



**databoom**<sup>®</sup>

Powerful insights  
to shape the **world**

[www.databoom.us](http://www.databoom.us)

**Lookbook**

August  
2020



# We're Databoom and we believe powerful insights can shape the world.

We tackle complex development issues through research insights and creativity.

We're a research and communication agency working to help our clients achieve their goals, with sound process and evidence.

We're a group of question designers, story listeners, data crunchers, fact believers, problem solvers, and trend spotters on a mission to get to the heart of why.

# Our process is our secret sauce

Experience, research, and creative thinking combine to guide our clients through a journey of discovery that delivers value at every step of the way.

This is how we do it.



## Listen and Discover

We understand where you want to go, what you want to do, the audience you want to influence, and what needs to be done.



## Uncover insights

We combine rigorous research with pragmatism to uncover genuine insight and big breakthroughs.



## Connect the dots

We link insights to the bigger picture and support clients as they move from breakthroughs to action. We identify the most practical solutions.



## Communicate and share

We communicate results with pride and polish. Your story should push boundaries and, most of all, accelerate impact.



### Strategy and Communications

## Bring a compelling story to life through data

- ▶ Evidence to influence funding, policy, and program design
- ▶ Research that raises the bar in best practice and supports internal strategy
- ▶ Technical communications and hard numbers for donors and policymakers
- ▶ Multi-media and creative storytelling

### Team and Leadership Engagement

## Work with others for change

- ▶ Group facilitation for arriving at critical decisions
- ▶ Common metrics to harmonize your work
- ▶ Compelling storytelling backed by data



### Resource Planning

## The right resources and team for your needs

- ▶ Measurement planning linked to strategy
- ▶ Recruitment and team building
- ▶ Translating results into practice

### Study Design

## Research that's fit for purpose

We combine rigorous methods with pragmatism to reach those important breakthroughs. Methods include:

**FORMATIVE RESEARCH** **CONSUMER INSIGHT** **IMPACT EVALUATION**

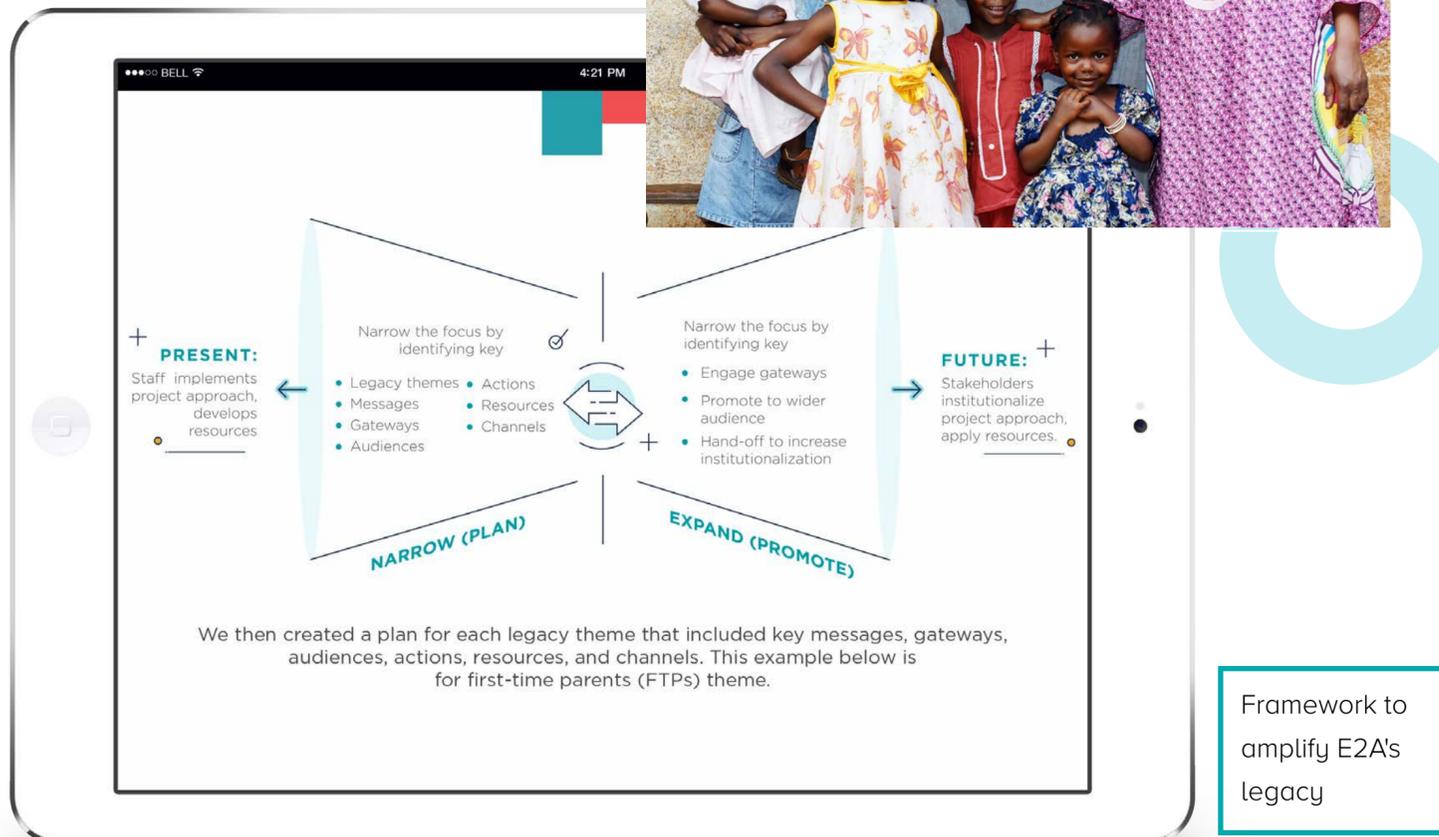
**HEALTH MARKET ANALYSIS** **STANDARD METRIC DEVELOPMENT**



