

15th
GENERAL MEMBERSHIP MEETING
of the **REPRODUCTIVE HEALTH**
SUPPLIES COALITION
20-24 OCTOBER
MEXICO CITY

mexico
2004-2014
REPRODUCTIVE HEALTH
SUPPLIES COALITION



MARKET DEVELOPMENT APPROACHES

What youth preferences are

Ana Chel Gomez
Anabella Sanchez
October 21, 2014



AVAILABILITY



QUALITY



EQUITY



CHOICE

SALUD
SECRETARÍA DE SALUD

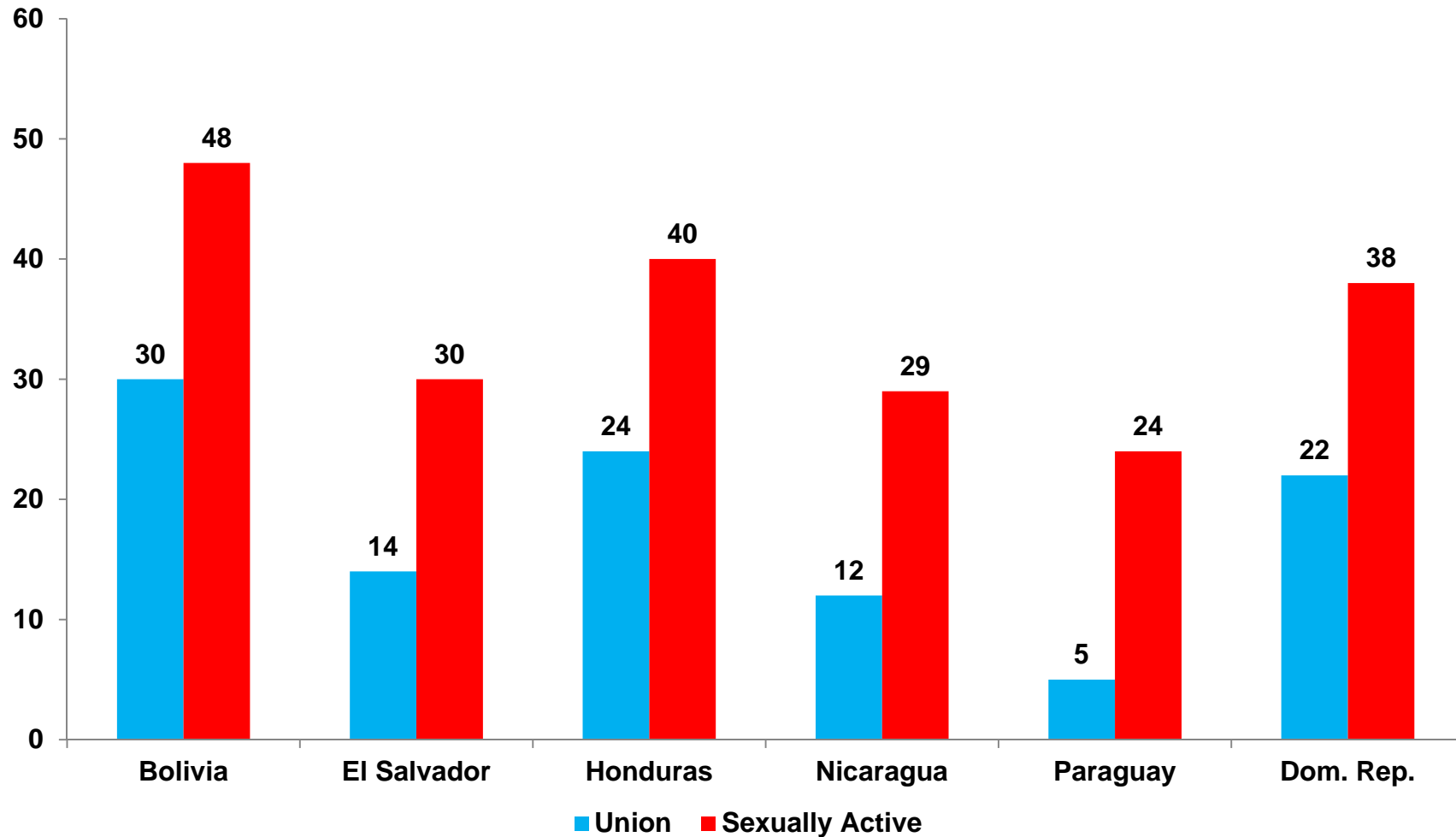


USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMERICA

PROYECTO DELIVER

UNMET NEED AMONGST SEXUALLY ACTIVE WOMEN

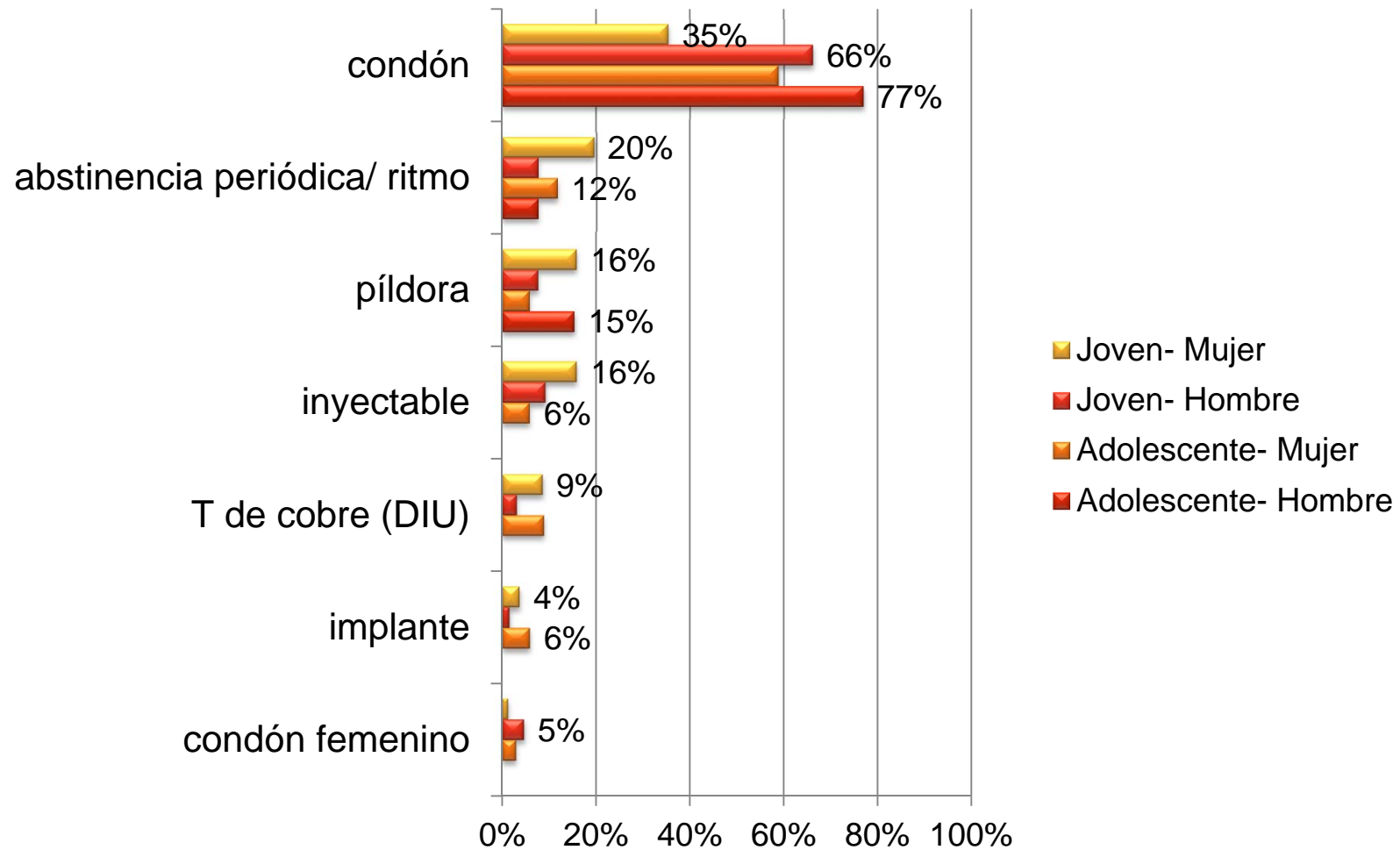
Higher than married women



*Source * USAID | DELIVER PROJECT DHS secondary analysis
Women 15-24, Various years*

Question: what is the most effective method to prevent pregnancy and HIV AIDS

Guatemala 63%



Source: 2012, 194 surveys to youth peers in 8 LAC Countries