

# PROFILES OF LONG-ACTING AND PERMANENT METHOD USERS AND ESTIMATIONS OF POTENTIAL NEW MARKETS

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## INTRODUCTION

Long-acting and permanent methods of contraception (LA/PMs) remain unavailable and underutilized in many countries, despite their high effectiveness rates and low costs. Long-acting methods include IUDs and implants; permanent methods include male and female sterilization. Women with an unmet need for both spacing and limiting pregnancies would benefit from increased access to LA/PMs by reducing the number of unintended pregnancies resulting from method failure, contributing toward their ability to achieve their fertility intentions. Increasing utilization of LA/PMs requires an understanding of current LA/PM users and how they differ from users of other modern methods, users of traditional methods, and nonusers. This information, along with other information on fertility desires, can be used to estimate the potential “market” for LA/PMs, creating strong evidence-based information on the potential impact of expanded access and utilization.

## Research Questions

1. Who are current LA/PM users and how they differ from users of other modern methods, users of traditional methods, and nonusers?
2. What is the potential “market” for LA/PMs, how big is it, and what segments of the population should receive increased program attention?

## Methodology

- Secondary analysis of the most recent Demographic and Health Surveys data (after 2000) in 35 countries, using STATA
  - ▶ Analysis of current LA/PM users
  - ▶ Estimation of potential markets based on fertility desires
- Analysis of changes in the number of pregnancies based on reaching potential markets for LA/PM use, done using SPECTRUM