# Our Work



# Capturing and Communicating a Legacy



## The problem

Evidence to Action for Strengthened Family Planning and Reproductive Health Services for Women and Girls (E2A) was USAID's global flagship project for strengthening quality family planning and reproductive health services. As it came to a close in 2019, project leadership needed a way to ensure the goals and key lessons would live on in the global family planning community.

## The solution

We partnered with Thinking Hound, a knowledge management agency, to synthesize seven years of complex work into four legacy themes and create a communication strategy to fortify the project's posterity. The strategy included key messages, gateways, audiences, actions, resources, and channels.

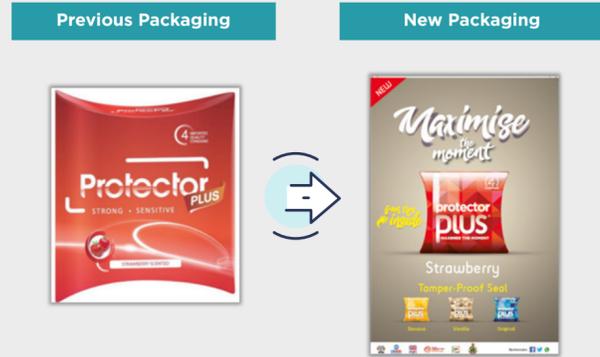
## Services used

Design Thinking | Qualitative Research and Analysis | Participatory Workshop | Strategic Communications | Team and Stakeholder Engagement



# Can All (Condom) Boats Rise Even in an Economic Crisis?

Hypothesis	Valid	Conclusion
Positioning PP at the right price would mean less crowding out for the commercial sector		Proper pricing and positioning of CSM prevented crowding out the commercial sector and one new commercial brand entered the market
An increase in the price of PP would result in cost recovery		A price increase resulted in efficient distribution to 95% of the population. When cost recovery investments were made, demand generated was sufficient to cover costs.
There is an unmet need for condoms in Zimbabwe		There is an unmet need for condoms in Zimbabwe. Inaccurate data sources to track public sector condom distribution to measure improvements.



