Family Planning in Pharmacy: A Demand Generation Roadmap

June 2025

A Strategic Priority to Raise Awareness and Enhance the Utilization of Community Pharmacies for Expanded FP Access.

REPUBLIC OF KENYA

MINISTRY OF HEALTH

inSupplyHealth

CO-CREATING INNOVATIONS FOR HEALTH

Contents

Acronyms

AI	Artificial Intelligence
CBO	Community-Based Organization
CHA	Community Health Assistant
CHP	Community Health Promoters
CME	Continuing Medical Education
CPD	Continuous Professional Development
CSR	Corporate Social Responsibility
DHIS2	District Health Information Software
DHP	Division of Health Promotion
DKT	Deep Kumar Tyagi Healthcare International
DMPA-IM	Depot Medroxyprogesterone Acetate Intramuscular
DMPA-SC	Depot Medroxyprogesterone Acetate Subcutaneous
DRMNCAH	Division of Reproductive, Maternal, Newborn, Child & Adolescent Health
FP	Family Planning
GBV	Gender-based violence
GESI	Gender Equality and Social Inclusion
GPP	Good Pharmacy Practice
HCD	Human-Centered Design
HIPs	High Impact Practices
IMC	Integrated Marketing Communications
JSI	John Snow, Inc.
KIIs	Key Informant Interviews
KPA	Kenya Pharmaceutical Association
LMICs	Low Middle-Income Countries
MOH	Ministry of Health
NGO	Non-Governmental Organizations
OPC	Optimizing the Pharmacy Channel
PBF	Performance-Based Financing

PHF	Public Health Facilities
PPB	Pharmacy & Poisons Board
PPP	Public Private Partnerships
PROFASS	Professional Associations
PSI	Population Services International
PSK	Pharmaceutical Society of Kenya
PS-Kenya	Population Services Kenya
PTL	Phillips Therapeutics Limited
RH	Reproductive Health
RHNK	Reproductive Health Network Kenya
RHSC	Reproductive Health Supplies Coalition
SBC	Social and Behavior Change
SDG	Sustainable Development Goals
SEO	Search Engine Optimization
SHA	Social Health Authority
SMOs	Social Marketing Organizations
SRHR	Sexual Reproductive Health and Rights
TA	Technical Assistance
TCA	To Come Again
TCI	The Challenge Initiative
TFR	Total Fertility Rate
TMA	Total Market Approach
UHC	Universal Health Coverage
UNICEF	United Nations Children's Fund
UNFPA	United Nations Population Fund.
URADCA	Urban Research and Development Centre for Africa

Acknowledgment

We deeply appreciate the Ministry of Health, Division of Reproductive, Maternal, Newborn, Child & Adolescent Health (DRMNCAH), and Directorate of Health Promotion (DHP) for laying a strong foundation for strong, multi-sectoral collaboration among stakeholders to enhance demand generation and position pharmacists and pharmaceutical technologists as quality, trusted providers of family planning services. This document captures a roadmap developed by key stakeholders that charts the path forward for demand generation in Kenya's evolving FP ecosystem.

inSupply Health, in partnership with MOH, DRMNCAH and DHP, facilitated a series of structured stakeholder engagements, including a landscaping workshop that brought together key players in the FP ecosystem in Kenya. These included over 18 organizations undertaking FP demand creation, namely, Urban Research and Development Centre for Africa (URADCA), Pharmaceutical Society of Kenya (PSK), Kenya Pharmaceutical Association (KPA), Viya Health, MyDawa, DKT, Girl Effect, Reproductive Health Network (RHNK), Jhpiego, Tiko, Shujaaz Inc., Population Services Kenya (PS-Kenya), Population Services International, Phillips Therapeutics Limited, Community Health Promoters (CHPS), Community pharmacies, and E&K Consulting. These sessions were instrumental in mapping out existing gaps, addressing the unique challenges faced by community pharmacies, and exploring innovative Gender Equality and Social Inclusion (GESI) solutions to strengthen FP demand creation and awareness.

This collaborative roadmap ensures the alignment of efforts and the optimization of resources, driving meaningful progress toward achieving FP goals through the pharmacy channel.

This work was made possible through the generous support of the Gates Foundation.

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Girl Effect

Executive Summary

This roadmap aims to strengthen demand generation for FP services through pharmacies in the Kenyan ecosystem. It can be adapted to other low—and middle-income countries (LMICs). Aligned with the Sustainable Development Goals (SDG 3.7), the roadmap emphasizes equity, innovation, and sustainability.

Family planning is a critical pillar in Kenya's health and development agenda, recognized as a fundamental human right and a key driver of economic and social progress. The Ministry of Health through the DRMNCAH, remains committed to ensuring universal access to rights-based FP services, aligning with both national and global commitments to improve health outcomes and accelerate progress toward Universal Health Coverage (UHC).

The Kenya Demographic and Health Survey (KDHS) 2022 reports encouraging progress in family planning indicators. The modern contraceptive prevalence rate increased from 53% in 2014 to 57% in 2022, while the total fertility rate (TFR) declined from 3.9 to 3.4 births per woman. During the same period, the unmet need for family planning dropped from 18% to 14%, and teenage pregnancy declined from 18% to 15%.

Despite these gains, significant gaps remain in FP awareness and uptake among women of reproductive age, contributing to persistent unmet need and missed opportunities. Generating demand and raising awareness, particularly within the pharmacy channel, presents an opportunity to address these gaps. Strategic efforts in this space can help counter misinformation, overcome cultural barriers, and navigate systemic constraints limiting contraceptive access.

This roadmap assesses the current FP demand-generation landscape, identifies prevailing challenges and emerging opportunities, and outlines a strategic framework for delivering impactful, sustainable interventions through the pharmacy channel. It is a guiding tool for driving coordinated, evidence-based demand-generation and awareness-creation efforts. It aims to harness synergies among key partners and stakeholders, optimize the use of resources, enhance community engagement, and ultimately contribute to Kenya's broader reproductive health and development goals.

Introduction

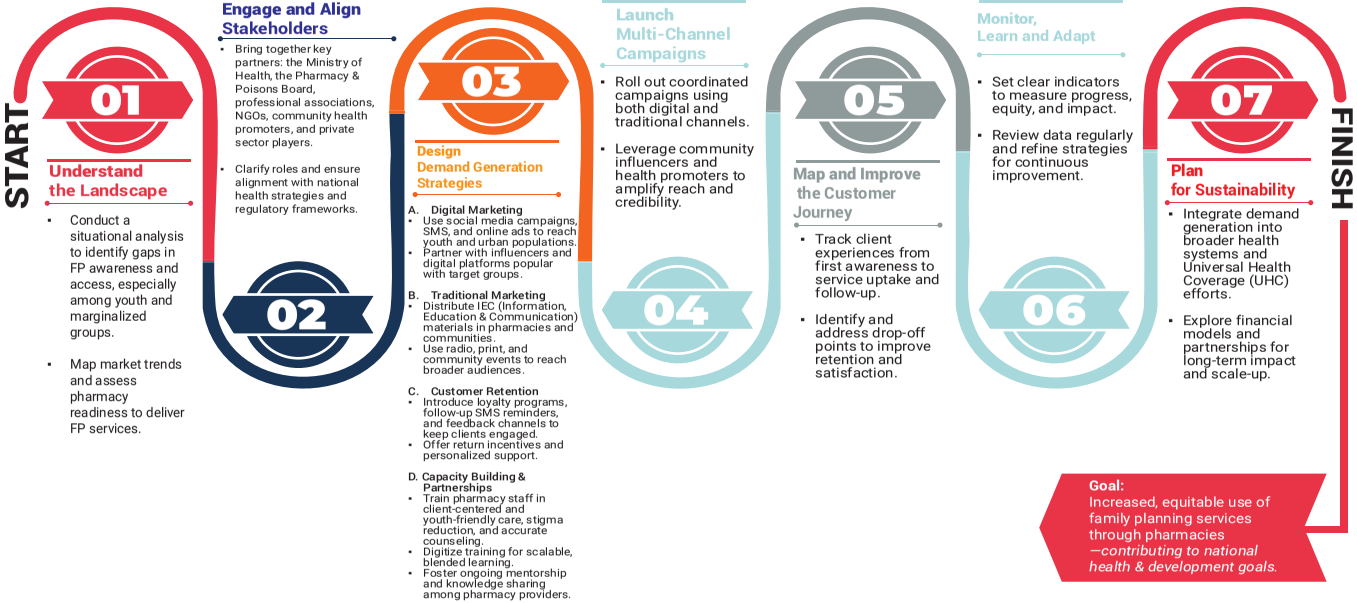
Globally, 218 million women in LMICs face unmet family planning needs, while pharmacies emerge as trusted, accessible providers of FP services in both urban and rural settings. Kenya's community pharmacies are increasingly recognized as critical access points for family planning services, providing privacy, convenience, and an expanded range of contraceptive options, including self-injectable methods like DMPA-SC. This shift is particularly significant as it helps alleviate pressure on public health facilities and meets the needs of clients who prefer discreet and easily accessible care. However, despite these advancements, systematic demand generation strategies remain essential to address the country's persistent unmet FP need, which continues to hinder progress toward the national target of 66% contraceptive prevalence by 2030.In support of the MOH task-sharing goals, Kenya's 2018 revised National Family Planning Guidelines authorized pharmacists and pharmaceutical technologists to provide short-term FP methods, including injectables (DMPA-SC and DMPA-IM), thus diversifying and expanding advanced FP service provision across the country. Once trained and accredited by the MOH, pharmacy providers are empowered to offer counseling, deliver short-term methods, and refer clients needing long-term or permanent methods to appropriate health facilities.

