



Private Sector  
Health Alliance of  
Nigeria

IMPACT | SUSTAINABILITY | VISIBILITY

# PSHAN

## FP2030 Commitment



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A Nigeria where everyone has  
equitable access to quality and  
affordable healthcare and wellness.



# About PSHAN

Private Sector Health Alliance of Nigeria (PSHAN) is a non-profit organization which pools private sector resources and expertise to complement the efforts the Nigerian Government and implementing partners to improve health outcomes in Nigeria. We have built expertise in supporting innovative partnerships and financing mechanisms (such as domestic resource mobilization) for projects which directly address gaps in maternal, newborn, and child health care systems.

One of our core mandates is to identify opportunities for enhancing value chains in healthcare delivery with a view to establishing a nation-wide understanding of what is required to transform the health sector. Thus, our experience traverses every field of health programming (from addressing gaps with human resource for health, health financing to health research and health market) and our partnerships within the private sector is inclusive of sectors ranging from pharmaceutical and medical equipment manufacturing organizations, NGO's and Banking to telecommunications. PSHAN convenes and mobilizes these private sector organizations to contribute significant resources towards Public-Private Partnerships (PPPs) in health care.

## Narrative

Private Sector Health Alliance of Nigeria (PSHAN) is deeply committed to improving family planning (FP) services across Nigeria through various targeted initiatives. By leveraging private sector resources and partnerships, PSHAN is focused on strengthening the healthcare infrastructure, enhancing access to quality health care at affordable costs including family planning services, and creating sustainable mechanisms for reproductive health. These efforts are encapsulated in some major projects implanted by PSHAN: the **Adopt a Health Facility Project (ADHFP)**, the **Family Planning Scoping Project**, and the **Shaping Equitable Market Access (SEMA)** project.

Together, these initiatives support PSHAN's overarching goal of improving family planning services and outcomes by 2034, aligned with the national goals of reducing maternal and child mortality and fostering economic growth. Below is a brief description of PSHAN's commitment using the SMART framework.



## **1. Adopt a Health Facility Project (ADHFP)**

The ADHFP is designed to establish one world-class primary health facility in each of Nigeria's 774 Local Government Areas (LGAs) over a 10-year period. The primary goal of these facilities is to deliver integrated health services including access to quality family planning services to women, girls, and their families, particularly in rural and underserved areas. This initiative is also aimed at advocating for male and partner involvement in family planning decision-making, thus fostering community-wide engagement and acceptance of FP services.

The ADHFP will directly impact the family planning landscape by increasing the contraceptive prevalence rate (CPR) across the country. Each health facility is expected to provide family planning services to approximately 50,000 individuals annually, with a goal of reaching 30 million women and girls by 2030. PSHAN will measure the impact through data on the number of FP consultations, family planning services provided, and improvements in maternal and child health outcomes in the communities served. Additionally, the initiative aims to reduce maternal mortality rates by 30% in participating LGAs by the end of the project.

With an investment of 100 million naira over the five years of adoption for each of the 774 health facilities adopted, the ADHFP will build, equip, and maintain these health facilities, ensuring sustainable service delivery. The project is supported by collaborations with private sector individuals and organizations, state governments, MDA's and the Federal Ministry of Health. This financial and logistical support makes the project feasible within the designated time frame.

ADHFP focuses on hard to reach and underserved areas where access to quality healthcare is limited. PSHAN's strategy involves not only building infrastructure but also ensuring that each facility is adequately staffed with trained healthcare professionals and stocked with the necessary essential commodities including family planning commodities. The initiative also engages local leaders and community organizations to ensure cultural sensitivity and drive local acceptance.

By 2034, all 774 LGAs will have fully operational, world-class primary health facilities providing integrated family planning services. The first phase will target 300 facilities by 2029, and annual reviews will ensure progress is on track.



## **2. Family Planning Scoping Project**

The Family Planning Scoping Project was aimed at evaluating the financing mechanisms through Public Private Partnerships for family planning commodities in multiple Nigerian states. The project provided a thorough assessment of the challenges in financing including previous PPP models that impact access to FP commodities and recommended sustainable solutions addressing gaps through PPP models that work with emphasis on improving local capacity for manufacture of family planning commodities.

The project resulted in recommendations that have already begun contributing to policy statements aimed at improving access to family planning commodities by through local manufacturing in Nigeria. These recommendations have the potential to increase local manufacturing by 50% by 2030, ensuring a more resilient supply of contraceptives for Nigeria's growing population. PSHAN's strategy to promote local manufacturing of FP commodities is practical, given Nigeria's dependence on imported contraceptives and the frequent disruptions in global supply chains. By building capacity for in-country production, PSHAN and its partners are ensuring long-term sustainability for family planning services in Nigeria.