A randomized control trial, the study's hypotheses and conclusions are summarized in a chart.

## The problem

Zimbabwe has one of the strongest condom programs in Africa, but in 2016, the future of condom funding was uncertain. After years of strong investment, international donors were focused on creating a self-sustaining condom market. PSI worried that removing financial support could mean condom insecurity and losing gains made in HIV/AIDS prevention through condom programming. They needed a study that could measure the impact of social marketing on Zimbabwe's condom market to assure donors their funding was necessary.

## The solution

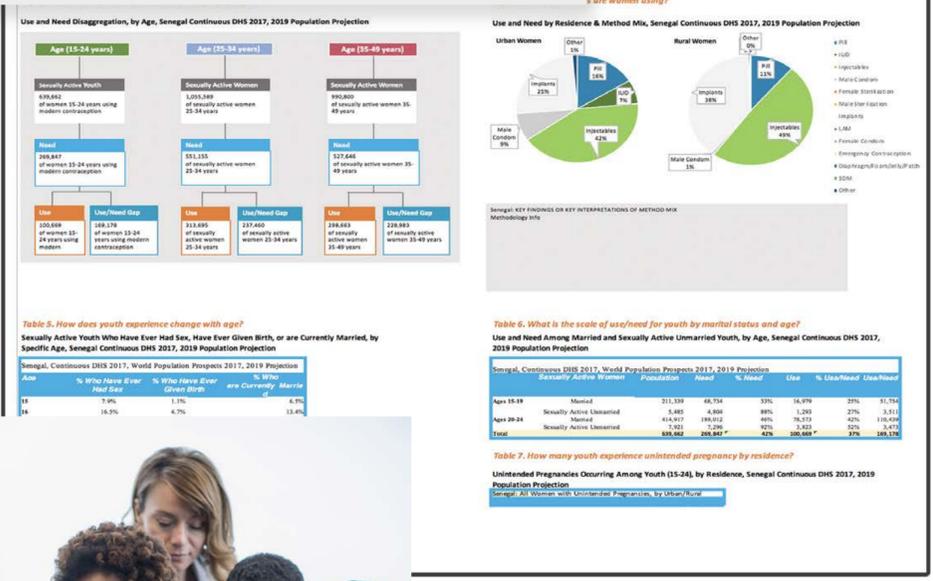
Databoom tested the hypothesis that the right investments in condom social marketing could help "all boats rise" and improve the market for condoms. The study provided evidence that donors and decision-makers could use to inform further investments in Zimbabwe and other condom markets.

## Services used

Experimental Study Design | Health Market Analysis | Strategic Communications | Team and Stakeholder Engagement.



# Handing the Evidence Keys Over to Market Planning Teams



A new and improved use/need explorer tool for modern contraceptive markets

## The problem

While PSI was addressing global demand for family planning and modern contraception, they had a growing demand challenge of their own. The Program Analytics team found themselves as the gatekeeper to essential data and needed a way to share it with teams, country offices and others beyond PSI in a format that was user-friendly.

