



# IMPACTNOW

## Quantifying the Near-Term Benefits of Family Planning

Photo by Gates Foundation

### Saving Lives, Saving Money

ImpactNow shows—in the near term—how expanding method mix and increasing FP use can

- Result in financial savings for the healthcare system
- Save the lives of mothers and children
- Reduce the number of unintended pregnancies

ImpactNow, a new model developed by the USAID-funded Health Policy Project (HPP), demonstrates the near-term benefits of investing in family planning (FP). The model generates compelling evidence that will help decisionmakers and policy advocates make the case for meeting their FP goals.

Family planning is a cost-effective way of improving maternal and child health. However, a lack of concrete information on near-term benefits has hindered efforts to increase immediate investment in family planning. Without this evidence, policymakers and program planners have found it difficult to establish realistic, achievable goals or secure the funding needed to expand access to high-quality FP services. ImpactNow quantifies the benefits of family planning in an easily understood way, estimating both the health and economic impacts of family planning within a 2–7-year timeframe. For example, it demonstrates how declines in maternal and child mortality, as well as in abortion, occur as FP use increases. On the economic side, the model quantifies the cost savings to the health system when unintended pregnancies are avoided, which shows the double benefit of family planning as a good financial investment that simultaneously helps women achieve their reproductive desires. These cost savings can be compared to the total investment in family planning to estimate the cost-benefit ratio, or how many dollars are saved in healthcare costs for each dollar invested in family planning. ImpactNow can also estimate the total investment needed to reach specific national or subnational FP goals.

### How Does It Work?

ImpactNow easily compares three scenarios, enabling the user to make the case for one policy over another. Default data are provided for each input, but they can be replaced with more localized data when available. An Excel interface and click-through navigation allow the user to quickly set up an analysis and view the specific results of interest. The model can be configured, with the click of a button, one of three ways: based on a contraceptive prevalence rate (CPR) goal, based on an unmet need goal, or based on assumptions about future funding for family planning. Key policy levers, such as method mix and costs for each FP method, can be adjusted to see their impact on health and economic outcomes.

### What Can It Do?

ImpactNow has been used to advocate for increased support of family planning in various national and subnational settings. For example, in Nigeria, the model is being used to advocate for increased public sector FP consumable funding in Lagos—investments required for achieving the state's share of

Nigeria's FP Blueprint. In Zimbabwe, the Honorable Minister of Health and Child Care used ImpactNow and other modeling results to publicly rebut recent criticisms of the national FP program and reaffirm the nation's commitment to FP2020 goals.

ImpactNow is a valuable new tool that enables analysts and advocates to readily produce key advocacy messages—and the evidence to back them—in support of more effective FP policies. These policies will not only allow women to achieve their reproductive goals and but will also allow governments to achieve their socioeconomic priorities.

ImpactNow was developed with input from many researchers and advocates, following numerous consultations with experts in the field. It was adapted from Marie Stopes International's (MSI) Impact 2 as a collaboration between MSI and the Health Policy Project (HPP), with support from USAID. The model aligns with several other FP models and approaches, including the approach used by Track20, which estimates the impacts of FP2020 commitments.

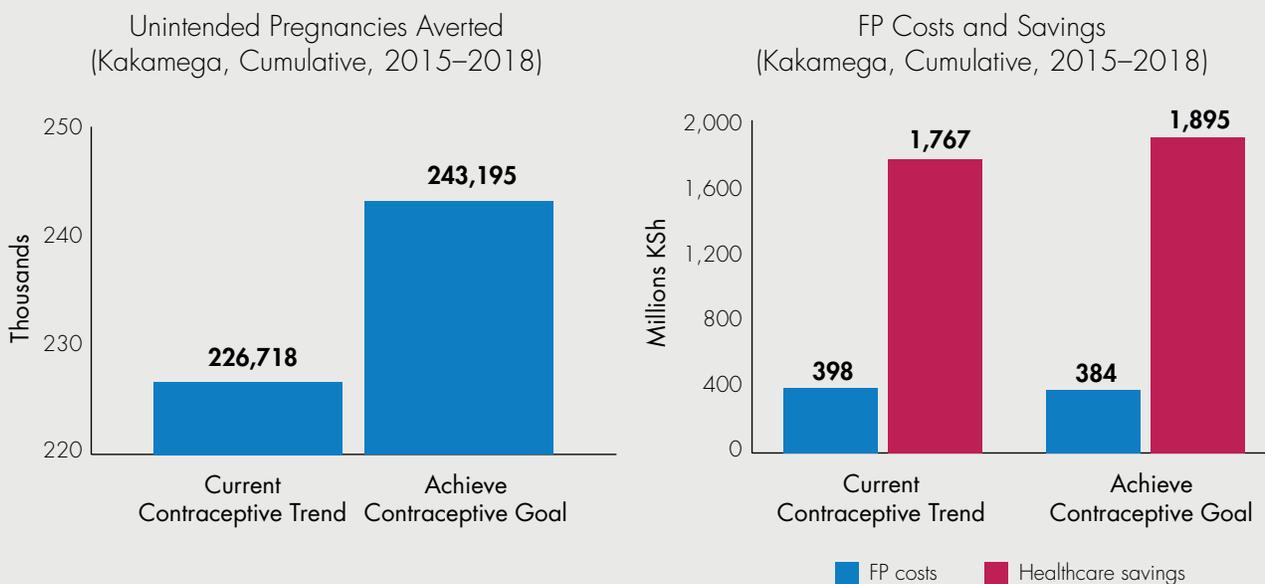
ImpactNow, its manual, and sample exercises, can be downloaded from [www.healthpolicyproject.com](http://www.healthpolicyproject.com). All materials are available in both English and French.

### Supporting the Establishment of FP Line Items in Two Kenyan Counties

In 2015, Futures Group partnered with Advance Family Planning (AFP) to implement ImpactNow in the Kenyan counties of Siaya and Kakamega.

Working in collaboration with local FP champions on ImpactNow data inputs and scenarios, the team projected the health and economic benefits of realizing county FP strategy goals, namely increasing the use of modern contraception and expanding method mix to include long-acting methods.

Armed with this compelling evidence, the FP champions successfully advocated to county health management teams and county executives to secure an FP funding allocation in their 2015/2016 budgets.



Republic of Kenya, County Government of Kakamega. 2015. "Family Planning in Kakamega, Kenya: Saving Lives, Saving Money."

#### Contact Us

Health Policy Project  
 1331 Pennsylvania Ave NW, Suite 600  
 Washington, DC 20004  
[www.healthpolicyproject.com](http://www.healthpolicyproject.com)  
[policyinfo@futuresgroup.com](mailto:policyinfo@futuresgroup.com)

The Health Policy Project is a five-year cooperative agreement funded by the U.S. Agency for International Development under Agreement No. AID-OAA-A-10-00067, beginning September 30, 2010. HPP is implemented by Futures Group, in collaboration with Plan International USA, Avenir Health (formerly Futures Institute), Partners in Population and Development, Africa Regional Office (PPD ARO), Population Reference Bureau (PRB), RTI International, and the White Ribbon Alliance for Safe Motherhood (WRA).

The information provided in this document is not official U.S. Government information and does not necessarily represent the views or positions of the U.S. Agency for International Development.