



# Demand Generation Activities

Number of Men and Women of Reproductive Age Reached With Unmet Needs for Family Planning, Referred and Served



PRESENTED BY **DATAVENGERS**



# Objectives

- ▶ To know the number of Men and Women of Reproductive Age(MAWRA) from 2017 to 2019 reached through demand generation activities including numbers of MAWRA with unmet need and numbers of MAWRA referred and served
- ▶ To know the demand generation activities and commodities presented



# Reproductive Age

- ▶ Men start during puberty age
- ▶ Women 15 – 49 years old



# Unmet Need

- Desire to engage in modern family planning but was not given the opportunity to access it



# Referred and Served

- ▶ MAWRA referred to a service provider or accredited facilities and was given the family planning they need



# Sources of Data/ Repositories

- ➡ [Data.gov.ph](http://Data.gov.ph)

# RETRIEVED Data SHEET

region	status_demandgen	couples_reached
REGION 2	Couples Reached	31790
REGION 2	Couples with Unmet Need	916
REGION 2	Couples with Unmet Need Served	9652
REGION 3	Couples Reached	47421
REGION 3	Couples with Unmet Need	1616
REGION 3	Couples with Unmet Need Served	11280
REGION 5	Couples Reached	65496
REGION 5	Couples with Unmet Need	10247
REGION 5	Couples with Unmet Need Served	3782
REGION 6	Couples Reached	74943
REGION 6	Couples with Unmet Need	8498
REGION 6	Couples with Unmet Need Served	22120
REGION 7	Couples Reached	64645
REGION 7	Couples with Unmet Need	4099
REGION 7	Couples with Unmet Need Served	8516
REGION 8	Couples Reached	62480
REGION 8	Couples with Unmet Need	5344
REGION 8	Couples with Unmet Need Served	2635
REGION 9	Couples Reached	62344
REGION 9	Couples with Unmet Need	4259
REGION 9	Couples with Unmet Need Served	4674

Retrieved from: <https://data.gov.ph/?q=dataset/responsible-parenthood-and-family-planning-rpfp-demand-generation-report/resource/1e59cc5a#{view-graph:{graphOptions:{hooks:{processOffset:{},bindEvents:{}}},currentView:!grid,graphOptions:{hooks:{processOffset:{},bindEvents:{}}}}>



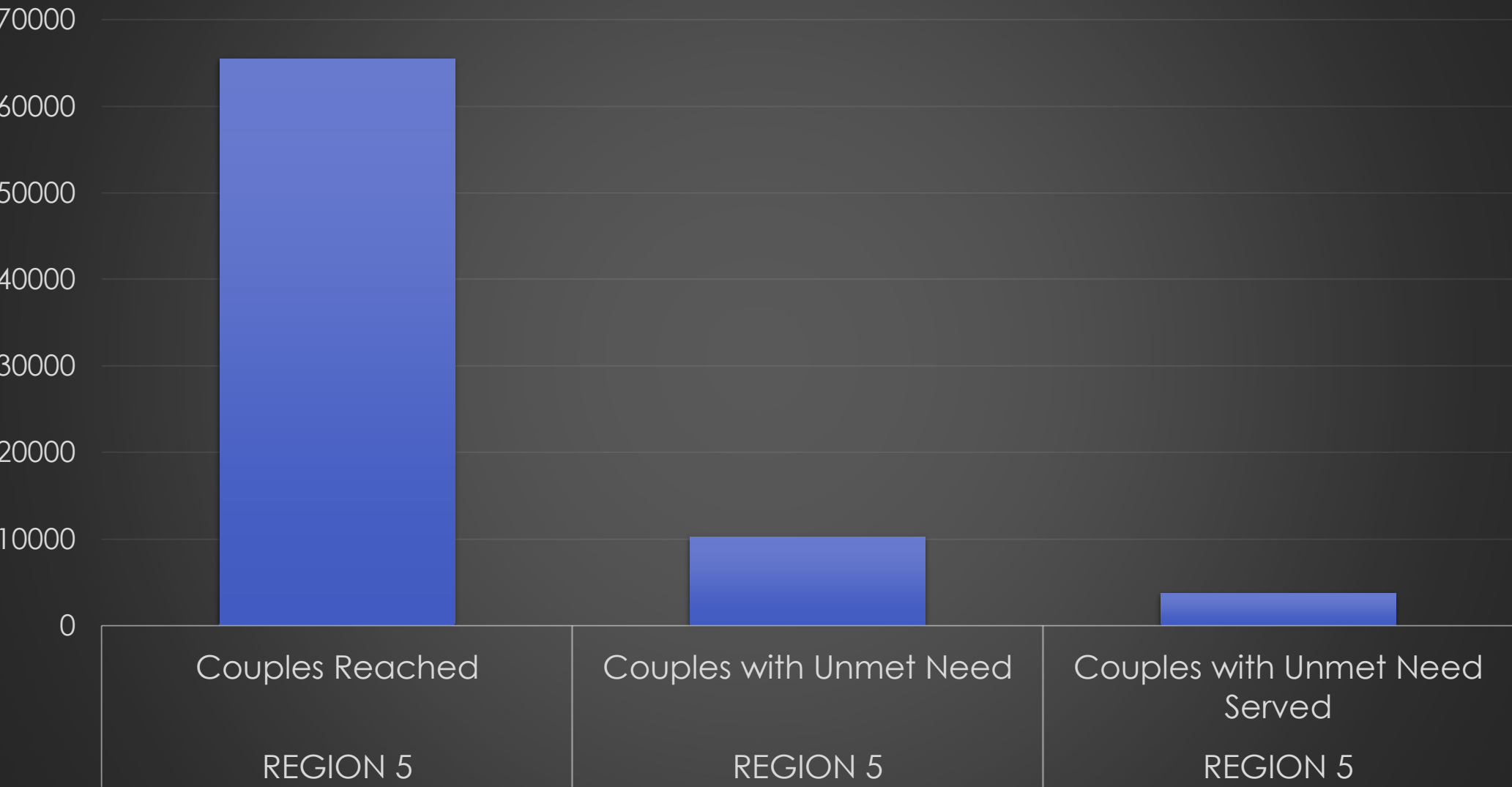


# Bicol Region Budget

➡ PHP 20,842,000

Retrieved from: <https://papcom.gov.ph/transparency-seal>

# Demand Generation Activities





# Insights

Decreased output due to:

- ▶ Lack of Commodities
- ▶ Lack of Service providers/  
availability
- ▶ Unfit commodities to clients
- ▶ Lack of budget to IEC



# Recommendations

- ▶ Purchase commodities according to the needs of the clients
- ▶ Train more service providers
- ▶ Provide more updated and detailed data (Dem Gen activities, Commodities)



# Recommendations

- ▶ Conduct needs assessments that will secure the commodities needed
- ▶ Provide more information and flyers to increase demand generation
- ▶ Include data on



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