In partnership with implementing organizations, professional associations have played a pivotal role in identifying, training, and monitoring pharmacies to ensure the quality of FP products and services remains high. Efforts are underway to digitize the training curriculum, enabling a blended learning model for in-service pharmacists and pharmaceutical technologists in community pharmacies. The Optimizing the Pharmacy Channel (OPC) initiative is central to the government's strategy to increase access to quality self-care and FP products and services for women and girls, particularly among the underserved populations.

By expanding the provider network to include community pharmacies, the Government can enhance service delivery and accessibility. Various implementing partners collaborate with the MOH, the Pharmacy and Poisons Board (PPB), and professional pharmacy associations to increase access to FP services and improve the dissemination of policies and guidelines, strengthening the pharmacy channel's role in reproductive health. However, without targeted efforts to educate communities and normalize pharmacy-based FP care, there is a risk that service uptake may plateau, underscoring the ongoing need for robust demand generation activities.

Demand Generation Roadmap for Family Planning in Pharmacies

A clear journey to increase awareness and use of family planning services through community pharmacies.



PURPOSE

This roadmap offers a structured, adaptable framework to foster collaboration, address barriers, ensure regulatory compliance, and lay the groundwork for sustainable impact across various health program areas. It is designed as a practical tool for stakeholders to support pharmacies and other private sector providers in building awareness and generating demand for a wide range of health services, ultimately improving community health outcomes.

Stakeholders, partners, and governments can:

- **Tailor Demand Generation Strategies:** Explore and adapt key thematic areas—such as male involvement, gender equality and social inclusion (GESI), youth-friendly services, and engagement of marginalized groups not only for family planning, but also for other health priorities like maternal and child health, infectious diseases, or non-communicable diseases. This ensures that demand generation activities are relevant and impactful across different program areas.
- **Leverage Diverse Communication** Channels: Utilize digital platforms, print media, and community outreach to raise awareness and generate demand for various health services. By optimizing existing partner networks and communication assets, stakeholders can efficiently reach target populations for multiple health interventions, not just family planning.
- **Promote Provider Engagement and Behavior Change:** Involve pharmacy-based providers in behavior change initiatives that foster client-centered care and reduce stigma. These approaches can be customized to promote uptake of a broad range of health services, from immunizations to chronic disease management.
- **Establish Robust Measurement Frameworks:** Develop clear, actionable metrics to track progress and evaluate the success of demand generation activities across program areas.

This includes monitoring client uptake, service quality, and equity of access, enabling continuous improvement and accountability for all health services delivered through pharmacies and other channels.

- **Support Market Segmentation and Access:** Use total market approach (TMA) principles to segment the health market, identify gaps, and coordinate efforts among public, private, and nonprofit sectors. This ensures that key populations have access to a full range of health products and services, and that resources are allocated efficiently to maximize impact in each program area.

Segment-Specific Roles and Benefits:

- **Ministry of Health (MOH):** The MOH is crucial for advancing family planning and other health services through pharmacies by ensuring alignment with national health strategies and regulatory compliance. It supports policy implementation, resource allocation, and capacity building, enabling pharmacies to deliver high-quality services. Collaboration with the MOH also scales up initiatives like counseling and awareness campaigns, integrating pharmacies into broader public health goals for sustainable impact.
- **Stakeholders and Partners:** Stakeholders are key in operationalizing the roadmap by providing technical expertise, funding, and programmatic support. Their experience in demand generation, community engagement, and monitoring frameworks ensures effective execution of innovative approaches such as segmentation-based counseling and targeted outreaches. Their collaboration also fosters knowledge sharing and capacity building among pharmacies, enhancing their ability to deliver efficient and effective health services.
- **FP-Accredited Pharmacies:** Accredited pharmacies are frontline providers that deliver family planning and other health services to communities. As trusted healthcare providers, they offer accessible options and counseling, address barriers like stigma and misinformation, and drive provider behavior change. These pharmacies localize demand generation efforts with appropriate training and resources, improving service uptake and health outcomes.

Their active participation ensures services are tailored to community needs while complementing and strengthening public health systems.

METHODOLOGY

Local Landscape

Situational Analysis: Gaps in Access to Family Planning in Kenya- Pharmacy Perspective

Family planning is a cornerstone of Kenya's health and socio-economic development agenda, yet significant gaps persist in access and utilization, particularly within the pharmacy channel. Despite policy progress and growing demand, multiple barriers impede equitable access, especially for youth, marginalized populations, and those in hard-to-reach areas (Orii, L. et al., 2025).

Key Gaps and Barriers

1. **Persistent Cultural and Societal Stigma**
   Deep-rooted cultural and religious beliefs discourage contraceptive use, especially among unmarried youth and in traditional communities. Stigma around premarital sex and contraceptive use limits open dialogue and uptake, even where pharmacies offer discreet access.
2. **Youth Access and Youth-Friendly Services**
   Adolescents and young adults face unique challenges, including a lack of youth-friendly pharmacy environments and provider bias. About 25% of young women in Kenya have unmet FP needs, with barriers amplified by age, early sexual debut, rural residency, and poverty. Many pharmacy staff lack training in adolescent-friendly counseling, deterring youth from seeking services.
3. **Geographical and Socioeconomic Disparities**
   Access to FP services—including through pharmacies—remains uneven between urban and rural areas. Arid, semi-arid, and conflict-affected regions (e.g., Mandera, Wajir, Garissa) report contraceptive prevalence rates below 45%, with some as low as 5%. Pharmacies are concentrated in urban centers, leaving rural populations underserved and facing long distances to access care.
4. **Inadequate Awareness, Myths, and Misinformation**
   Limited comprehensive education on FP, compounded by widespread myths and misconceptions (e.g., fears of infertility, health complications), reduces demand. Misinformation is often spread via peers, social media, and community influencers, fueling distrust even when pharmacies are accessible.
5. **Inconsistent Funding and Commodity Security**
   Kenya's FP programs face inconsistent funding, with donor dependence rising to nearly 99% in recent years. This leads to stockouts and service interruptions in the public and private sectors, including pharmacies. Pharmacies often lack reliable supply chains and may not stock a full range of FP commodities, especially in lower-income and remote areas.
6. **Gender Norms and Limited Male Involvement**
   FP decision-making is often seen as a woman's responsibility, with limited male engagement. This dynamic reduces uptake and undermines demand generation efforts, including those led by pharmacies.

7. **Policy, Legal, and Regulatory Barriers**
   Gaps in policy implementation and enforcement hinder access for marginalized groups — adolescents, unmarried women, and men. While national guidelines allow pharmacies to provide short-term methods, inconsistent accreditation and oversight affect service quality and reach.
8. **Insufficient Community Engagement and Integration**
   Community health workers and local leaders lack adequate training and resources to promote FP and refer clients to pharmacies. Community-level demand generation remains weak, limiting the impact of pharmacy-based services.
9. **Limited Integration of FP in Primary Health Care**
   FP services, including those at pharmacies, are often siloed, reducing their visibility and accessibility as part of comprehensive primary health care.

Pharmacy-Specific Challenges

- Urban Bias: Pharmacies are primarily urban, limiting rural reach.
- Provider Training: Many pharmacy staff lack up-to-date FP training, especially for youth-friendly and gender-sensitive counseling.
- Commodity Range: Pharmacies may not stock long-acting methods or emergency contraception, restricting client choice.
- Data and Reporting: Weak integration of pharmacy data into national health information systems hampers monitoring and planning

Market Trends

Using digital technologies such as mobile phones, computers, or tablets to convey information and messages as part of an evidence-based multichannel social and behavior change (SBC) strategy may contribute to promoting, adopting, and maintaining healthy sexual and reproductive behavior. Using digital technologies to support healthy sexual and reproductive behaviors is one of several promising High Impact Practices in Family Planning (HIPs) identified by a technical advisory group of international experts. (HIPs, 2018)

Emerging trends such as telehealth, personalized medicine, social media influencers, and social media platforms like TikTok and Instagram are reshaping how pharmacy services are delivered. Pharmacies can leverage these trends to create awareness for contraceptives and family planning in the following ways:

- Telehealth expands access to pharmacy services, including family planning, by enabling virtual consultations through video calls or online platforms. Pharmacies can remotely counsel clients on contraceptive options, monitor adherence, and address side effects. This approach is particularly beneficial for underserved populations, such as those in rural areas, adolescents, or high-risk groups, who face barriers to in-person care or prefer the convenience of remote consultations.
- Social media influencers play a significant role in shaping public perceptions and behaviors.
  Partnering with influencers who advocate for reproductive health can help normalize conversations around family planning. Their reach on platforms like Instagram and TikTok can amplify awareness campaigns, particularly among youth and marginalized groups. This is an effective strategy, especially for content marketing.
- Social media platforms are powerful tools for engaging younger demographics. Pharmacies can use TikTok and Instagram to share educational content, debunk myths about contraception, and promote available services. Creative campaigns using short videos or interactive posts can generate demand while fostering a sense of community.
- Search Engine Optimization (SEO) helps businesses stand out in a saturated market by utilizing local optimization, informative content, and user-friendly websites. Pharmacies can leverage this to differentiate themselves and grow their presence.

