MEASURING EQUITY

Implementers' Approach to Assessing
How Well Social Franchising Reaches the Poor

USAID, Washington DC
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Kim Longfield (PSI) and Nirali Chakraborty (PSI)
on behalf of the Social Franchising Metrics Working Group

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SOCIAL FRANCHISING

Branding

Training

Standards

Commodities

SOCIAL FRANCHISING

●●●●

● **SOCIAL FRANCHISING IN 2013**
  - >> **75 Programs**
  - >> **40 Countries**
  - >> **45,000 Clinics and Pharmacies**
  - >> **32,000,000 Clients**

● **SERVICES**
  - >> **Family Planning**
  - >> **HTC & treatment**
  - >> **TB**
  - >> **Malaria**
  - >> **Pneumonia**
  - >> **Safe Delivery**
  - >> **STI Care**

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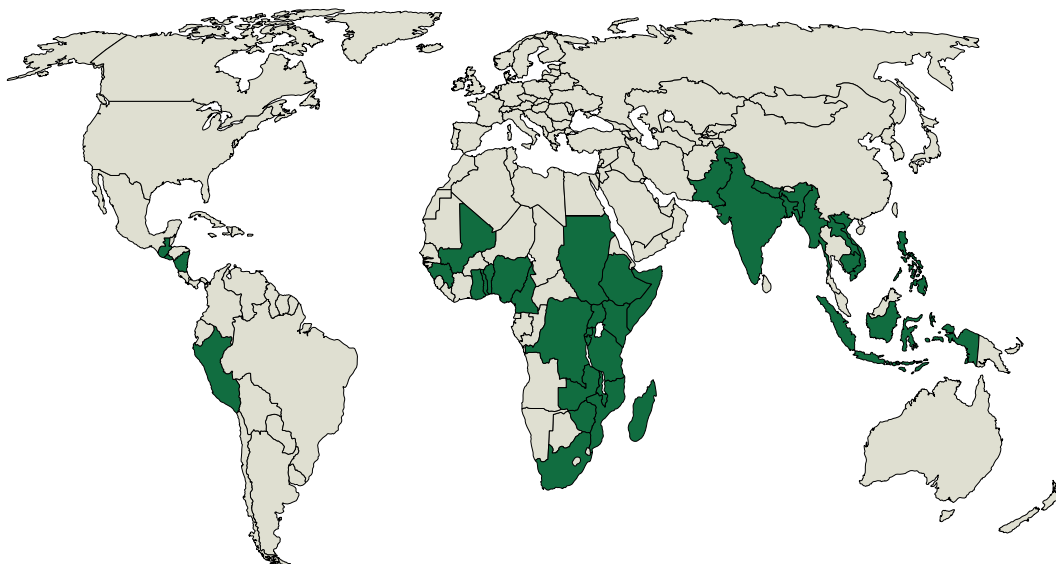
GOALS OF SOCIAL FRANCHISING

Health Impact	Improving population health
Equity	Enabling the poorest to access services
Quality	Assuring adherence to clinical standards
Health Market Expansion	Delivering services that would otherwise not be provided
Cost-effectiveness	Providing services at equal or lower cost to the alternatives

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DIFFERING PRIORITIES – DIFFERING ATTRIBUTES

Program Managers:
>> Easy to collect (fast, inexpensive)
>> Easy to interpret by managers and field staff

Agency Headquarters:
>> Standardized
>> Comparable across countries
>> Easy to explain

Other Stakeholders:
>> Comparable to global standard
>> Rigorous

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FIRST COMMON METRIC: EQUITY

Traditional

"I know I reach the poor because I work in poor areas"

Improved

"I know I reach the poor because X% of my clients are…"

METRIC ATTRIBUTES

>> Easy to collect and interpret
>> Low cost
>> Comparable to national context
>> Comparable across countries

