



Additionality Talking Points

Definition

Measuring a franchise's contribution to an increase in family planning users at the national level.

Why does additionality matter?

In 2012, FP2020 called for 120 million additional users of modern contraception. As 2020 gets closer, we get more questions about how to account for a contribution to additional users at the national level.

How is it measured?

In 2015, Impact 2, developed by MSI, was selected by the Metrics Working Group as the tool of choice to estimate additionality. Historic and current service provision data and a client-use profile are required to calculate the results.

What is Impact 2?

Impact 2 is an Excel-based tool that, among a variety of other reproductive health impact calculations, includes an option to estimate a franchise's contribution to national additional users. Impact 2 converts service provision and commodity distribution data into estimated family planning users for short-term, long-term and permanent family planning methods.

What is a client-use profile?

Three pieces of information are needed to calculate a client-use profile for social franchise clients:

1. % of clients who were already using a modern contraceptive method, and who had received it from this franchise ("provider continuers")
2. % of clients who were already using a modern contraceptive method, but are new to the franchise ("provider switchers")
3. % of clients who were not using a modern contraceptive method at the time of visit, but left the facility with a modern method ("adopters")

Data generally come from client exit interviews, but could, in principle, come from routine data systems (HMIS).

What service provision data is required?

The number of commodities or services distributed to clients (such as the number of pill cycles, number of IUDs inserted, etc.) is required. This data is often captured when commodities or services are provided to clients. It is important to have historical service provision and client-use data in order to establish a baseline.

Key points to understand when measuring additionality:

- To calculate results, the model requires client-use profile data and service use data, and this must be available for all relevant years in order to estimate a baseline
- “Additional users” is a national level measure, showing an aggregate increase in contraceptive users over time.
- Impact 2 is unique because it allows us to estimate contribution to additionality at a program level, which no other models can do.
- Programs can use Impact 2 to model estimates of their contributions to additional users.
- Contraceptive use is dynamic. The Impact 2 model demonstrates the total number of users, but the individuals who make up that “user pool” are constantly changing.

You should not try to measure additionality if:

- The program does not have baseline service data by method.
- The program does not have client use profile data.
- The program is a social marketing program that only distributes commodities (does not provide services).

Special note for donors

Additional users is meaningful at the national level based on a difference in the total number of women using contraception at two points in time. Because Impact 2 is a model that requires specific client use profile data and service data inputs to estimate contributions to national additional users, donors should not hold programs accountable for deliverables based on these estimations. While it is possible to estimate an organization’s contribution to overall growth in the market, the results are modeled and require many assumptions to account for growth in the pool of users served by the organization.

Furthermore, individual women cannot be classified as additional users because it is not possible to say whether a specific person added to population level use. The Impact 2 model cannot be used to attribute additional users to a specific stream of funding.