



Promoting Long-Acting and Permanent Methods of Contraception: Understanding and Addressing Client Concerns

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Managing Partner: EngenderHealth; Associated Partners: Cicatelli Associates Inc; Family Health International; Futures Institute; John Hopkins Bloomberg School of Public Health Center for Communication Programs; Meridian Group International, Inc; Population Council





8 Different LAPM Communication Campaigns

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- **Ghana:** Vasectomy
 - **Honduras:** Vasectomy
 - **Bangladesh:** Vasectomy
 - **Kenya:** IUD
 - **Azerbaijan:** Reversible FP Methods
 - **Guinea:** IUD
 - **Uganda:** IUD
 - **Ethiopia:** IUD
 - **Tanzania:** Multiple methods



Key Issues

Positioning v. Repositioning of IUCDs

Repositioning: Addressing myths and negative information

Positioning: Long-acting is key, but *reversibility* is even more important

Key Messages to Consumer

“Coil doesn’t interfere with my day-to-day activities; it’s a suitable and trusted FP method”

“Coil is good for us to 12 years—but it can be easily removed, anytime I want another child.”



■ Kisii District: “Now you know the Truth” campaign integrated mass media & community outreach

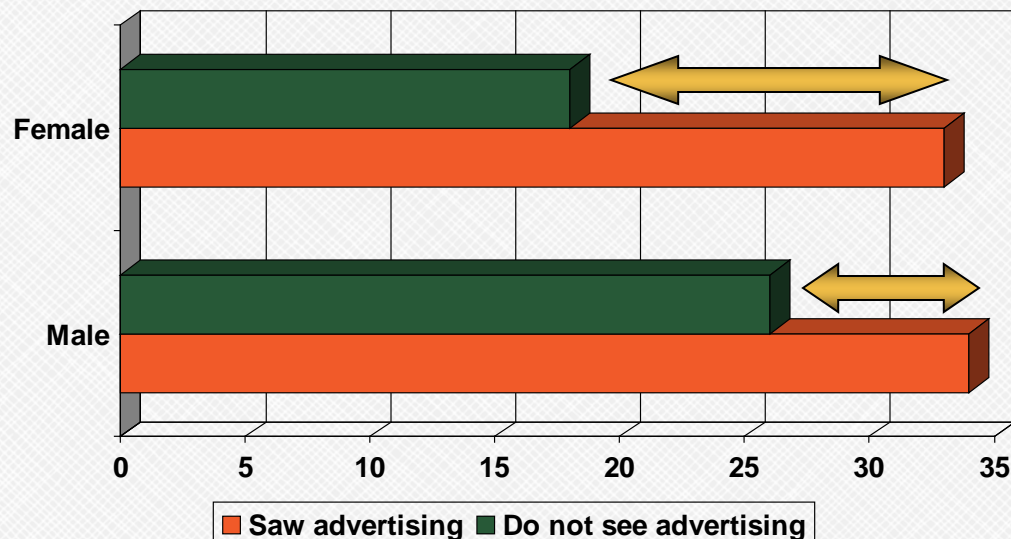
- National and local radio for 6 months
- Poster and leaflets
- Experiential marketing
- 75 Peer Educators
- 375 CBD Agents





ACQUIRE Kenya: Higher Acceptance upon Message Exposure

Consideration for getting IUD in future
People exposed to IUD message vs. those not exposed