Advanced family planning in Pharmacy: A total market approach

Access to family planning (FP) services in Kenya remains uneven, constrained by cost, commodity availability, and limited awareness. A Total Market Approach (TMA) is essential to address these gaps and enhance choice. TMA integrates all market sectors—public, private, and non-governmental organizations (NGOs)—to ensure FP services are accessible, affordable, and high-quality. By bringing together government, NGOs, the private sector, and communities, TMA aims to create a sustainable, diversified market where all individuals, regardless of socioeconomic status, can access their preferred FP options.

Key Elements of TMA in Family Planning within Pharmacies

- **Market Segmentation:** Recognizes that different population groups have varying needs and abilities to pay. Segmentation ensures affordable, appropriate services for all economic groups.

  For example, in Kenya, 42% of low-income women rely on subsidized FP services from the government and NGOs, while higher-income individuals often seek services from private providers.

- **Public and Private Sector Collaboration:** Acknowledges the crucial roles of both sectors. The public sector provides subsidized or free services to those who cannot afford to pay. In contrast, the private sector (including pharmacies) ensures the availability and quality of a broader range of products. Collaboration ensures that all population groups are served effectively.

- **Capacity Building and Support:** Provides pharmacies with ongoing capacity building, including training for pharmacists, pharmaceutical technologists, and other healthcare professionals. This training equips them to provide counseling and offer quality family planning services.

- **Product Availability and Accessibility:** Ensures a consistent supply of affordable FP products across urban and rural pharmacies. This involves diverse distribution channels to reach all communities.

- **Social Behaviour Change and Demand Creation:** Through community outreach and education, pharmacies can create awareness and demand for FP and promote a culture of acceptance for various FP methods. Pharmacies can educate customers on the different techniques available, their usage, and their benefits.

- **Monitoring, Evaluation, and Feedback:** Continuously monitors and evaluates the effectiveness of FP initiatives to ensure services reach intended populations. Gathering user feedback identifies service delivery gaps and informs future interventions.

The Role of Pharmacies in Advancing Family Planning in Kenya

Offering short-term family planning services:

Pharmacies are often the first point of contact for individuals seeking FP products, making them a critical link in expanding access. By consistently stocking a diverse range of short-term contraceptives, pharmacies enhance access to reproductive health services, especially in underserved areas.

Training and Upskilling Pharmacists and Pharmacy Technologists:

Continuous training of pharmacy staff is essential for quality service delivery. Pharmacists and pharmaceutical technologists should be well-versed in contraceptive methods, mechanisms of action, proper usage, potential side effects, and how to address common concerns. Training should dispel myths and misconceptions, and integrating digital learning platforms and refresher courses ensures professionals stay informed.

Comprehensive Counseling Services:

Pharmacies should provide client-centered counseling in designated safe spaces. This would help clients make informed choices by explaining each contraceptive method's benefits, effectiveness, and side effects. This would include offering guidance on managing side effects, switching methods when necessary, and providing follow-up support. Training should cover basic counseling skills and adopt a youth-friendly approach.

Providing Confidentiality and Convenience:

Pharmacies offer a private and accessible alternative to traditional healthcare settings, allowing clients, especially adolescents and unmarried women, to seek reproductive health products and advice discreetly. Strengthening consultation spaces and training staff to handle clients respectfully and confidentially can significantly improve service uptake.

Community Engagement and Advocacy:

Pharmacies can engage in advocacy and awareness initiatives, such as conducting health education campaigns to debunk myths, partnering with community-based organizations (CBOs) and NGOs, and distributing educational materials. Collaborating with local health facilities can establish seamless referral pathways for long-acting and permanent methods. By acting as trusted reproductive health hubs, pharmacies can bridge the gap between healthcare providers and communities, increasing the uptake of modern contraceptive methods.

Reporting on family planning services offered within the pharmacy:

Consistent and accurate reporting on family planning (FP) services provided by pharmacies is vital for monitoring program effectiveness, informing policy decisions, and ensuring continuous improvement.

DEMAND GENERATION STRATEGIES

Integrated Marketing Communications (IMC) is a pivotal strategy in overcoming behavioral and informational barriers to family planning (FP) uptake, particularly among youth and underserved populations.

According to Kotler and Keller (Marketing Management, 2016), IMC ensures message consistency and relevance across multiple channels, enhancing credibility and brand recall, a critical factor when addressing sensitive topics like contraception. Radio campaigns have been shown to double spousal FP discussions, while integrated social media strategies (TV-social media hybrid programs) have proven highly engaging for youth outreach. Community-driven approaches, like youth ambassador networks in West Africa, also foster peer education and trust-building in the community (Breakthrough, 2019). Moreover, targeted digital marketing via platforms like Instagram and TikTok can reduce stigma and normalize contraceptive conversations among adolescents, who are often excluded from mainstream health messaging by ensuring content appropriateness (UNICEF, 2021).

Complementing awareness creation, customer retention and loyalty strategies, such as SMS reminders, loyalty discounts, and youth clubs, are associated with higher method continuation rates. A randomized trial in Mozambique found that offering follow-up SMS counseling reduced discontinuation rates over 12 months (Leight, J et al, 2022). Capacity building for pharmacy staff is equally essential; improving access by expanding the roles of service providers and communities and ensuring a consistent supply of family planning commodities (86% good practice, UNFPA Country Evaluations 2012-2018). Partnerships with NGOs, tech firms, and influencers enhance campaign scalability and reach. For instance, The Challenge Initiative (TCI) documented increased FP consultations when community pharmacies partnered with local youth influencers and mobile health platforms in Kenya (TCI, 2023).

Thus, demand generation is vital for bridging gaps in awareness, reducing stigma, and ensuring clients are informed and empowered. To attract more customers, pharmacies can tailor their marketing strategies to be both targeted and engaging. Four interconnected pillars support this approach:

Core strategies- the primary drivers that directly stimulate interest and action from potential customers

- Awareness Creation (Digital and traditional marketing approaches)
- Customer Retention and Loyalty

Enabling strategies- supportive measures that enhance the effectiveness of core demand activities

- Capacity Building
- Partnerships

The following section describes 12 Key Strategies in four categories that can serve as a roadmap for pharmacies to undertake to create demand for FP.

1. Awareness Creation (Digital and Traditional Marketing)

Goal: Build visibility and credibility, and reduce stigma to attract clients to pharmacy-based FP services.

Key Strategy 1: Identifying the target audience and creating awareness

A successful demand generation strategy begins with a clear and detailed understanding of the target audience. In pharmacy-based family planning (FP) services, this primarily includes women and men of reproductive age who are willing and able to pay for these services. While many reside in urban areas, significant segments also live in informal settlements, rural communities, and busy shopping zones. Their behaviors and preferences are influenced by both digital and physical environments, with about 65% active on digital platforms and the remaining 35% more responsive to traditional, offline marketing methods. To accurately identify and segment this audience, pharmacies can employ several approaches:

- **Demographic Segmentation:** Grouping customers by age, gender, income, occupation, and location to tailor marketing efforts to specific population characteristics.
- **Psychographic Segmentation:** Understanding customers' lifestyles, values, interests, and aspirations, such as financial independence and work-life balance, that influence their health decisions.
- **Behavioral Segmentation:** Analyzing patterns like purchasing habits, responsiveness to digital versus traditional media, and social influences.
- **Geographic Segmentation:** Targeting customers based on their physical location, such as urban versus rural or specific neighborhoods.

Pharmacies can gather these insights by leveraging data sources such as customer surveys, social media analytics, purchase history, and community observations. Advanced techniques like predictive analytics and geo-targeting further refine audience profiles by identifying which segments are most likely to engage with family planning services. Once the target audience is segmented and understood, pharmacies can then match each segment with the most effective marketing approach, digital, traditional, or a combination. For example, digitally savvy young adults might be best reached through social media campaigns and mobile apps, while clients in rural areas may respond better to community outreach and printed materials.

