

Sayana Press Introduction In Senegal: Strategies, Opportunities and Challenges

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Family Planning in Senegal

- Population: 13.2 million
 - 55% under age 20
- Contraceptive prevalence¹:
 - All methods: 18%
 - Modern methods: 16%
 - Injectables: 6%
 - Pills: 5%
- Unmet need for FP:
 - 21% do not want any more children
 - 45% want to space births



¹DHS continuing monitoring 2012-2013

Objectives of the National FP Action Plan 2012-2015

- Reduce maternal mortality from 392 to 200 per 100,000 live births
- Reduce infant mortality from 72 to 46 per 1,000 live births
- Increase contraceptive prevalence from 16% to 27%
- Expansion of access to injectables through community based distribution



Why Sayana Press?

- Safe and highly efficacious
- Pre-filled disposable Uniject injection system
- Easy to use for birth attendants and community health workers
- Allows private/discreet administration
- Potential for self-injection
- Will contribute to increased access in rural areas



Introduction Strategy

- **Demand creation** through mass communication campaigns
- Increased **access to FP** services via community distribution of contraceptives
- Increased **contraceptive security** with the Informed Push Model
- Strong **advocacy** program and creation of more FP champions
- **Social marketing** for improved access in the private sector

Source photo : Curt Carnemark/World Bank



Introduction Planning Process

- **Acceptability study**
 - 80% of clients prefer SP to DMPA IM
 - Fewer side effects
 - 96% of providers prefer SP to DMPA IM
- **Introduction plan**
 - Developed and validated with all partners
- **Evaluation of introduction**
 - Increase in new users, cost of program, adherence to SP and quality of services

