



Promoting Quality of Care in Family Planning and Reproductive Health - Country Experiences of China

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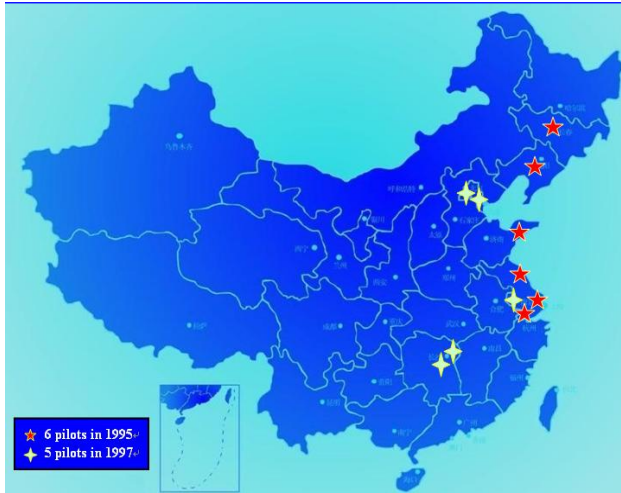


“Two Re-orientations”: Start of FP program reform in
1995

- ❖ SFPC announced in 1995: family planning program in China must make two re-orientations in guiding ideology and program approach;
- ❖ From family planning alone to integrate FP with economic and social development
- ❖ From social constraints mainly to integrate interest-driven with social constraints, and along with coordinated IEC, services and management



QOC in FP/RH initiated in China in 1995



Six counties/districts with better-off conditions in China's east coast selected in 1995 as the first group of QOC pilots, and five more was added in 1997.

Figure 2.1 QOC pilots located in China, 1995 and 1997



Goal and objectives

The initiating the QOC Pilot is to explore the way of realizing the “two-reorientations”

The goal is to improve RH status of people by reforming national FP program

The specific objectives of the experiment are:

- changing ideology;
- upgrading of services, and
- improving program management.



Strategies

Carrying out an experiment to reorient the FP program from a long-time demographic driven track to a QOC approach is by no means an easy task, strategies had to be developed in the experiment:

- ❖ Phase in, phase out
- ❖ Pilot first, and then scaling-up
- ❖ Flexibility and diversity
- ❖ Learning via experience



Implementation

- ❖ Set up the leadership group at national level
- ❖ National official documents for initiating QOC pilot on May 5th, 1995, and
- ❖ all pilot counties/districts set up their own leadership groups, issued official documents and developed work plans
- ❖ Activities
 - Partnership
 - Capacity building
 - Supportive communications
 - Supervision and monitoring



Achievements

- ❖ Informed choice and changes in contraception mix
- ❖ Improved IEC approaches
- ❖ Improved quality of services, especially counseling and follow-up services
- ❖ Expansion of the scope of services to reproductive health care
- ❖ Changes in administrative and management practice



Main outcomes/direct impacts

- ❖ From clients' perspective
 - Fewer cases of contraceptive failure, and fewer unintended pregnancies
 - Clients, especially women, felt that they were respected
- ❖ Impact on service system
 - Changes in the age and knowledge structure of service providers
 - More inputs to improve local service facilities
 - Service provision standardized



Major impacts: indirect or long-term

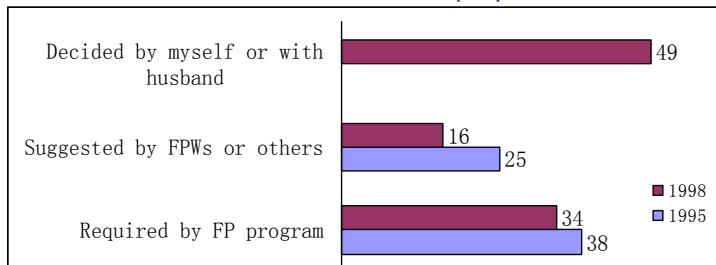
- ❖ People are more aware of reproductive rights and benefits
- ❖ Improved relationship between clients and FP workers
- ❖ Improved image of the FP program
- ❖ Stabled low fertility level



Assessment and evaluation: findings

- ❖ The changes in decision of contraceptive use

The selected method was (%)



- ❖ 86% respondents in 1998 follow-up survey satisfied with family planning service
- ❖ 77% have participated in FP activities



Experiences and lessons learned

- ❖ Characters of QOC approaches
 - Flexibility
 - Voluntary participation
 - Absence of external financial support
- ❖ Government commitment to QOC approaches
 - To design and implement and scaling up the QOC innovations
 - To mobilize the financial and technical resources
 - To issue the official documents and modify the policies to promote QOC forward



Replication and scaling up

- ❖ 1998-1999, Spontaneously replication
 - QOC approaches adopted by other projects
 - pilots expanded to more than 800 counties or districts
- ❖ 2000-2010, the “scaling up period”
 - Innovations of QOC pilots documented, standards of QOC approach developed;
 - Institution building for scaling up the innovation of QOC; Trainings, supervisions and monitories on expansion; The national campaign of “Advanced County of QOC; Up to 2009, about 2021 (70.7% of 2860) counties in China as the Advanced Counties of QOC.



Experiences and lessons learned from scaling up

- ❖ Advantage and disadvantage in top-down promotion
- ❖ Centralization vs. decentralization
- ❖ Unified standard vs. flexible adaptation
- ❖ Ownership vs. resources sharing
- ❖ Quality control vs. speed up



Future Plans

NPFPC required in 2009, the QOC Approaches be further upgrading and speeding up in the future (2010-2015).

Upgrading: following fields integrated into QOC approach:

Speeding up: QOC Advanced County should be covered :

In 100% of counties in East China

In 80% of counties in Mid & West China



Thank You !

