

# Rapid Scale-Up of Quality Family Planning Services at Urban Primary Health Centers

## Why use this approach?

The 30-Hour Magic + approach has been proven effective across urban primary health centers (UPHCs) across TCI-supported sites across India. This approach uses a special Fixed Day Static (FDS)/Family Planning Day within a 30 hour span to rapidly scale-up family planning services.



## STEP 1: Initial planning and steps

A team is constituted to carry out the special FDS drive & responsibilities are assigned accordingly. The special FDS drive team arrives in the city three days in advance.



## STEP 2: Enabling the environment (first 10 hours)

### Ensuring key government stakeholders buy-in:

On Day 1, the special FDS drive team meets with the Chief Medical Officer (CMO), Urban Health Officials, District Quality Assurance Committee (DQAC), Medical Officer In-charge (MOIC) and other UPHC staff to brief them about the purpose of the drive and discuss the plan of execution. The team assesses all UPHCs of that particular city to identify which meet the minimum criteria required for quality family planning services and selects "ready-to-start" UPHCs for demonstrating FDS via the 30-hour magic + innovation.

### Facilitating facility preparedness:

All identified UPHCs are equipped to be able to conduct FDS on the third day. Family planning supplies (IUCD, DMPA, OCPs and condoms), equipment, IUCD insertion kit, infection prevention kit, etc. are ensured by either procuring or pooling resources from the nearby UPHCs/hospitals as per the estimated client load. All existing service providers at the facility are sensitized on the importance of the special FDS and briefed on effective communication and counseling of contraceptive methods. The team ensures preparedness of accredited private facilities and district women's hospitals to offer services to referral clients from special FDS.

### Ensuring community engagement:

The team obtains the list of ASHAs along with their family planning training status. From this list, they identify high performing ASHAs for supporting the special FDS day. The team conducts an orientation meeting with identified ASHAs in order to strengthen their capacity and formulate a plan to reach out to eligible couples residing near the selected UPHCs through group meetings and household visits.

### **Facilitating quality assurance:**

Same day liaising is done with DQAC members to visit UPHC on the special FDS day for assessing it on quality parameters.



## **STEP 3: Bolstering the demand (next 10 hours)**

On Day 2, selected ASHAs are coached and mentored on the process of making priority list, identifying potential clients and counseling them for giving voluntary choice of family planning. The ASHAs are accompanied and given on-site coaching support as they engage potential eligible couples during their household visits. The details about the FDS day of services are made available via handmade posters and handbills and temporary posters are pasted in the visitor's area of the UPHC. Facility staff also inform their clients that walk-in for other services about FDS.



## **STEP 4: Strengthening access and quality (last 10 hours)**

### **Continuing to ensure community engagement:**

On Day 3, the due lists from all ASHAs are aggregated and shared with the participating UPHCs to estimate demand. Follow-up is done with all the interested clients.

### **Further facilitating facility preparedness:**

To reduce waiting time and for systematic client flow, registration desk and counseling corner are properly labeled with the informed choice basket. IEC materials are kept as well. To maintain privacy, an area is assigned for screening and service provision.

### **Ensuring monitoring & data reporting:**

To ensure proper reporting, a standardized format is shared across all UPHCs for maintaining family planning client's record, and client exit interview checklist is also shared for assessing client satisfaction.

### **Ensuring visit of DQAC members & health officials:**

DQAC members are informed to visit facilities during FDS for quality assurance. CMO and other health officials are invited to observe the special FDS day and bolster the enthusiasm of UPHC staff and ASHAs.