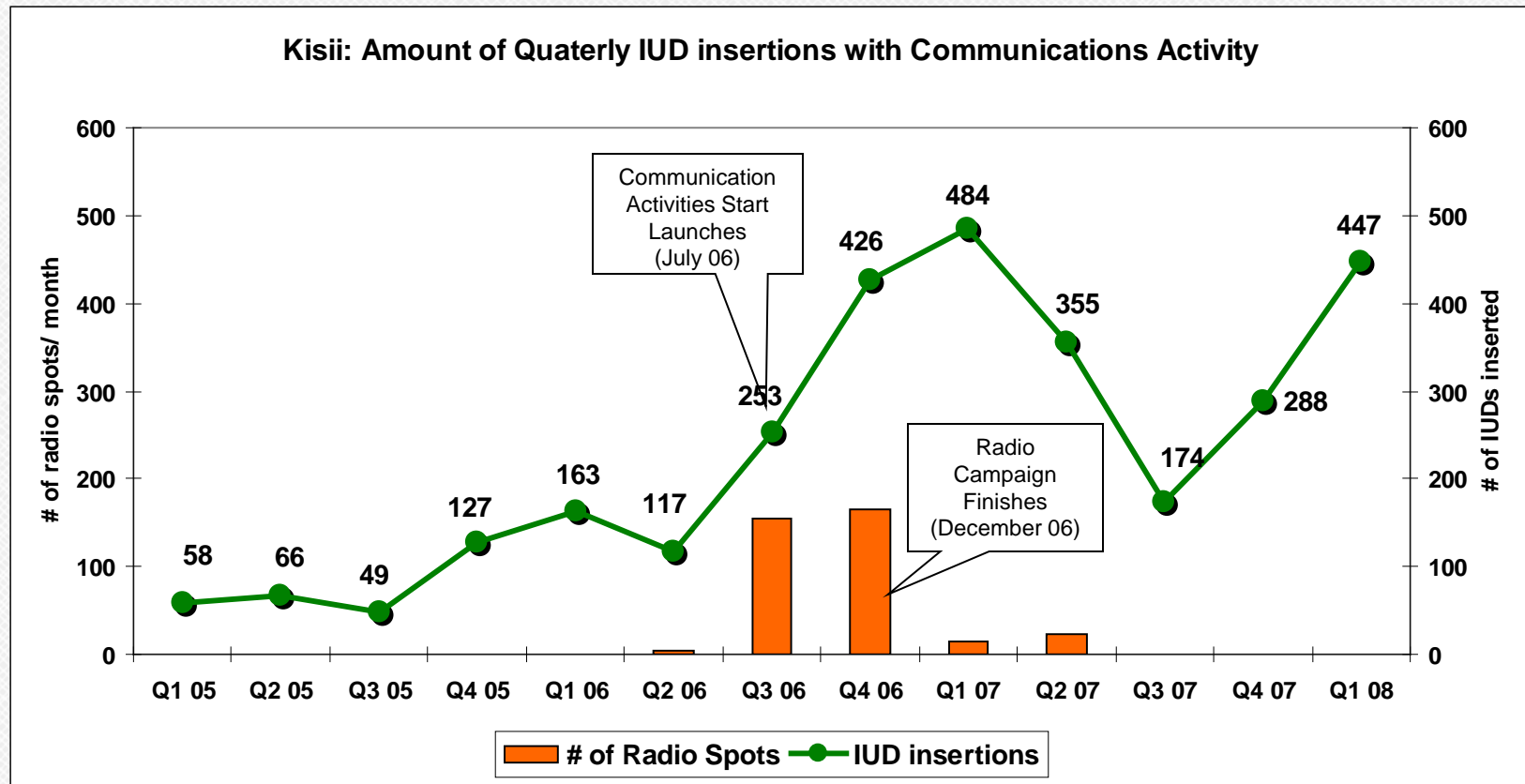
- 1/3 of women & men who saw IUD messages reported they would consider getting an IUD in the future
- Women who did not see messages were 1/2 as likely to report considering the IUD vs. those who did

Data indicates that messages and communication made impact on consideration



ACQUIRE Kenya: The Impact of Communication

361% increase in 2006 vs. previous year



Note: Q1 07 & Q2 07 are compensation radio spots that did not air as originally scheduled

