

Market Test Project Learnings: Insights And Resources



**Evidence in Action:
Lessons from
Strengthening Family
Planning Provision
Through Pharmacies in
Kenya**

**Expanding Quality
Family Planning in
Pharmacies: From
Evidence to Practice**



**Case Studies:
Strengthening
pharmacy provision
of contraceptives in Kenya**

**Market Test
Segmentation and
Effectiveness Analysis
Report**



**Pharmacy user guide
for whatsapp 2025**

**Family Planning in
Pharmacy: Client
Acquisition & Retention**

