

New Strategies for Providing Hormonal Contraception in Developing Countries

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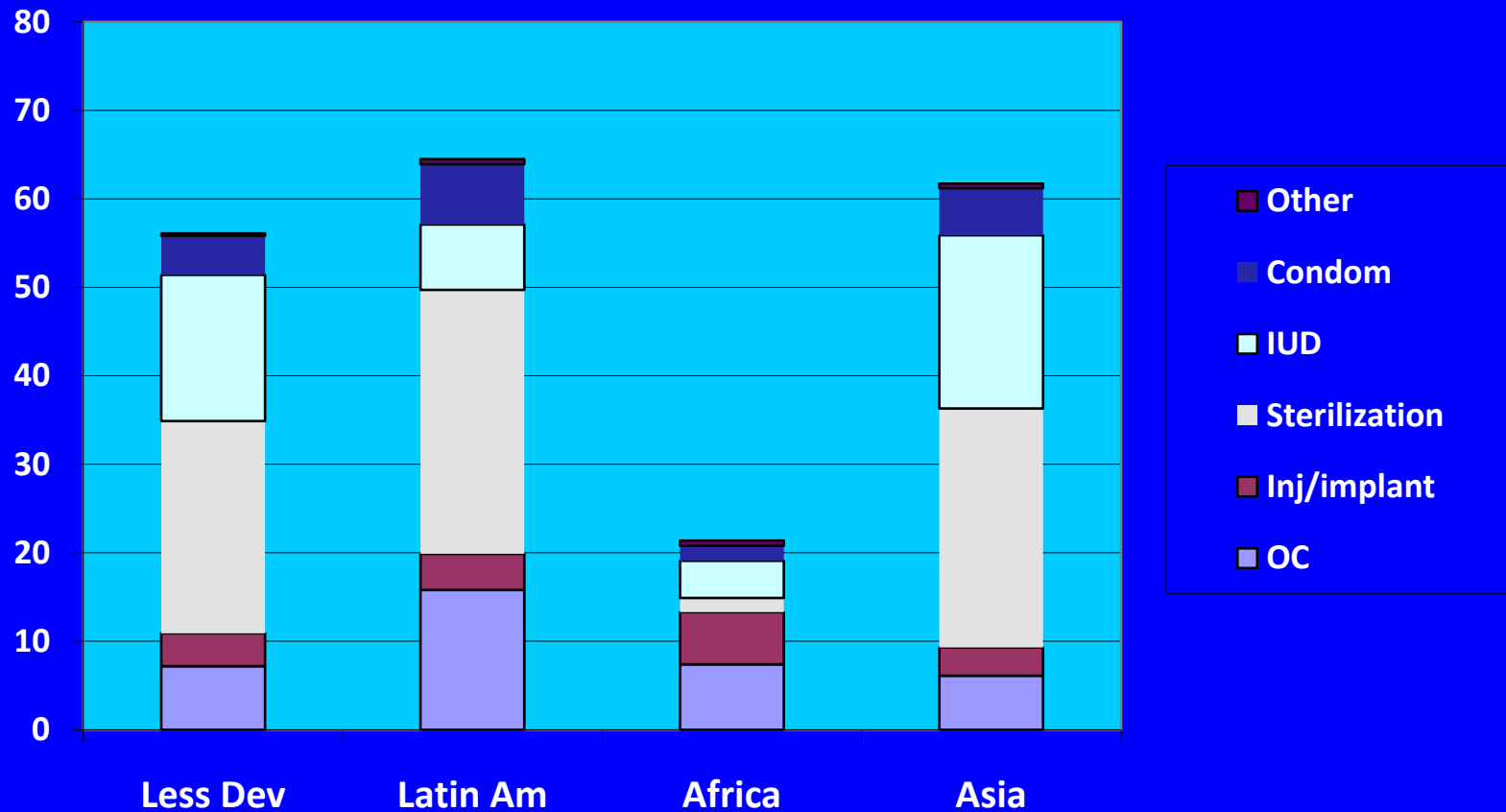
Outline of Presentation

- **Developing country context**
- **Characteristics of methods**
- **Major processes: policy environment and demographic trends**
- **Diverse service delivery strategies**
- **Conclusions**

Developing Country Context

- **Global population to grow from 6.8 billion in 2009 to about 9.4 billion in 2050, 95 percent of growth in developing countries**
- **Growth of 28% in contraceptive users in developing countries from 571 to 731 million by 2015**
- **105 million of married women with unmet need for contraception now**

Contraceptive Method Prevalence by Region (2007)



Source: PRB, 2007

Contraceptive Methods



Contraceptive Effectiveness

Family planning method	First-Year Pregnancy Rates (Trussell ^a)	
	Consistent and correct use	As commonly used
Implants	0.05	0.05
Vasectomy	0.1	0.15
Levonorgestrel IUD	0.2	0.2
Female sterilization	0.5	0.5
Copper-bearing IUD	0.6	0.8
Monthly injectables	0.05	3
Progestin-only injectables	0.3	3
Combined oral contraceptives	0.3	8
Progestin-only oral pills	0.3	8
Combined patch	0.3	8
Combined vaginal ring	0.3	8
No method	85	85