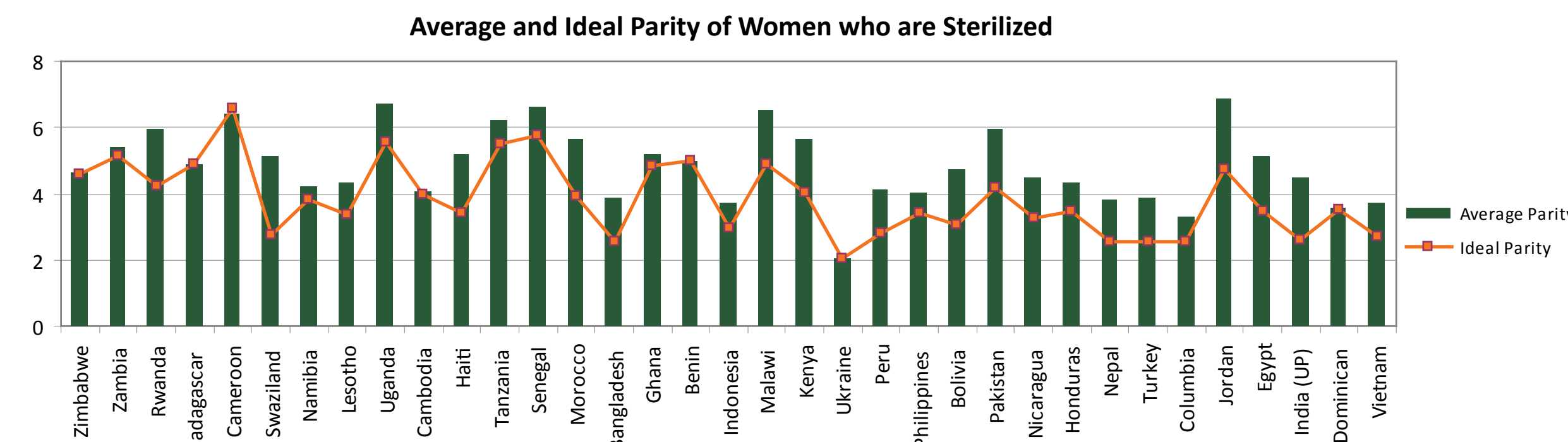


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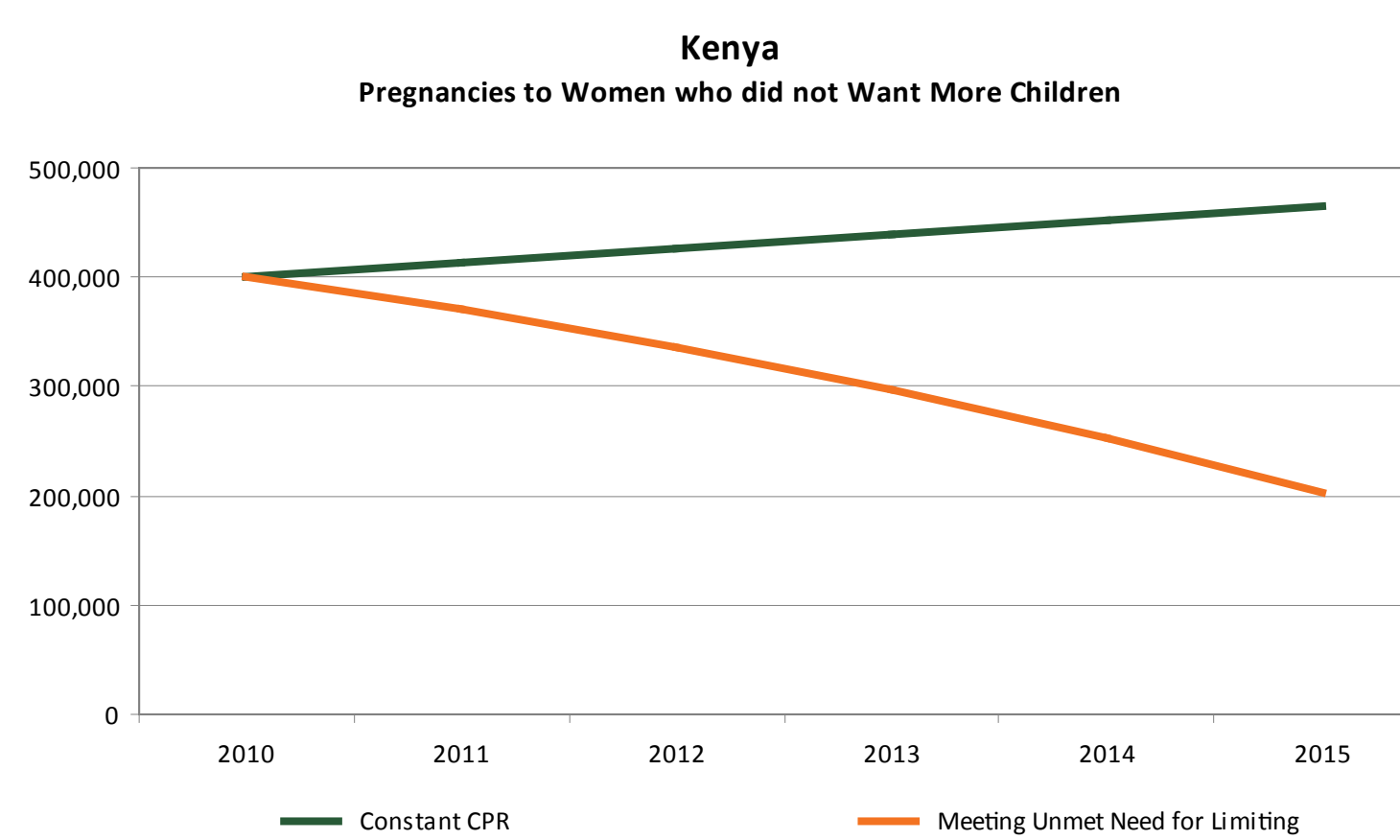
