



# Behavioral Economics

An Implementers View

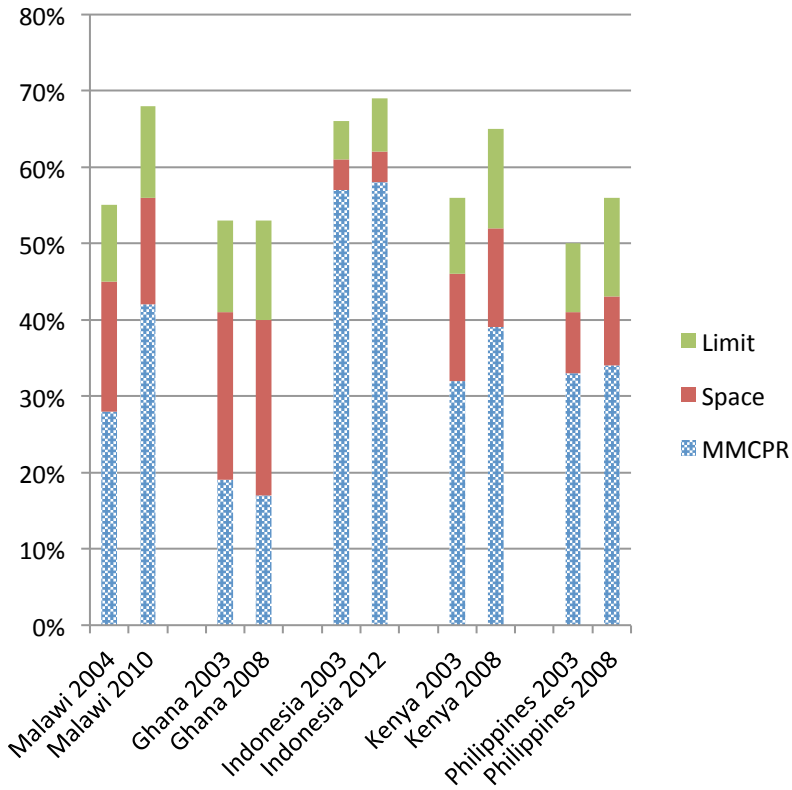
Joan Robertson, Senior Technical Advisor

# Different Lens/Different View

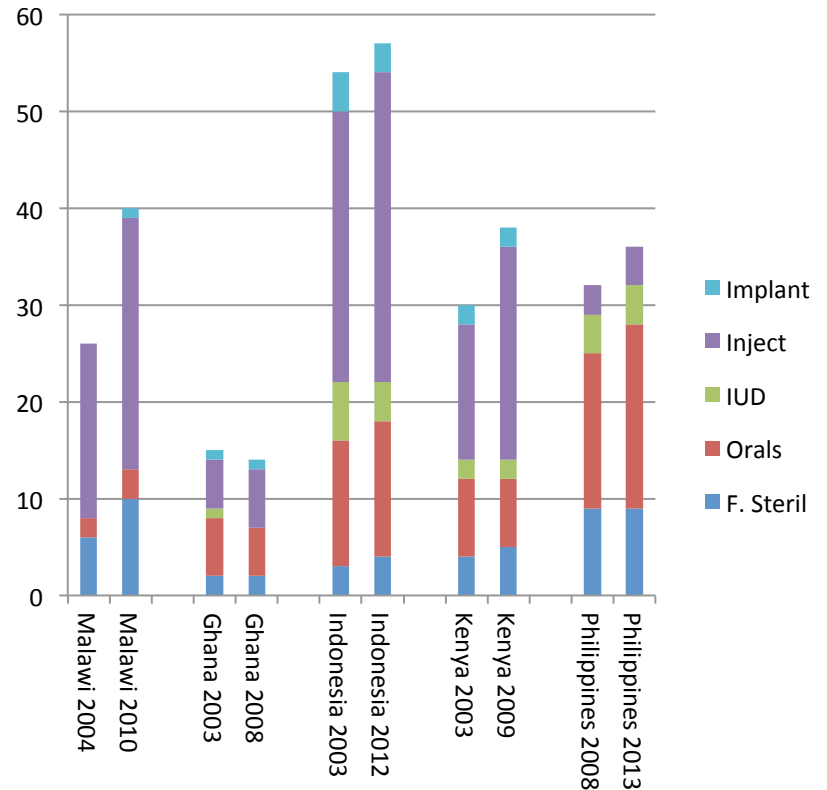
- Using data from Ghana, Indonesia, Kenya, Malawi and Philippines, relook at long-standing questions
  - Unmet need
  - Contraceptive choice
  - Place of delivery
- Can we use behavioral economics to reframe how we approach these issues
  - Determine the problem without embedded assumptions
  - Understand the decision point and the action point for health consumer

# Seeing Behavior in the Data

## Why aren't more women using contraceptives



## What does method mix tell us

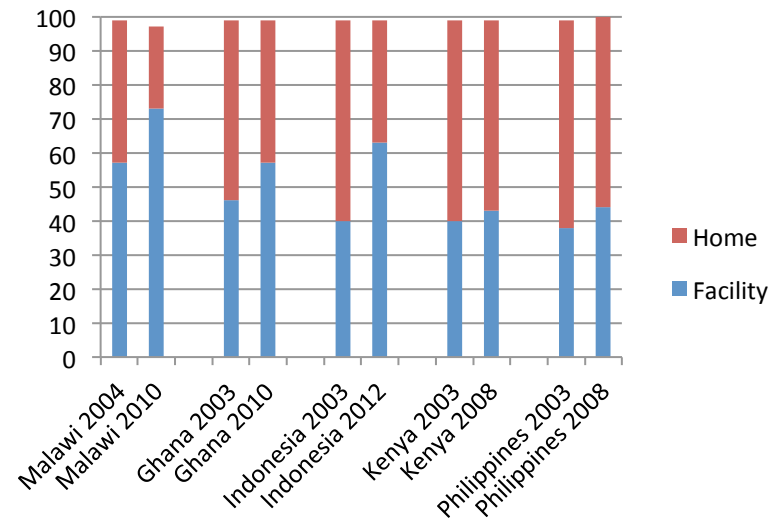


# Making Decisions and Taking Actions

- Method Related Issues

- Discontinuation rates across the five countries range from 27% to 39%
- For those that do not use a method, those citing concerns directly related to the method ranged from a low of 14% in Indonesia to a high of 41% in Ghana

- Place of Delivery



# Final Thoughts

- Reducing newborn death
  - Breastfeeding
  - Kangaroo Care
  - Chlorhexidine for cord care