POSSIBLE METRICS: IDENTIFY, PILOT, VOTE

PPI – Progress out of Poverty Index

Wealth Index

Multidimensional Poverty Index

>> 3 candidate measures considered

>> MPI dismissed: not feasible to collect

>> PPI and Wealth Index piloted in 5 countries in 2012

>> Pilot results measured against selection criteria

PPI: DATA COLLECTION

Benin Progress out of Poverty Index® (PPI®): Scorecard

	1. Atakora	14
2. Main material of the exterior walls of the main building (as observed)	A. Earth, stone, wood/planks, palm leaves/bamboo, or other	0
	B. Mud plastered with cement	1
	C. Bricks	4
3. How many household members are there?	A. Eight or more	0
	B. Seven	6
	C. Six	10
	D. Five	14
	E. Four	20
	F. Three	30
	G. Two	40
	H. One	48
8. Does your household have a motorcycle, scooter, or automobile?	A. No	0
	B. Yes	5
9. How many mobile telephones does your household have?	A. None	0
	B. One	2
	C. Two or more	9
10. Has the household owned (including as an inheritance) or rented any sub-divided, developed, or irrigated land in the past 12 months?	A. Does not own etc.	0
	B. Does own etc., but land is not sub-divided, developed, or irrigated	2
	C. Does own etc., and some land is sub-divided, developed, or irrigated	5

Microfinance Risk Management, L.L.C., microfinance.com

This PPI was created in March 2012 based on data from 2010. For more information about the PPI, please visit www.progressoutofpoverty.org.

PPI: DATA ANALYSIS

- Sum score from survey responses
- Look up score on table
- Sample average = proportion poor in sample

Benin PPI®: Lookup Tables

Use the following look-up tables to convert PPI scores to the poverty likelihoods below each

PPI Score	National			USAID	Internati
	100% (%)	150% (%)	200% (%)	'Extreme' (%)	$1.25 (%)
0-4	87.1	100.0	100.0	49.7	94.0
5-9	82.6	93.9	100.0	49.7	85.8
10-14	68.7	88.1	95.4	41.1	74.6
15-19	64.8	87.5	95.3	35.1	70.4
20-24	53.2	83.3	92.9	25.3	62.2
25-29	44.4	74.6	89.6	20.4	49.4
30-34	33.4	67.9	85.3	12.8	39.4

WEALTH QUINTILES: DATA COLLECTION

110	Does your household have: (4)		YES	NO
	Electricity?	ELECTRICITY	1	2
	A radio?	RADIO	1	2
	A television?	TELEVISION	1	2
	A mobile telephone?	MOBILE TELEPHONE	1	2
	A non-mobile telephone?	NON-MOBILE TELEPHONE	1	2
	A refrigerator?	REFRIGERATOR	1	2
	[ADD ADDITIONAL ITEMS. SEE FOOTNOTE 4.]			

114	MAIN MATERIAL OF THE FLOOR. (3)	NATURAL FLOOR	
		EARTH/SAND	11
	RECORD OBSERVATION.	DUNG	12
		RUDIMENTARY FLOOR	
		WOOD PLANKS	21
		PALM/BAMBOO	22
		FINISHED FLOOR	
		PARQUET OR POLISHED	
		WOOD	31
		VINYL OR ASPHALT STRIPS	32
		CERAMIC TILES	33
		CEMENT	34
		CARPET	35

118	Does any member of this household own:		YES	NO
	A watch?	WATCH	1	2
	A bicycle?	BICYCLE	1	2
	A motorcycle or motor scooter?	MOTORCYCLE/SCOOTER ...	1	2
	An animal-drawn cart?	ANIMAL-DRAWN CART	1	2
	A car or truck?	CAR/TRUCK	1	2
	A boat with a motor?	BOAT WITH MOTOR	1	2

119	Does any member of this household own any agricultural land?	YES	1	
		NO	2	→ 121

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WEALTH QUINTILES: ANALYSIS

- Principal Components Analysis on DHS data
  - Capture factor scores for each asset
    - Standardize Client data to DHS data
      - Multiply each asset by factor score
        - Sum (Std value*factor score) for each client
          - Place clients within DHS quintiles

PILOT RESULTS: METRIC CHARACTERISTICS

Wealth Index

>> Relative measure

>> Uses DHS data to compare client sample to national wealth quintiles

>> Low-cost because DHS data is publicly available

Quintile	India	Madag.	Benin	DRC	Mali
	n=797	n=853	n=535	n=242	n=293
1 (Poorest)	27.9	2.1	3.4	0	0
2 (Poorer)	22.5	9.3	2.4	0	0
3 (Middle)	21.7	25.4	4.3	0	0.3
4 (Richer)	15.3				
5 (Richest)	12.7				85.7