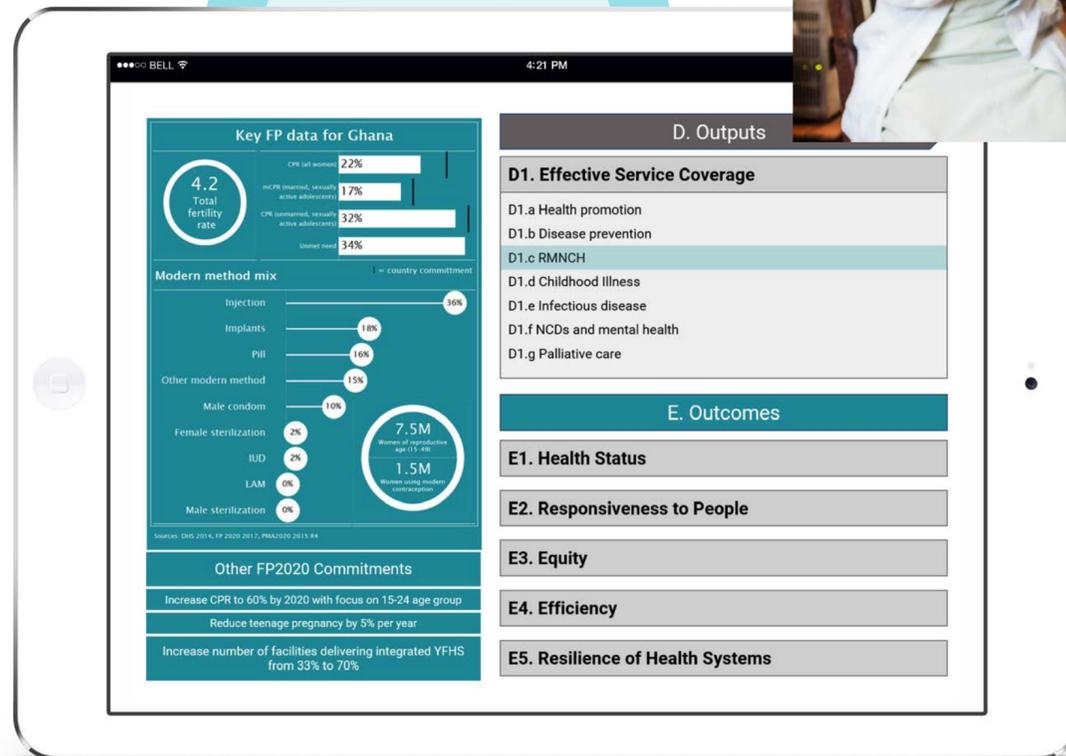
## The solution

Databoom partnered with Visualst, a public-interest data design firm, to convert the large set of survey data on use/need and analysis tables into an easy-to-use tool. The objective was to let users interface only with the data they need and make it easier to digest and share results.

## Services used

Consumer Insight | Data Visualization | Strategic Communication | Team and Stakeholder Engagement

# Integration: An All-or-Nothing Proposition?



A decision-making tool for analyzing integration of family planning services with primary health care.

## The problem

For decades, donor investments in health have been primarily vertical with funds earmarked for specific programs. Some donors are now asking whether their investments could be more impactful if they were horizontal and integrated into primary health care. Databoom supported R4D and PSI to examine the feasibility of integrating family planning services with primary health care in Ghana and Malawi.

## The solution

Databoom identified the most important considerations for integrating family planning and primary healthcare and examined existing programs. We created a decision-making tool for donors and policymakers to identify where integration is present in national strategy and how much progress has been made. Policymakers were then able to determine where integration is desirable and chart progress over time for an improved approach.

## Services used

Qualitative Research and Analysis | Data Visualization | Strategic Communications | Team and Stakeholder Engagement.

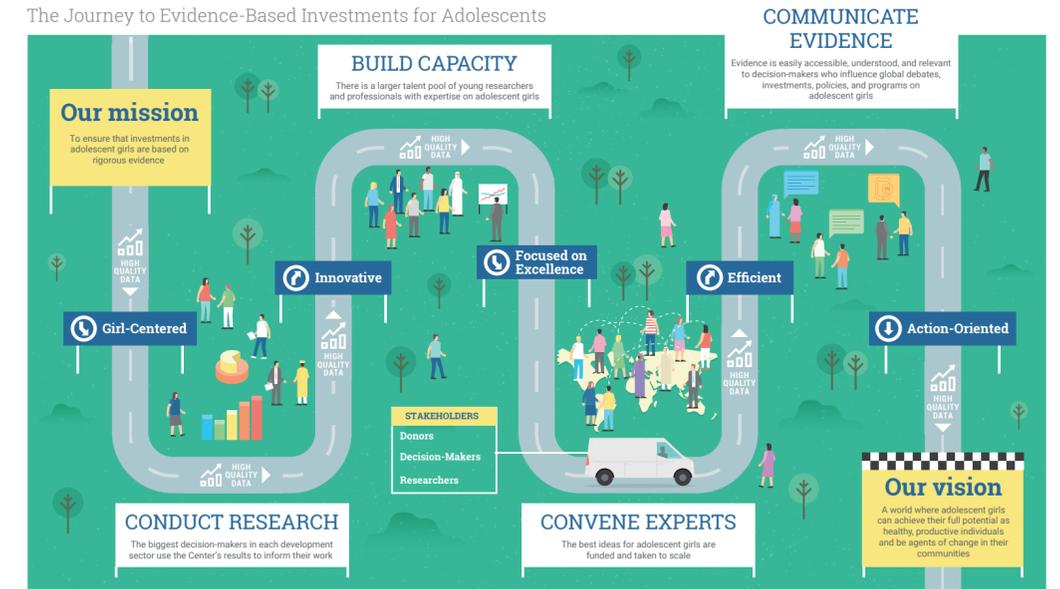
## Automated Dashboards for Routine Decision-Making