This strategic alignment of audience insights with tailored communication channels ensures that pharmacies maximize engagement and awareness.

The following section details the various digital and traditional marketing options available to reach these diverse segments effectively.

Digital Marketing Approaches

Digital marketing refers to using online tools and platforms to promote products and services, reach targeted audiences, and foster meaningful engagement. For community pharmacies, digital marketing is an effective way to increase visibility, attract new clients, and create sustained awareness about the availability of family planning (FP) services. With a growing number of clients relying on digital platforms for health information and service access, it is increasingly vital for pharmacies to establish a strong and consistent online presence.

Pharmacies can use any or all of the following seven techniques to undertake digital marketing.

Social Media Engagement for Pharmacies

By leveraging platforms such as Facebook, Instagram, X (formerly Twitter), LinkedIn, and dedicated pharmacy websites, pharmacies can share valuable health tips, updates on services, and create awareness around family planning offerings.

Through interactive content such as live Q&A sessions, polls, customer testimonials, and targeted promotions, pharmacies can engage directly with potential clients, build trust, and foster loyalty.

Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is critical to complement social media presence. Pharmacies should maintain an accurate and up-to-date Google Business profile to ensure they appear in search results when potential clients look up terms like “pharmacies near me offering family planning services.” Adding verified location details, services offered, operating hours, and encouraging satisfied clients to leave reviews helps boost both visibility and credibility in digital spaces

Social Media Campaigns

Developing targeted social media campaigns through various channels also plays a vital role. Pharmacies can produce educational content through blogs, videos, articles, or infographics that address common myths about family planning, explain method choices, and promote self-care. Collaborations with digital influencers or health champions can amplify and increase reach and relevance. Such content must always include a clear call to action, such as where to access services or contact details for inquiries.

Promotional SMS Campaign

Promotional SMS campaigns offer another powerful digital touchpoint. Pharmacies can use bulk messaging to broadly broadcast their services or follow up with clients after visits. These messages should include the pharmacy name, service highlights, and contact information, for example, "[Pharmacy Name] offers family planning services. Contact us at [phone number] for more information." The format should remain brief, informative, and action-oriented to ensure clients receive and act on the message

Email Marketing for Patient Engagement

Email marketing is equally valuable for sustained engagement. Pharmacies can maintain a strong connection with their clientele by sending regular newsletters that include family planning tips, service updates, and special promotions. Personalized emails enhance customer trust and are especially effective in nurturing long-term loyalty.

Digital Counseling and Telepharmacy Integration

In response to the growing demand for convenience, digital counseling and telepharmacy services have become increasingly relevant. Pharmacies can integrate digital consultation options—via WhatsApp, telehealth platforms, or dedicated apps- to support clients who prefer discreet or remote services. This particularly appeals to young, tech-savvy populations and supports easier access to FP information and referrals.

Influencers & Client Testimonials

Influencers and client testimonials are powerful demand generation strategies pharmacies can use to promote family planning (FP). Influencers build trust and expand reach by sharing relatable FP experiences and educational content, encouraging followers to visit pharmacies for services. Client testimonials provide authentic peer validation, reducing hesitancy and normalizing FP use among potential clients. Both strategies enhance credibility and foster a supportive community around FP services offered at pharmacies.

Additionally, pharmacies should ensure their contact details and location are consistently geo-tagged and updated across all digital platforms. This supports SEO and ensures clients can easily locate the pharmacy and access its services when needed.

Pharmacies can evaluate the impact of their digital marketing efforts through simple metrics such as click-through rates, an increase in foot traffic, online inquiries, or loyalty program sign-ups.

These strategies drive demand and customer engagement and position pharmacies as accessible, trusted health providers. Digital marketing is cost-effective, measurable, and scalable, making it a critical component of demand generation strategies, particularly among younger and urban populations.

Traditional Marketing Approaches

Traditional marketing remains a powerful and trusted method for promoting health services, particularly in settings where personal connection, cultural context, and face-to-face engagement still drive community trust and behavior. For community pharmacies aiming to expand access to and awareness of family planning (FP) services, traditional marketing offers the advantage of visibility, local relevance, and credibility within the target population.

By using familiar channels such as posters, radio, signage, and direct community engagement, pharmacies can effectively reach those who may not be active on digital platforms. The following are eight methods that can be used for traditional engagement.

Signage and Pharmacy Identifiers Supported by MOH

Collaborate with the Ministry of Health (DRMNCAH) and PROFASS to develop and use recognized identifiers that mark accredited pharmacies as approved family planning provision outlets. The identifiers could include logos or symbols like "Family Planning services offered here" and "FP MOH certified pharmacy," which are easily recognizable and trusted by the community. Ensure clear and visible signage outside and inside the pharmacy, indicating the availability of family planning services. Pharmacies can use local languages to cater to diverse populations.

Use of Posters, Flyers, and Displays

Pharmacies can showcase educational posters and IEC (Information, Education, and Communication) materials on family planning methods, benefits, and service availability. These should be placed near entrances, waiting areas, and pharmacy counters to catch clients' attention. Additionally, product displays related to FP can spark curiosity and lead to meaningful conversations between clients and pharmacy staff.

Mass media campaigns and public awareness efforts

Provide an opportunity to amplify family planning messages. Pharmacies can work with local media, health partners, and county governments to run radio adverts, distribute flyers or comic books, and publish inserts in local newspapers. These campaigns can be further supported through pharmacy participation in health-related events such as World Contraception Day,

Family Planning Days, and World Health Day, helping position pharmacies as reliable sources for reproductive health services.

Community Engagement efforts

Building trust and overcoming stigma or misinformation about family planning is key. Pharmacy staff can participate in public forums or community dialogues to discuss FP openly with community members, demystify it, address fears, and offer evidence-based information. These forums foster trust and collaboration, making the services more acceptable and tailored to local needs.

Community Outreach and Inreach forums

Pharmacies can extend their reach beyond the pharmacy setting through outreaches, such as markets, universities, churches, mosques, etc., where community members readily gather. Meanwhile, inreach involves pharmacy-led activities within the pharmacy itself, such as counseling booths, health education drives, or themed service days, all designed to make services more engaging and accessible.

Door-to-Door CHP/CHA Intervention

A particularly effective grassroots strategy is the door-to-door engagement facilitated by Community Health Promoters (CHPs) and Community Health Assistants (CHAs). Through home visits, CHPs and CHAs can refer clients to trained pharmacies, provide key information, and distribute promotional materials. They also serve as trusted intermediaries who understand the social dynamics of their communities and can ensure that family planning messages are well received.

Involvement of Community Gatekeepers

Including religious leaders, youth peer educators, boda boda (motorcycle taxi) leaders, and women's groups adds another layer of influence. These individuals or groups are often respected and trusted, making them ideal advocates for FP services. Their support helps normalize the conversation around contraceptives, particularly for youth and other marginalized groups.

Community-based FP champions

Pharmacies should consider incorporating community-based FP champions into their outreach model. Often drawn from women's groups, youth networks, and faith-based organizations, these champions are trained to provide accurate information and support clients through decision-making. They can also act as "navigators" within health facilities to ensure clients referred for FP are not lost in the system.

2. Customer Retention and Loyalty *(Client Lifetime Value Maximization)*

Goal: Deepen client relationships, encourage repeat service use, and foster strong word-of-mouth promotion.

In today's competitive healthcare landscape, retaining customers is essential for community pharmacies promoting family planning services. A loyal client base provides a stable revenue stream, enhances the pharmacy's reputation, drives word-of-mouth referrals, and supports long-term business growth.

By building deeper, personalized relationships, pharmacies can strengthen client loyalty and expand the reach of their family planning services. To foster customer loyalty and promote family planning services effectively, pharmacies should consider implementing the following key strategies:

Key Strategy 2: Loyalty Programs

Pharmacies can offer discounts or reward points tied explicitly to family planning services, incentivizing repeat visits. Additionally, providing exclusive offers, such as bundled discounts on a basket of self-care products, can further enhance the value clients perceive from their continued patronage.

Key Strategy 3: Personalized Health Consultations

Personalized health consultations are another powerful tool for client retention. By offering tailored advice that addresses each client's unique needs and concerns related to family planning, pharmacies can build a strong foundation of trust. Ensuring follow-up care through scheduled consultations reinforces this trust and demonstrates a continued commitment to the client's well-being, further encouraging loyalty.

Key Strategy 4: Phone Calls and SMS Reminders

Leveraging technology, particularly SMS reminders, is an effective way to keep clients engaged. With clients' consent, pharmacies can call or send timely messages about upcoming appointments, prescription refills, or new family planning services, helping clients stay on track with their health plans. Occasionally, sending promotional messages about special events, pharmacy in-reaches, or new service offerings can also maintain client interest and encourage greater participation in family planning initiatives.

Key Strategy 5: Client TCA Cards

To Come Again (TCA) cards help track client visits and schedule follow-ups, ensuring that clients are reminded of their subsequent appointments. This simple yet effective system supports better continuity of care and fosters a sense of personal attention and reliability.

