

Systems Approach to Contraceptive Introduction

A Case Study of SDM Integration

CYCLEBEADS®

Alexis Ettinger, IRH | October 10,
2013



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**Institute for
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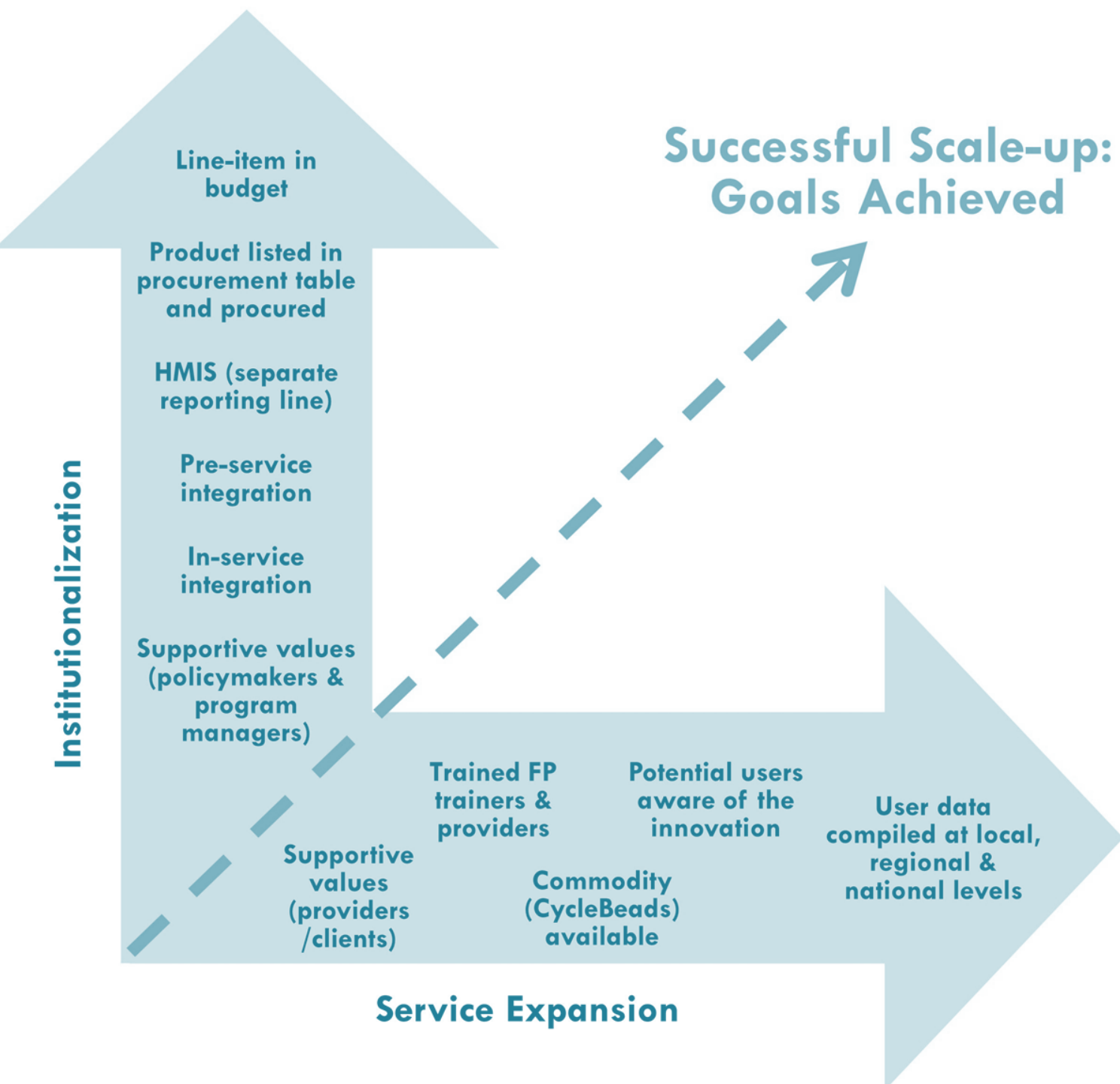
RHSC MARKETPLACE SESSION

SCALING-UP DEFINED



Deliberate efforts to increase the impact of health service innovations successfully tested in pilot or experimental projects so as to benefit more people and to foster policy and program development on a lasting basis.”