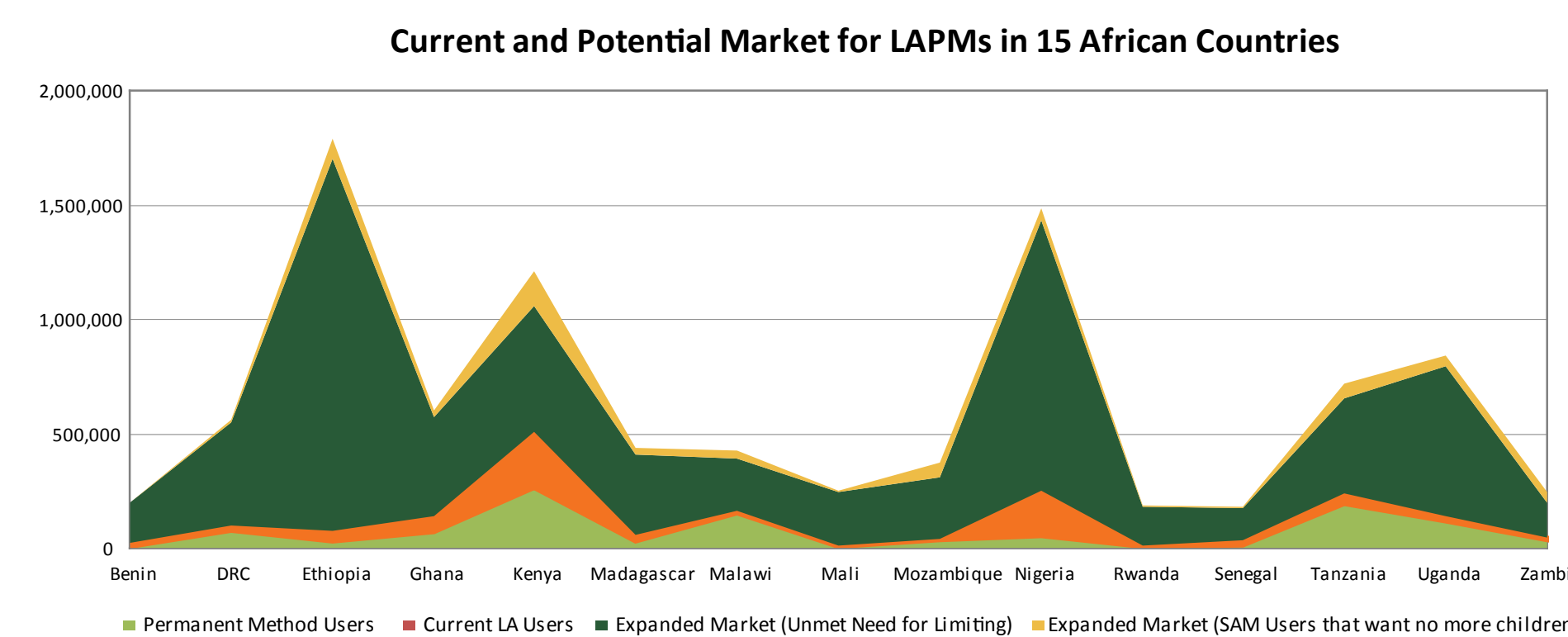
Photo credits (from left to right): A. Jain/EngenderHealth, N. Rajani/EngenderHealth, and L. Pessio/EngenderHealth

