

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.

LEAD



TCI hubs initially - and briefly - take the Lead in family planning intervention design, management and implementation by working hand-in-hand with government counterparts to demonstrate how to implement a proven approach.

ASSIST



Through this learning-by-doing coaching guidance, local government counterparts soon start to lead implementation as TCI hubs Assist when requested by the government or when they identify a gap.

OBSERVE



The ultimate coaching goal is for the hubs to Observe – that is, to serve solely in an observational or supportive supervision role.

MASTER COACHES

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.



Who are TCI master coaches?



How do master coaches perceive the value add of TCI?



How do master coaches perceive the effectiveness of TCI's model of support?

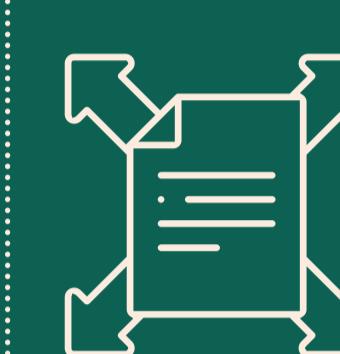


Does the master coach model have the potential to be sustained?

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%.

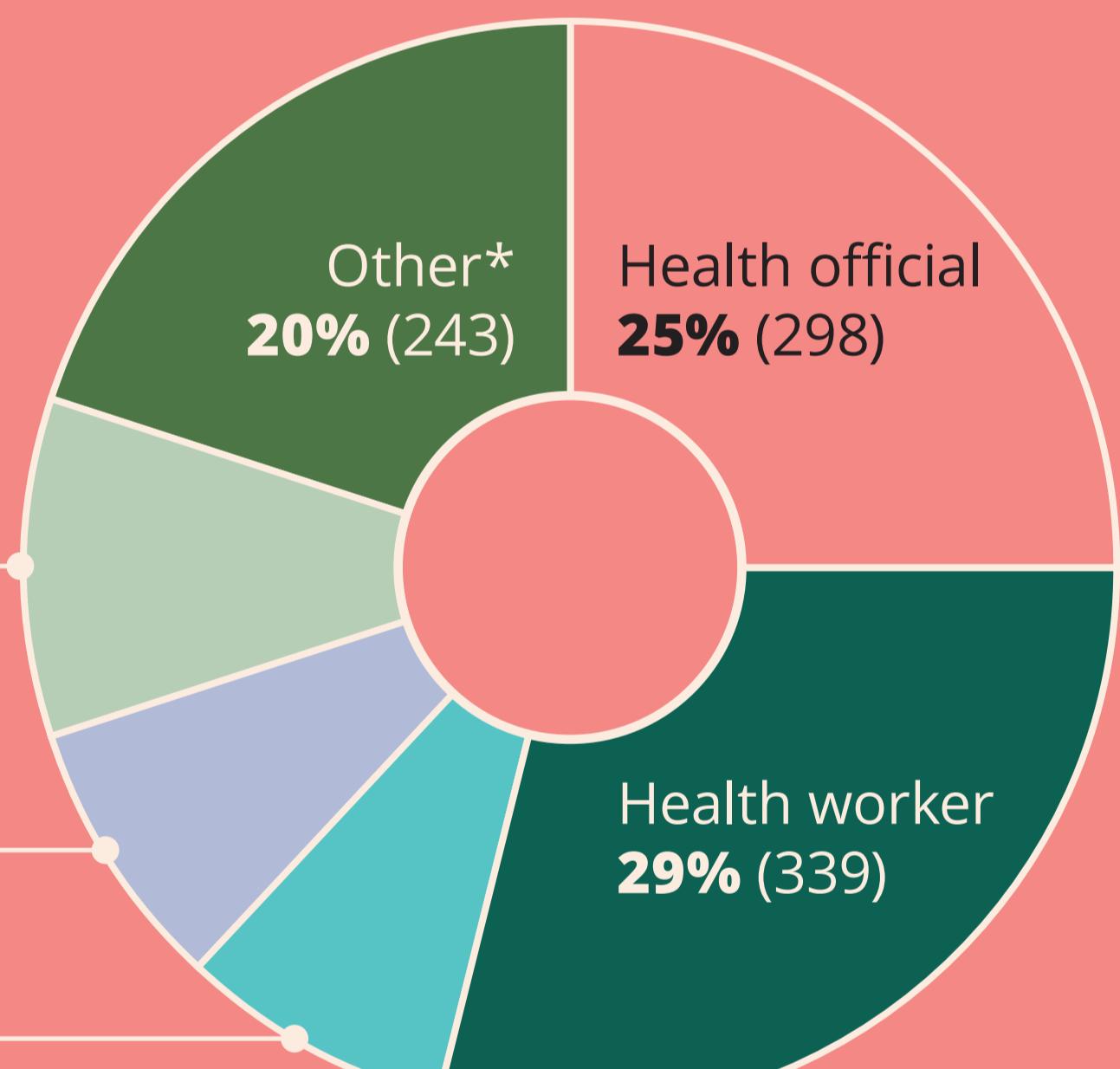


Survey data was exported to Microsoft Excel, where descriptive and bivariate analysis of close-ended questions was conducted for and across all TCI countries.

