DEMAND GENERATION ROADMAP FOR FAMILY PLANNING IN PHARMACIES

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



- Conduct a situational analysis to identify gaps in FP awareness and access, especially among youth and marginalized groups.
- Map market trends and assess pharmacy readiness to deliver FP services.

Engage and Align Stakeholders

- Bring together key partners: the Ministry of Health, the Pharmacy & Poisons Board, professional associations, NGOs, community health promoters, and private sector players.
- Clarify roles and ensure alignment with national health strategies and regulatory frameworks.



03

Design Demand Generation Strategies

- A. Digital Marketing
 Use social media campaigns, SMS, and online ads to reach youth and urban populations.
- populations.
 Partner with influencers and digital platforms popular with target groups.
- B. Traditional Marketing
 Distribute IEC
 (Information, Education & Communication)
 materials in pharmacies
- and communities.
 Use radio, print, and community events to reach broader audiences.
- C.Customer Retention
- Introduce loyalty programs, follow-up SMS reminders, and feedback channels to keep clients engaged
- Very clients engaged.
 Offer return incentives and personalized support.
- D. Capacity Building &
- Partnerships
 Train pharmacy staff in client-centered and youth-friendly care, stigma reduction, and accurate counseling.
- accurate counseling
 Digitize training for scalable, blended learning.
- Foster ongoing mentorship and knowledge sharing among pharmacy providers.

Launch Multi-Channel Campaigns

- Roll out coordinated campaigns using both digital and traditional channels
- Leverage community influencers and health promoters to amplify reach and credibility.



Monitor, Learn and

Map and Improve

the Customer

Track client

Identify and

experiences from

to service uptake

address drop-off

points to improve

first awareness

and follow-up.

retention and

satisfaction.

Journey

- Set clear indicators to measure progress, equity, and impact.
- Review data regularly and refine strategies for continuous improvement.



07

Plan for Sustainability

- Integrate demand generation into broader health systems and Universal Health Coverage (UHC) efforts.
- Explore financial models and partnerships for long-term impact and scale-up.

Goal:

Increased, equitable use of family planning services through pharmacies —contributing to national health & development goals.





