

Responding to Women's *Multiple* SRH Needs with *Multi-purpose* Technologies

Martha Brady, M. S.
Senior Associate, Population Council

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What do women (and men) want?

–Sigmund Freud

Diversity



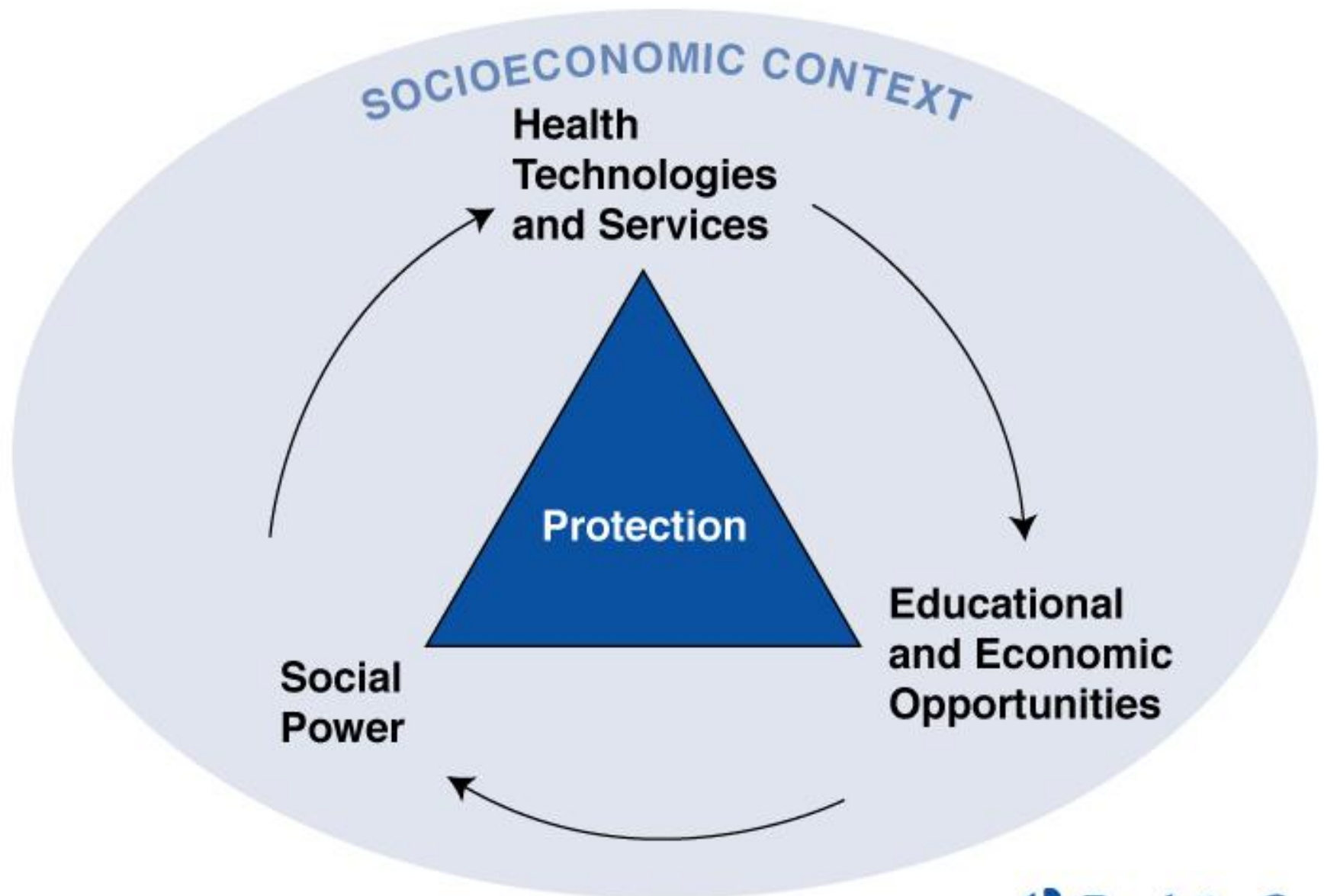
Options for Clients



DYNAMISM

SRH needs vary
across and *within* individuals
and
change over time

GIRLS' AND WOMEN'S PROTECTION STRATEGIES



Weighing and Balancing

Product attributes, user needs, social cost, economic cost, locus of control, service delivery platform