Who are TCI master coaches?

Master coaches are local stakeholders who are already embedded in the health system.

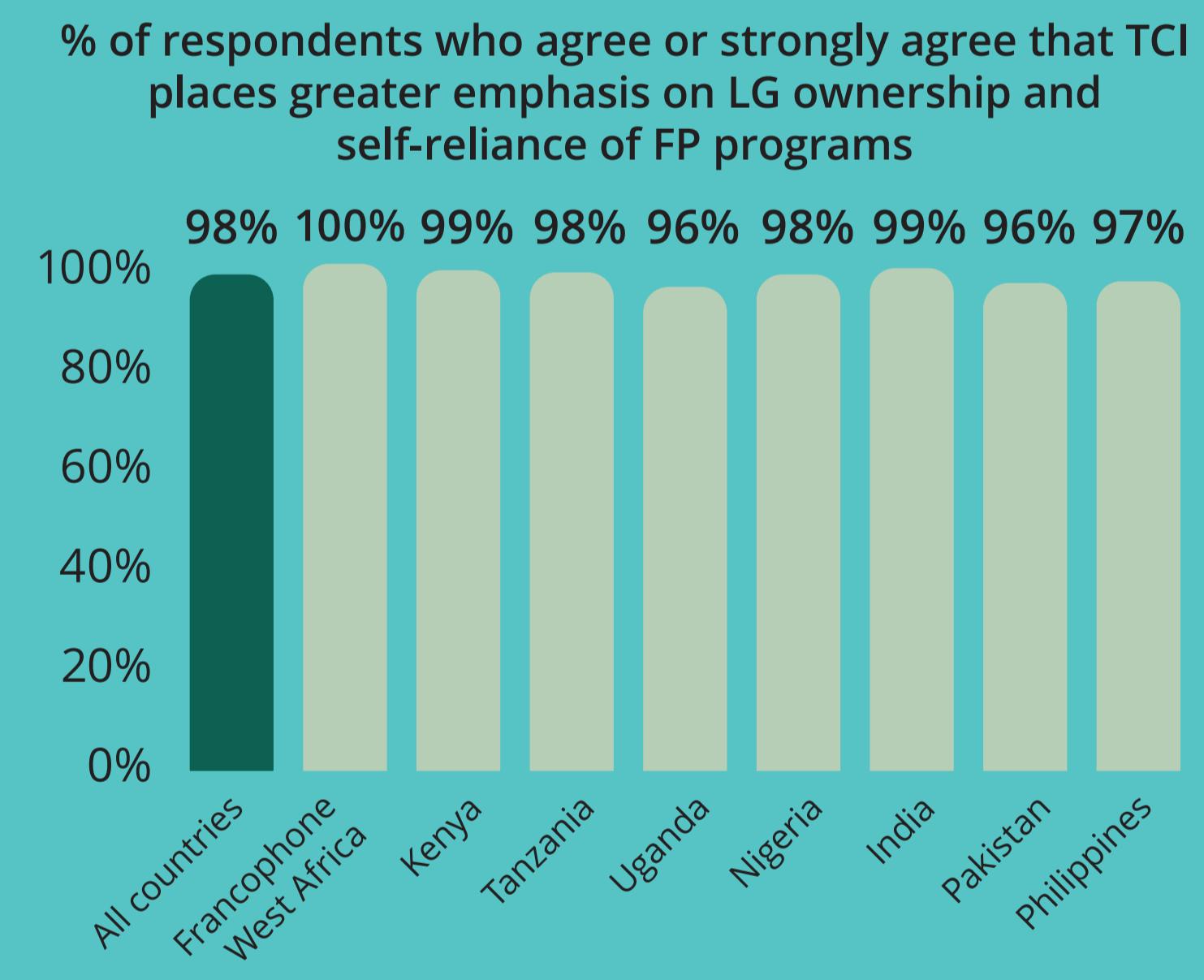
Health Management Information System (HMIS) or M&E officer	10% (116)
Health promotion officer	8% (93)
Other government official	8% (100)



