

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

mexico
2004-2014
REPRODUCTIVE HEALTH
SUPPLIES COALITION



Expanding Effective Contraceptive Options: EECO

Chastain Fitzgerald



AVAILABILITY



QUALITY



EQUITY



CHOICE

SALUD
SECRETARÍA DE SALUD



USAID
FROM THE AMERICAN PEOPLE



INTRODUCING RINGS IN-COUNTRY



- Regulatory Approval, MOH Support
- Stakeholder Support
- Research:
 - Providers/Trade
 - Clients
 - Secondary Audiences/
Influencers
 - Willingness to Pay



MARKETING AND DISTRIBUTION STRATEGY



- DELTA process with local stakeholders, identifying:
 - Target audience, channels of distribution
 - Key messages, monitoring and evaluation plan, budget
- Design, test, finalize:
 - Packaging and inserts
 - Communication messages and materials
 - Medical detailing materials
- Procurement planning
- Establish Relationship with Provider Networks
- Training (medical detailers, interpersonal communication agents, providers)
- Launch Distribution and Communication

Constant Feedback Loop with Donors, Developers (PC), MOH, Partners