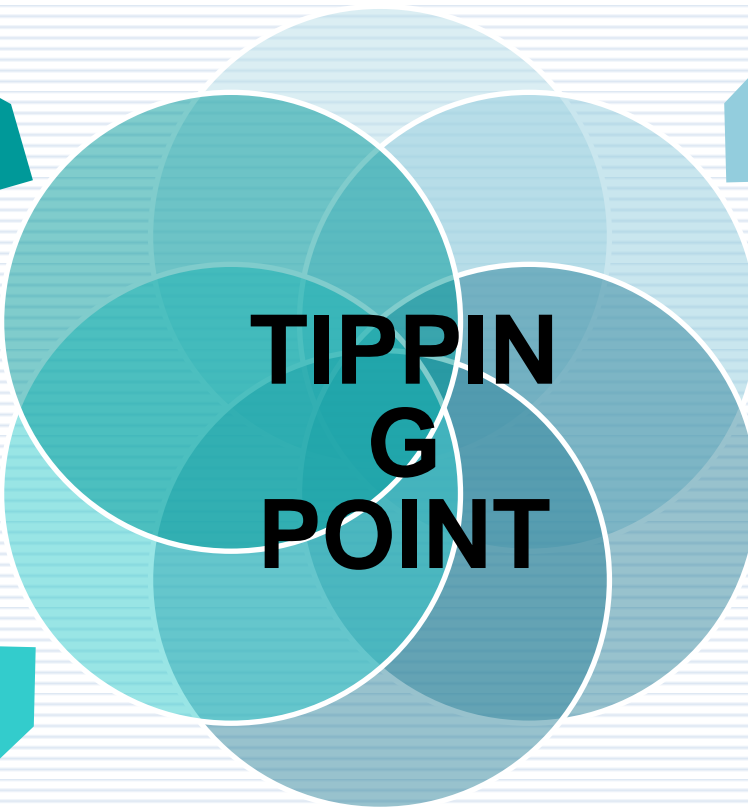
**Interplay of macro-level forces
influencing FP, including government
and donor support**



**Community
support of and
demand for
innovation**



**Community
knowledge of
innovation**



**Level of political
support for integration**



**Extent of
integration into
guiding
documents and
support systems**



**Extent of
service
availability**



- 33 million people
- 35.7% contraceptive prevalence
- Method preference for sterilization – broadening choice
- SDM at .4% at baseline
- No international donor procurement (all India gov't procured)
- Scale up in 11 of 24 districts
- Centralized procurement system; Jharkhand poised to purchase; budgetary issues