## RESULTS

Women are not using sterilization as a method until they have already exceeded their desired number of children.

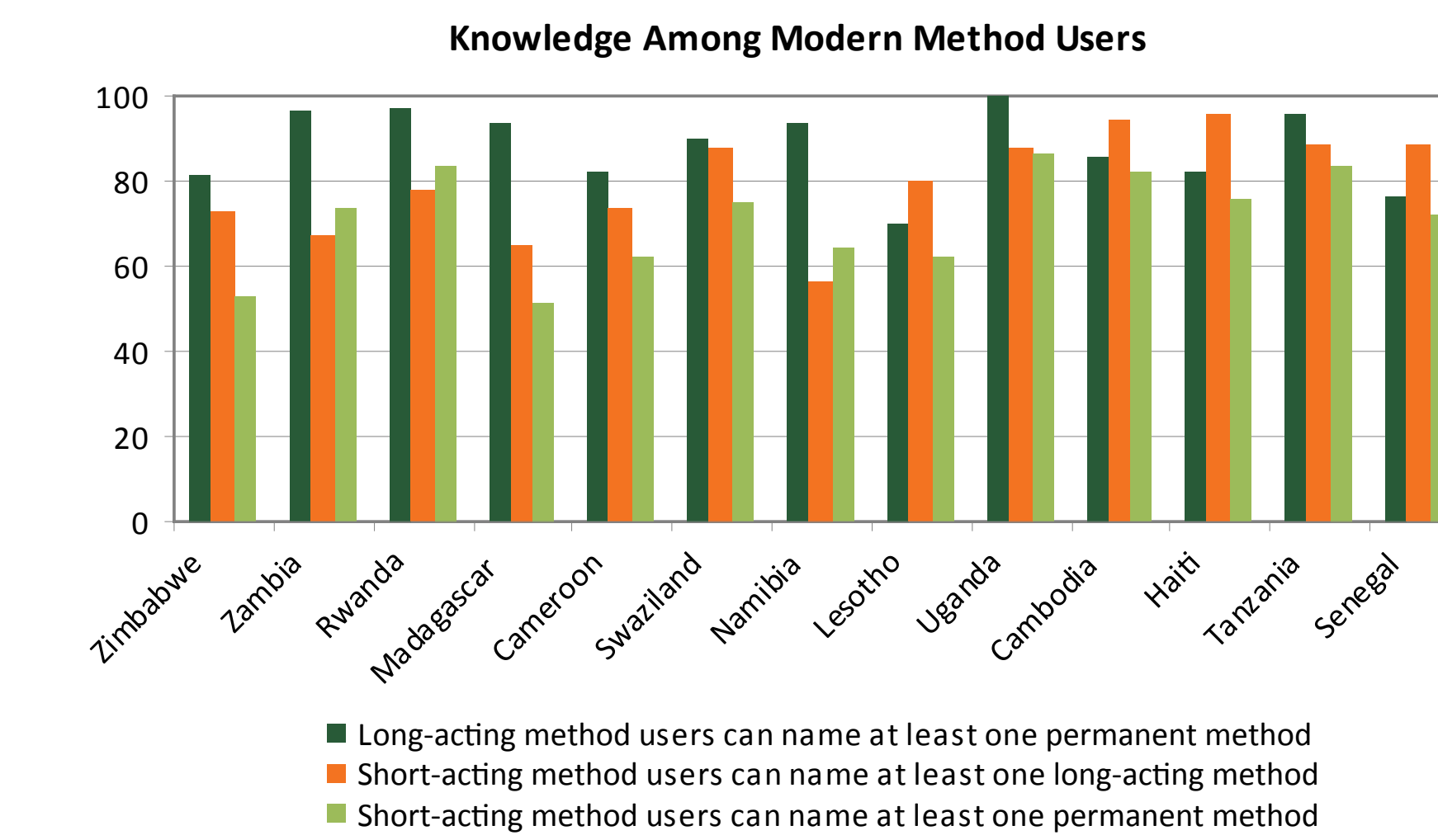


Many women have reached or exceeded their desired number of children and do not wish to have any more children. These women would benefit from increased access to low-cost, highly effective LA/PMs. Analysis showed that in 15 African countries, the potential market for LA/PMs just for limiting is 7.6 million women. Additionally, there are more than 750,000 women currently using long-acting methods whose use needs to be maintained.



