

## ADAPTING RESOURCE MATERIALS FOR LOCAL USE

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The International Consortium for Emergency Contraception recognizes that emergency contraception service delivery systems and information needs will vary from place to place. As such, the prototype resource materials presented in this section are designed to be adapted by family planning and reproductive health care program managers and others according to the specific product provided, the needs of the local community, and program or national regulations that may apply to the provision of emergency contraception. It is not necessary to seek permission from the Consortium to adapt these materials.

***When adapting these materials, the following issues should be considered:***

### Emergency contraceptive product used

These materials contain information about emergency contraceptive pills (ECPs) containing only progestin. However, programs may also or instead offer ECs containing both estrogen and progestin, depending on local availability. The content of the materials should be adapted to reflect those methods that are provided through the local program.

### Proposed distribution mechanisms

While a wide variety of distribution mechanisms (clinics, pharmacies, rape crisis centers) can be used for emergency contraception, each program will need to examine its current contraceptive distribution systems to determine how they can best be adapted for this method. The service delivery guidelines should be adapted to reflect the local distribution mechanisms that will be used (including a description of who is authorized to distribute various forms of the method) and should include information on any changes in record-keeping systems that pertain to provision of emergency contraceptive methods. Client materials should be adapted to indicate where clients can obtain products or services (for instance, at a specific clinic location or “at your local pharmacy”).

### Local misperceptions or misinformation about emergency contraception

An initial assessment of local knowledge and attitudes about ECPs can help to identify common misperceptions or local beliefs about emergency contraception that may hinder the introduction process (see the [“General Information”](#) page of the ICEC website for details). Programs should adapt the materials for clients, policy makers, the media, community members, and service delivery providers to address any misperceptions that are found during the assessment.

### Local culture, language, and literacy levels

Whenever possible, materials should be made available in the local language and at the average reading level of the intended audience. Avoid using terms that are too technical or difficult to understand. It may be necessary to change the wording of the prototype materials to ensure they are understood by the local audience. For instance, local terms can be substituted for words such as “uterus,” “menstrual period,” or “emergency contraception” if these terms are not readily understood during pretesting with members of the intended audience (see below). For audiences with low literacy levels, it may be helpful to develop materials that convey key messages through

illustrations with simple captions. Illustrations should be appropriate to the local audience that will be using the materials.

## Results of pretests

Whenever materials are newly created or adapted, it is necessary to pretest them before a final version is produced to ensure they are clear and culturally appropriate. This can be done by holding one or more small group discussions with representatives of the intended audience or by soliciting comments from individuals. During the pretests, participants are asked a series of questions about the materials to “test” their understanding of the content of the materials and gather their suggestions for improvements so that the intended messages are clearly communicated. The pretest results should be used to revise the materials before they are published and distributed more widely.

For additional information on developing and adapting materials, please refer to the following publication: Zimmerman M, Newton N, Frumin L, Wittet S. Developing Health and Family Planning Print Materials for Low-Literate Audiences: A Guide. PATH (Revised Edition, 1996). Sample client materials in English and Spanish are also available on the ICEC website.



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Emergency Contraception

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