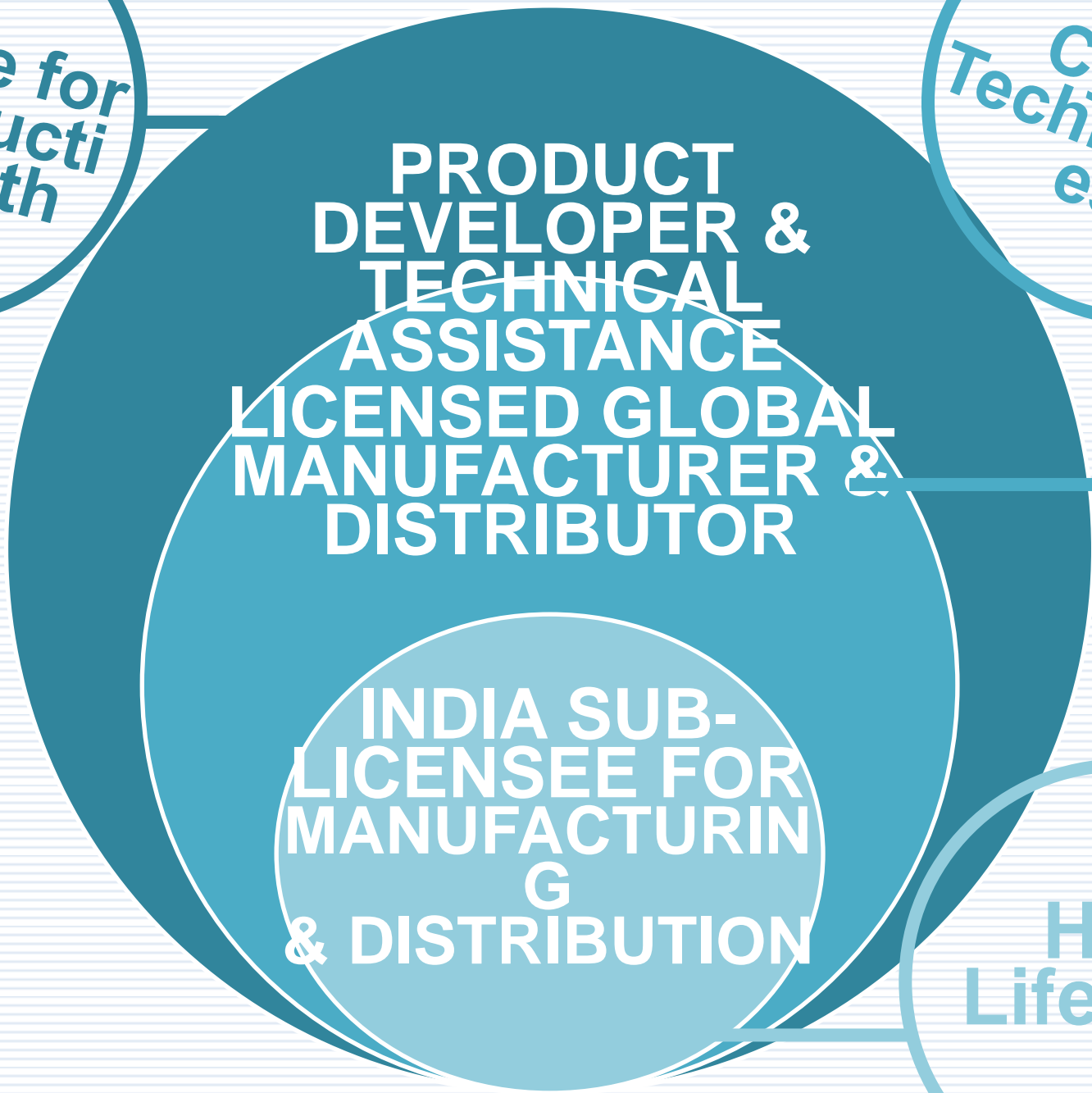
INDIAN CONTEXT



LEVERAGE
PRIVATE SECTOR
MARKET
TO REACH
NEW USERS


**Institute for
Reproductive
Health**

**Cycle
Technologies**



**INDIA SUB-
LICENSEE FOR
MANUFACTURING
& DISTRIBUTION**

**HLL
LifeCare**

A stylized, dark blue graphic of a pill bottle and a pill is centered in the background. The bottle is a simple cylinder, and the pill is a circle with a cross symbol on it.

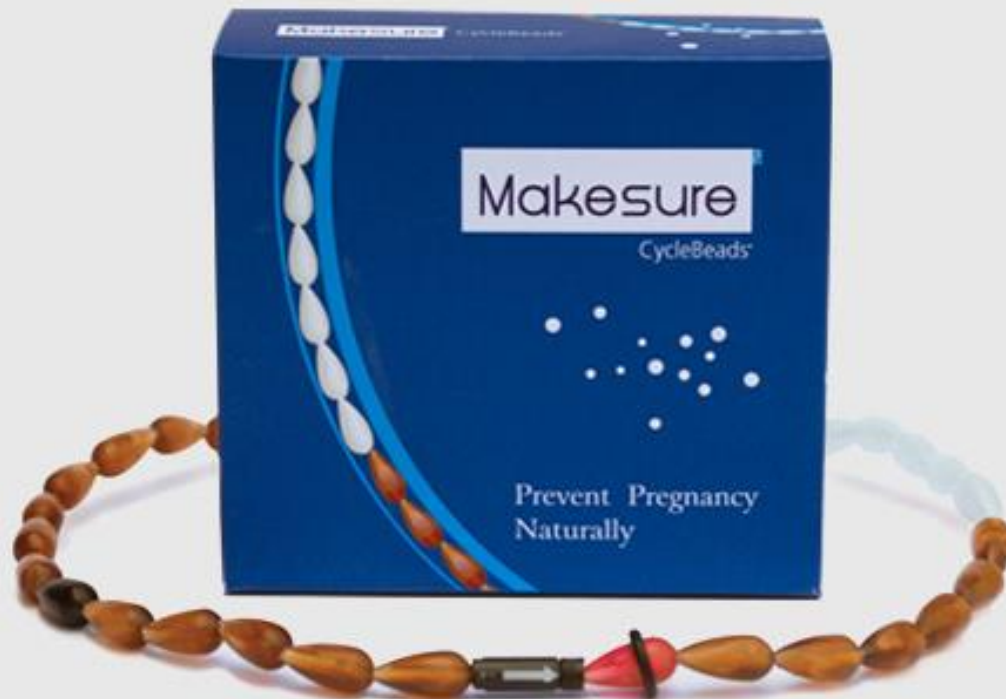
LOOKING BEYOND THE TRADITIONAL HEALTH SYSTEM

