

Can the master coach model help sustain proven family planning (FP) interventions? Perspectives from master coaches

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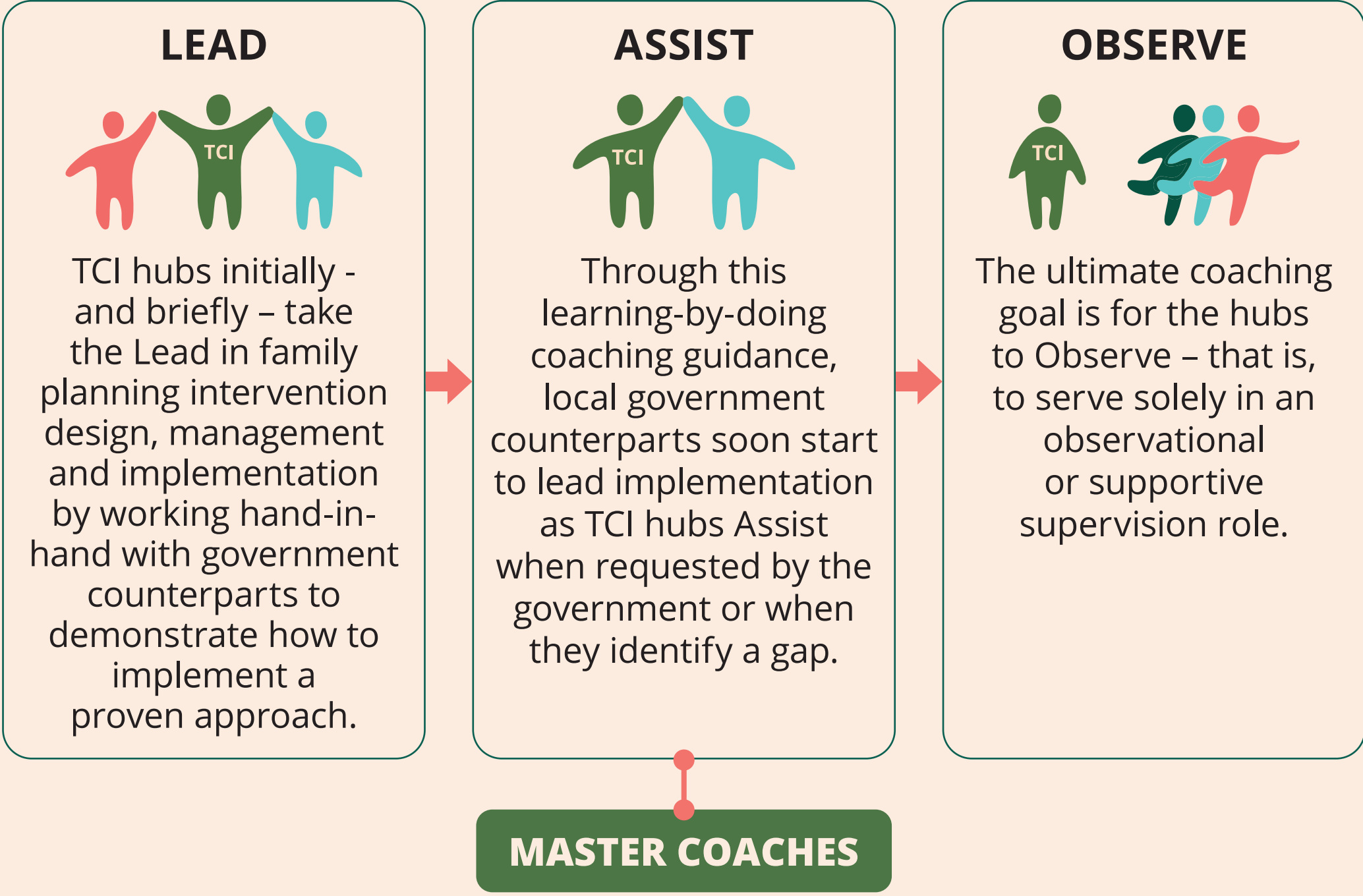


THE CHALLENGE

There are many evidence-based high impact practices and interventions for FP, but scaling these up and sustainably reaching the most vulnerable populations remains a challenge.