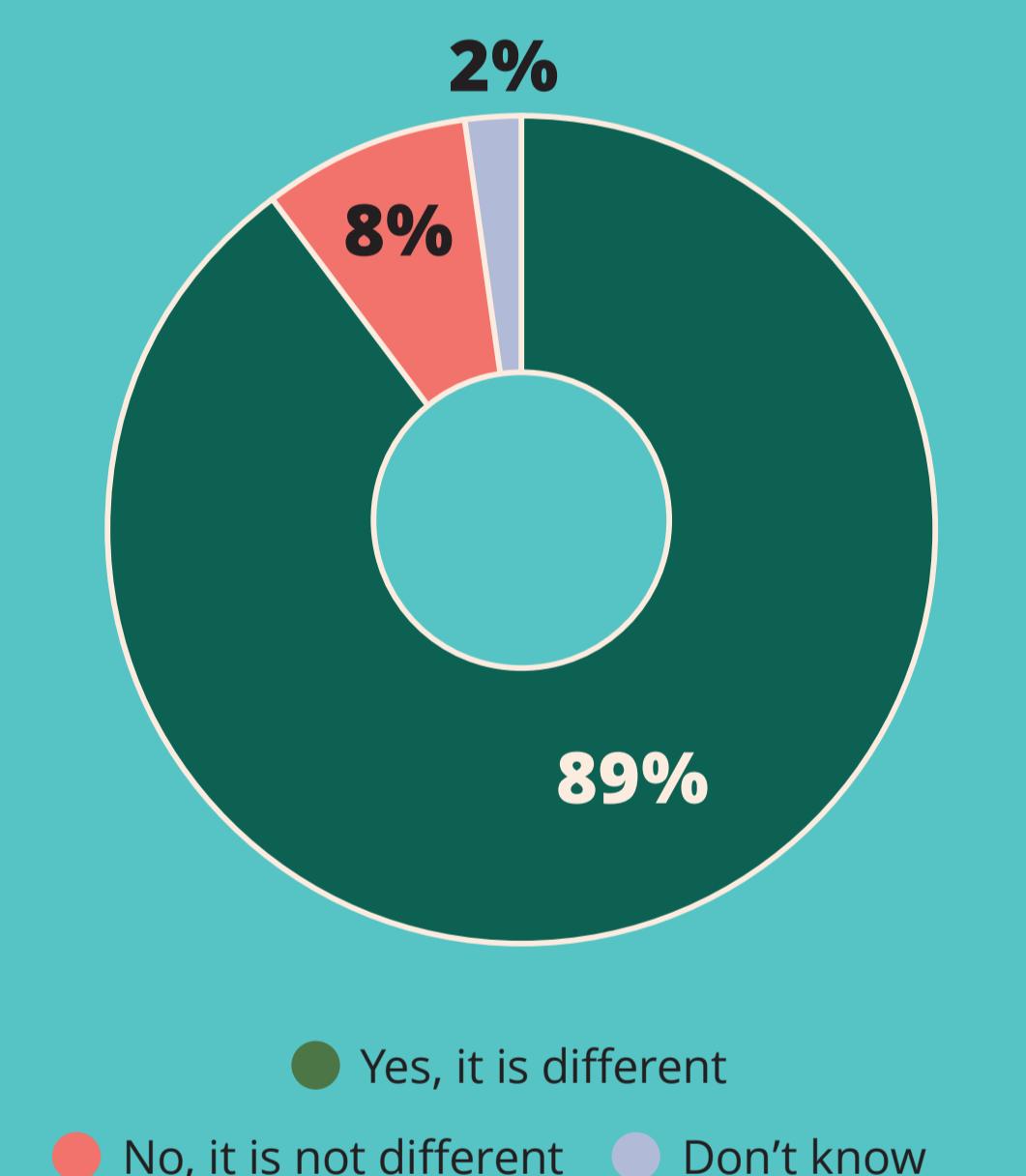
*Includes social workers, faith leaders, media workers, supply chain workers, NGO workers and non-specified project managers/planners

How do master coaches perceive the value add of TCI?

Most master coaches view TCI's approach as different from other support they receive for FP and agree TCI places greater emphasis on local ownership and self-reliance.



