Systems Approach to Contraceptive Introduction

A Case Study of SDM Integration

ALexis Ettinger, IRH | October 10, 2013
SCALING-UP DEFINED

"Deliberate efforts to increase the impact of health service innovations success-fully 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
- Extent of service availability
- Extent of integration into guiding documents and support systems
- Level of political support for integration

TIPPIN G POINT
- 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
LEVERAGE PRIVATE SECTOR MARKET TO REACH NEW USERS
PRODUCT DEVELOPER & TECHNICAL ASSISTANCE
LICENSED GLOBAL MANUFACTURER & DISTRIBUTOR

INDIA SUB-LICENSEE FOR MANUFACTURING & DISTRIBUTION
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
Makesure
CycleBeads
Prevent Pregnancy Naturally
Make sure to explore CycleBeads® through their digital ads, magazine ads, helpline, social networks, and website.
Scared of side effects when it comes to preventing pregnancy?

Makesure CycleBeads®
Prevent Pregnancy Naturally

ORDER ONLINE NOW!

DIGITAL MEDIA

Google AdWords

CycleBeads India
61 likes


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

CycleBeads Myths: Men won't use this

Invitation for Friends to Like this Page

2 Friends
Like CycleBeads India
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.
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®?

SCREEN YOURSELF

ORDER NOW
SMS JOIN
Answer screening questions
Send period start date
Receive unsafe day alerts
DIRECT TO CONSUMER: MOBILE
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. 

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