THE INTERVENTION

- TCI staff provide coaching on proven FP interventions, effective management, and improving planning and budgeting processes.
- This coaching role is eventually transferred to local experts with strong FP experience.
- These “master coaches” then cascade knowledge and skills in implementing evidence-based interventions to those in health system leadership, health managers, and implementers.

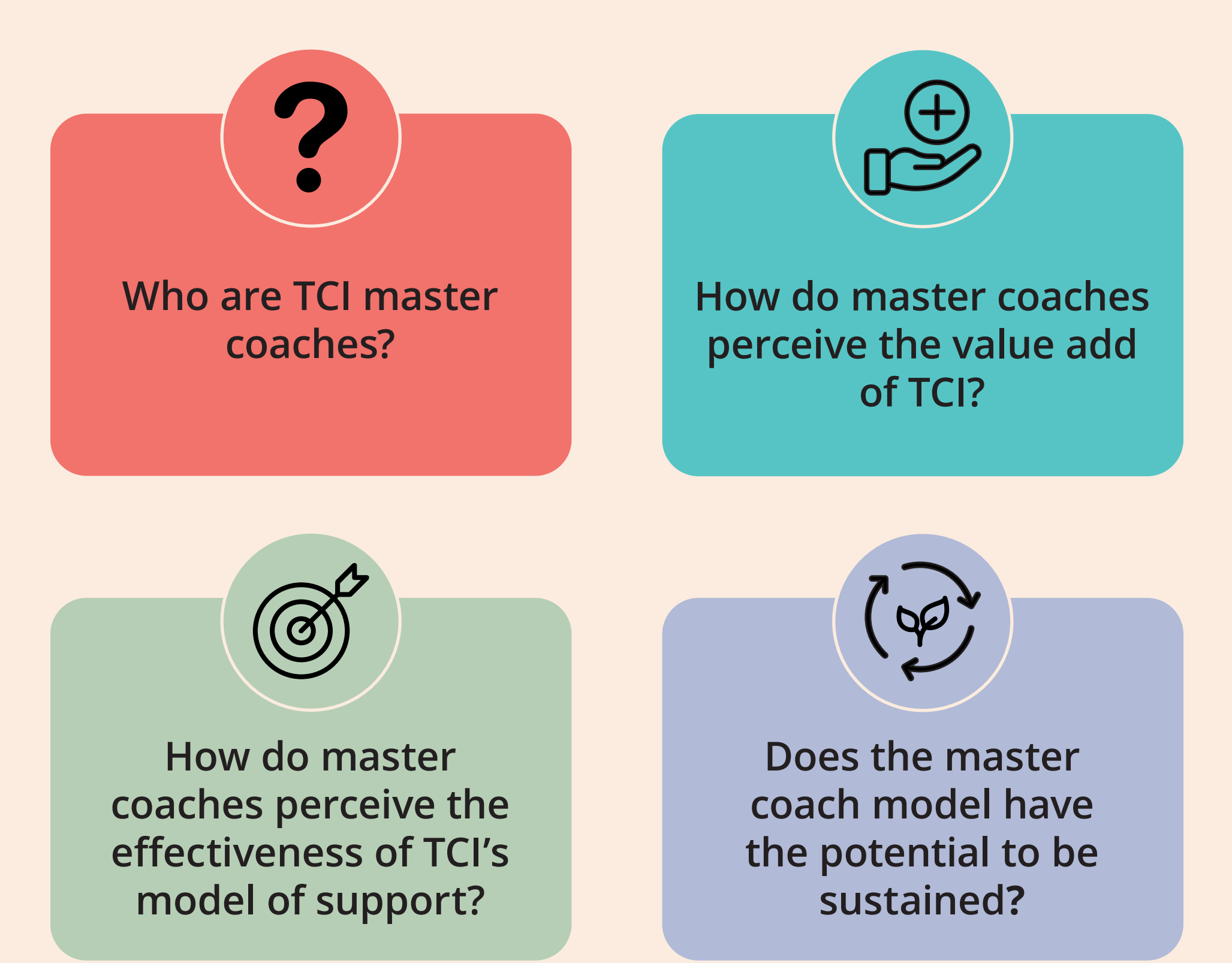


PROGRAM AIMS

The Challenge Initiative (TCI) is a catalytic “business unusual” model that builds local governments’ (‘LGs’) capacity to rapidly, sustainably and cost-effectively scale up FP high impact practices and interventions for the poor.

