

Final PMAC Intervention Package

As the learning and adaptation phase of the PMAC project in Kenya draws to a close, rich learning has emerged for all four solutions originally proposed to impact the post MA FP market. As the project moves into its final phase, the final implementation package still addresses all four levers (product and place; price; promotion; and provider) but with varying levels of emphasis, given the implementation experience in 2023. The final implementation package contains a primary intervention, secondary intervention, and advocacy activities for sustainability to support pharmacies in Nakuru County, Kenya to sustainably provide quality post MA FP in mixed health systems. An infographic of the Final PMAC Intervention Package is available [here](#).

Enhancing Quality of Care

Primary Intervention

- Training on post MA contraceptive counseling and service delivery (including counseling for choice and addressing infection prevention/control and pharmacovigilance), MA client follow-up, and documentation (Provider)
- Utilization of post MA contraceptive care guidance, Information Education and Communication (IEC) materials and job aids (Promotion)
- Monthly technical support, including aligning pharmacists TA needs with county annual workplans for seamless onsite mentorship support (Provider & Price)
- Referral linkages between MOH facilities and private pharmacies for expanded method choice (especially long term methods) (Provider)

Building a Business Case

Secondary Intervention

- Increased client-driven referrals and client loyalty due to enhanced quality of care (Provider)
- askNivi marketed as a source of MA and post MA FP information and referrals to PMAC pharmacies for products and services (Product & Place)
- Better business model through improved commodity management (Provider)

Sustainability Efforts

Advocacy Activities

- Advocacy for integration of Combipack guidelines and post abortion family planning (PAFP) into Ministry of Health (MOH) FP curriculum for pharmacists and pharmaceutical technicians (Provider)
- Advocacy with Nakuru County MOH for inclusion of PAFP in the County primary care intervention package and integration of private pharmacies into the primary care network (Provider & Promotion)
- Linkages to MOH for free commodities, technical support and data reporting opportunities through the District Health Information System (DHIS) (Provider & Price)

Have questions?

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