



WEB RELEASE

Exploring Wealth-Based Preferences for On-Demand Contraceptive Pills in Malawi with the EquityTool

The Preferences for On-Demand Contraceptive Pills in Malawi: Using the EquityTool to Explore Heterogeneity by Wealth project, led by Population Services International (PSI) and PSI Malawi, used the EquityTool to explore wealth-based differences and was conducted in Malawi's Lilongwe and Machinga districts.

It assessed potential users' preferences for a novel contraceptive option, including whether user preferences differed between women of different socio-economic status (SES). The [EquityTool](#) was a valuable resource that ensured user preferences data included preferences influenced by wealth status.

The learnings from the project will be used to inform product design, packaging, and marketing, as well as support decision making on how to increase equitable access for lower SES women. PSI research will also continue to incorporate EquityTool analysis to ensure that equity information continually informs their data, learning, and decisions. PSI will be sharing the lessons from this study with manufacturers, donors, and other decision makers involved in efforts to increase access to safe and effective contraception for all women.

Metrics for Management is pleased to highlight and support the valuable contribution of this research to development knowledge in low- and middle-income countries through the Gwatkin Equity Measurement Prize.

Learn more about the [Gwatkin Prize](#).

ABOUT M4M

At Metrics for Management (M4M), we provide rigorous, evidence-based information that drives positive health outcomes globally. We aim to bridge the gap between data abundance and data relevance by delivering actionable insights that empower decision-makers in the field of global health.

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