

*Social Marketing of Emergency
Contraceptive and Mobile
Authentication Services: The
Nigeria Experience*



Society for Family Health, Nigeria

...Creating Change, Enhancing Lives

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November 12, 2013

Outline of Presentation

- ❖ SFH, who we are and what we do
- ❖ Historical background of SFH Social Marketing of Emergency Contraceptive (EC) products
- ❖ SFH EC distribution depth and strategy
- ❖ Reasons for success achieved by SFH EC programmes
- ❖ Strategies adopted for effective provider trainings on EC.
- ❖ Challenges
- ❖ Winning the war against counterfeit and fake Postinor-2 (1st brand of EC with MAS coding in Nigeria)



Society for Family Health (SFH)

- ❖ Non profit Nigerian trust
- ❖ Founded in 1983 by three eminent Nigerians, Incorporated in 1985
- ❖ SFH programmes designed to contribute to the national health responses.
- ❖ Collaborates with Government Ministries, Multilateral and Bi-lateral Agencies to implement all its activities.



Trends in EC marketing

- ❖ SFH commenced distribution of Postinor in Nigeria in 1999.
 - Packaged and offered in packs of ten tablets (10s).
- ❖ In 2001, SFH registered Postinor-2 in Nigeria
 - Packaged and offered in packs of two tablets (2s) to forestall misuse.
- ❖ In 2005, SFH commenced distribution of alternative EC; Pregonon to increase choice and make more affordable
 - Subsidized Levonogestrel



SFH EC programming

- ❖ Leverages on donor funded FP/RH programmes for access
- ❖ Alignment with FP/RH programmes
- ❖ Sustainability through a functional partial cost recovery business model
- ❖ Provision of a subsidized Pregon to expand access



EC financing by SFH

Postinor-2

- Initial funds provided by DFID
- Currently supported by SFH
- Distributed at partial cost recovery

Pregnon

- Supported by DFID
- Subsidized to expand access



SFH EC target audience

Postinor-2 (Partial cost recovery)

- Target at Mid level Socio-Economic group.
- Spousal relationship
- Young ladies/women(18-45yrs) and Older WRA
- Urban areas

Pregnon (Subsidized)

- Targeted at three lowest quintiles of the society.
- Students, where use of condoms has failed.
- Young ladies/women (18-45yrs) and Older WRA
- Urban slum, and rural areas



Profile of EC Users in Nigeria

- ❖ In a qualitative study conducted by SFH titled '*Use Of Postinor-2 in Nigeria, a qualitative study*'. According to the providers, Postinor- 2 is mostly used by 'single' ladies between ages 17-35yrs.
- ❖ For providers, the profile of the typical Postinor-2 user is:
 - ❖ A single lady 15 years or older (in a higher institution)
 - ❖ Or a young married mother 25 – 35 years of age
 - ❖ Or a young unmarried working class lady aged 18-30 years

Key Strategies for EC distribution

- Provider engagement and training
- Commodity security
 - Availability
- Effective Distribution Channels - Access
- Community level health education - Knowledge



Strategies adopted for effective providers trainings on EC .

1. Use of SFH FMOH endorsed PPMVs' training manual that includes FP counseling and referrals, Oral pills & EC re-supply for trainings
2. Training of a large class of providers (Doctors, nurses, PPMVs) by leveraging and aligning with providers network used to implement other SFH FP/RH programmes
3. Presentation during professional group events (conferences, workshops, seminars, etc.)



Strategies adopted for effective providers trainings on EC (continued)

4. Orientation and Counseling trainings for IPC (Interpersonal communication) agents who conduct IPC sessions with FP messages among the general population
5. Dedicated 30 member nationwide detailing team to conduct group and one-on-one pilot trainings to providers on EC sales



Objectives of SFH Provider trainings on EC

1. Improve Quality of RH/FP Services
2. Increase awareness and Expand Demand for EC use
3. Increasing Access to SFH EC products and materials
4. Sustained nationwide provision of EC to eliminate incidences of stock-out and profiteering



SFH EC distribution

- SFH utilizes private sector distribution and haulage platforms
 - 60 dedicated wholesalers
 - 21 contracted warehouses
 - major cities of the country
 - Over 100,000 commercial retail outlets
- SFH Sales personnel
 - 30 sales staff



