. 2. Reductions in Unintended pregnancies.	1,2,3,4	Digital training and e modules of COC, Injectable MPA available for training	 Click for a Brief
Digital Health for Systems: Strengthening Family Planning Systems Through Time and Resource Efficiencies.	1. Better Data for decision making to manage logistics and reduce contraceptive stock-outs. 2. Digital national health management information systems allow for timely analysis, data visualization, and reporting.	1,2,3,4	e-modules of FPLMIS, HMIS, RCH Portal functional	 Click for a Brief





United Nations Population Fund - India

55, Lodi Estate, New Delhi - 110003

Phone: 011-46532333 | **Email:** india.office@unfpa.org

Visit our website: india.unfpa.org | **Follow us on :** @UNFPAIndia     