Key Issues

Repositioning: Addressing myths and negative information

Concerns over castration and sexual impotence

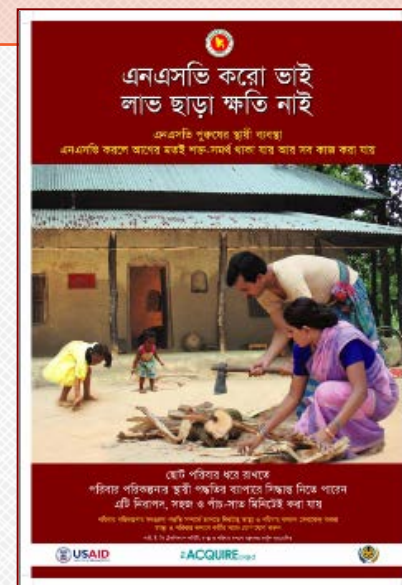
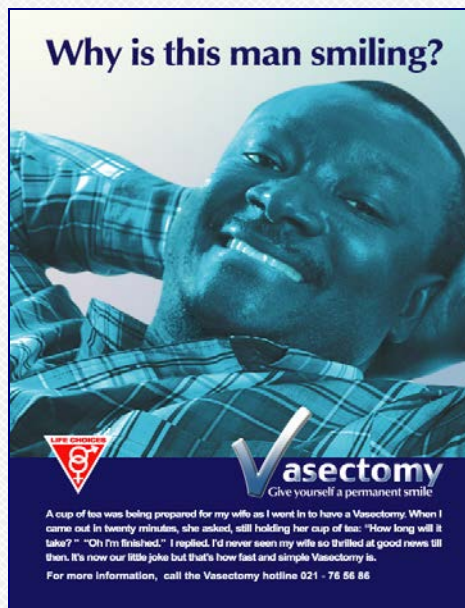
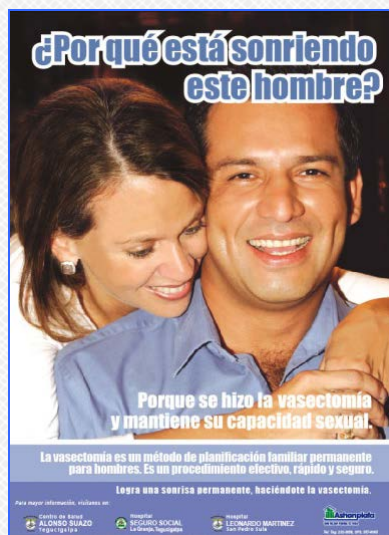
Understanding other key benefits

Key Messages to Consumer

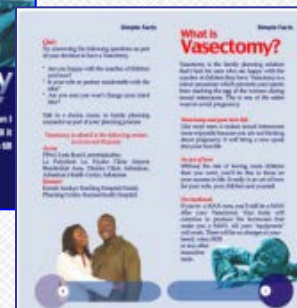
“Vasectomy is a safe, easy, and permanent way to plan your family.” “No worries about unplanned pregnancies.

“Most importantly--our sex life hasn’t changed”
“his sexual performance hasn’t changed”