SFH EC demand creation

- Mass media leveraging on FP/RH programmes

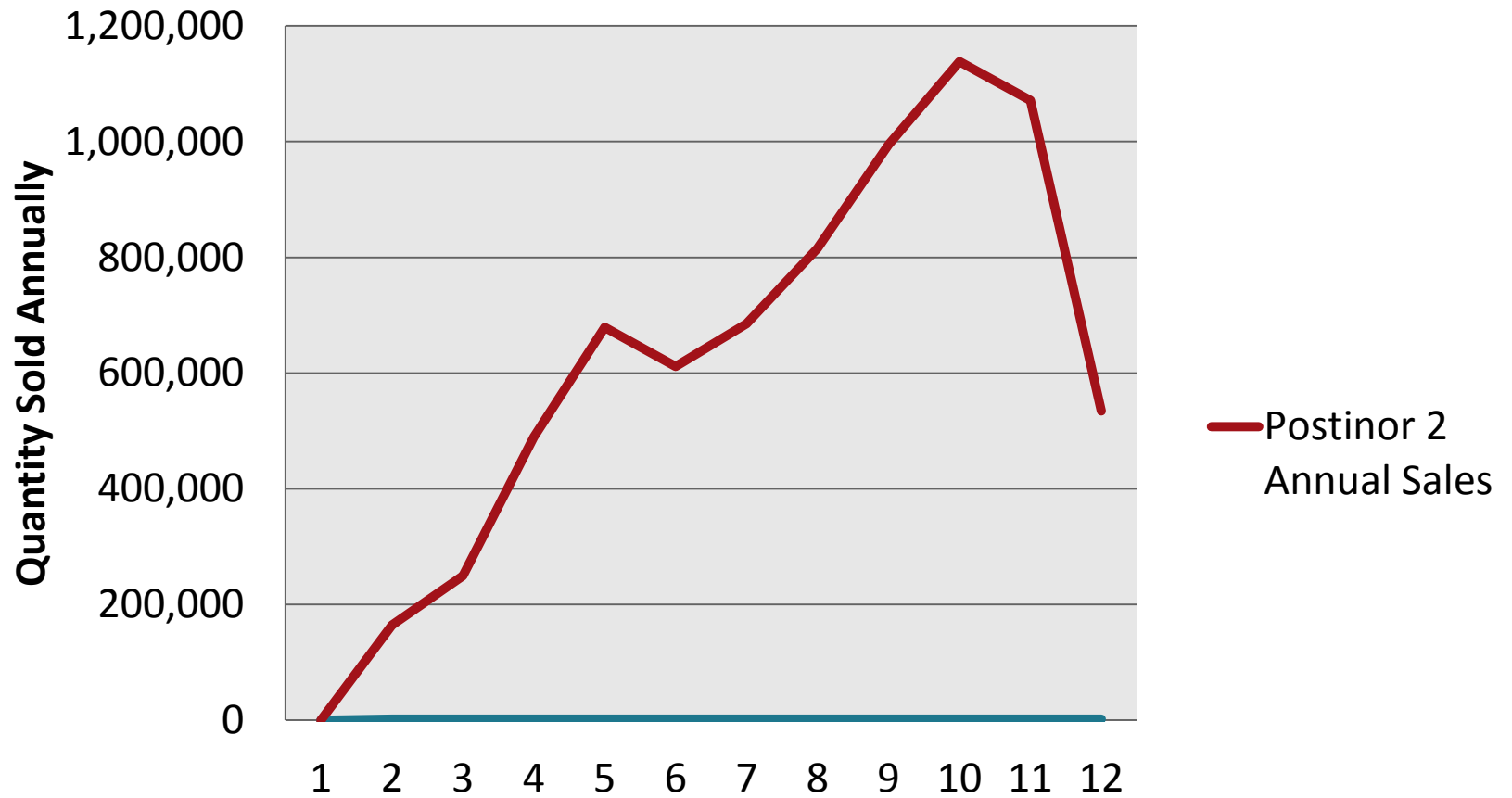
- Community level demand creation
 - Over 1,000 IPCAs

- Medical detailing
 - Over 30 pharmacists



SFH EC dose distribution trend

Annual Sales Trend of EC (2002 - 2012)



Challenges

- Inadequate funding and political will to support **EC** programmes in Nigeria
- Large number of providers still to be trained on EC to address misconception and proper messages to users
- High Turn Over of trained staff and providers
- Presence of Fake Postinor in the Nigerian Market



Huge Presence of Fake Postinor-2 in Nigeria

- Huge presence of fake and counterfeit Postinor-2 in Nigeria
- Caused by lengthy stock out period of the product in the market
- NAFDAC recommended the use of MAS (Mobile Authentication Service) identification codes for drugs in Nigeria to differentiate genuine products from fakes.



Huge Presence of Fake Postinor-2 in Nigeria

- SFH adopted the MAS coding on Postinor-2 with a launch on the 5th of September, 2013
- Postinor-2 is first EC brand in Nigeria to adopt this innovation
- MAS coding is expected to checkmate the presence of fake Postinor-2 in Nigeria



THANK YOU



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