A cumulative view of all campaigns and seasons outlined in dashboards to monitor performance.



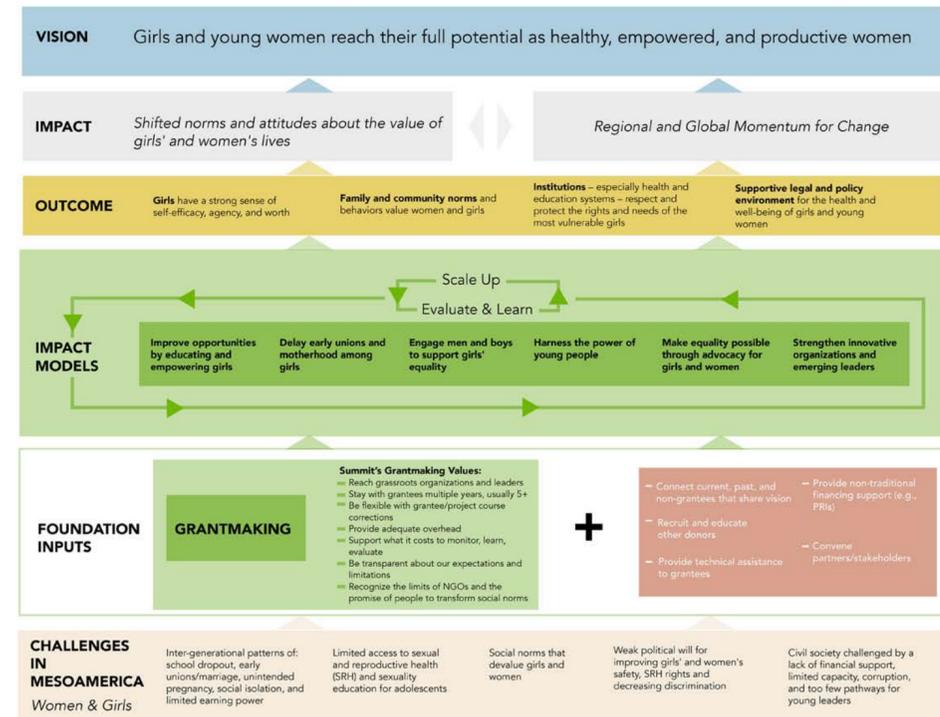
## Tactical Communications

A five-year visual road map featuring the main milestones in a journey towards evidence-based investments for adolescent girls.