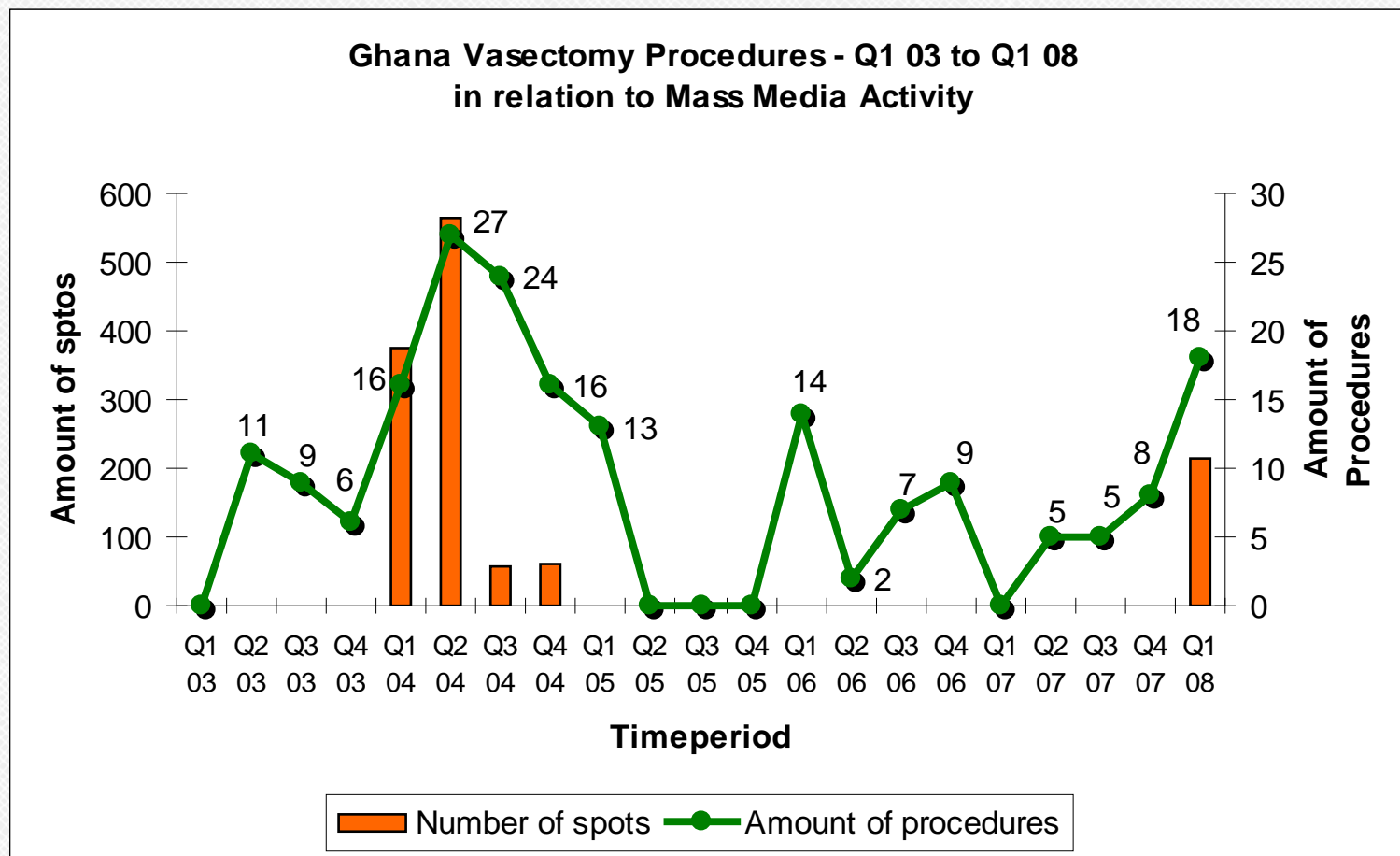
“No worries about unplanned pregnancies.”
“20 minutes or less”



- Accra and Kumasi Districts:
“Permanent Smile” campaign
integrates mass media (radio)
and community outreach
 - National and local TV and radio
for 5 months
 - Poster and leaflets
 - Telephone hotline
 - Nurses in the community
 - NSV Champions

