Targeting Resources and Efforts to the Poor:

Introduction

Presenter’s Name

Date

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A Widening Resource Gap: Global Demand for FP Is Increasing

- Increasing number of women of reproductive age
- Increasing demand for family planning

Number of Women of Reproductive Age in Less-Developed Regions

A Widening Resource Gap: Resources Are Falling Short

- Public sector money is limited and stretched
- Donor funding is stagnating

Who Will Fill the Gap?

- Public sector (government and donor)
- Commercial entities
- Nongovernmental organizations
- Social marketing programs

Each sector has an important role to play.
Role of Public Sector

Provide FP services/products to **those with the greatest need for subsidies**

- High fertility
- Low contraceptive use
- High unmet need

- Poor
- Geographically isolated
- Rural residents
- Ethnic minorities
- Adolescents, youth
Targeting: A Definition

Concentrating [public sector] resources, particularly resources for social programs, on the people who need them the most and would otherwise not have access to them.

Some Barriers to Targeting

• “Health for all” as a public sector entitlement
• Constitutional requirement of universal public-sector access
• Perceived underdevelopment of private sector
• Major changes required in public service delivery system
Consequences of Not Targeting

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The Better-Off Receive More Public Subsidies

% of Public Sector Clients Among the Bottom Two Wealth Quintiles

Egypt, Colombia, Nicaragua, Philippines, Turkey, Zimbabwe, India, Haiti, Armenia, Bolivia, Guinea, Ghana, Cambodia, Malawi, Nigeria, Kenya, Benin, Tanzania, Uganda, Ethiopia, Guatemala, Mali, Cameroon

Source: DHS data, 2001–2004
Crowds Out Commercial Sector: Case of Peru

1992
- Commercial: 41%
- MOH: 36%
- NGO: 6%
- Social Security: 12%
- Other: 5%

1995
- Commercial: 17%
- MOH: 11%
- Social Security: 12%
- NGOs: 2%
- Other: 2%

1992 vs. 2000: Ministry of Health mandates FREE family planning for ALL

Source: DHS 1992 and 2000 Peru
Benefits of Targeting

• Promotes equity
• Stimulates private sector involvement
• Enables design of programs geared to target population needs and characteristics
Putting a Targeting Strategy in Place: A Multistep Process
Step One

Define target group(s)

Which groups
• Face access barriers?
• Are underserved?
• Have low contraceptive use?
• Have high unmet need, fertility, and/or unintended pregnancies?

What are/is their
• Sociodemographic characteristics?
• Geographic distribution?
• Size?

Political consensus
Step Two

Define target group(s) → Select targeting approach

Political consensus
Selecting an Approach

**Characteristic (indirect) targeting**
Eligibility defined by presence or absence of characteristic

**Individual (direct) targeting**
Requires means testing

**Access Barrier**

- **Social**
  - Ethnicity
  - Age
  - Postpartum women

- **Physical**
  - Geographic isolation
  - Residence (rural, slum)

- **Financial**
  - Poverty
  - Unemployment
Examples of Targeting Approaches in Public Sector Health and FP Programs

- **Turkey**
  - Those unable to pay fees

- **Peru**
  - Residents in poorest departments

- **Ghana**
  - Leprosy, TB patients

- **Romania**
  - Students
  - Rural
  - Unemployed
  - Poor

- **Indonesia**
  - Residents in designated “poorest villages”

- **Thailand**
  - Those below income threshold among unmarried couples, children, and veterans

Step Three

Define target group(s) → Select targeting approach → Plan & implement

Political consensus

- Pilot test
- Scale up
- Monitor & evaluate
Measure Success of Targeting Strategies

- **Measure Effectiveness (coverage)**
  - Increased coverage (participation rates)
  - Increased contraceptive use among target population
  - Decreased unmet need

- **Measure Efficiency (leakage)**
  - Decline in % ineligible clients obtaining targeted services
Targeting Can Be Done

Targeting requires

- Commitment and perseverance;
- A long-term focus;
- Resources (but not necessarily expensive); and
- Opportunities for implementing a new approach
  - Health sector reform
  - Poverty reduction programs