

# Reimagining Immediate Postpartum Family Planning

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## Objective: Reimagine Immediate Postpartum Family Planning (PPFP)

- Focus on immediate PPFP (0-48 hours post partum)
- Understand why the opportunity to tap the value of PPFP is being missed or is limited
- Capture key insights into why PPFP is not universally available and/or adopted
- Generate some specific problem statements around which the “innovators” can create new or enhanced or transformative solutions
- Multidisciplinary teams of innovators will **Think, Discuss, Create, Build, Review and Share** some creative new solutions

# The Process



Adapted from IDEO Human Centered Design Toolkit

# Insights

## What is an “insight”?

- An understanding of issues that sheds light on or helps solve a problem.
- A penetrating and sometimes a sudden understanding, of a complex situation or problem
- The “AHA” moment

## During the recent Ebola recent Ebola epidemic, 800 health workers were infected

- **Why:** Ebola is highly contagious, and health workers are acquiring it from patients.
  - **Why:** The personal protective equipment is not protecting them from exposure.
    - **Why:** Exposure occurs during repeated ??? (i.e, removal of personal protective equipment).
      - **Why:** Provider gets intolerably hot, dehydrated and uncomfortable in 1-2 hours, and the doffing process is complicated with 22 steps prone to error.
        - **Why:** The current design of the personal protective equipment (PPE) is unsuitable.

# Problem Statements

## What is an “problem statement”?

- Defining the problem clearly upfront helps the **idea creation** and **problem solving** that follows. A problem statements is not a "lack of a solution" statement.
- Example: The current PPEs do not sufficiently protect heath workers because:
  1. they are uncomfortable, and
  2. they require many complex steps to don and doff correctly. A safer PPE would keep the provider cool and comfortable, and have a simple donning and doffing process.

# Reimagining Solutions

- **Put the user first**
  - *You have to be bothered by the way things are*
- **Speed is Vital**
  - *Otherwise people die*
- **Set audacious goals**
  - *Have a healthy disregard for the impossible*
- **Overweight the future**
  - *Because in our routines, we are too consumed with the present*
- **Be uncompromising about people**
  - *It is people who drive change*



Adapted from Google's principles for reimaginings.

## What you told us in the survey...





## Survey Results: 73 responses from 15 countries

- Most (96%) fully support contraception, family planning and postpartum family planning for all women and men
- Reasons have prevented respondents from dedicating more time and/or resources to PFP varied
- Respondents think ~38% of women want to start a family planning method immediately after birth at the clinic/service/practice but do not leave with a method (unmet need for postpartum family planning)
- Only 25% of respondents think that there is prevalent support for modern family planning

## Survey Results: YOUR Insights

- Many providers are not trained to offer PPFp, especially PPIUD
- Providers at ANC, labor rooms, PNC, child health clinics are not counseling and/or offering PPFp routinely (IPT is now routine for malaria prevention in pregnancy)
- Some providers have cultural bias against PPFp (some ask, why sex immediate postpartum?)
- PPFp counseling is not included as a standard of care in ANC folders/folios like pelvic assessments

## Survey Results: YOUR Insight

Social perception that immediate postpartum is a time when it is prohibited to have sexual intercourse (perceptions of when sex should resume after child birth).

## Survey Results: YOUR Insight

Since the counseling during ANC is limited, the chances of using in immediately postpartum is very low.

## Survey Results: YOUR Insight

Women feel/ think that it's too soon to start using family planning methods because they are breastfeeding.

# The Power of Bold Ideas

Oying Rimon  
Director, Bill & Melinda Gates Institute for Population and  
Reproductive Health



## Reimagining Immediate PFP: the landscape

- What do women & couples want: *Angela Mutunga*
- What do countries and programs want: *Biran Affande*
- What is working well: *Anne Pfitzer*
- What is not working well: *Elaine Charurat*
- What will donors support: *Patricia MacDonald and Maryjane Lacoste*

# Instructions

**Break into 6 Insight Teams:**

## **Task 1: Insights : 45 minutes (09:45 – 10:30)**

- Catalyst clarifies task and shares 1-2 examples of insights
- Everybody writes ONE important insight regarding immediate PFPF : remember to get to the deepest insight by asking WHY repeatedly (ORANGE post-it)
- **Post your insight on the wall near something that seems similar**
- Clarify and consolidate
- Select up to 2 key insights



# Six Insight Teams

Team	Catalyst	Room
1. French	Anne Pfitzer	Phayao 1
2. English	Lynn Kanyuuru	Phayao 2
3. English	Emily Katarikawe	Phayao 3
4. English	Rae Galloway	Sukhothai 1
5. English	Maryjane Lacoste	Sukhothai 2
6. English	'Dipo (Emmanuel) Otolorin	Sukhothai 3

## Instructions, continued

### Task 2: Problem Statements: 30 minutes (10:30 – 11:00)

- Develop and agree on a problem statement for each of the selected insights (RED Post-it)
- **Post your key insights and problem statements on main wall**

## Instructions, continued

### **Task 3: Prioritize the Problems : 30 Minutes (11:30 – 12:20)**

- A member from each team has 3 minutes to read aloud their insights & problem statements
  - The Catalysts will determine if a problem statement is very similar to one presented and consolidate
- Vote: each person has 2 cards: green and white
  - Write your name and your language of choice on both cards
  - The green card is your first choice and the white card represents your second choice
- Catalyst will give out instructions for group work on reimagination (solutions)
- Organizers will create teams

# Ten Reimagining Solutions Teams

Team	Catalyst	Room
Réinventer (French Team)	Isiguel Pleah	Auditorium Stage
Rejuvenate / Rajeunir (French or English)	Anne Pfitzer	Phayao 1
Revamp	Elaine Charurat	Sukhothai 1
Redesign	Megan Christofield	Sukhothai 1
Renovate	Sadie Healy	Lanna Ballroom
Rethink	Jenny Gilbertson	Sukhothai 3
Recreate	Monica Kerrigan	Sukhothai 2
Restore	Chelsea Cooper	Sukhothai 2
Renew	Bulbul Sood	Phayao 3
Remodel	Paul Nyachae	Phayao 2

## Reimagining Solutions Teamwork

- Go over the key insights
- Make sure everyone understands the problem statement to be addressed
- Coordinate discussion, maintain full participation and record everything on poster: be creative, use drawings and color
- Define one or more solutions to the problem: go into sufficient detail so as to make your solution really compelling
- Ensure that everyone engages fully in developing the solution
- Be prepared to make a 4 minute pitch during the walk-through
- This evening, the Catalysts will type up the notes and take photos of all the charts and send them to [PPFP2015@jhpiego.org](mailto:PPFP2015@jhpiego.org)

# THANK YOU

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