Future Vision of the Contraceptive Social Marketing (CSM) Report: A Co-Creation Session

Ntindah Luembe, Julia White, and Sarah Webb | RHSC
True Overholt | DKT International
Available AI Translation: WORDLY

- Available via QR code and URL on table (audio option available via headphones)
- Adjusting Session Speaker Language

We appreciate your patience and understanding as the AI and our glossary continue to learn and make improvements.
Welcoming Remarks

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Setting the Stage
History of the CSM Report
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Setting the Stage: History of the CSM Report

True Overholt, DKT International
October 19, 2023
Palm Jumeirah, RHSC 2023 GMM
History of the Contraceptive Social Marketing (CSM) Report

• First report - 1991
  • Compiled in recognition of CSM’s growing impact but also to foster accountability, transparency in private sector

• Complements public sector data

• Demonstrates growth of CSM over 30+ years

<table>
<thead>
<tr>
<th>Category</th>
<th>1991</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of CSM programs reporting results</td>
<td>33</td>
<td>101</td>
</tr>
<tr>
<td>Number of Couples Years of Protection (CYPs) generated</td>
<td>9.1 million CYPs</td>
<td>87 million CYPs</td>
</tr>
</tbody>
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Phil Harvey, Founder of DKT Intl. and social marketing pioneer
Highlights of 2022 CSM Report

• 101 programs from over 20 organizations
• Results from 65 countries
• 87 million Couple Years of Protection (CYPs) generated
• 1.4 billion condoms sold
• 4.2 million IUDs sold
• 41.1 million misoprostol pills sold
CSM Report: What comes next

• The 2024 CSM report will be researched & produced by RHSC, with support from key partners

• Neutral platforms, like RHSC, facilitate data sharing

• Opportunity for greater community utility and for CSM to grow in new directions beyond sales & CYPs

JULIA WHITE
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Thank you to DKT International for collecting, developing, and publishing the CSM Report for over 30 years.

Thank you to the many Social Marketing Organizations (SMOs) who have shared their data & participated in the CSM Report.

It is a true community effort to bring this data together to better understand the contribution that SMOs make in expanding access to RH products around the world.

CSM Report: A Community Collaboration
RHSC & The CSM Report: A Natural Fit

- RHSC has a long history of promoting data visibility, including through the development & publication of several key reports:
  - Reproductive Health Interchange
  - Procurement Planning & Monitoring Report
  - FP Market Report
  - LEAP Report (formerly Commodity Gap Analysis)
- The CSM Report is a natural fit into our data portfolio & RHSC is well-positioned to coordinate with member organizations around their own needs & goals related to data
- The CSM Report fits well with our new focus on bringing data sets across the supply chain together
User-Informed Design: We want to hear from YOU!

- As RHSC takes on data collection, development, and publication of the CSM Report, we want to hear from YOU.
- This session feeds into a larger user-informed design process that will guide our next steps & thinking for the future of the CSM Report. This process also includes:
  - 1:1 Consultations with SMOs
  - Membership wide survey (coming soon!)
  - A smaller group that will serve in an advisory capacity
- Our user-informed design process & initial findings will be published alongside the 2023 CSM Report.
- Our ultimate goal is to ensure that the CSM Report is a valuable tool & resources for the RH Supplies Community.
TODAY’S ACTIVITY: Community-wide Reflections On the CSM Report

USING THE STICKY NOTES AT YOUR TABLE & THE FLIPCHARTS AROUND THE ROOM, PROVIDE YOUR REFLECTIONS ON THE FOLLOWING FOUR QUESTIONS:

WHAT DO YOU (OR HAVE YOU) USED THE CSM REPORT FOR?

WHAT IS MOST VALUABLE TO YOU IN THE CSM REPORT?

HOW COULD THE CSM REPORT BE IMPROVED?

WHAT CHALLENGES DO YOU (OR HAVE YOU) HAD WITH THE CSM REPORT?
Closing Remarks & Next Steps
SARAH WEBB
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INTERESTED IN CONTRIBUTING TO NEXT STEPS?
Sign up using the sign-up sheets around the room, or reach out to Sarah Webb with the RHSC Secretariat