Key Strategy 6: Continuous Client Engagement

Continuous engagement through various channels further reinforces client loyalty. Active social media engagement (WhatsApp groups, Facebook, Instagram, TikTok, X, LinkedIn, websites), where pharmacies share health tips, respond to inquiries, and promote family planning services, keeps the pharmacy top-of-mind for clients. Similarly, sending regular email newsletters with updates on services, promotions, and health advice maintains an ongoing relationship beyond in-person visits. Participating in or sponsoring local community health events also helps raise awareness, build trust, and connect with new and existing clients on a deeper level.

Ultimately, by adopting a comprehensive approach to customer retention, community pharmacies can foster loyalty and strengthen their reputation, support business growth, and expand access to critical family planning services in their communities.

3. Capacity building

Goal: Strengthen pharmacy capabilities to deliver high-quality, accessible, and integrated FP services.

Key Strategy 7:Upskilling and Capacity Building for Pharmacy Staff

Capacity building for pharmacists and pharmaceutical technologists focuses on enhancing their skills to provide accurate contraceptive information and selected family planning methods, ensuring the rational use of contraceptives among clients visiting pharmaceutical outlets. Key interventions include:

- Training using the Ministry of Health's curriculum package for pharmacists and pharmaceutical technologists combines classroom instruction with supervised and observed practice.
- Access to webinars and Continuing Medical Education (CME) sessions organized by professional associations and public health institutions.

- Provision of technical assistance materials, including downloadable communication guides, patient education materials, checklists, and links to self-learning resources.
- Involvement in FP outreaches and inreaches where pharmacists and pharmaceutical technologists can practice service provision and gain competency.
- Strengthening capacity to provide youth-friendly services and address gender-based violence (GBV) to support young and vulnerable populations effectively.
- Pharmacies with trained personnel will be expected to actively participate in outreach initiatives to raise awareness and establish referral linkages. They will also organize outreach and in-reach activities targeted at their clientele to broaden service coverage.

Key Strategy 8: Capacity Building for CHAs and CHPs

Strengthening the capacity of CHAs and CHPs is vital for extending FP services into the community. These efforts aim to empower CHPs to promote family planning, deliver selected methods, and facilitate informed reproductive health choices. Capacity-building interventions include:

- Training CHAs and CHPs using the designated training curriculum.
- Orienting trained CHAs and CHPs within pharmacies capable of providing FP services.
- Equipping CHPs with Information, Education, and Communication (IEC) materials and appropriate working tools.
- Tracking and monitoring referrals made by CHPs to pharmacies.
- Recognizing and rewarding high-performing CHAs and CHPs to encourage excellence and sustain motivation.

4. Partnerships

Effective collaboration with private sector stakeholders is crucial in driving service delivery, ensuring commodity security, and integrating digital solutions into family planning initiatives.

Key Strategy 9: Private Sector Collaboration

Collaborations with platforms like Nena na Binti, Wacurious, Viya, and TIKO, among many others, have significantly advanced digital solutions in the sector. Viya's digital referral system, for instance, enables clients to locate nearby FP providers through mobile applications, enhancing accessibility. Similarly, TIKO's incentive-based platform rewards clients for accessing services, helping to boost retention and continuous engagement through SMS campaigns, geotagged pharmacy mapping, and loyalty programs.

Key Strategy 10: Facilitating Commodity Security

Partnerships with manufacturers and distributors such as DKT International and Phillips Pharmaceuticals, among others, ensure a consistent and reliable supply of contraceptives to pharmacies. This mitigates the risk of stockouts and ensures clients can access reliable services. Bulk purchasing agreements and AI-driven demand forecasting optimize inventory management and help pharmacies maintain consistent service delivery.

Key Strategy 11: Tech-Enabled Monitoring

Firms like MyDawa have leveraged technology for various efficiencies, e.g, streamlining inventory management, reducing costs, and improving service delivery. Mydawa leverages its digital platforms to manage client retention programs, which is important for FP programming. They provide telemedicine services that have the potential to increase convenient FP counseling, seamless referral, and door-to-door deliveries.

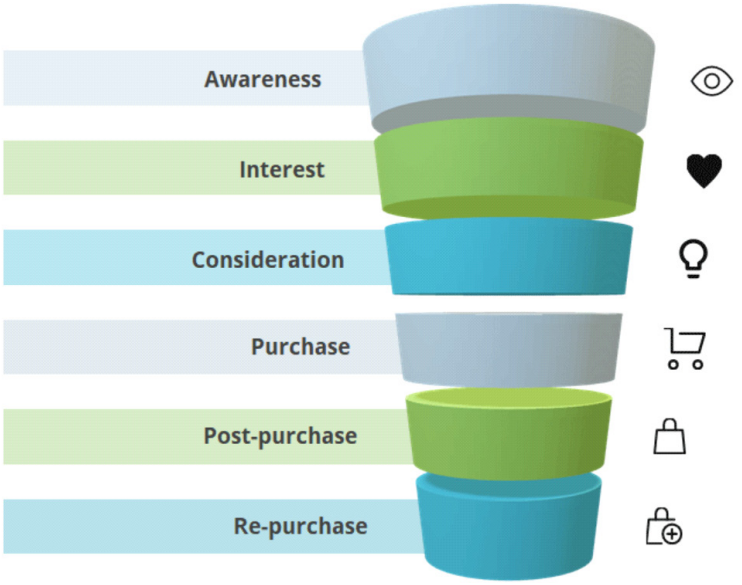
Key Strategy 12: Advocacy

Advocacy champions such as Shujaaz Inc., Girl Effect, Reproductive Health Network Kenya (RHNK), PS Kenya, PSI, and Jhpiego play a critical role in reinforcing these partnerships. They utilize social media platforms, innovative communication tools like comic books, and community engagement strategies to reach youth audiences, promote male involvement, and reduce stigma around family planning. By aligning private-sector innovations with public health goals, pharmacies are positioned as points of service and key hubs of education and community empowerment.

Customer Journey Mapping

Integrating a client journey mapping approach is essential to ensuring the effectiveness of the demand generation strategy for pharmacy-based family planning (FP) services. By aligning targeted strategies to each stage of the customer journey, pharmacies can better meet clients where they are in their decision-making process, thereby maximizing engagement and service uptake.

Figure 1: Customer Mapping Journey



The client journey can be broken down into five key stages, each with clear goals and corresponding strategies:

Table 1: Summary of key stages in the customer journey and corresponding strategies at each stage

Stage	Goal	Strategy Highlights
Awareness	Introduce FP services	Social media campaigns, search engine optimization (SEO), posters, and prominent signage.
Interest	Stimulate the desire to learn more	Educational content, influencer partnerships, and targeted SMS messaging.
Consideration	Build trust and preference	Client testimonials, digital counseling sessions, and community events
Action	Drive service uptake	Promotional offers, loyalty cards, and outreach activities.
Retention	Sustain Client engagements	SMS appointment reminders, loyalty programs, and in-reach activities at pharmacies

MONITORING, LEARNING, AND EVALUATION

Recognizing the multi-channel approach to attaining the aims and purposes of this road map, the partners have developed a Monitoring and Evaluation Plan to track milestones against the commitments made. The plan is intended for use by all partner organizations, first to assist in budgeting and commitment processes, then to monitor planned activities against commitment timelines, and ultimately to aid in the overall review of road map implementation. This is a tool for accountability and transparency in resource use to raise knowledge of pharmacies as the best access locations for broader family planning.

Theory of Change, Project Indicators, and Data Sources

This roadmap guarantees that the Kenyan government, through the MOH, makes concerted efforts to increase private sector involvement in providing effective family planning services. It discusses strategic methods and initiatives for increasing participation and impact in community pharmacies. This effort, which focuses on community pharmacy, intends to execute strategic initiatives that raise awareness and demand for trained pharmacists and pharmaceutical technologists as access points for effective family planning. The goal is to increase the number of women and girls who have access to and continue using quality self-care and family-planning products and services from community pharmacies. Figure Y summarizes the theory of change. For more information, check the tables [Tables X1–X5], which summarize what is contained in the logical framework.