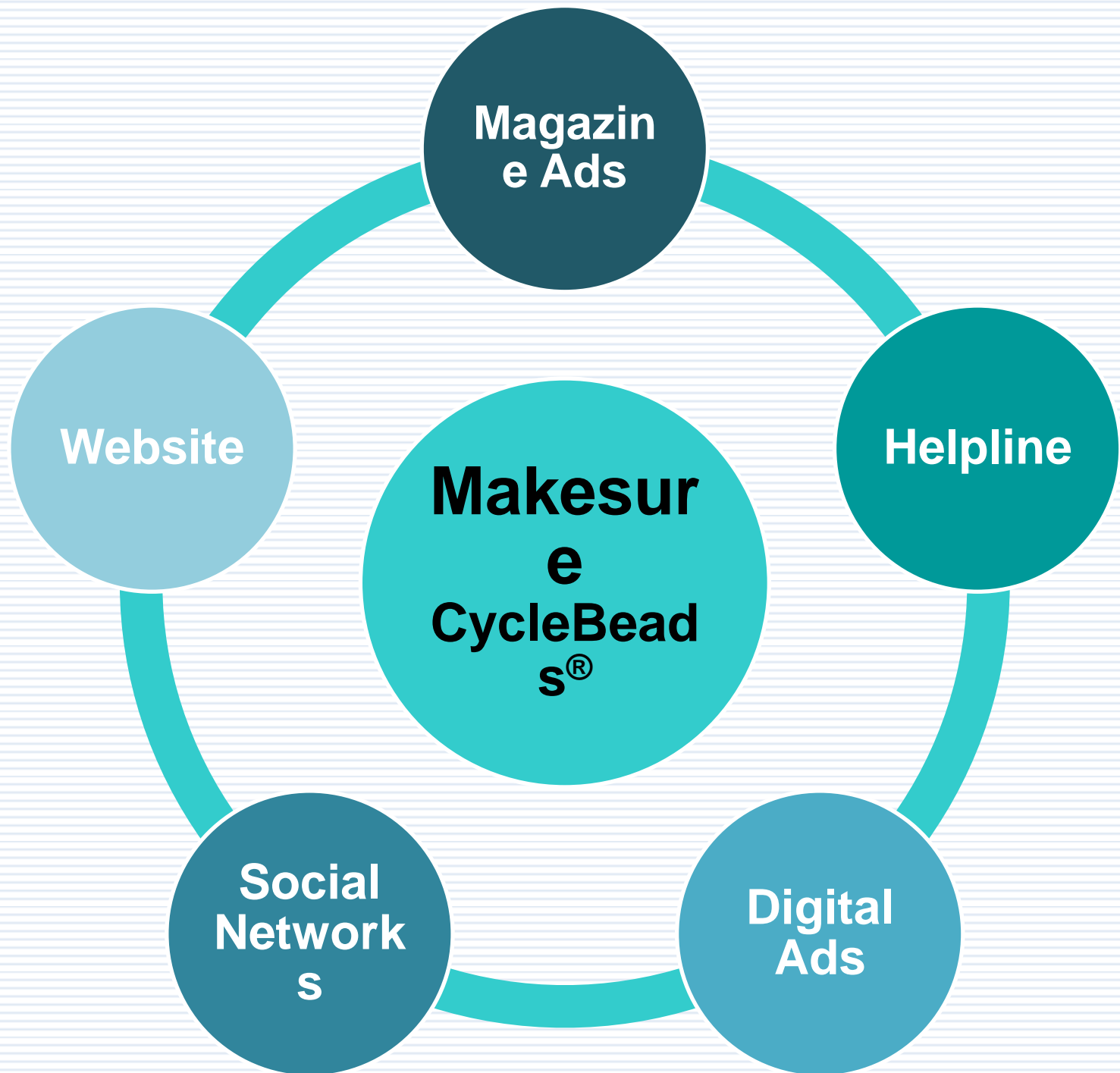
DIRECT TO CONSUMER

OBJECTIVES

1. Increase awareness, demand and use of CycleBeads
2. Expand access throughout country to areas with no existing programs
3. Diversify client population by attracting new market segment







Google
AdWords

Scared of side effects when it comes to preventing pregnancy?

Makesure
CycleBeads®
Prevent Pregnancy
Naturally

ORDER ONLINE
NOW!

peace
choice
equality
freedom
independence
opportunity
leadership
empowerment
success
happiness
strength
confidence
self-reliance



CycleBeads India

61 likes

Health/Beauty

Makesure CycleBeads® is a simple tool that you can use to prevent pregnancy naturally. This natural option of family planning enables you to track your menstrual cycle and identify if you are on a day when you can get pregnant.

About · Suggest an Edit



The choice is in your hands with Makesure CycleBeads

Like

Message



61

Photos

Likes

Highlights

Post

Photo / Video

Write something...



CycleBeads India shared a link.

March 15

http://www.cyclebeads.com/blog/770/cyclebeads-top-10-myths-about-this-natural-family-planning-method_myth-#6_men-wont-use-it



CycleBeads Top 10 Myths About This Natural Family Planning Method: Myth #6 - Men Won't Use It
www.cyclebeads.com

CycleBeads Myth: Men won't use this

Like · Comment · Share

3



CycleBeads India shared a link.

March 13

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David Rineer

Invite



Krista Rineer

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CycleBeads India

Don't forget to check out the December issue of Cosmo...

1 · 2 · December 11, 2012 at 7:09am

Create Page

Now

Launched

DIGITAL
MEDIA

PRINT MEDIA



The best things come from nature. With Makesure CycleBeads®, I understand for the first time which days each month I can get pregnant. It has no side effects. It is completely natural. I never have to take a pill or put anything in my body. That's why my husband and I use Makesure CycleBeads® to help us prevent pregnancy.