Example: Benin

- Only 6% of clients are from the bottom 40% of the population

PPI

>> Absolute measure

>> Bespoke asset list gives likelihood that a client is under World Bank $1.25/day poverty thresholds

>> Expensive: unique asset weights developed for each country

Threshold	Clients	Benin	Pakistan	Philippines	Vietnam
$1.25/day	Franchise	19%	17%	17%	8%
	National	47%	21%	18%	17%
$2.50/day		%			51%
	National	75%	60%	42%	43%

Example: Benin

- 19% of franchise clients living under the $1.25/day threshold vs. 47% of the national population

BOTH METRICS GIVE SIMILAR RESULTS

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SELECTION CRITERIA

Criteria	Wealth Index	PPI
Easy to Collect and Interpret	✅ Easy to collect ❌ Difficult to calculate ✅ Quintiles widely used/understood ❌ Somewhat difficult to interpret	✅ Easy to collect ✅ Easy to calculate ✅ Easy to interpret poverty threshold
Low Cost	✅ Inexpensive ✅ Based on publicly-available DHS	❌ $20,000 - 25,000 USD/country ❌ High upkeep costs
Comparable to National Context	✅ Wealth quintiles accurate and validated comparison to national distribution ✅ Easy subgroup analysis	✅ Percent of clients under poverty line easily comparable to national poverty rate ❌ Difficult/impossible subgroup analysis *e.g.: just urban, or just FP clients*
Comparable Across Countries	✅ Can discuss percentage of clients that fall within bottom 40%, but measure is relative to a country	✅ Percentage of clients under $1.25/day standard across countries

APPLYING WEALTH INDEX: GOING FORWARD

- **Randomly select 30-60** social franchise clinics
    - \>> **Sample should be generalizable to entire network**

- **Conduct exit surveys among 400 or more clients**
    - \>> **Primary survey outcome probably not equity; power survey for primary outcome**
    - \>> **Within facility sampling depends on facility volume and other characteristics**

- **Integrate DHS asset questions for every country into survey**
    - \>> **Assets and household characteristics**
    - \>> **Exact list of questions can be procured from ICF Macro**
    - \>> **Adds approximately 10 minutes to each interview**

APPLYING WEALTH INDEX: GOING FORWARD

- **Data analysis** – centralized, or done in country after creation of toolkit

- **Analytic approach**
  - \>\> **Recreate asset index from DHS and multiply asset weights by client data**
    - **OR**
  - \>\> **Use data files from ICF Macro which record asset weights used to create DHS quintiles**

- **Build capacity** through tool kits and standard syntax files

- **Ensure quality** of analysis across social franchisors

- Conduct surveys on annual basis

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WEALTH INDEX ROLLOUT: TIMELINE

MOVING FORWARD

February 2013: Selection

>> Metrics Working Group vote: 13 for Wealth Index, 1 PPI, 2 abstentions

June 2013: Prepare rollout

>> Publish toolkits and guidelines for country-level surveys, analysis, and interpretation

July 2013: Phase I rollout

>> First adopter programs begin to integrate equity measure into program reporting

Q1 2014: Phase II

>> Implementers at 2nd Global Conference on Social Franchising will present findings and host trainings for other programs

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THANK YOU!
klongfield@psi.org
nchakraborty@psi.org
montagud@globalhealth.ucsf.edu

AUXILARY SLIDES

WEALTH INDEX – WHAT IT COSTS

- **DHS data available for 90 countries: Free**
  - >> **DHS missing for 2 countries: Somaliland and Myanmar**
  - >> **Workarounds possible: MIS, AIDS Indicator Surveys**
  - >> **Labor for each country's analysis: approx $450 per country**

- **Initial investment (data collection + analysis) to cover every social franchising program: approximately $27,000**
  - >> **Annual update costs: approximately $6,300**

- **Compared to PPI:**
  - >> **Initial investment to cover every social franchising country (12 additional countries): at least $240,000**