Figure 2: Demand generation theory of change

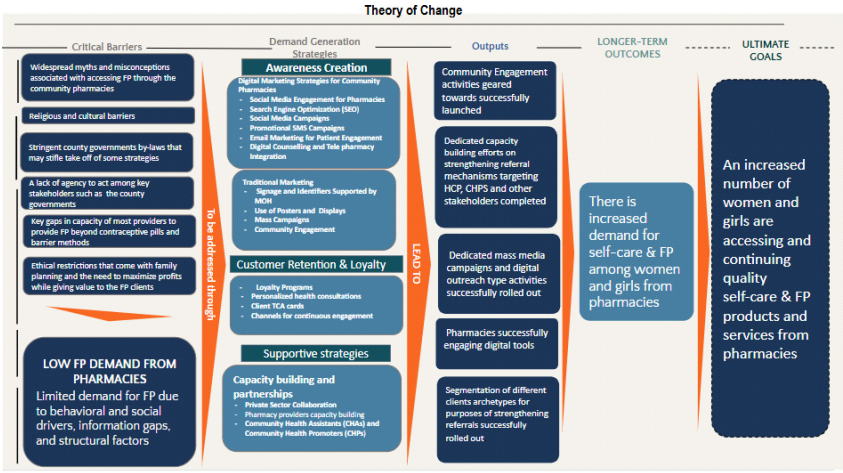


Table 2 summarizes the primary outcome of the demand generation work and illustrates how the outcome feeds into the overall goal. While the key indicator is the number of women and girls accessing self-care and family planning services from community pharmacies, it is essential to highlight that all partners involved recognize and uphold their right to make informed choices. In this case, the indicator is meant to track the coverage and reach and indicate how effective the different approaches outlined in the outputs have worked. At the roll-out of the road map, potential barriers are anticipated with the accuracy of the numbers reported in the pharmacy channel. There might be cases where special surveys may be conducted to determine this number. Additionally, there is a need to acknowledge widespread myths and misconceptions from the community associated with accessing some of these services from the community pharmacy channel.

Table 2: Summary of the goal and outcome of the demand generation work

Important variable	Accompanying indicator	Data Sources
Goal: An increased number of women and girls are accessing and continuing quality self-care and FP products and services from pharmacies	Number of women & girls accessing family planning and/or self-care from the pharmacy (desegregated by (a) method and (b) age) (4.0)	MOH Pharmacy reporting portal
Outcome: There is increased demand for self-care and FP among women and girls from pharmacies		

Key outputs that will help meet the outcome and, eventually, the goal are illustrated in Output 1 in Table 2. Key illustrative activities for this outcome will include utilizing channels such as public forums, community dialogue days, community outreaches and in-reaches, door-to-door CHPs/CHAs intervention activities, and having strategies that involve the community gatekeepers such as religious leaders, influencers, women group leaders, and boda-boda riders leaders. The road map acknowledges potential risks, including religious and cultural barriers, for CHPs that could affect the running of activities and community myths and misconceptions about family planning.

Table 3: Summary of the output 1 of the demand generation work

Important variable	Accompanying indicators	Data Sources
Output 1: Community Engagement activities geared towards successfully launched	Number of forums held in community settings	Program reports
	Number of women referred by CHPs for FP services at community pharmacies	Program reports
	Uptake of FP among women and girls at the pharmacies	MOH Pharmacy portal

Key activities include training pharmacies on the essentials of demand generation activities within the confines of choice and extending similar capacity-building activities to CHAs and CHPs, particularly to strengthen referral mechanisms.

Table 4: Summary of the output 2 of the demand generation work

Important variable	Accompanying indicato	Data Sources
Output 2: Dedicated capacity-building efforts on strengthening referral mechanisms targeting HCPs, CHPs, and other stakeholders completed	Number of Pharmacies trained on demand generation	Program reports
	Number of CHPs trained on demand generation	Program reports

The activities under Output 3 will involve using conventional media to reach the masses and remind them of what is available through the community pharmacy channel. Furthermore, information, communication, and educational materials will be given to communities in the hopes that many more women and girls will become aware of the family planning services available through this channel.

Table 5: Summary of the output 3 of the demand generation work

Important variable	Accompanying indicator	Data Sources
Output 3: Dedicated mass media campaigns and digital outreach-type activities successfully rolled out	Number of Media spots promoting FP at the community pharmacy	Program reports
	Number and type of IEC materials distributed at the community level	Program reports
	Number of women and girls accessing FP at pharmacies as a result of this type of demand generation (Conversion rates)	Special survey

Key activities under Output 4 will include collaborating with a marketing agency to ensure that pharmacies have appropriate and approved signage that uniquely identifies them as accredited family planning providers, running their promotional SMS campaigns, leveraging social media and loyalty programs, and implementing various capacity-building initiatives. These activities will be implemented while considering essential issues such as particular county bylaws, data privacy and protection concerns, potential barriers, and the possibility of initial seed funds required to invest in such activities.

Table 6: Summary of the output 4 of the demand generation work

Important variable	Accompanying indicator	Data Sources
Output 4: Pharmacies successfully engaging digital tools	Number of pharmacies with signage	Program reports
	Number of pharmacies with social media and loyalty programs	Program reports

Ultimately, segmentation of the different client archetypes will be necessary for more effective reach and tailoring messages for different audiences. Specific areas of interest under this output will include:

Table 7: Summary of the output 5 of the demand generation work

Important variable	Accompanying indicator -	Data Sources
Output 5: Segmentation of different client archetypes to strengthen referrals successfully rolled out	To be Determined	Program reports
		Program reports
		Special survey

LEARNING AGENDA

A core part of the work envisaged in this framework is to learn and advance insights into the larger global health space, given the sensitive nature and ethics surrounding demand generation for family planning. The consolidated efforts by each partner will be an opportunity to contribute new insights on what we have learned in the course of rolling out activities. Once approved, a detailed learning agenda will be developed. We envisage deploying both quantitative data collection approaches, such as small population surveys, and qualitative data collection approaches, such as carrying out key informant interviews and interviews with key opinion leaders, users of family planning at pharmacies, pharmacy providers, ministries of health, and other key stakeholders to learn and draw insights on the outcomes and impacts of the various demand generation activities. As a start, some key learning questions that will be important will be:

- What are the effective demand generation strategies that can educate and make the masses aware of family planning services in the pharmacy channel?
- How are demand generation activities shaping the family planning (supply side) landscape at the pharmacy channel?
- What are the different client archetypes and the effective messaging strategies that can effectively reach them?
- How does raising awareness about the pharmacy channel influence family planning service delivery at public health facilities

Once the road map has been adopted, a detailed evaluation plan will be developed to guide its implementation.

SUSTAINABILITY PLAN

A comprehensive plan that leverages private sector involvement and financial viability is crucial to ensuring the long-term sustainability of family planning (FP) services in community pharmacies. This approach enhances access to FP services and fosters a self-sustaining model that can be scaled up across different regions.

Objective

Ensure long-term sustainability through private sector involvement and financial viability.

Activities:

- Develop Public-Private Partnerships (PPPs): Establish partnerships between pharmacies and public health entities to support the expansion of FP services.
- Engage with insurance providers and the Social Health Authority (SHA) to include FP services in their coverage. This would make FP services more affordable and accessible to a broader population, increasing pharmacy demand and revenue.
- Explore donor funding opportunities to support demand generation and capacity-building activities.
- Introduce cost-recovery models where pharmacies generate revenue from FP consultations and products. This could include offering bundled services or loyalty programs to incentivize clients to choose pharmacy-based FP services.
- Foster collaboration between tech startups and pharmacies to integrate digital FP solutions (e.g., telehealth consultations and FP apps).

INTEGRATION INTO HEALTH SYSTEMS

Figure 3: Activities for integration into heathcare services

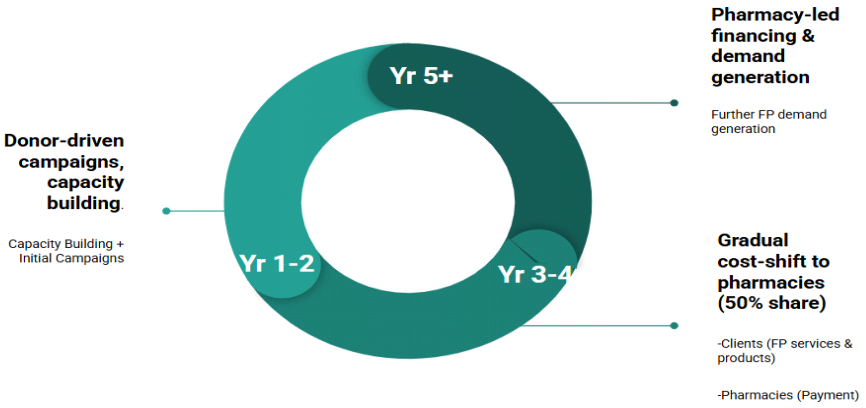
To successfully integrate family planning (FP) services in community pharmacies within the healthcare system, demand generation efforts should focus on:

- Increasing awareness
- Strengthening service delivery
- Establishing referral networks
- Advocating for supportive policies
- Ensuring financial sustainability
- Integrating FP in their service provision

FINANCIAL MODELS

Sustainable demand for family planning (FP) services in pharmacies relies heavily on a robust and enduring financial model. This strategy integrates public and private sector contributions to ensure long-term viability, leveraging partnerships to mitigate risks, enhance affordability, and expand access to FP goods and services.