Makesure CycleBeads®

Did you know you can avoid getting pregnant by using a natural family planning method that is free from side-effects? This means you do not have to ingest or insert anything and you can still avoid a pregnancy effectively!

[Read more...](#)

CAN I USE
Makesure
CycleBeads®?

HOW DO I USE
Makesure
CycleBeads®?

ORDER NOW

SCREEN
YOURSELF



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TO CONSUMER MOBIL

JOIN



unsafe day alerts

CYCLETEL TM



CHALLENGES

LINKAGES TO DEMAND SIDE

- Awareness-raising is a very first step in uptake
- Incentive to push product – when one manufactures many FP products in choice market
- Forecasting – unknown demand...and what little we knew was not enough to keep up with ability to manufacture

KEY TAKEAWAYS

Potential to reach new target groups via direct to consumer

Promotional efforts need to complement supplies and be comprehensive

Are we overlooking men?

Private sector markets need complimentary efforts of system-integration

Market shaping & programmatic activities go hand in hand

SDM offered at scale continues to make unique contributions to family planning & reproductive health....

A photograph of a man and a woman in traditional Indian clothing. The woman is wearing a red sari with a blue and pink border and a pink headscarf. The man is wearing a purple jacket over a yellow shirt. They are both smiling and looking at a string of red and black beads that the woman is holding. The background is a plain white wall with shadows.

...but a total market approach & creative partnerships are needed to reach multiple market segments



Thank You



www.StandardDaysMethod.org |

www.irh.org



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