

Engagement with private sector actors in the governmental commitment process

Private sector actors play a significant role in delivering family planning (FP) services, products, and information and therefore should be considered key partners in the FP2030 commitment development, implementation, and monitoring and accountability processes. Looking beyond the public sector can significantly expand the reach, effectiveness, and sustainability of national family planning strategies and frameworks, including the FP2030 commitments.

Private sector actors range from importers and manufacturers to supply chain and distribution companies, private health insurers, private service providers and suppliers (including small and medium health enterprises, social enterprises, pharmacists, drug shops, and other nontraditional partners), and national/global corporations. To engage some private sector actors, regularly sharing information to raise awareness and make the case for the impact of FP and the FP2030 commitments process may be a good way to start. For other actors, when the gain for them resulting from their engagement is clear, actively involving them in the development of country commitments, national/subnational plans, strategies, and policies may lead to successful outcomes.

Depending on the country context, engagement with different types of private sector actors at various levels can be prioritized throughout the country commitment process. In the table below, you will find opportunities to engage with different private sector actors in different ways. To learn more about these opportunities, consult the resources compiled below the table or email info@fp2030.org for further support.

Type of Private Sector Actor	Opportunities to Engage: Commitment Development Process	Opportunities to Engage: Commitment Implementation	Opportunities to Engage: Commitment Monitoring and Accountability
Importers and Manufacturers	<ul style="list-style-type: none"> Identify leading family planning manufacturers and importers and consider ways to actively target their engagement and share information to increase their involvement and interest in the process. 	<ul style="list-style-type: none"> Ensure forecasting and procurement takes into account data and evidence from the total market, including from commercial manufacturers and importers. Involve importers and manufacturers in the development and implementation of policies, regulations, and laws that would affect them directly or indirectly. Partner with manufacturers and importers to promote/facilitate commercial product introduction into the FP market. 	<ul style="list-style-type: none"> Encourage manufacturers and importers to identify areas where they can contribute to monitoring market growth and advocate for action toward achieving the FP2030 commitments.
Supply Chain and Distribution Companies	<ul style="list-style-type: none"> Identify leading family planning private sector supply chain and distribution companies and consider ways to actively target their engagement or passively share information to increase their engagement and interest in the process. Meet with supply chain actors to understand bottlenecks and challenges. 	<ul style="list-style-type: none"> Work with supply chain and distribution companies, alongside manufacturers, to identify new FP products that can be introduced commercially to fill market gaps. Partner with supply chain and distribution companies to promote and facilitate commercial product introduction into the FP market. 	<ul style="list-style-type: none"> Encourage supply chain and distribution companies to identify areas where they can contribute to monitoring market growth and engage business-to-business to advocate for action toward achievement of the FP2030 commitments. Operationalize and enforce policies that motivate timely and complete routine reporting into national HMIS systems.

Type of Private Sector Actor	Opportunities to Engage: Commitment Development Process	Opportunities to Engage: Commitment Implementation	Opportunities to Engage: Commitment Monitoring and Accountability
<p>Private Service Providers (clinics, pharmacies, chemical/drug shops, informal shops, faith-based providers)</p>	<ul style="list-style-type: none"> • Identify private provider associations, such as nurse and midwife associations, health care federations, and other networks of private FP providers, and encourage them to join your Commitment Steering Committee and other technical working groups. • Identify what proportion of youth and unmarried women, as well as urban and rural women, rely on private service providers for contraception using this tool and prioritize access to and quality of care (including adolescent-friendly services) in these facilities in the commitment draft. 	<ul style="list-style-type: none"> • Given the importance of private service providers for FP service delivery, enhancing quality of care and ensuring that providers of all types offer user-centered and rights-based care are of critical importance. Practical quality of care tips for the private sector: <ul style="list-style-type: none"> ○ Ensure private providers of all cadres know, and are trained on, the minimum service standards related to their scope of practice and service environment, with adequate space to provide FP. ○ Understand the incentives and motivations of private providers, based on the purchasing mechanisms to inform policies. ○ Support the creation of a quality culture by instituting accountability mechanisms, improving data reporting and quality, and offering incentives for high performance/contracting through a performance-based financing mechanism. • Consider public-private contracting through service-level agreements to engage the private sector and enhance access to FP. 	<ul style="list-style-type: none"> • Develop accountability mechanisms for private service provider reporting including MOH-led data feedback loops to private service providers to enhance data for decision-making and stronger alignment to specific community health needs (system responsiveness). • Operationalize and enforce policies that motivate timely and complete routine reporting into national HMIS systems. • Encourage private service providers to engage with civil society actors to monitor progress and advocate for action toward achieving the FP2030 commitments, potentially through the creation of community accountability groups.

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Private Health Insurers	<ul style="list-style-type: none"> Identify leading private health insurers (preferably ones that already include FP commodities and services in their health premiums) and consider ways to actively target their engagement and passively share information to increase their engagement and interest in the process. 	<ul style="list-style-type: none"> Involve private health insurers in policy change and universal health coverage (UHC) efforts, working toward reimbursement for some or all FP methods. 	<ul style="list-style-type: none"> Encourage private health insurers to engage with civil society actors to monitor progress and advocate for action toward achieving the FP2030 commitments.
National/Global Corporations (non-FP/Health)	<ul style="list-style-type: none"> Partner with UNFPA, USAID, FP NGOs, and major business associations to identify national/global corporations with strong workplace health and social services for their employees and recruit them to engage in the commitments process. Engage the Ministry of Labor in the commitment drafting process and request its support regarding involvement of the private sector. 	<ul style="list-style-type: none"> Create partner groups and private-public platforms for sharing the business case on FP, advocate for investment by national and global corporations in worker health and empowerment, and develop joint activities. Form partnerships with national corporations and NGOs to support social and behavior change (SBC) messaging through the workplace and in the community. 	<ul style="list-style-type: none"> Create reporting processes with national and global corporations and NGO partners to provide technical support and mechanisms that help companies document their activities and report on their health and social investments.

KEY RESOURCES FOR CONSIDERATION

- [Building a Roadmap for Systematic Private Sector Engagement in Health – Palladium](#)
- [Engaging the Private Health Service Delivery Sector through Governance in Mixed Health Systems – WHO](#)
- [Stewarding the Private Sector for Family Planning | Sustaining Health Outcomes through the Private Sector – SHOPS Plus](#)
- [Framework for Corporate Action on Workplace Women’s Health and Empowerment – United Nations Global Compact, UN Foundation, UNFPA](#)
- [Private Sector Engagement in National Health Management Information Systems: Barriers, Strategies, and Global Case Studies – SHOPS Plus](#)
- [Public-Private Partnerships for Family Planning Commodities – SHOPS Plus](#)
- [The Private Sector: Key to Reaching Young People with Contraception – SHOPS Plus](#)
- [Sustainable Growth of Uganda’s Family Planning Market through Improved Private Sector Engagement: A Political Economy Analysis – HP+](#)
- [20 Essential Resources: The Private Sector & Family Planning – Knowledge Success](#)