Risk Perception, Actual Risk, and Acting on Risk

1. How do women (in different life stages) perceive risk? How are various risks weighted?
 - Risk of getting pregnant?
 - Risk of NOT being able to get pregnant?
 - Risk of STIs? HIV?
 - Risk of sexual and gender- based violence?
2. How does risk perception match with *actual* risk?
3. What actions *can and do* women take?

Prevention and Rights: Depends on *Individual's* Desires, Needs, and Intentions

- ✓ ✓ Needs to prevent pregnancy *and* infection acquisition
- ✓ ✓ Needs to prevent pregnancy, **is HIV+**, *and* needs to prevent infection transmission
- ✓ Wants pregnancy *and* needs to prevent infection acquisition
- ✓ Wants pregnancy, **is HIV+**, *and* needs to prevent infection transmission
- ✓ Is pregnant and needs to prevent infection acquisition
- ✓ Is pregnant, **is HIV+**, *and* needs to prevent transmission
- ✓ Needs to prevent infection acquisition/transmission

Wants safe and successful pregnancy & delivery

Wants to safely terminate pregnancy

What Possibilities Exist for Achieving Synergies in *Prevention*?

Existing **HIV/AIDS** services:

- ✓ VCT +....FP; STI; condoms; BCC
- ✓ PMTCT +....FP; condoms; BCC
- ✓ ART +....FP; condoms; BCC
- ✓ BCC +....STI; FP; condoms; VCT

Existing **SRH** services:

- ✓ FP +....VCT; BCC; condoms; STI
- ✓ ANC +....PMTCT; FP; STI
- ✓ Delivery +....PMTCT; STI
- ✓ Postpartum +....VCT; ART; BCC; FP; STI
- ✓ PAC/abortion +....VCT; BCC; FP; STI
- ✓ Post-rape +....VCT/PEP; EC; STI
- ✓ STI +....VCT; BCC; condoms; FP

Finding the Programmatic Fit that Works

- Many combinations have been piloted, and in some cases standardized
- Other combinations require testing and evaluation
- We need to identify opportunities for synergies for new *multi-purpose technologies*