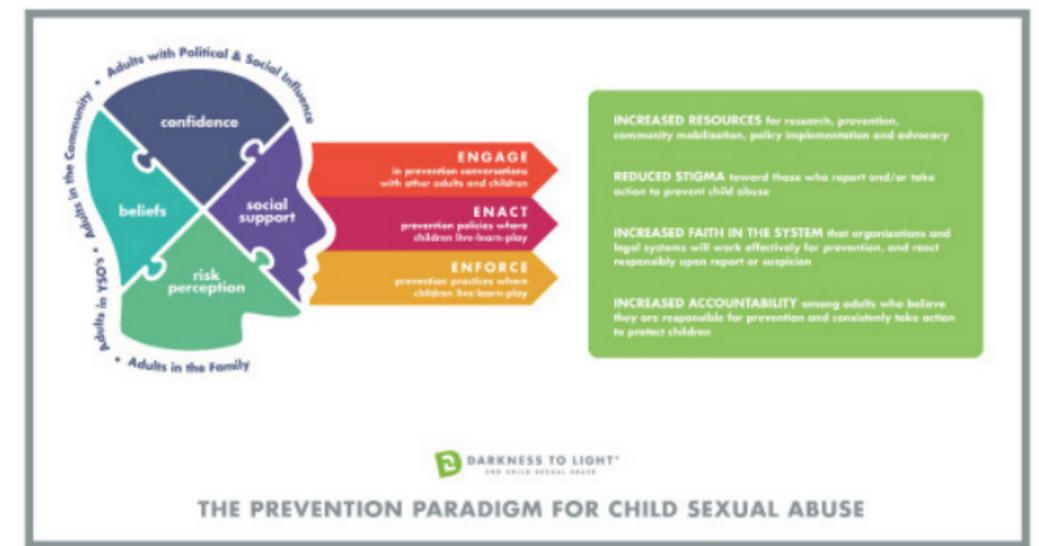
## Logic Models and Measurement Frameworks

Sample logic model for a funder wanting to demonstrate the philosophy behind its grant giving.



## Theories of Change and Conceptual Frameworks

A holistic model where adults serve as stewards of children for the prevention of child sexual abuse.



# Peer-reviewed publications & commentary

**Strategic donor investments for strengthening condom markets: The case of Zimbabwe**

1996, many of the rebranding and repositioning efforts had to take place nationwide. PSI needed to act responsibly and ensure that Zimbabweans continued to have access to PP. The intervention included the following elements:

- A nationwide price increase for PP; consumers and traders in experimental and control areas all experienced the increase.
- An adequate supply of condoms nationwide; both experimental and control districts had access to an adequate supply of condoms.
- Nationwide improvements to supply-side efficiency and cost recovery; experimental and control districts experienced more focused sales efforts, increased use of stockists and wholesalers, and reduced sales visits from PP agents.
- A repositioning of PP and improvements to its packaging; experimental and control districts received the new version of PP.

**Published: September 6, 2019**

## Strategic donor investments for strengthening condom markets: The case of Zimbabwe

Published: September 6, 2019

Taruberekera N, Chatora K, Leuschner S, Munjoma M, Sithole H, Balasubramanian S, et al. (2019) Strategic donor investments for strengthening condom markets: The case of Zimbabwe. PLoS ONE 14(9): e0221581.

<https://doi.org/10.1371/journal.pone.0221581>

**Leveraging LARCs to achieve FP2020 commitments in sub-Saharan Africa: The potential of implants**

for IED removals than for insertions, which require presence of the contraceptive commodity. Among facilities not service ready for removal, 80% in Ethiopia and 90% in Nigeria were missing medical equipment. IED removal data is not available for DRC.

In Ethiopia, the public sector was responsible for more than 80% of total CYPs from contraceptives distributed, with LARCs making up the majority. Implants were 60% of public sector CYPs, but only 22% of private sector (Fig 3). Nigeria was the only country with more LARC CYPs in the private than public sector. Within the smaller public sector market, implants were 33% of CYPs and within the larger private sector they were 40%. While implant availability was low overall in DRC, most were provided in the public sector. Implants were 27% of DRC's public sector CYPs and 8% of private sector. DRC was the only market where CYPs for short-acting methods were higher than for implants.

Implants made up a larger proportion of CYPs than IUDs across all countries and sectors; however, brand dominance differed between countries. Implants NXT® (distributed by HEM) accounted for one-fifth of the total contraceptive market in Ethiopia and comprised 82% of the implant market in Ethiopia, compared to 13% for Jadelle® and 5% for Sino II.