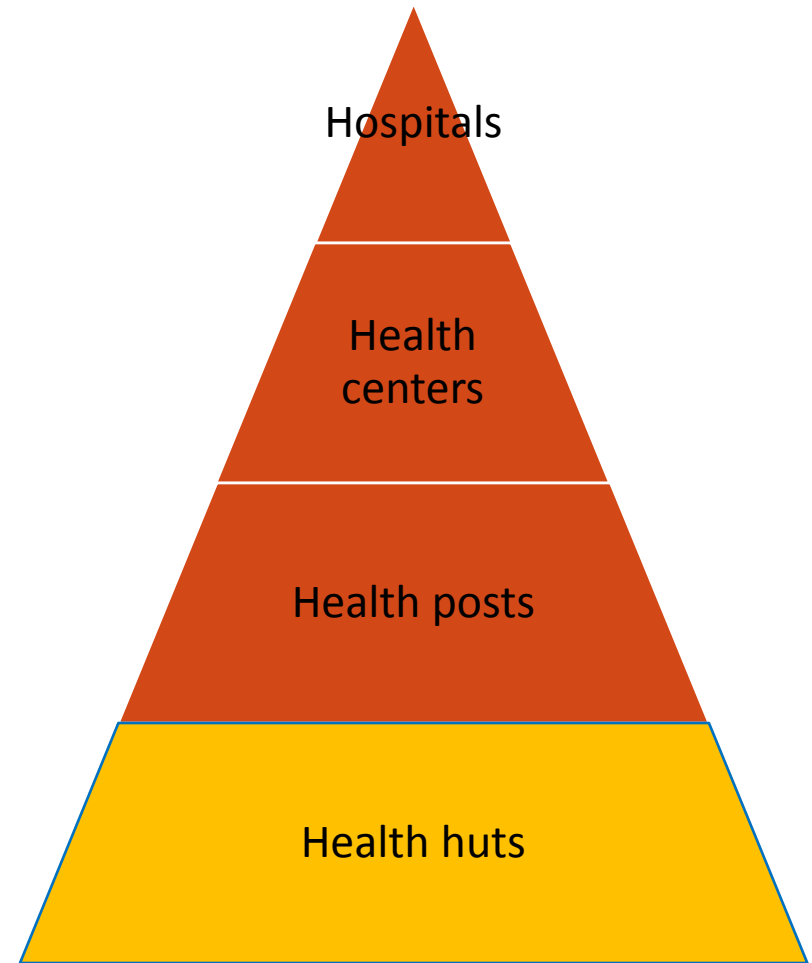


Objectives of the Introduction Plan

- Identify the roles of implementing partners
- Quantify Sayana Press needs
- Identify procurement process and timeline
- Describe distribution system
- Identify training needs
- Define communication strategy for FP
- Define advocacy needs and strategy
- Elaborate monitoring and evaluation strategies
- Define coordination mechanisms

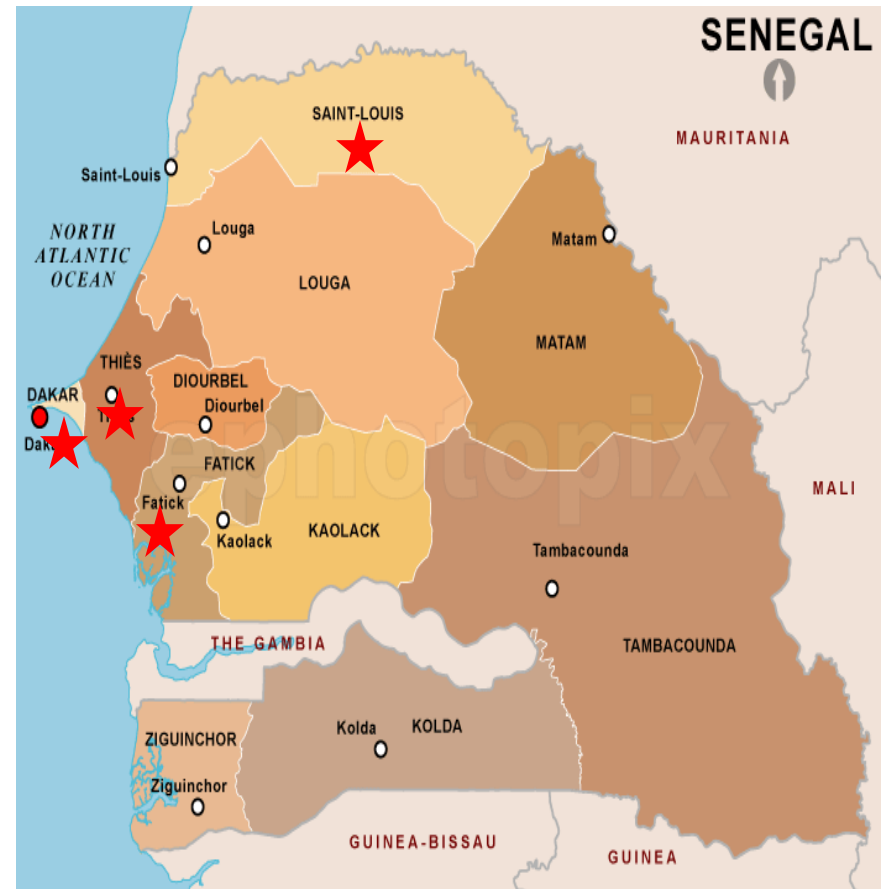
Sayana Press Distribution

- Public: all levels of the health pyramid
 - Emphasis on FP provision at the community level
- Private
 - NGOs, franchised clinics
- Commercial
 - Pharmacies nationwide



Introduction Regions

- Dakar
- Thiès
- Saint-Louis
- Fatick
 - 48% of population
- Selection criteria:
 - a large population of women of childbearing age
 - a significant unmet need for family planning
 - Strong intention to use family planning



Introduction Challenges (1)

Demand creation

- Reduce myths and negative perceptions about FP
- Ensure effective communication
- New users are not a homogeneous or defined audience

