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 prevalence\(^1\):
  - 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

\(^1\)DHS 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
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

- Regular delivery to maximum stock levels
- A delivery voucher is signed at the delivery and shared with the district for the cost recovery process
- Products are paid after consumption
- Sales margins preserved
Thank you!