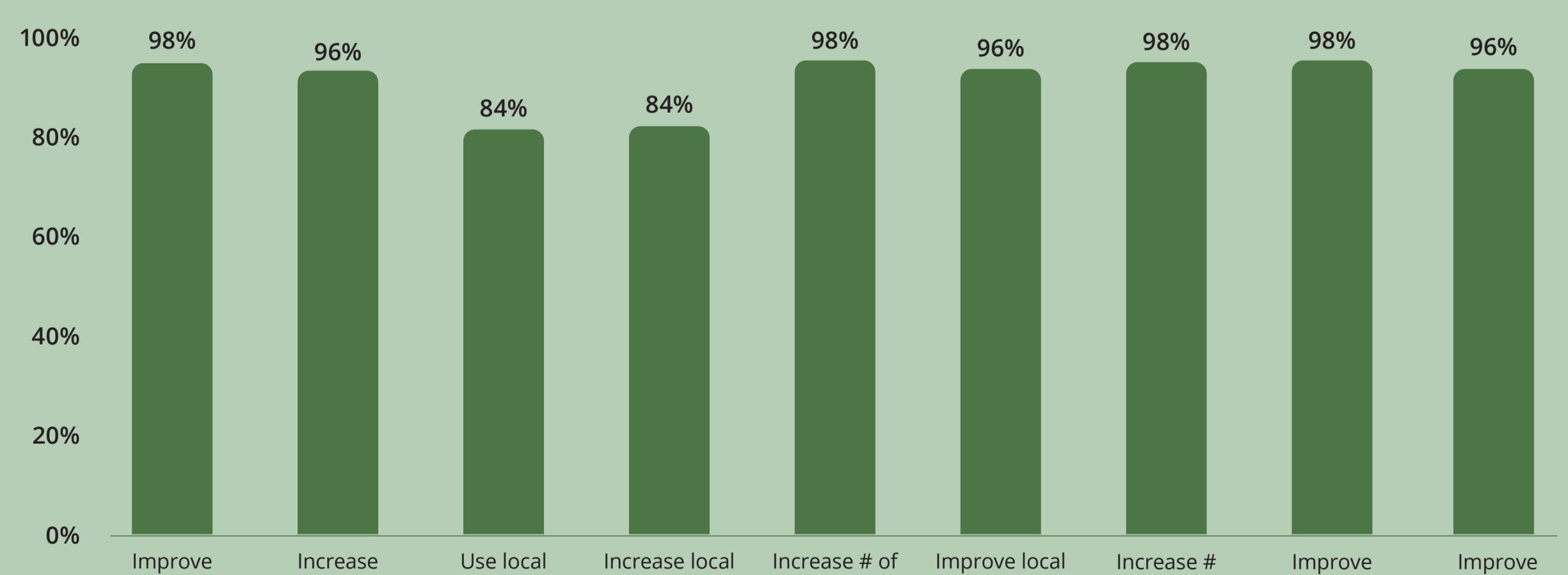
% of respondents reporting that TCI's approach is different from other support they receive for FP



How do master coaches perceive the effectiveness of TCI's model of support?

Master coaches perceive TCI support to have helped the LG to achieve key outcomes.