Figure 4:Creating demand in community pharmacies



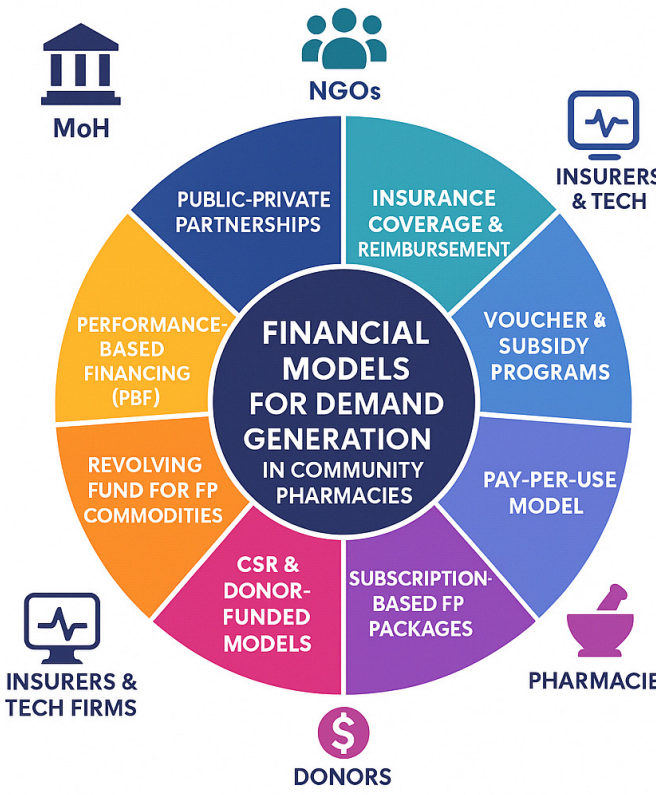
The diagram above summarizes potentially viable models for creating demand in community pharmacies, where the needs of family planning (FP) clients and pharmacy providers are prioritized. FP clients require access to a pool of affordable, quality FP services, while the value proposition for providers is clearly defined. A single financial model technique may not be sufficient; however, combining multiple strategies ensures broader coverage of clients. This approach involves sharing risks among donors and the private and public sectors, ensuring long-term viability as pharmacies gradually assume financial responsibility. Community pharmacies can sustainably provide FP services through various funding and incentive mechanisms.

- **Public-private partnerships:** Governments can work with private pharmacies to create demand in a co-financing model where each player contributes agreed proportionate amounts or agrees on the roles each player will undertake. An example is when the government agrees with private pharmacies to subsidize family planning commodities while the pharmacies manage outreaches and distribution.
- **Performance-Based Financing:** This is a financing model in which pharmacies receive bonus payments for meeting specific targets set on delivering family planning services over a given period. Insurers or donors could fund this.
- **Revolving Fund for FP and Corporate Social Responsibility (CSR) programs Models:** The financing model involves a capital pool initially funded by MOH or donors.

CSR programs can also run family planning awareness campaigns to reach hard-to-reach communities.

- **Subscription-Based FP Packages:** Pharmacies can develop subscription-based packages that offer clients comprehensive services, including regular checkups, weight monitoring, blood sugar tests, and other health assessments. Pharmacy providers can receive light training on extending these services to new and regular customers, enhancing their ability to provide holistic care.

Figure 5: Financial model options for pharmacies



RISK MANAGEMENT

Regulatory Environment

The Pharmacy and Poisons Board(PPB) regulates pharmacy practice in Kenya. It is mandated to maintain pharmaceutical professional standards within the scope of licensing of pharmacists and pharmaceutical technologists, and ensuring compliance with both established and creation of new guidelines, PPB has developed Good Pharmacy Practice(GPP) guidelines that aim to strengthen the expanded role of the licensees in the FP community and hospital pharmacy practice.

PPB has aided in developing and including the core curriculum, which includes family planning and reproductive health services. This would sustainably build the participants' knowledge in improving clinical, customer-facing, and management skills in providing FP products, including injectables, making it scalable to increase FP service provision through community pharmacies. Further, pre-service curricula for pharmacists and pharmaceutical technologists are to be integrated into Universities and Tertiary(TVET) institutions.

Additionally, PPB has supported the development and implementation of the TA tool administered to community pharmacies in readiness for their accreditation. In conjunction with the trained providers, a TA team comprising members from PPB, PSK, KPA, and implementation partners was established. The support supervision/technical assistance tool will be hosted on MoH servers to include providers who undergo virtual learning for accreditation purposes.

Annexes

Annex 1: The Role of Key Stakeholders in TMA-Driven FP Demand Generation

Stakeholder	Expanded Role in Capacity Building & Demand Generation
Ministry of Health (MoH)	• Develop national FP policies and regulatory frameworks. • Coordinating the Total Market Approach (TMA) ensures FP services are accessible through public, private, and social sectors. • Oversees pharmacists and pharmaceutical technologists task-sharing policies to support FP service provision. • Provides guidelines on pharmacy-led FP services, including training and accreditation. • Supports integration of FP services into the Universal Health Coverage (UHC) framework, ensuring financial accessibility. • Conducts awareness campaigns to increase public demand for FP services at pharmacies.

Pharmacy & Poisons Board (PPB)	• Regulates the certification and licensing of pharmacists and pharmaceutical technologists to provide FP services. • Accredits CPD training programs on FP for pharmacists and pharmaceutical technologists and ensures compliance with FP policies. • Monitors adherence to ethical and professional standards in FP service provision at pharmacies. • Works with MoH and partners to develop quality assurance measures for pharmacy-based FP services.
Community Pharmacies & Pharmacists	• Act as frontline FP service providers, offering counseling, contraceptive provision, and referrals. • Drive demand generation by offering youth-friendly services and engaging in community FP awareness campaigns. • Ensure continuous availability of FP commodities, reducing stock-outs through proper inventory management. • Strengthen pharmacist-client relationships to increase FP uptake and adherence. • Utilize digital health tools (e.g., SMS reminders and telehealth consultations) to enhance FP service delivery.
Professional Associations (e.g., Pharmaceutical Society of Kenya - PSK)	• Organize CPD-accredited FP training programs to upskill pharmacists and pharmaceutical technologists. • Advocate for policy changes that allow expanded pharmacist and pharmaceutical technologists roles in FP service provision. • Facilitate knowledge sharing through conferences, webinars, workshops, and mentorship programs. • Collaborate with MoH, donors, and private sector players to standardize FP service provision across pharmacy networks.

NGOs & Donor Organizations	• Fund training programs and mentorship initiatives to build pharmacist and pharmaceutical technologists capacity in FP service delivery. • Support public awareness campaigns on the role of pharmacies in FP service provision. • Provide technical assistance in implementing e-learning and digital tools for pharmacist and pharmaceutical technologists training. • Facilitate community engagement programs to link pharmacy FP services with broader reproductive health initiatives. • Drive evidence-based policy change by researching FP demand generation in the pharmacy sector.
Private Sector (Pharma Companies, Distributors, Social Marketing Organizations)	• Ensure affordable and high-quality FP commodities are available across all market segments (free, subsidized, and commercial). • Collaborate with pharmacies to improve the FP supply chain management, reducing stock-outs. • Partner with MoH and NGOs to develop social marketing campaigns that promote pharmacy-based FP services. • Provide pharmacist and pharmaceutical technologists training on FP products, ensuring correct usage and safety measures. • Innovate financial models (e.g., discounts, vouchers, loyalty programs) to improve access to FP commodities.

Annex 2: Demand Generation Activities 2025

Strategy		
Awareness Creation		
Goal: Build visibility and credibility, and reduce stigma to attract clients to pharmacy-based FP services.		
1: Digital Marketing Approaches		
Rationale/Current status: Demographic and Health Surveys report an increase in mobile phone access across Africa, with most households in Kenya (86%) reporting mobile phone ownership. With the rapid expansion of mobile and electronic platforms, there is potential for even greater use of digital health technologies to strengthen health systems and expand the reach of information and referrals to contraceptive services among difficult-to-reach groups such as adolescents and youth.		
SN	**Action Required**	**Steps Required**
1.1	**Social Media Engagement for Pharmacies**	• Using platforms like Facebook, Instagram, X, LinkedIn, and pharmacy websites to promote family planning offerings. • Interactive content like live Q&As, polls, testimonials, and targeted promotions.
1.2	**Search Engine Optimization (SEO)**	• Pharmacies should keep an accurate Google Business profile with verified location, services, operating hours, and client reviews to boost visibility and credibility online.

1.3	**Social Media Campaigns**	• Create educational content like blogs and videos to clarify family planning myths, method choices, and promote self-care. • Collaborating with digital influencers or health champions with a clear call to action to amplify and enhance their reach.
1.4	**Promotional SMS Campaign**	• Promotional SMS campaigns provide a powerful digital touchpoint by enabling bulk messaging to broadly broadcast services and ensure clients receive and act on the message.
1.5	**Email Marketing for Patient Engagement**	• Email marketing involves sending newsletters with family planning tips, service updates, and promotions to strengthen client connections and foster loyalty.