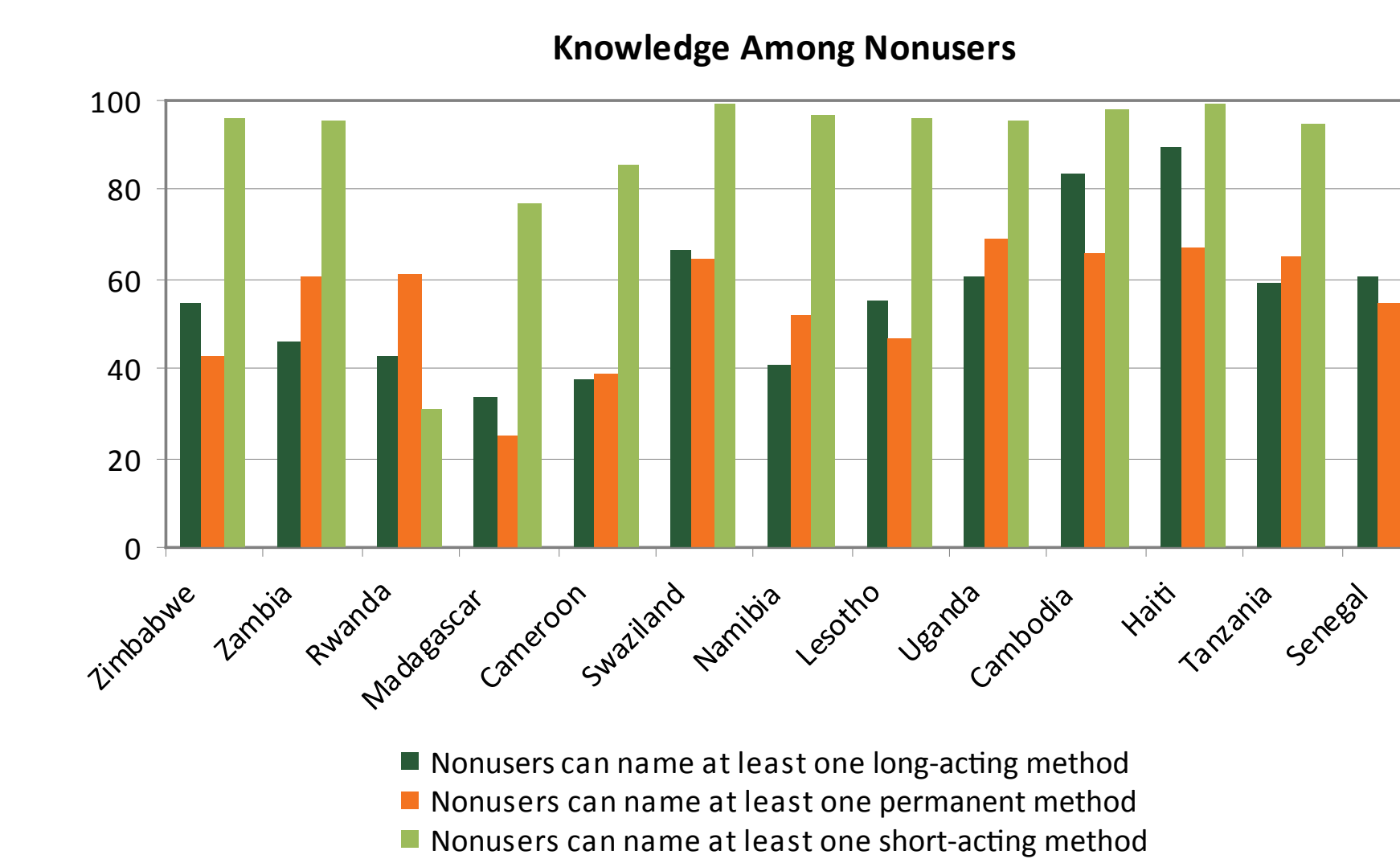
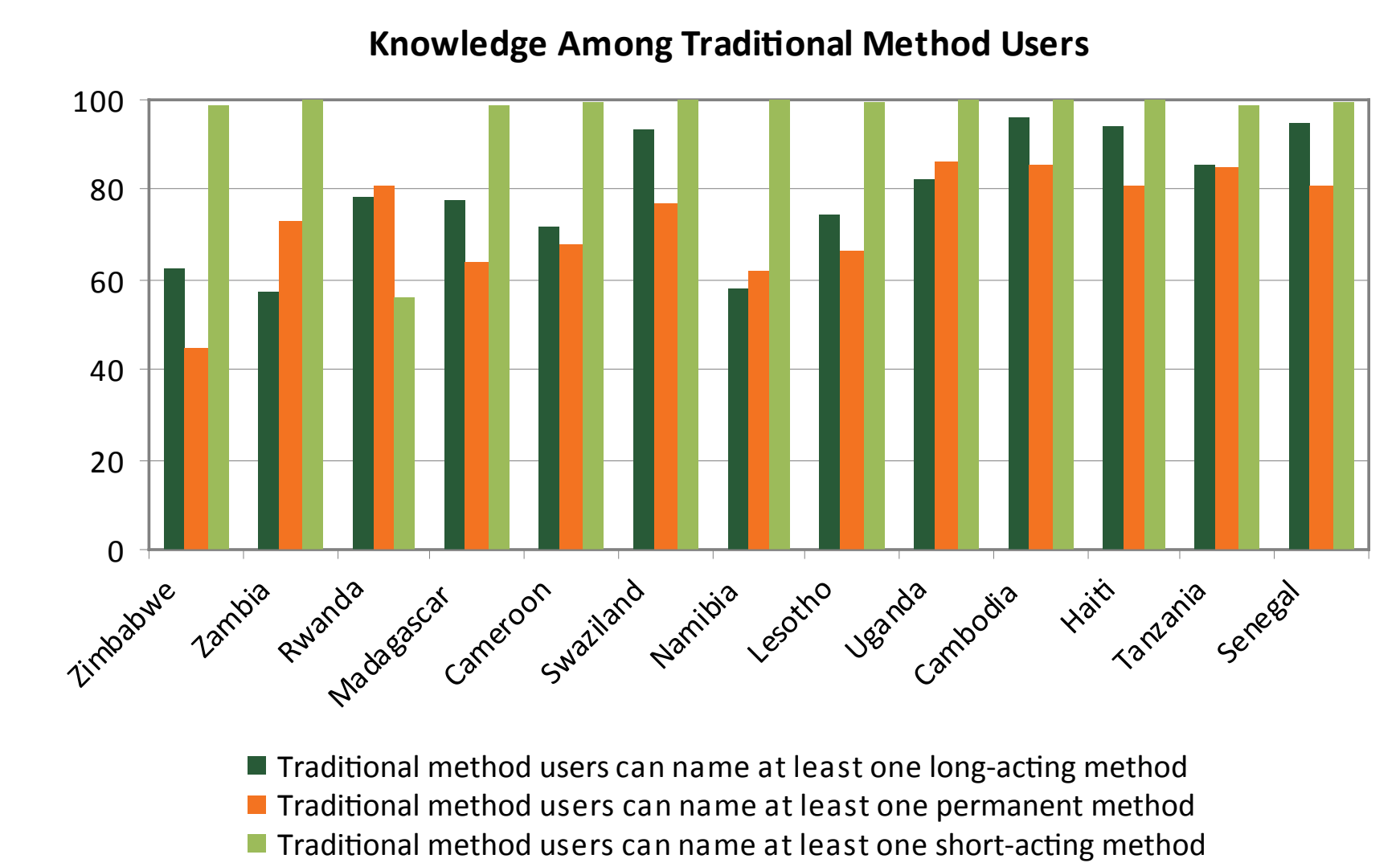
If Kenya were to meet its unmet need for limiting by having these women start using highly effective LA/PMs, 1.7 million pregnancies would be averted between 2010 and 2015. During the same time period, the contraceptive prevalence rate would go from 38.4% to 48.4%.