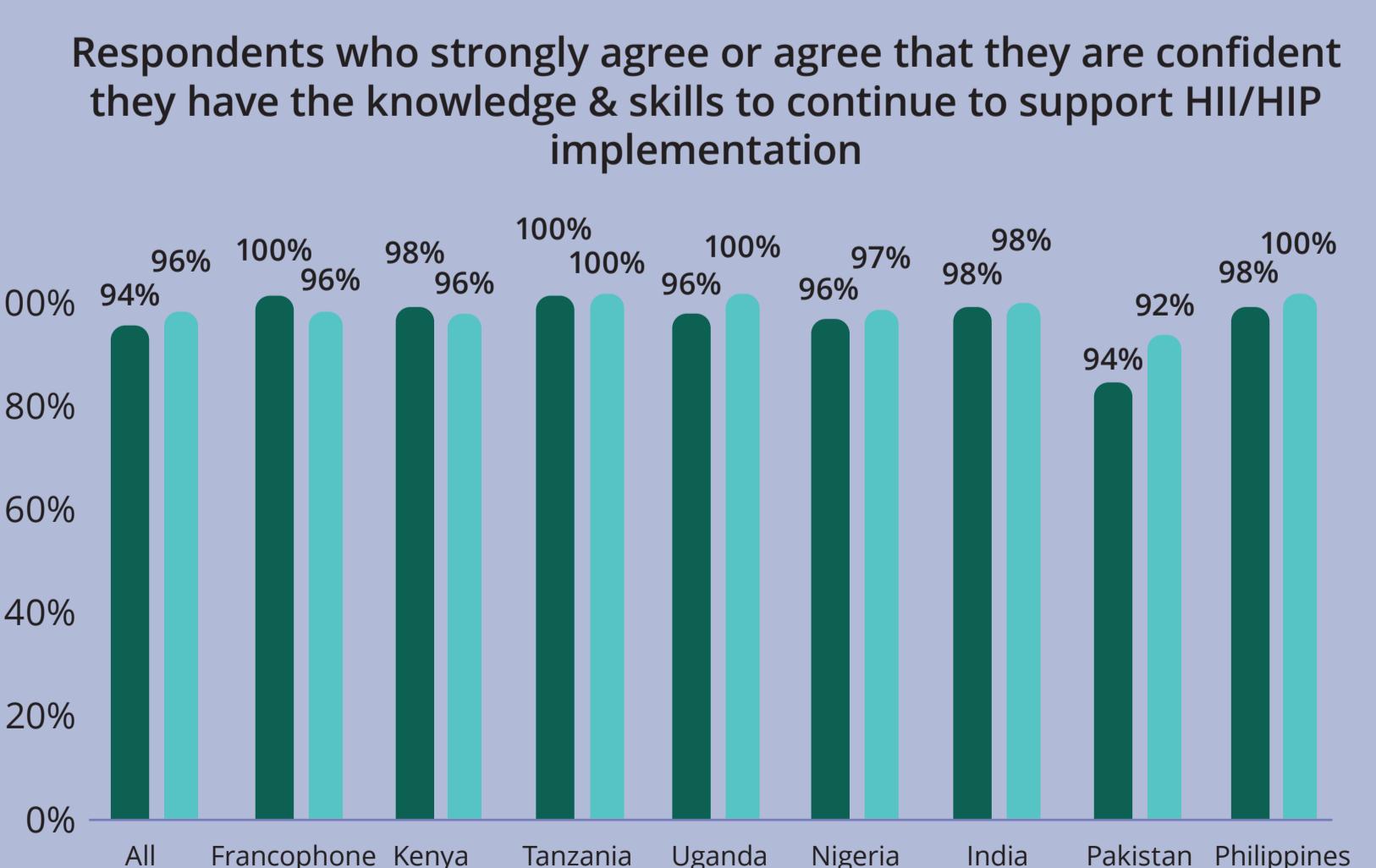
Respondents who strongly agree or agree that TCI has helped them to:



FINDINGS

Does the master coach model have the potential to be sustained?

Most master coaches have been engaged with TCI for at least two years and are confident they have the knowledge and skills to sustain implementation of FP interventions.



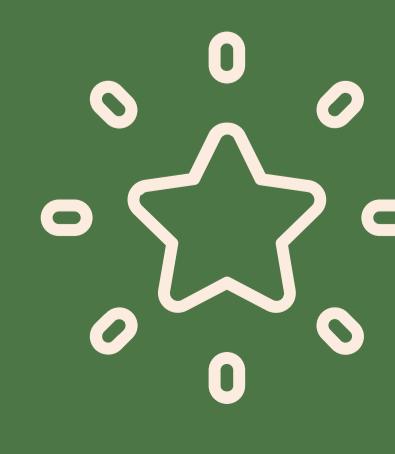
Qualitative feedback from master coaches on the value add of TCI

Coaching, continuous mentoring, and technical [support] provided by [the] TCI central team has greatly improved knowledge and skills for master coaches, hence enabling us to independently lead and provide continuous support to all district teams. This improved performance and outcomes.
Master coach, Uganda

TCI is different from other organisations because its coaching model works on increasing people's knowledge and skills capacity, which stays with us even when program support is limited. The city feels more confident in data management and interpretation.
Master coach, India

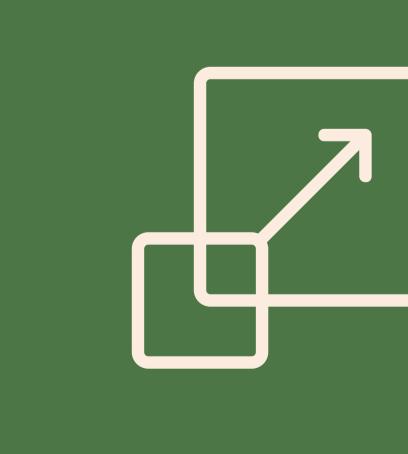
Through TCI coaching, this has [built my] capacity [...] in various approaches regarding HII in FP - for instance, on how to engage stakeholders for resource mobilisation, community engagement for advocacy, training more coaches, etc.
Master coach, Kenya

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.