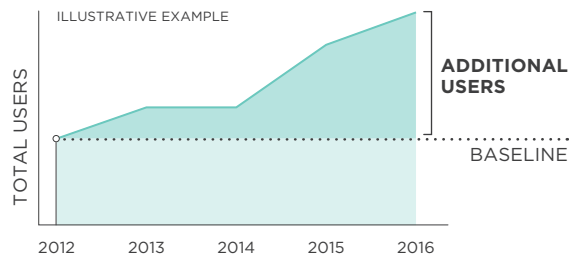


# Understanding ‘Additional Users’

## A CLOSER LOOK AT ONE OF FP2020’S FOUNDATIONAL INDICATORS

The number of ‘additional users’ is the difference in the total number of contraceptive users in a population between two points in time: a baseline and a point in time after that baseline. In the case of FP2020, the baseline is the number of modern contraceptive users at the start of the initiative in 2012.

$$\text{Additional Users} = \text{Users}_x - \text{Users}_{\text{Baseline}}$$



**Contraceptive use is not static, but dynamic.** During the course of their lives, women start, continue, and stop using contraceptives for different reasons.



**ADOPTION** includes both women using contraception for the first time in their lives and those who temporarily stopped using contraception and are now resuming use.

**CONTINUATION** refers to women who have been using and continue to use contraception. This includes women using long-term and short-term methods.

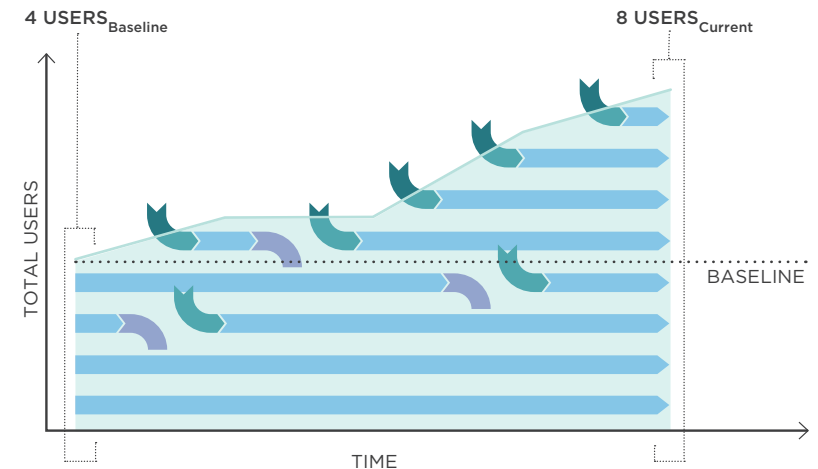
**DISCONTINUATION** occurs when women stop using contraception. Reasons for stopping use are varied, including deciding to get pregnant, menopause, and side effects, among others.

In 2012, Family Planning 2020 (FP2020) was launched with the aim of enabling 120 million additional women and girls to use modern contraception by 2020. The ‘additional users’ metric—FP2020 Core Indicator 1—is one of FP2020’s foundational measures of progress that galvanizes efforts to expand contraceptive access, choice, and quality.

For more information, visit the **FP2020 Data and Measurement Hub**: <http://www.familyplanning2020.org/measurement-hub/additional-users>

The ‘additional users’ metric measures population-level change but belies the dynamic nature—or “churn”—of contraceptive use. Routine health data on individuals provide insight into these underlying dynamics, but because these data are focused on adoption, they do not tell us what is happening at the population level. This is shown by comparing the number of adopters and additional users; there are seven adopters but only four additional users because three users discontinue.

To know what is happening at the population level, we have to account for adoption, continuation, and discontinuation. ‘Additional users’ captures these changes at the population-level, using modeled estimates derived from surveys and routine data. However, this metric does not reveal which individuals are continuing users, have discontinued, or are adopters “replacing” those who discontinued.



$$8 \text{ Users}_{\text{Current}} - 4 \text{ Users}_{\text{Baseline}} = 4 \text{ Additional Users}$$

‘NEW USERS’  
≠  
‘ADDITIONAL USERS’

Many people mistakenly use the term ‘new users’ interchangeably with ‘additional users.’ The term ‘new users’ has multiple definitions, including women new to a provider, new to a method, or new to contraceptive use in general.

Regardless of its meaning, ‘new user’ is an individual-level metric that refers to a specific person, and thus **cannot be used interchangeably with the population-level metric of ‘additional users.’**