Product availability

- Avoid stock-outs
- Provide supplies to all FP delivery points
- Monitor quality control of products and services

Introduction Challenges (2)

Access to FP services

- Increase FP service delivery points
- Increase quality of services
- Avoid bias in counseling

Advocacy

- Garner support from religious leaders
- Involve men in FP campaigns

Strengths of Sayana Press Introduction

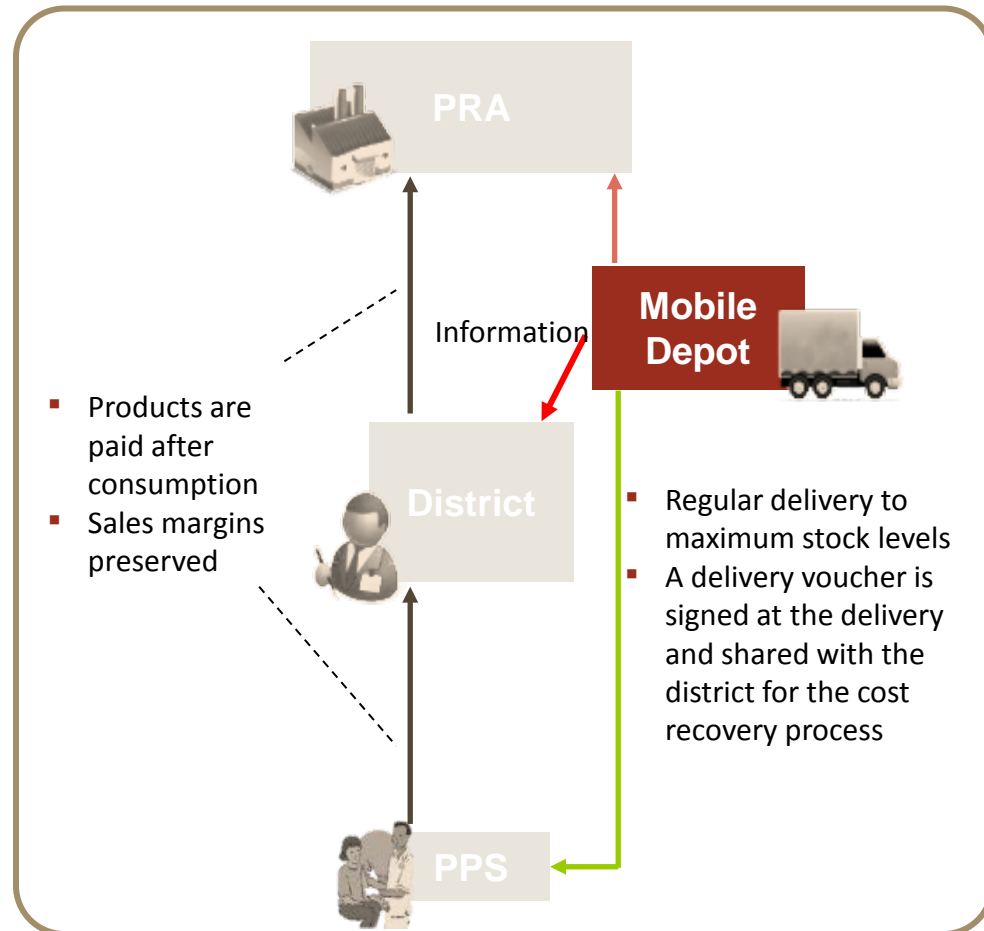
- Strong political will
- Commitment of the MOH at the London Summit in 2011
- Commodity purchase budget increased by 200%
- Involvement of civil society such as religious leaders and women's group
- New legislation to support community level introduction



Introduction Opportunities

- Expand SP to all regions
- Use Informed Push Model to distribute and accelerate the expansion
- Service provision
 - Inclusion of private sector
 - Strong community structure
- Strong partner support

Informed Push Model : Push system without orders



Thank you!