



# Willingness to pay for maternal health outcomes: a gender perspective

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- Impact has undertaken survey work to assess the value that individuals place on reducing maternal deaths in the community using the willingness to pay (WTP) technique
- Three surveys - focus primarily methodological issues
- Focus of presentation - WTP survey conducted in Nouna, Burkina Faso
- The objective of this survey was to determine individual WTP for a hypothetical scenario which would reduce the number of maternal deaths in the local community
- A subsidiary objective was to analyse the differences in male and female WTP values (gender perspective)

- WTP can be used to value non-market goods and services
- Potentially can be used to place monetary value on any aspect of health/health care and be used in economic evaluation as a measure of benefit
- Survey based technique – present respondents with hypothetical scenarios
- Respondents are required to consider that a market exists for a health programme/benefit
- Asked to reveal their maximum WTP for that hypothetical good or service

- Conducted extensive development phase to ensure feasibility and appropriateness of questionnaire and methods
- Conducted focus group, pre-test and pilot in Nouna community
- Translated into French and local language, Dioula
- Respondents asked if they would make a one off out-of-pocket payment for the scenario

- A random, representative sample of households was taken from the Household Survey, a subset of the Demographic Surveillance Survey (DSS) in Nouna
- 618 households were sampled (approx 65% of households in Household Survey)
- One male (head of household) and one female of the same household answered the questionnaire
- Demographic and socioeconomic information was collected separately in the Household survey

- The characteristics which may influence the relationship between WTP and gender include:
  - income
  - education
  - age
  - experience of maternal death or maternal ill health
- Assume that men would be willing to pay more than women
- Counteractions to this assumption....
- Hypothesis: observed differences in male and female WTP are due to differences in both income and gender, attributable to maternal mortality being a women's health issue.

# Results – general characteristics

Variable	Mean			<i>p</i>
	Total	Male	Female	
<b>Age</b>	42	46	38	**
<b>Education:</b>				
Years of schooling	.9	1.2	.54	**
Primary (%)	10	11.8	7.7	*
Secondary (%)	3.7	5.3	1.9	**
Tertiary (%)	0.7	1.2	0	*
<b>Annual income (CFA)</b>	260,627	391,870	110,201	**
<b>Marital status (%):</b>				
Single	2.6	3.4	1.6	
married	93.7	93.5	94	
Divorced	0.8	1.4	0	*
Widowed	2.9	1.6	4.4	*

Variables	Mean			WTP difference	P
	Total	Male	Female		
<b>WTP</b>	2555	2890	2172	717	**
<b>WTP % income</b>	7	3.5	10	-6.5	**
<b>Education:</b>					
None	2376	2670	2156	514	*
Primary	3283	3725	2490	1233	*
Secondary	3215	3373	2700	673	
<b>Marital status:</b>					
Unmarried	2787	2922	2621	301	
Married	2541	2891	2142	749	**
<b>Location of residency:</b>					
Nouna town	2475	2792	2093	699	
Other	2599	2945	2213	732	*

- Multiple regression analysis was undertaken to provide an indication of the most important determinants of WTP
- Regression models for: (1) Male + Female respondents (2) Male respondents (3) Female respondents
- Objective of separating regression models to determine if factors influencing male and female WTP different
- Dependent variable = WTP
- Explanatory variables: individual income, age, location of residency, education, presence of a maternal complication, and maternal death in the household

- Significant variables male regression:
  - Age ( - coefficient, younger men > WTP)
  - Education (+ coefficient)
  - Maternal complications (+ coefficient)
- Significant variables female regression:
  - Income (+ coefficient)

- Gender is an important determinant of WTP
- In absolute terms men WTP > Women, but trend reversed as proportion of income
- Results imply that women place higher value on reductions in maternal deaths
- Regression model: income, age, education and maternal complication found to be significant predictors of WTP
- We also found that the factors which influenced male and female WTP were different
- Further research in this area will explore the meaning and interpretation of individual income and the appropriateness of using individual WTP in developing countries

