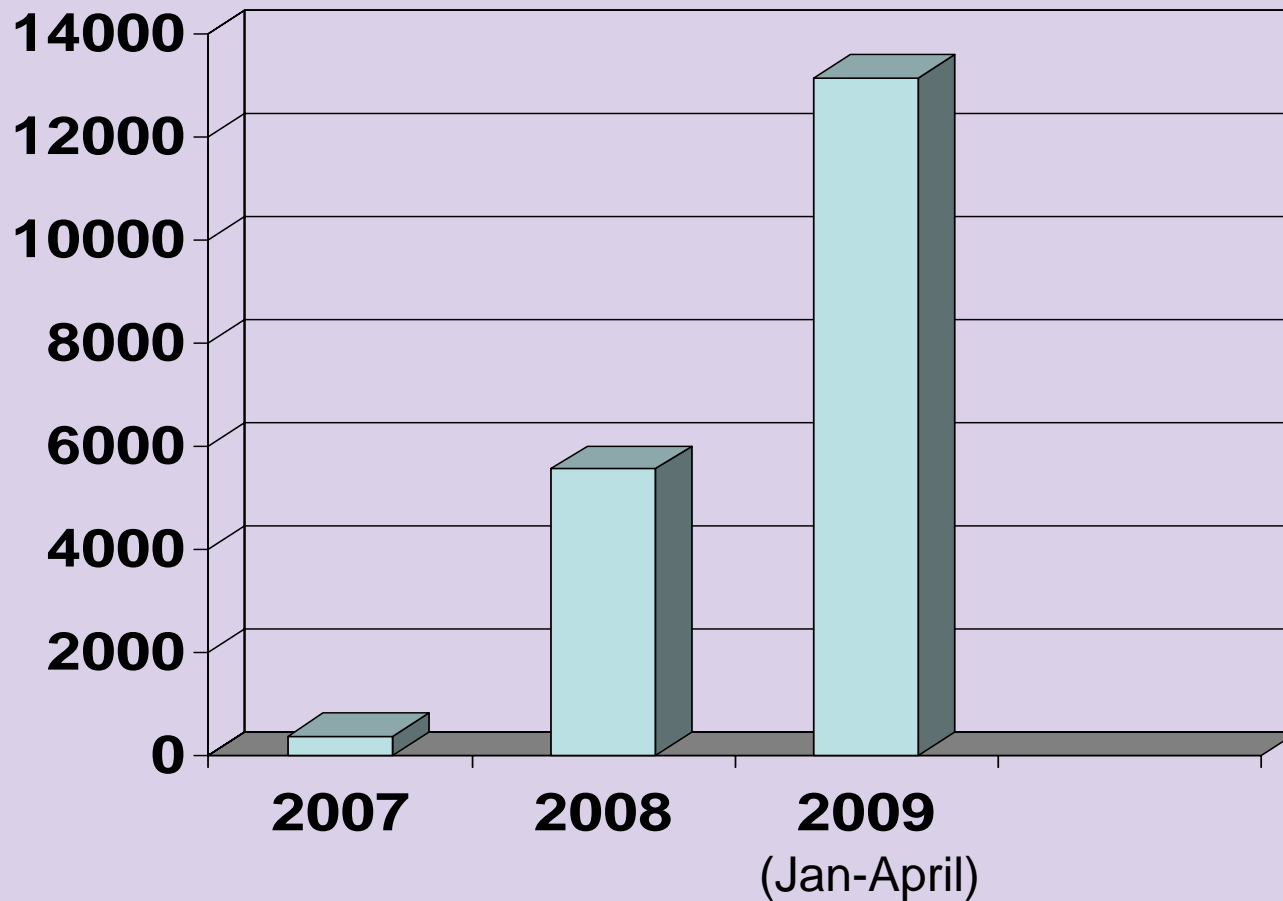


**Population Services International**



**Social marketing to increase  
access to and demand for  
Implants**

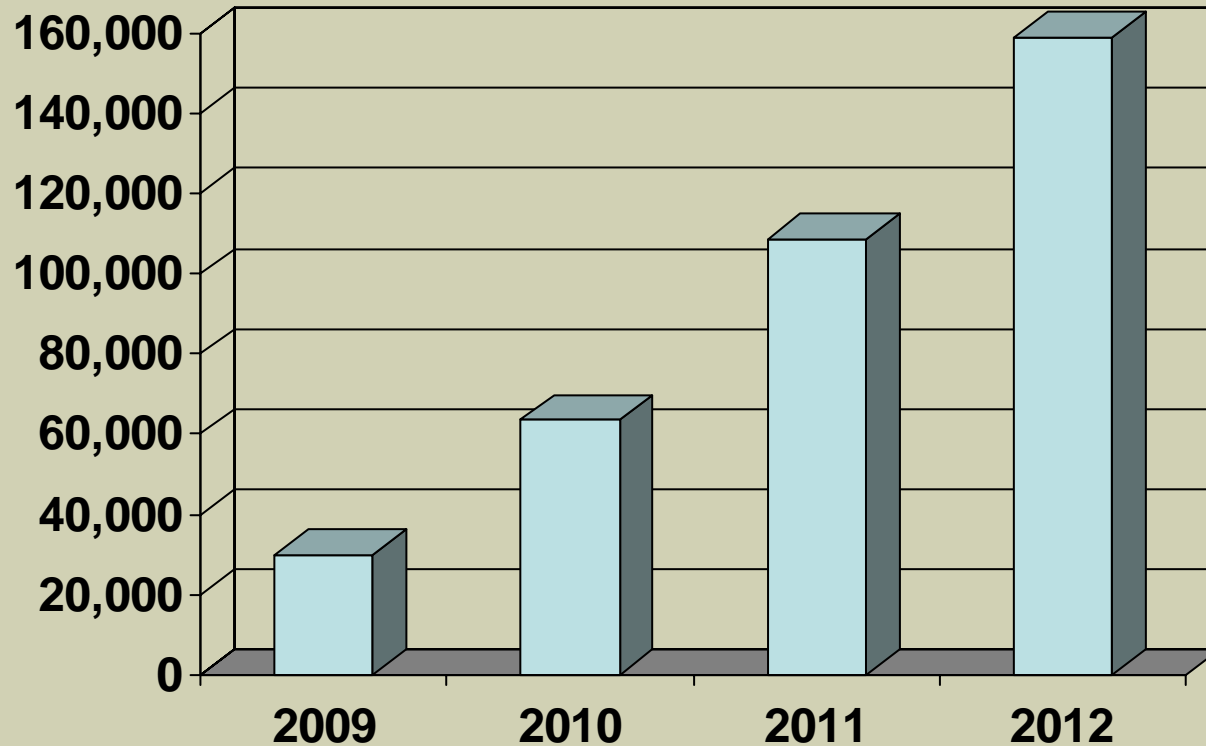
# Implant Insertions



# PSI Implant Countries

|             |          |
|-------------|----------|
| Nigeria     | Cameroon |
| Uganda      | Benin    |
| Kenya       | DRC      |
| Tanzania    | Togo     |
| Zambia      | Zimbabwe |
| Madagascar  |          |
| Mali        |          |
| Cambodia    |          |
| Myanmar     |          |
| Nepal       |          |
| Nicaragua   |          |
| El Salvador |          |
| Guatemala   |          |

# Implant Projections



# Supply Side: Strategies to Create Access

- **Social Franchising Networks (private sector)**
  - Sun Quality Health Network (Cambodia)
  - Top Reseau Network (Madagascar)
- **Public Sector Partnerships**
  - Network providers
  - Seconded providers
  - Outreach

# Demand Side: Strategies to create demand among providers and WRA

- **Event Days**
- **IPC Agents**
- **RH Hotline**
- **Mobile Video Units**
- **Mass Media**

# Lessons Learned

- Huge latent demand for Implants
- Nurses can provide implants at high quality standards
- Injectable and OC users 'trading up' to Implants and IUDs

# Challenges

- **Current cost of Implants**
- **Supply issues with Implanon**
- **Removal**