Source: CCP and WHO, 2008

Hormonal Contraceptive Methods

Methods

- Oral Contraceptives
 - Injectables
 - Vaginal rings
 - Implants
 - IUS
 - Emergency contraception
- No protection against HIV and other STIs

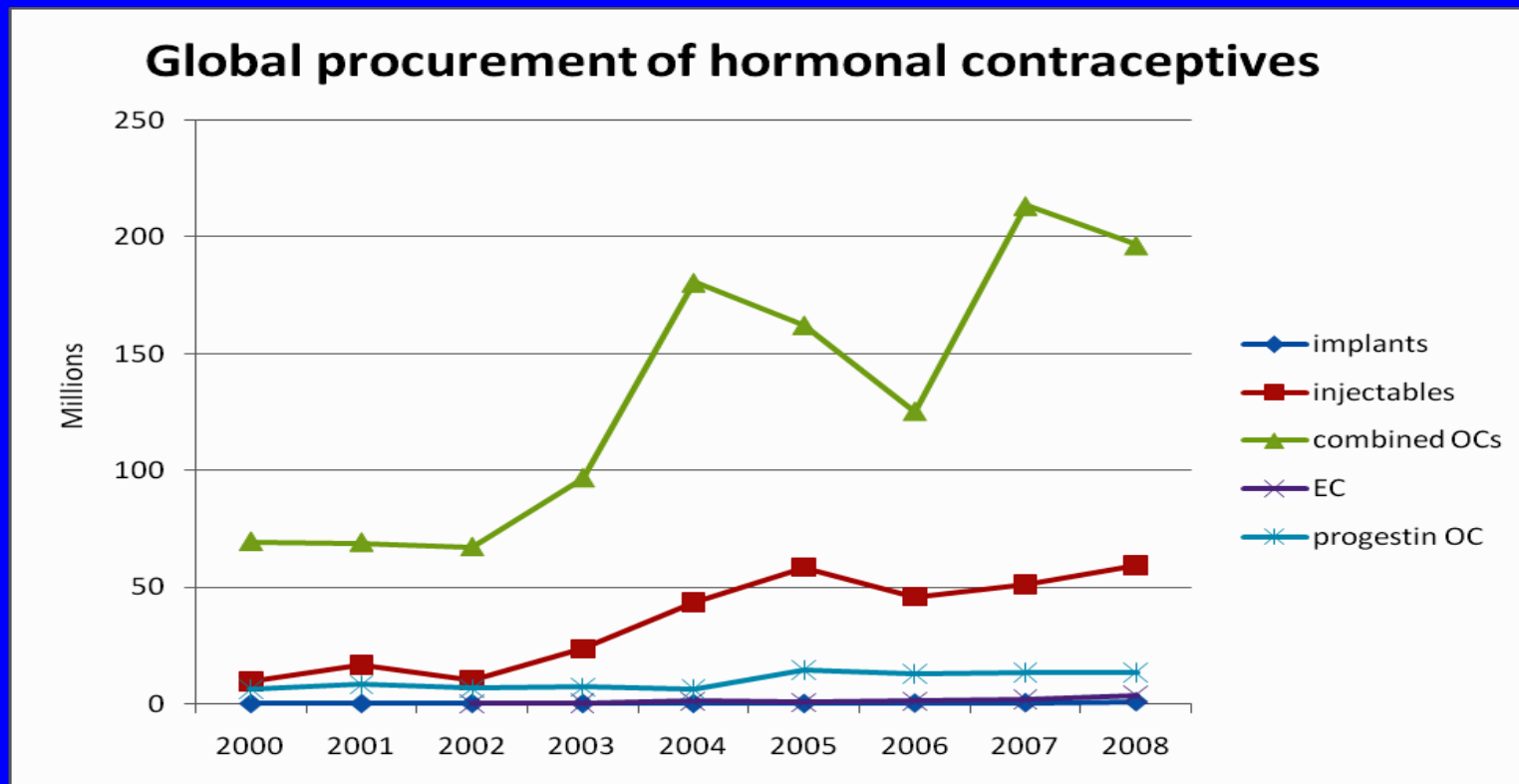
Formulations / Brands

- 88 in 435 brands
 - 8 in 35 brands
 - 2 in 2 brands
 - 2 in 3 brands
 - 1 in 1 brand
 - 2 in 26 brands
- High discontinuation and switching

Increasing Demand for Contraception

- **Supportive policy environment**
- **Structure of demographic trends**
- **Increasing acceptance and demand for services from young families**
- **Greater array of products and services, e.g. integration, segmentation**
- **Sensitivity to price and promotion**

