



**METRICS FOR MANAGEMENT**

## **CASE STUDY:** EquityTool: Wealth & Women's Preferences

**Location:** Malawi | **Funding:** Gates Foundation

### **THE CHALLENGE**

Contraceptive use globally remains inequitable, with women and girls from lower wealth quintiles far less likely to use modern contraception than their wealthier counterparts. Contraceptive innovation to close these gaps is a critical need, but developing innovative contraceptive methods requires significant investment.

In Malawi, more than 70% of the population live below the international poverty line. For low-income women and girls, cost can be a determining factor in contraceptive decisions. Considering on-demand oral contraceptive pills (ODCPs), Population Services International (PSI) sought to inform product development and marketing by understanding Malawian women and girls' values and preferences for the pills. One aim for PSI was to include accurate, easy-to-use, and effective equity measurement.

### **THE SOLUTION**

PSI used Metrics for Management's (M4M) EquityTool to estimate study participants' household wealth quintile and used the quintiles to stratify data on ODOP preferences in Malawi based on differences in household wealth. The short EquityTool survey, which can be completed in a few minutes was adjusted for the local Malawi context. The benefit of the EquityTool is that it is available for over 65 countries with survey questions pre-translated into many local languages.



After taking the survey and receiving an overview of the proposed ODOP product, 78% of participants said they would be likely or very likely to try an ODOP if and when available in Malawi.

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