AIMS OF THE ONLINE SURVEY

From March to June 2025, Itad conducted an online survey of master coaches to ascertain who master coaches are, how they perceive the value add of TCI support, and whether the model has the potential to be sustained.



OUR METHODOLOGY

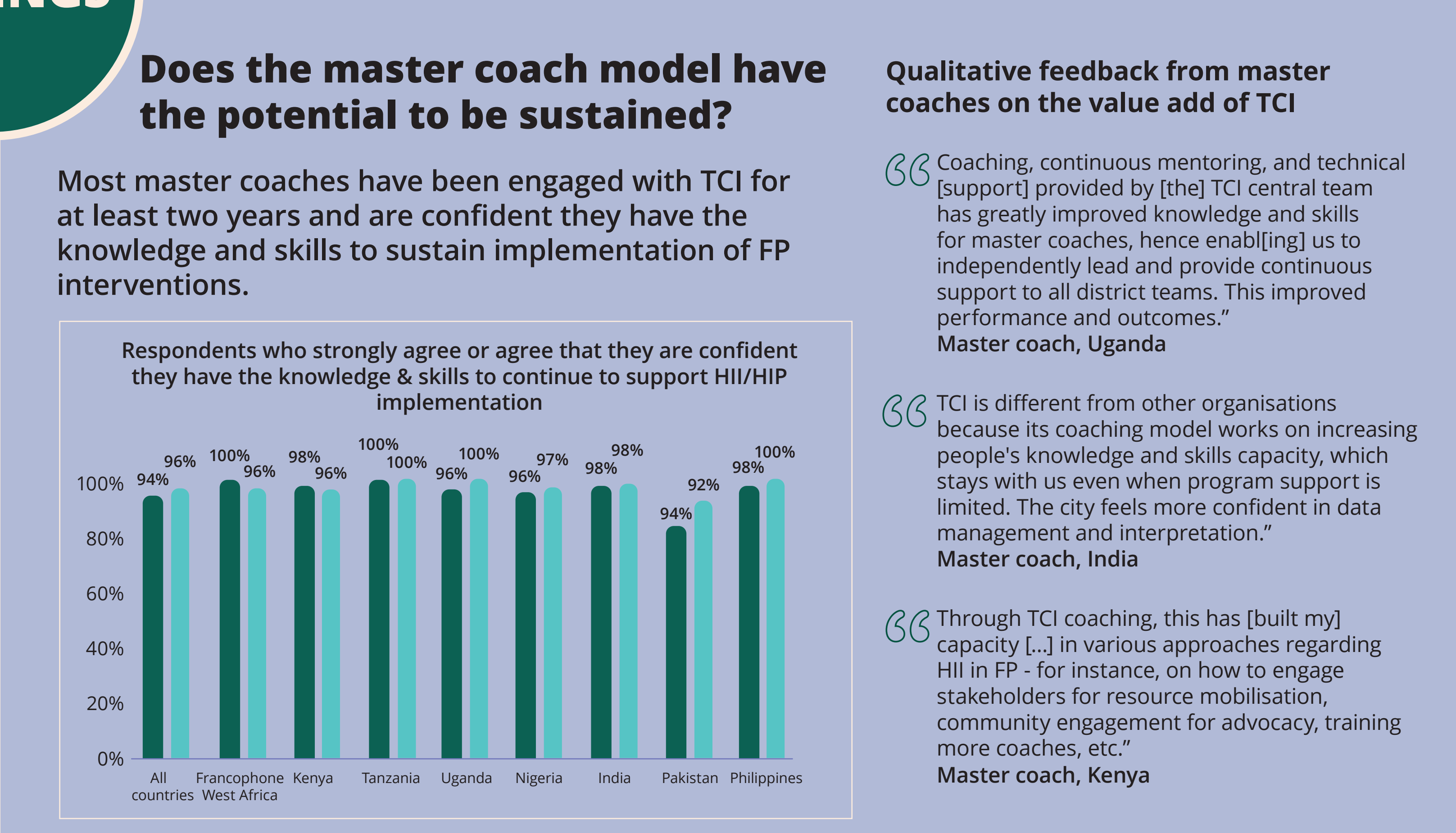
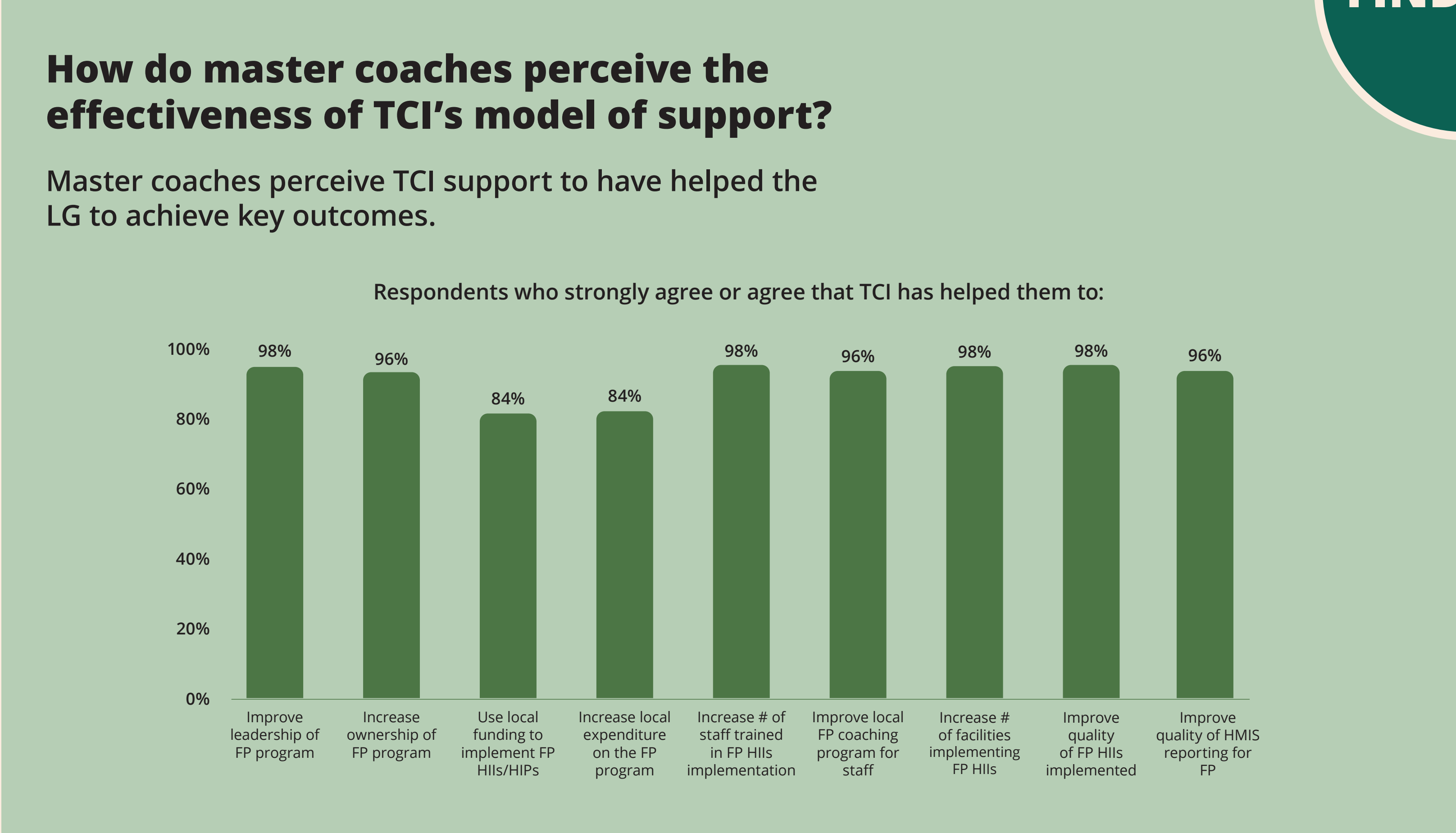
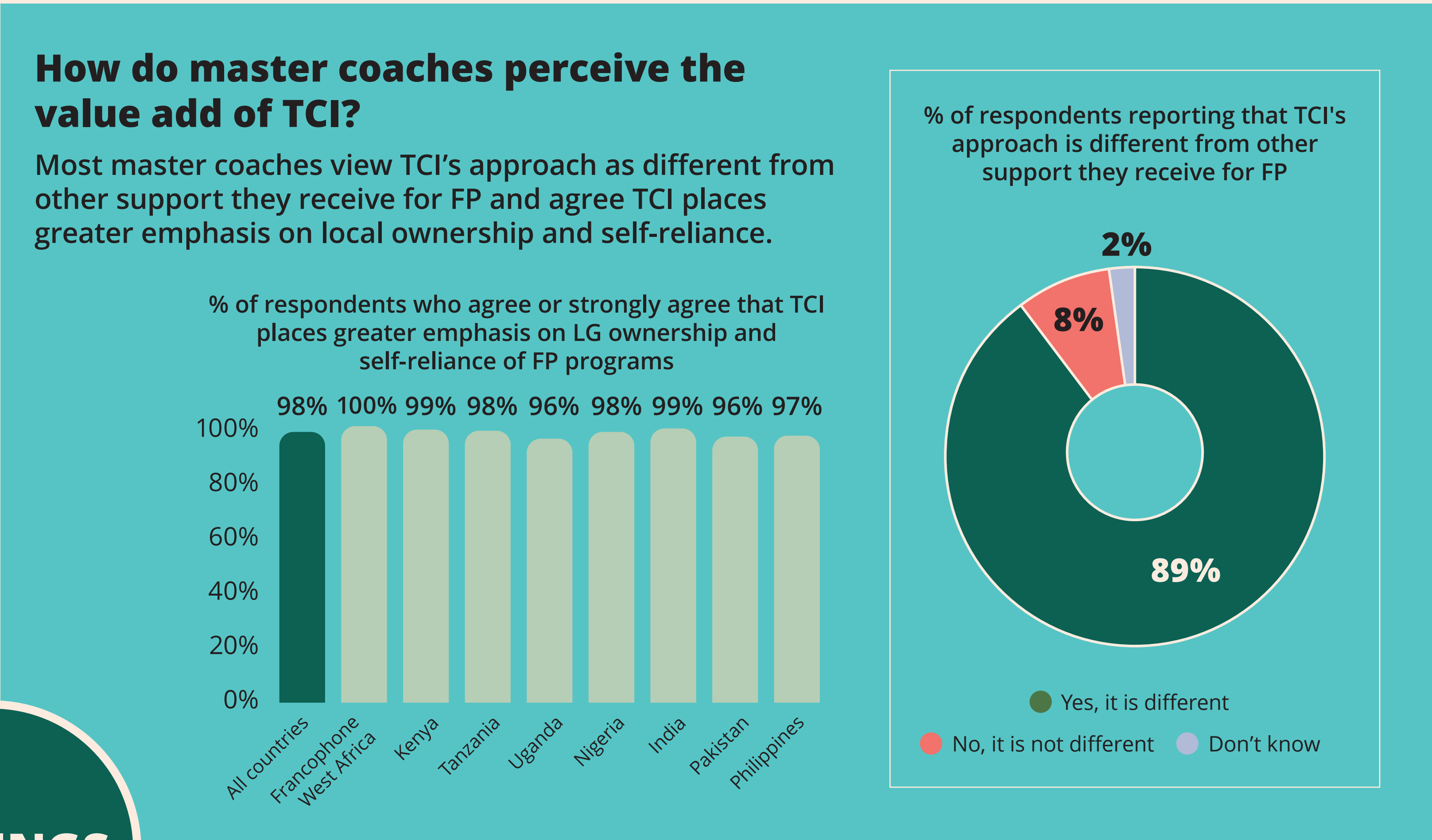