RH Interchange: RH Supplies Coalition

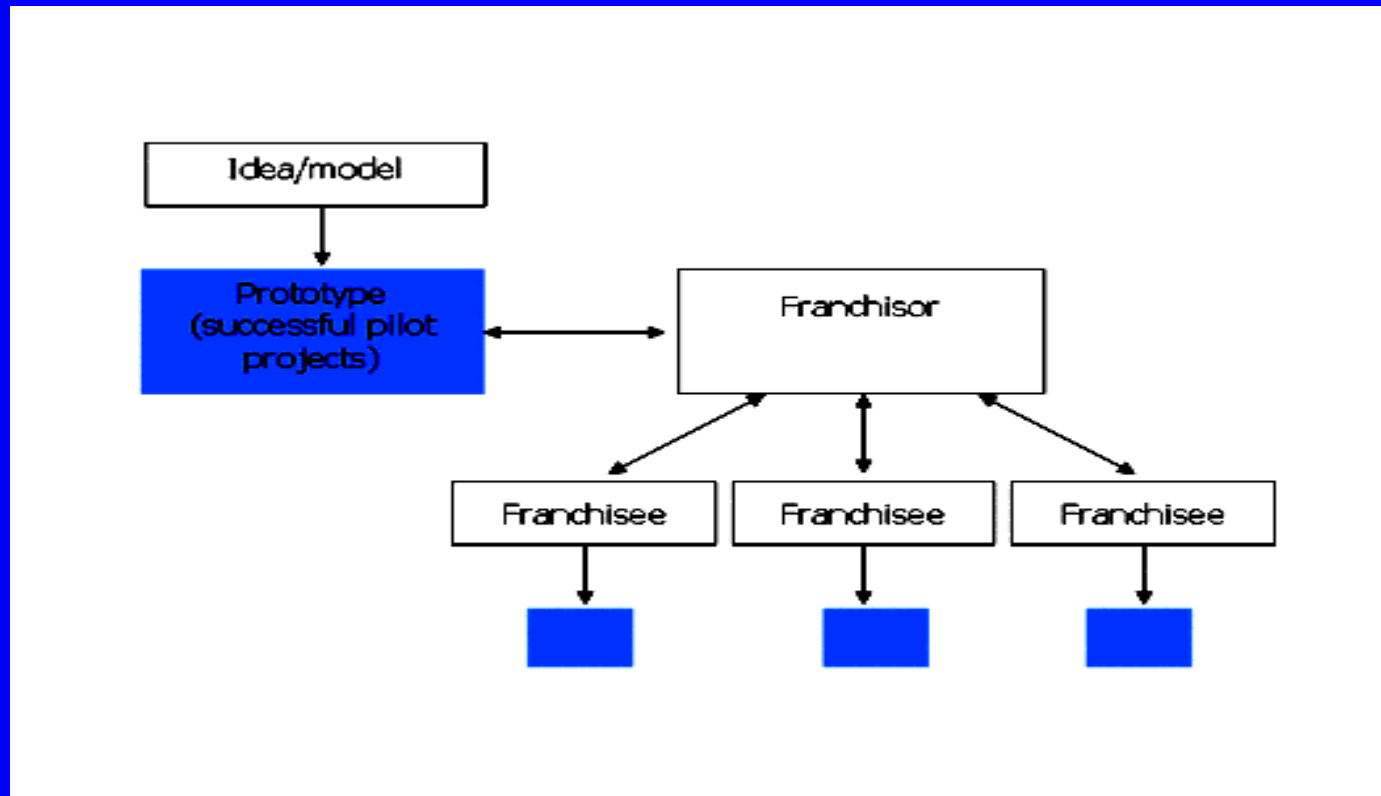


Source: RH Interchange, 2009

Diverse Service Delivery Strategies

- Evidence-based Practice
- Task Shifting or Task Sharing
- New array of service delivery vehicles
 - ✓ Community-based Distribution
 - ✓ Social Marketing
 - ✓ Social Franchising
 - ✓ Public-Private Partnerships
 - ✓ Vouchers and alternative financing schemes

Social Franchise Model



Source: Meuter, 2008

Key Elements of Social Franchising

- “Prototype or pilot” and its replication
- Manual defining the concept and recurring processes
- Brand name for the entire programme
- Standardised training for franchisees
- Systematic methods of evaluation and of quality control measures

Critical Role of Supplies Management

- **Developing sustainable markets**
- **Supporting GMP and GCP**
- **Improving procurement capacity**
- **Strengthening logistics systems**
- **Advocating for smart policies**



Conclusions

- **Hormonal contraception often first method for young women, even without infection protection.**
- **Range of choices, from ECP to LNG-IUS, make hormonal methods appropriate for an array of risk profiles, lifestyles and fertility aspirations.**
- **Nature of products demands different types of training, standards of quality, diverse providers and supervision.**
- **With expected growth in users and the costs, contraceptive security must be on the policy agenda.**
- **New service strategies will make products more accessible, even in settings with low contraceptive use.**