

SOCIAL MARKETING OF EMERGENCY CONTRACEPTION: AN OVERVIEW OF PSI'S EC PROGRAMS WORLDWIDE



WHY EMERGENCY CONTRACEPTION?

Emergency contraception (EC) is an important component of a comprehensive family planning program. EC can be used to reduce the chance of unintended pregnancy following unprotected intercourse, contraceptive failure or misuse (such as forgotten pills or torn condoms), or in cases of sexual assault. There are two forms of EC: emergency contraception pills and copper-bearing intrauterine devices (IUDs).

With support from local governments and donors, PSI currently distributes EC in 6 countries in Asia, Latin America, and Africa, with two more programs to be added by the end of 2012. Last year alone, PSI programs sold approximately 3.7 million doses of EC globally.

ACCESS AND AWARENESS

PSI helps provide women and couples access to EC through robust social marketing programs.

PSI programs procure a modern, safe EC product and distribute EC through pharmacies, private clinics, or public health facilities. Donor funding allows PSI to sell the product at a subsidized price, which improves access for lower income populations. Initial donor funding is also sometimes used to establish a cost-recovery model of distribution.

As a necessary complement to distribution programs, PSI staff and volunteers provide behavior change communication activities, directed towards providers and consumers, to raise awareness about EC and encourage correct use.

GLOBAL SNAPSHOT OF PSI EMERGENCY CONTRACEPTION PROGRAMS



PAKISTAN

Since 2006, PSI local affiliate Greenstar has trained more than 6,500 providers and 18,000 pharmacists in Pakistan in EC counseling and provision. Greenstar's EC product, branded ECP, is widely available in pharmacies and retail outlets across Pakistan and is promoted as part of a comprehensive mix of family planning options through the Greenstar dedicated family planning hotline. Demand for ECP is strong as evidenced by Greenstar's hold on more than 85% of the EC market in Pakistan. In 2011, Greenstar distributed approximately 1.3 million doses, representing a 13% increase in sales over 2010. To date, Greenstar has sold more than 5 million doses of EC.

ZIMBABWE

PSI/Zimbabwe launched Zimbabwe's only dedicated EC product (Pregnon) in 2004 and continues to distribute the product with funding from the Dutch Choices and Opportunity Fund. In 2011, PSI/Zimbabwe distributed more than 64,000 doses of EC through private pharmacies, public health facilities and rape clinics. In 2012, PSI/Zimbabwe received EC commodities donated from USAID and has distributed more than 30,000 doses to date. Uptake at PSI sites and public sector facilities is lower than expected, mainly attributed to lack of awareness among the general population. PSI/Zimbabwe hopes to obtain additional funding in order to conduct mass media campaigns and to provide medical detailing to Ministry of Health personnel.

MYANMAR

PSI/ Myanmar launched EC in March 2002 as part of its comprehensive reproductive health program targeting vulnerable, low-income women. Currently, PSI/Myanmar distributes EC at a subsidized price through the 1,305 doctors that comprise the Sun Quality Health social franchise clinic network. EC sales continue to increase; in 2011, PSI/Myanmar sold 29,191 doses of EC, a 35% increase over 2010 sales. Additionally, PSI/Myanmar has been successful at reaching youth with EC - 10,552 adolescents (age 15-24) purchased PSI/Myanmar's EC product in 2011, representing 36% of total sales.

NIGERIA

In 2006, PSI/Society for Family Health (PSI/SFH) established an "Enterprise Fund" to support the distribution of Postinor 2, targeting middle and upper class couples, on a cost-recovery basis. The partly self-sustaining model allows PSI/SFH to use donor funding to support the distribution of Pregnon, a second EC product sold at a highly subsidized price, reaching low-income youth. PSI/SFH increases EC awareness among providers and Proprietary and Patent Medical Vendors (PPMVs) through medical detailing and training. PSI/SFH plans to explore the bundling of EC pill packets with condom samples and consumer leaflets in order to educate consumers on condom use for dual protection and the range of family planning options available after EC use. Between 2006 and November 2011, PSI/SFH distributed over 4.5 million doses of Postinor 2 and over 300,000 doses of Pregnon.

CÔTE D'IVOIRE

With funds from Population Council, PSI's local affiliate AIMAS (Agence Ivorienne de Marketing Social/ Ivorian Social Marketing Agency) launched a social marketing project at the end of 2009 to promote EC targeting youth. AIMAS emphasizes creating informed demand for EC among in-school youth and promotes and distributes EC through the private pharmaceutical network. In 2010, AIMAS began to sell Pregnon at full cost-recovery. Last year AIMAS distributed 77,470 EC doses.

PARAGUAY

PSI/Paraguay launched its EC product, Pronta, in May 2004, in a market dominated by products that were either priced beyond the means of most women, or were of questionable origin and quality. PSI/Paraguay utilizes provider behavior change materials and consumer product inserts to increase knowledge and use of EC, as well as communication activities directed towards students, teachers and parents. Overall EC use in Paraguay has increased significantly since the introduction of Pronta, which is now sold at full-cost recovery. Sales continue to grow at a healthy pace without diminishing sales of other commercial brands. In 2011, PSI Paraguay sold 205,804 doses of EC, a 22% sales increase from 2010.

TANZANIA

With support from the Embassy of the Kingdom of Netherlands (EKN), PSI/Tanzania expects to introduce EC into the Tanzania market by the end of 2012 with distribution through pharmacies and private facilities. Study results show that the major barriers to EC use in Tanzania include inaccurate knowledge as well as myths and misconceptions. PSI/Tanzania is addressing these barriers by training providers in 223 private facilities and 72 pharmacies on effective EC counseling and provision, conducting continuous medical education to pharmacy providers, and providing communication materials with accurate information on EC to both providers and consumers.

CAMBODIA

PSI/Cambodia socially markets a comprehensive basket of family planning products and in 2012 plans to add EC to the mix. PSI/Cambodia plans to market and position EC as a gateway to more effective family planning methods by providing intensive support to providers through their medical detailing program. The EC product's package and name, "Next72" have been through focus group tests and PSI/Cambodia is currently conducting a willingness-to-pay survey. PSI/Cambodia expects the product to enter the country by the end of 2012.

