



ICEC Worldwide Case Studies: Nigeria

Ensuring Access and Correct Use through Social Marketing

The availability of a dedicated product makes it possible to include emergency contraception in social marketing programs. In Nigeria, introduction of Postinor-2 helps to address use of unsafe and ineffective methods of emergency contraception.

In Nigeria, reproductive health and well-being are challenged by high fertility rates (5.7%), an extremely high incidence of maternal morbidity and mortality (MMR=800/100,000), and rapidly increasing STI and HIV infection rates. An estimated 610,000 illegal abortions are performed annually, with many occurring in dangerous and unsanitary conditions.

In response to the clear need for a dedicated emergency contraception product, the Society for Family Health (SFH), a Nigerian social marketing organization affiliated with Population Services International, began a social marketing campaign for Postinor-2 (1999). SFH worked with Gedeon Richter, the manufacturer of Postinor-2, to ensure that EC would be widely available and correctly used. SFH used donor funds to purchase initial supplies of Postinor-2, integrating it into its existing, highly efficient distribution network. Distribution was complemented by provider education and the development and dissemination of client communications materials. SFH used commercial sector techniques to increase access to EC and create demand, helping the manufacturer to overcome initial start-up costs, thereby laying the groundwork for sustainable product supply

SFH first launched the Postinor-2 social marketing campaign in ten sites. The audience at each site included key distributors, pharmacists, public- and private-sector medical providers, national contraception experts, and government and regulatory officials. Each launch included an emergency contraception education and training session as well as distribution of provider- and consumer-education materials, including a brochure developed for a low-literate audience. Postinor-2 is now provided on a national basis, with distribution of nearly 700,000 units in 2005.

International Consortium for Emergency Contraception

Advocates for Youth • American Medical Women's Association (AMWA) • Arab World Regional Network • Asia Pacific Network on Emergency Contraception • Association of Reproductive Health Professionals • British Pregnancy Advisory Service • Catholics for a Free Choice • Center for Reproductive Rights • Center for Research on Women and Gender, University of Illinois • Concept Foundation • Consorcio Latinoamericano de Anticoncepcion de Emergencia (CLAE) • CONRAD • DKT International • East Europe, NIS and Balkan Region • ECAfrigue • EngenderHealth • Family Care International • Family Health International • Guttmacher Institute • Gynuity Health Projects • Ibis Reproductive Health • Institute for Reproductive Health • International Planned Parenthood Federation • International Planned Parenthood Federation/Western Hemisphere Region • International Women's Health Coalition • Ipas • JSI Research & Training Center for Women's Health • Management Sciences for Health • Margaret Sanger Institute • Marie Stopes International • Medical Women's International Association • Meridian Development Foundation • Pacific Institute for Women's Health • Partnership for Appropriate Technology in Health (PATH) • Pathfinder International • Planned Parenthood Federation of America • International • Population Action International • Population Council • Population Services International • PROSALUD INTER-AMERICANA • WHO, Special Programme of Research, Development and Research Training in Human Reproduction • Women's Commission for Refugee Women and Children

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