The ability of a woman who is using family planning to name a type of method other than the one she is currently using (or in the case of nonusers, their ability to name any type of method) was analyzed.



Users of short-acting methods are less likely to be able to name a permanent method than are women using a long-acting method.

Women who are using traditional methods of family planning can almost universally name a short-acting method but are far less able to name a long-acting or a permanent method.



Knowledge was lowest among women who are not currently using family planning. The majority of women in most countries can name a short-acting method; however, far fewer are able to name an LA/PM.

## CONCLUSIONS

- There is a need for method-specific awareness-raising to diversify women’s knowledge of family planning methods to include LA/PMs, not just short-acting methods. This increased awareness would contribute to a woman’s ability to make an informed choice when deciding which family planning method to use.
- Further research is needed on whether women delay using permanent methods until they have surpassed their ideal parity because they are reluctant to make a permanent decision or if the services are less accessible to lower parity women. This analysis showed that women in both the poorest and richest wealth quintiles exceed their ideal parity before getting a permanent method, suggesting that financial access is not the only factor.
- There is a large potential market for LA/PMs that includes both women who want to limit births and women who want to space their births. Increased awareness of and access to LA/PMs would provide women with the opportunity to select a highly effective, low-cost contraceptive that would help them meet both their reproductive intentions and countries’ international goals, such as the Millennium Development Goals.