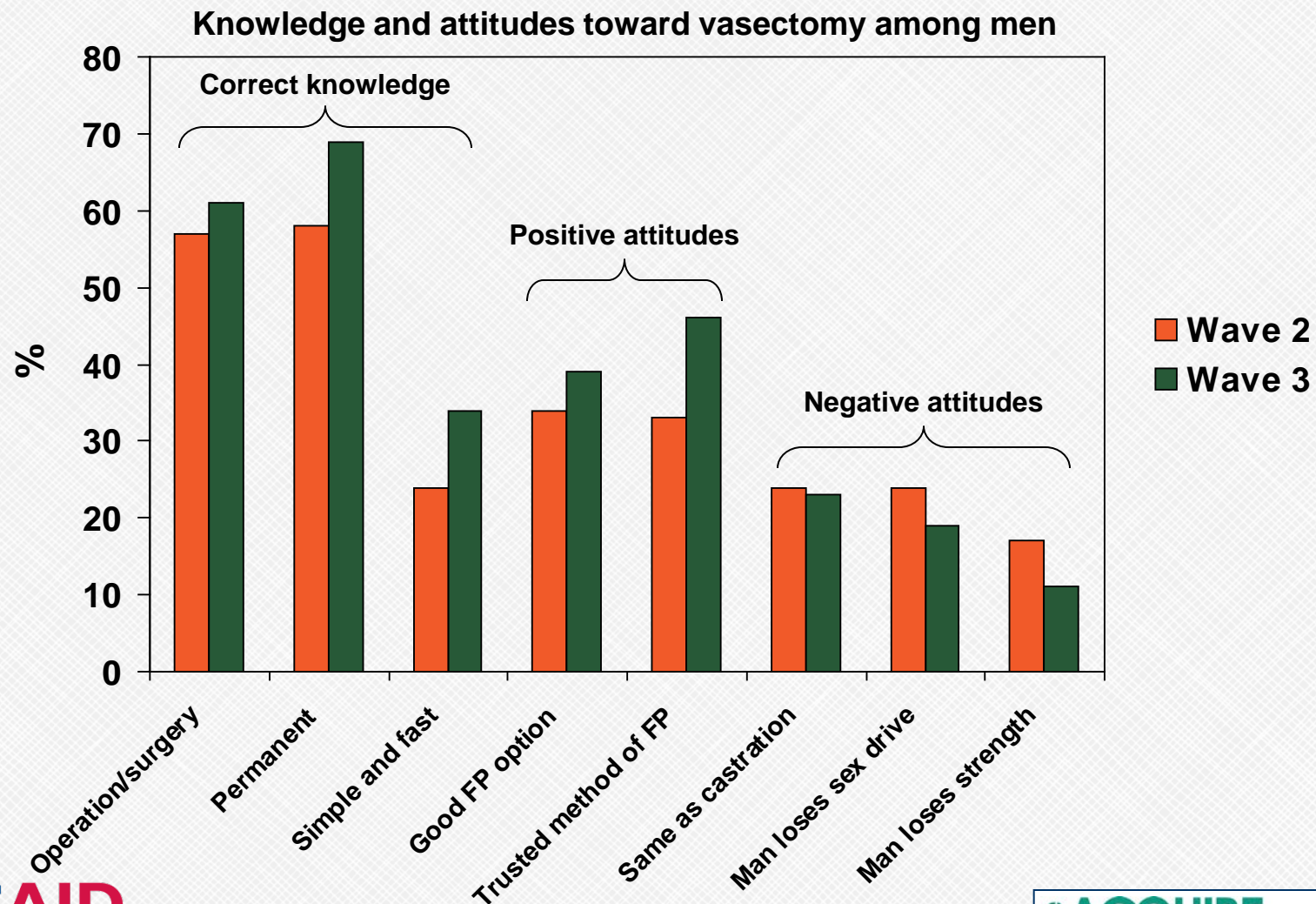


Ghana: Demand Decreases When Communications Lapse





Ghana: Knowledge and Attitudes Shift After Multiple Exposures





Key Issues	Key Messages to Consumer
Addressing supply issues is key prior to developing any promotional campaign	
Multiple implants in the marketplace with differing effectiveness periods	“there’s a new kind of implant; it’s good for up to 3 years”
Concerns over how implant will affect movement in their arm & that it is visible in the arm	
Ease of insertion, nothing to take everyday, and ability to breastfeed are key attributes	“easily inserted in the arm” “can use while breastfeeding”

Key Issues

Perception that FS is for women who are too old or too sickly to have more children

Key Messages to Consumer

If you and your partner are sure that you don't want anymore children, i.e. at any age.

No more worries about family planning

"Nothing to do everyday, and no side effects"



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