1.6	**Digital Counselling and Telepharmacy Integration**	• To improve access to family planning information, incorporate digital consultation options like WhatsApp or telehealth platforms to serve clients seeking discreet or remote services.
1.7	**Influencers & Client Testimonials**	• Engage influencers to share relatable family planning (FP) experiences and actively collect client testimonials to build trust, reduce hesitancy, and normalize FP use. • Update geo-tags and contact details across all digital platforms, monitor key metrics such as click-through rates, foot traffic, and online inquiries, using insights to evaluate and improve their digital marketing strategies.

2: Traditional Marketing Approaches

Rationale/Current status: Traditional media remains influential, especially for older audiences and trust-driven campaigns. Africa sees 86% daily media engagement, with radio and TV remaining vital, followed by print, alongside rising social media use. Due to its broad reach and ability to connect with real-time interactions, traditional marketing remains effective, especially for audiences who do not have internet access.

SN	Action Required	Steps Required
2.1	**Signage and pharmacy Identifiers Supported by MOH.**	• Collaborate with the Ministry of Health (DRMNCAH) and PROFASS to develop and use recognized identifiers that mark accredited pharmacies as approved family planning outlets, recognizable and trusted by the community. • Use local languages to cater to diverse populations.

2.2	**Door-to-Door CHP/CHA Intervention**	• CHPS and CHAS can refer clients to trained pharmacies, provide key information, and distribute promotional materials. • Trusted intermediaries who understand the social dynamics of their communities and can ensure that family planning messages are well-received.
2.3	**Use of Posters, Flyers, and Displays**	• Showcase educational posters and IEC (Information, Education, and Communication) materials on family planning methods, benefits, and service availability placed near entrances, waiting areas, and pharmacy counters.

2.4	**Mass media campaigns and public awareness efforts**	• Work with local media, health partners, and county governments to run radio adverts, distribute flyers or comic books, and publish inserts in local newspapers. • Participation in health-related events such as World Contraception Day, Family Planning Days, and World Health Day.
2.5	**Community Engagement efforts**	• Participating in public forums or community dialogues, through open conversations with community members to foster trust and collaboration.

2.6	**Community Outreach and Inreach forums**	• Participate in outreach where community members gather. • Inreach within the pharmacy through counseling booths, health education drives, or themed service days.
2.7	**Involvement of Community Gatekeepers**	• Including religious leaders, youth peer educators, boda boda leaders, and women's groups, who are often respected and trusted, makes them ideal advocates for FP services.
2.8	**Community-based FP champions**	• Incorporate community-based FP champions from women's groups, youth networks, and faith-based organizations into the outreach model. These champions are trained to provide accurate information and support clients. They also act as "navigators" within health facilities to ensure clients referred for FP are not lost in the system.

Customer Retention and Loyalty		
Goal: Deepen client relationships, encourage repeat service use, and foster strong word-of-mouth promotion.		
Rationale/Current status: Retention strategies are critical, as increasing retention by 5% can boost profits by 25–95%. Loyal customers spend 67% more and act as organic advocates. By leveraging ethical, emotionally resonant engagement, brands can foster trust, enhance lifetime value, and transform satisfied clients into vocal promoters.		
SN	**Action Required**	**Steps Required**
1	**Loyalty Programs**	• Offer discounts or reward points tied explicitly to family planning services, incentivizing repeat visits. • Providing exclusive offers, such as bundled discounts on a basket of self-care products.

2	**Personalized Health Consultations**	• Pharmacies can build a strong foundation of trust by tailoring advice that addresses each client's unique needs and concerns related to family planning. • Follow-up care through scheduled consultations demonstrates commitment to the client's well-being, further encouraging loyalty.

3	**Phone Calls and SMS Reminders**	• Using SMS reminders with their consent, sending timely messages about appointments, prescription refills, or new family planning services, and helping them stay on track with their health plans. • Sending promotional messages about special events, pharmacy in-reaches, or new service offerings to maintain client interest and encourage greater participation in family planning initiatives.
4	**Client TCA Cards**	• To Come Again (TCA) cards to help track client visits and schedule follow-ups, ensuring that clients are reminded of their subsequent appointments, supporting better continuity of care.

5	**Continuous Client Engagement**	• Actively engage on social media platforms (WhatsApp, Facebook, Instagram, TikTok, X, LinkedIn, websites) by sharing health tips, responding to inquiries, and promoting family planning services, while also sending regular email newsletters with updates, promotions, and health advice to maintain ongoing client relationships. • Additionally, participating in or sponsoring local health events helps raise awareness, build trust, and connect more meaningfully with clients, supporting customer retention and expanded access to family planning services.

Capacity Building		
Goal: Strengthen pharmacy capabilities to deliver high-quality, accessible, and integrated FP services.		
Rationale/Current status: As documented by UNFPA, capacity building accounts for 86% of good practice for increasing access through the pharmacy channel. Demand generation is most effective when supply-side readiness matches demand-side activities: well-trained providers ensure that increased awareness and intent driven by campaigns and community engagement translate into actual service uptake and satisfaction.		
SN	**Action Required**	**Steps Required**
1	**Capacity Building for Pharmacy Staff**	• Train pharmacists and pharmaceutical technologists using the MoH curriculum, combining classroom learning with supervised practice. Provide access to CMEs, webinars, and downloadable technical assistance materials, and involve staff in FP outreaches/ inreaches to build confidence and hands-on experience.

2	**Capacity Building for CHAs and CHPs**	• Train CHAs and CHPs using the designated curriculum, orient them to work with trained pharmacies, provide IEC materials and job tools, and monitor referral data. Recognize top performers to maintain motivation and performance standards.
3.	**Strengthen Youth-Friendly and GBV-Responsive Services**	• Integrate modules on youth-friendly approaches and gender-based violence (GBV) support into pharmacy training to enable providers to offer inclusive, sensitive care to youth and vulnerable populations.
Partnerships		
Goal: Strengthen collaboration with private sector stakeholders to enhance FP service delivery, ensure commodity security, leverage digital tools, and drive social behavior change.		
Rationale/Current status: Partnerships enable demand generation by bridging supply-demand gaps, lowering financial/cultural barriers, and embedding FP into daily life through accessible, tech-driven, and client-centered solutions. This model ensures increased awareness (via campaigns), which translates into sustained service use.		

SN	Action Required	Steps Required
1	**Private Sector Collaboration**	• Collaborate with platforms to digitize client engagement through referral systems, SMS campaigns, and reward-based loyalty programs. These tools improve client access and retention.
	Commodity Security	• Partner with distributors to ensure a steady supply of contraceptives. Implement bulk purchasing and AI-driven demand forecasting to improve inventory management and reduce stockouts.
	Tech-Enabled Monitoring	• Engage with other firms to enable pharmacies to report real-time FP data via systems like DHIS2. This will improve visibility of service uptake and facilitate better decision-making.

	Advocacy	• Work with champions to reach youth audiences and promote male involvement using social media, comics, and community engagement. Align advocacy with public health goals to reduce stigma and raise awareness.

Annex 3

Strategic Area	Partners working in this area	• Opportunities that exist for community pharmacies
Digital Marketing Strategies for Community Pharmacies	TIKO, Shujaaz Inc, RHNK, PROFASS, PSI, Jhpiego, PS Kenya, PTL, DKT, Girl Effect, inSupply Health	• • The ability to engage youth through storytelling, interactive content, and entertainment-first approaches can inspire pharmacies to adopt similar tactics to reach younger audiences and promote family planning (FP) services effectively.

Traditional Marketing	Shujaaz Inc, TIKO, RHNK, Jhpiego, PS Kenya, PTL, DKT, Girl Effect, URADCA, inSupply Health	• • Leveraging existing materials, such as comic-style educational materials, could simplify complex FP topics for better understanding, using vernacular radio stations and printed materials to raise awareness about FP services in rural or underserved areas. Also, work with CHPs to disseminate information about FP services in the community and refer potential clients to the pharmacy for consultations and supplies.

Customer Retention Strategies	Shujaaz Inc, TIKO, Jhpiego, PS Kenya, PTL, DKT, Girl Effect, E&K, inSupply Health	• Leveraging research through the partner's networks (e.g., Wacurious, Nena na binti, Tiko platform, Girl Effect) could help pharmacies better understand community needs and tailor FP services accordingly.
Partnerships and Collaborations (Advocacy)	Shujaaz Inc, TIKO, RHNK, PROFASS, PSI, Jhpiego, PS Kenya, PTL, DKT, Girl Effect, E&K, URADCA, inSupply Health	• Collaborates with local service providers, CBO mobilizers, and government ministries to expand reach and impact.
Customer Journey Mapping	Shujaaz Inc., RHNK, PSI, PS Kenya, PTL, DKT, Girl Effect, E&K, URADCA	• Use research and longitudinal studies' results from partners to understand the audience's behavior and tailor its strategies accordingly.

Contributors to the Roadmap

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