**Published: April 9, 2018**

## Leveraging long acting reversible contraceptives to achieve FP2020 commitments in sub-Saharan Africa: The potential of implants

Published: April 9, 2018

Thanel K, Garfinkel D, Riley C, Esch K, Girma W, Kebede T, et al. (2018) Leveraging long acting reversible contraceptives to achieve FP2020 commitments in sub-Saharan Africa: The potential of implants. PLoS ONE 13(4): e0195228.

<https://doi.org/10.1371/journal.pone.0195228>

**Getting to FP2020: Harnessing the private sector to increase modern contraceptive access and choice in Ethiopia, Nigeria, and DRC**

An estimated 214 million women have unmet need for family planning in developing regions. Improved utilization of the private sector is key to achieving universal access to a range of safe and effective modern contraceptive methods stipulated by FP2020 and SDG commitments. Until now, a lack of market data has limited understanding of the private sector's role in increasing contraceptive coverage and choice.

**Methods**  
In 2015, the FPWatch Project conducted representative outlet surveys in Ethiopia, Nigeria, and DRC using a full census approach in selected administrative areas. Every public and private sector outlet with the potential to sell or distribute modern contraceptives was approached. In outlets with modern contraceptives, product audits and provider interviews assessed contraceptive market composition, availability, and price.

**Findings**  
Excluding general retailers, 96% of potential outlets in Ethiopia, 55% in Nigeria, and 41% in DRC had modern contraceptive methods available. In Ethiopia, 41% of modern contraceptive stocking outlets were in the private sector compared with approximately 80% in Nigeria and DRC where drug shops were dominant. Ninety-five percent of private sector outlets in Ethiopia had modern contraceptive methods available; 17% had three or more methods. In

**Published: February 14, 2018**

## Getting to FP2020: Harnessing the private sector to increase modern contraceptive access and choice in Ethiopia, Nigeria, and DRC

Published: February 14, 2018

Riley C, Garfinkel D, Thanel K, Esch K, Workalemahu E, Anyanti J, et al. (2018) Getting to FP2020: Harnessing the private sector to increase modern contraceptive access and choice in Ethiopia, Nigeria, and DRC. PLoS ONE 13(2): e0192522.

<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0192522>

**Should vertical programs be integrated into primary health care?**

At the 2018 Global Conference on Primary Health Care, world leaders affirmed that primary health care is central to achieving universal health coverage (UHC). This renewed commitment coincides with stagnating donor funding for health, which for decades has supported programs dedicated to certain diseases and health needs.

These "vertical" programs have contributed to tremendous gains, but countries cannot indefinitely afford separate responses to each health need. And even the most successful programs are finding limits to what can be achieved without better leveraging the broader system.

Are governments to assume that integration of vertical programs with primary health care (PHC) is always best? When? Which ones — or which parts of ones? And what are the risks?

With these questions in mind, we and several collaborators explored whether, when, and how integrating vertical programs into PHC can result in more efficient and effective health services. Of course, some vertical programs also address health needs that require more sophisticated care

**Published on R4D.org - March 27, 2019**

## BLOG - Should vertical programs be integrated into primary health care?

Published on R4D.org - March 27, 2019

<https://r4d.org/blog/should-vertical-programs-be-integrated-into-primary-health-care/>

## Clients

We keep good company

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# What they say about us

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Databoom has integrated into our data analysis and research work seamlessly. There's a clear return on investment - they produce quality and timely deliverables. Even more importantly, it's enjoyable to work with them. Databoom always helps us find a path to solutions for our more complex issues.



**- Katelyn Brewer, CEO of Darkness to Light**

“

Databoom's support on our theory of change was critical to making it happen. Kim worked seamlessly with various teams centrally and in-country to ensure organizational buy-in across the board. It's been a pleasure working with Databoom and they have made a lasting contribution to our work!



**- Claire Tavernier, COO of Girl Effect**

“

Databoom facilitated an excellent process to develop a team strategy in support of our emerging global strategic plan. Their technical ability, acuity with strategy, and fantastic interpersonal skills have been invaluable to EngenderHealth.



**- Mustafa Kudrati, Vice President of Programs of EngenderHealth**

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