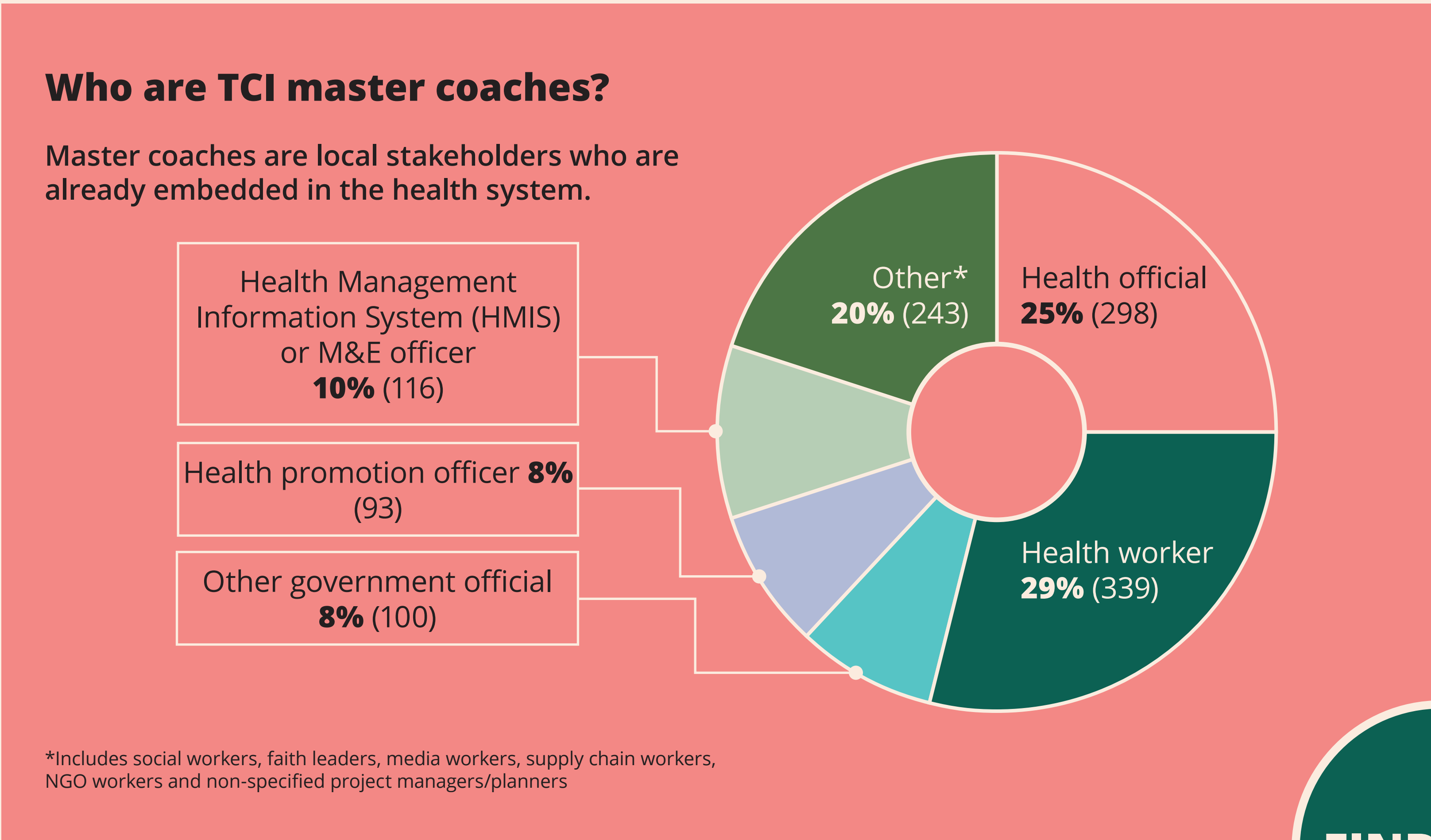
The target population for the survey was TCI master coaches in both graduated and active LGs.

The survey was disseminated in all 201 TCI-supported LGs (as of February 2025) across the 12 countries where TCI operates (Benin, Burkina Faso, Côte d'Ivoire, India, Niger, Nigeria, Pakistan, the Philippines, Senegal, Tanzania, Togo, Uganda). The 2,848 master coaches for which contact information was available were invited to take part in the survey.

The survey was disseminated via SurveyMonkey and made available in English, French, Hindi, Swahili, and Urdu.

The estimated response rate across all countries was 44%.

Survey data was exported to Microsoft Excel, where descriptive and bivariate analysis of close-ended questions was conducted for and across all TCI countries.



REFLECTIONS

A unique model

The TCI coaching model offers a unique capacity building approach which has potential for building government ownership and self-reliance.

Potential for scale

The TCI coaching model could be adopted in other countries looking for innovative, relatively low-cost ways to scale up and sustain delivery of FP high impact practices and interventions.