Strategic Framework



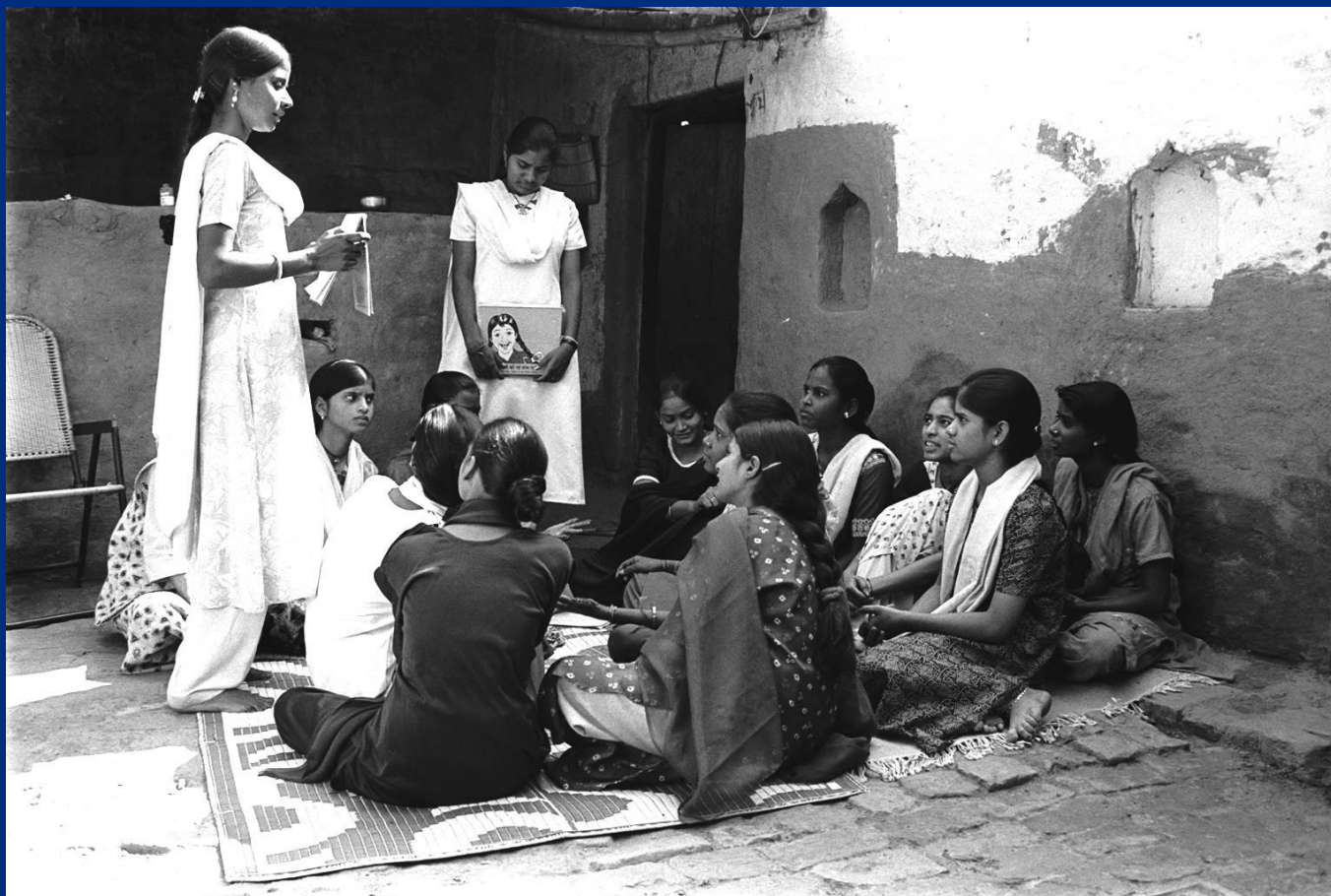
Diversity of Health Delivery Systems and Models

Health Systems

- Public Sector hospitals and clinics
- Commercial markets
- Private providers
- NGOs
- Social marketing
- Community networks

Models

- Mobile services
- Postpartum
- Post abortion
- Men's groups
- Youth services
- Women's groups



Women's Groups as "Providers" of SRH Information and Technologies

Girls Solidarity Groups as a Platform to Deliver SRH Information



Marketing and Distribution Strategies

- Regulatory status determines opportunities for approach:
 - Facility-based, CBD, pharmacy distribution
 - Point of Use/high risk sites (bars, trucking routes) vs. mainstream (e.g. RH, FP, ANC, VCT)
 - OTC status expands access, but lose ability to monitor (important for new product categories)
- Target Multiple Channels
 - Public sector, social marketing/entrepreneur, private sector
 - Question of sequence and timing

Insights from Marketing

- Selling Pleasure often successful
- New product category offers opportunity to *shape the category* and *shape the market*
- Adoption takes time
- Adoption curves are effected *by how much behavior change is required*, type of service delivery, price, and marketing investments
- Market development is an upfront cost
- Need for planned, multi-generational product pipeline

Market Development

- Preparing the market for product acceptance
- Market “seeding” pre-launch
 - Observational studies
 - Education of health care professionals
 - Partnerships with advocacy organizations
 - Public relations campaigns
- Controlled, multi-staged launches
- Increase in health-seeking behavior

We must be.....

- **Creative in positioning products, mindful of market segmentation**
- **Careful about what we call them**
- **Able to build on and strengthen existing service systems**
- **Willing to experiment/create new delivery platforms for “hard to reach” populations**

Untidy Relationships

- Need \neq demand \neq use
- Population impact vs. individual rights and choice

Who Holds the Purchasing Power on Protection?

DONORS? GOVERNMENTS? NGOS? WOMEN? MEN?

**There are 600 million
adolescent girls in the
developing world.**

**What happens to them
matters.**