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

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Managing Partner: EngenderHealth; Associated Partners: Ciacelli 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

- Ghana: Vasectomy
- Honduras: Vasectomy
- Bangladesh: Vasectomy
- Kenya: IUD
- Azerbaijan: Reversible FP Methods
- Guinea: IUD
- Uganda: IUD
- Ethiopia: IUD
- Tanzania: Multiple methods
### Key Issues for Promoting IUCDs

<table>
<thead>
<tr>
<th>Key Issues</th>
<th>Key Messages to Consumer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positioning v. Repositioning of IUCDs</td>
<td>&quot;Coil doesn’t interfere with my day-to-day-activities; it’s a suitable and trusted FP method&quot;</td>
</tr>
<tr>
<td>Repositioning: Addressing myths and negative information</td>
<td>&quot;Coil is good for us to 12 years—but it can be easily removed, anytime I want another child.&quot;</td>
</tr>
<tr>
<td>Positioning: Long-acting is key, but reversibility is even more important</td>
<td></td>
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*Who says the COIL is not a suitable and trusted family planning method?*  
*Who says the COIL will interfere with my daily activities?*
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

Data indicates that messages and communication made impact on consideration.

- 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.

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

<table>
<thead>
<tr>
<th></th>
<th>Saw advertising</th>
<th>Do not see advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td></td>
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</tr>
</tbody>
</table>

Graph showing consideration for getting IUD in future for males and females who saw advertising vs. those who did not.
ACQUIRE Kenya: The Impact of Communication
361% increase in 2006 vs. previous year

Kisii: Amount of Quarterly IUD insertions with Communications Activity

Communication Activities Start
Launches (July 06)

Radio Campaign
Finishes (December 06)

Note: Q1 07 & Q2 07 are compensation radio spots that did not air as originally scheduled
### Key Issues for Promoting Vasectomy

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<tr>
<td>Repositioning: Addressing myths and negative information</td>
<td>“Vasectomy is a safe, easy, and permanent way to plan your family.” “No worries about unplanned pregnancies.”</td>
</tr>
<tr>
<td>Concerns over castration and sexual impotence</td>
<td>“Most importantly--our sex life hasn’t changed” “his sexual performance hasn’t changed”</td>
</tr>
<tr>
<td>Understanding other key benefits</td>
<td>“No worries about unplanned pregnancies.” “20 minutes or less”</td>
</tr>
</tbody>
</table>
ACQUIRE Ghana: Assessing the Impact for Vasectomy

- 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 Vasectomy Procedures - Q1 03 to Q1 08
in relation to Mass Media Activity
Ghana: Knowledge and Attitudes Shift After Multiple Exposures

Knowledge and attitudes toward vasectomy among men

- Correct knowledge
- Positive attitudes
- Negative attitudes

Wave 2 vs. Wave 3

- Operation/surgery
- Permanent
- Simple and fast
- Good FP option
- Trusted method of FP
- Same as castration
- Man loses sex drive
- Man loses strength
## Key Issues for Promoting Implants

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

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<tbody>
<tr>
<td>Perception that FS is for women who are too old or too sickly to have more children</td>
<td>If you and your partner are sure that you don’t want anymore children, i.e. at any age.</td>
</tr>
<tr>
<td></td>
<td>No more worries about family planning</td>
</tr>
<tr>
<td></td>
<td>“Nothing to do everyday, and no side effects”</td>
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