## **3. Shaping Equitable Market Access (SEMA) Project**

Through the SEMA project, PSHAN worked with other organizations to use a market assessment tool aimed at understanding the landscape for family planning commodities with the view for creating resilient markets for sexual and reproductive health (SRH) products, ensuring equitable access to these products. The recommendations from the SEMA project will successfully increase the availability of SRH products by 40% in Nigeria if implemented in its fullness, directly benefiting 12 million women and girls. The project also fostered greater male involvement in FP decisions, contributing to a 10% increase in male participation in reproductive health discussions.

The SEMA project also recommended creating new or strengthening existing partnerships between private sector distributors, government agencies, and community organizations. This collaborative approach will help address supply chain challenges and ensured that SRH products reached underserved communities. The impact of the SEMA project will continue to grow, with PSHAN aiming to support policy statements that will improve the SRHR products for 20 million women and girls by 2030. This goal is supported by ongoing efforts to strengthen market systems and improve FP commodity distribution across Nigeria.



## Expected Outcomes by 2034

By aligning the efforts of various projects, PSHAN is committed to significantly improving family planning services across Nigeria. Through these initiatives, PSHAN aims to serve over 30 million women and girls with modern contraceptives and integrated family planning services by 2034. The projects will also reduce maternal mortality rates by 30% in target communities, improve the mCPR by 25%, build capacity of 2,000 health care workers on quality service delivery for Family planning, reduce stockouts of family planning commodities by 50%, improve GDP growth by fostering a healthier workforce, and promote male and partner involvement in family planning decisions.

Furthermore, these projects will contribute to a more resilient healthcare system by advocating for local FP commodity manufacturing and equitable access to reproductive health services. Through the ADHFP, PSHAN will direct 5% of investment for improving service delivery at the PHC facilities to quality RMNCH services including family planning commodities.

PSHAN's commitment will transform the FP landscape, contributing to improved reproductive health outcomes and economic development across Nigeria.

## Outcomes & Value

- 1 Increase Contraceptive Prevalence Rate (CPR):** PSHAN aims to increase the modern Contraceptive Prevalence Rate (mCPR) by 25% across Nigeria by 2034 through integrated family planning services delivered via the Adopt a Health Facility Project (ADHFP) and other initiatives.
- 2 Reduction of Maternal Mortality:** PSHAN expects to reduce maternal mortality by 30% in target communities served by its world-class primary healthcare facilities, promoting better access to family planning and reproductive health services.



As for the estimated value of the commitment, based on an investment of 5% of the total of 100 million NGN invested per facility.

**Total investment: 3.87 billion Naira (2.3 million USD)**

PSHAN's "Adopt-a-Primary-Healthcare-Facility" initiative, which aims to establish a primary healthcare center in each of Nigeria's 774 Local Government Areas (LGAs), is a significant step toward enhancing access to essential health services for children, adolescents, and vulnerable communities. This initiative aligns closely with global frameworks such as the Agenda 2030 for Sustainable Development, particularly advancing SDG Target 3.8 on achieving universal health coverage. Through these efforts, PSHAN supports the health and well-being objectives outlined in the Sustainable Development Goals (SDGs), ICPD Programme of Action, and Beijing Platform for Action by improving access to primary care, fostering gender equality in health, and addressing critical health needs among Nigeria's population.

## Focus Areas & Themes

- Increase, Diversify, and Efficiently Use Financing
- Transform Social and Gender Norms

Private Sector Health Alliance of Nigeria (PSHAN) plans to improve engagement with youth-led organizations by fostering partnerships that integrate young leaders into health initiatives, ensuring their voices are central in decision-making. PSHAN will support policies that allocate specific funding and resources to support youth-led projects focused on reproductive health, family planning, and other key health priorities. Additionally, PSHAN aims to work with partner organizations to create mentorship programs that connect young leaders with private sector professionals, enhancing their capacity and leadership skills. Through active collaboration with youth networks and movements, PSHAN will promote innovation and drive community-led solutions for health challenges. By formalizing these efforts, PSHAN seeks to empower young leaders to co-create sustainable health interventions across Nigeria.

Private Sector Health Alliance of Nigeria (PSHAN) can employ several strategies by leveraging resources from the private sector:

- PSHAN can lead/support advocacy campaigns to raise awareness about the importance of family planning in emergency situations, engaging both community leaders and policymakers to prioritize these services in health responses.



- PSHAN can influence the development of policies that integrate family planning into emergency health frameworks, ensuring that FP services are considered essential during crises.
- By pooling financial resources from private sector partners, PSHAN can create a fund specifically aimed at supporting family planning initiatives during crises, ensuring that funds are readily available for rapid response and sustainability.
- Creating opportunities for Implementing mobile health units or telehealth services, PSHAN can support platforms that provide immediate access to family planning services in hard-hit areas. Additionally, PSHAN can also support training local health workers to deliver FP services can enhance community capacity.
- PSHAN can work through established mechanisms that strengthen the supply chain for family planning commodities by establishing partnerships with pharmaceutical companies and logistics providers to ensure timely delivery of essential products, even in crisis situations.
- Engaging communities through education and awareness programs can help destigmatize family planning and encourage usage, particularly among vulnerable populations affected by crises.



## CONTACT US

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