

---

Reproductive Health

Social and Behavioral Science Research (SBSR)

---

2017


## What do users want?

Saumya RamaRao  
*Population Council*

John Townsend  
*Population Council*

James Sailer  
*Population Council*

Follow this and additional works at: [https://knowledgecommons.popcouncil.org/departments\\_sbsr-rh](https://knowledgecommons.popcouncil.org/departments_sbsr-rh)

 Part of the [Gender and Sexuality Commons](#), [International Public Health Commons](#), [Maternal and Child Health Commons](#), and the [Women's Health Commons](#)

---

### Recommended Citation

RamaRao, Saumya, John Townsend, and James Sailer. 2017. "What do users want?" presentation at 2017 Family Planning Summit, London.

This Presentation is brought to you for free and open access by the Population Council.



**POPULATION  
COUNCIL**

Ideas. Evidence. Impact.

---

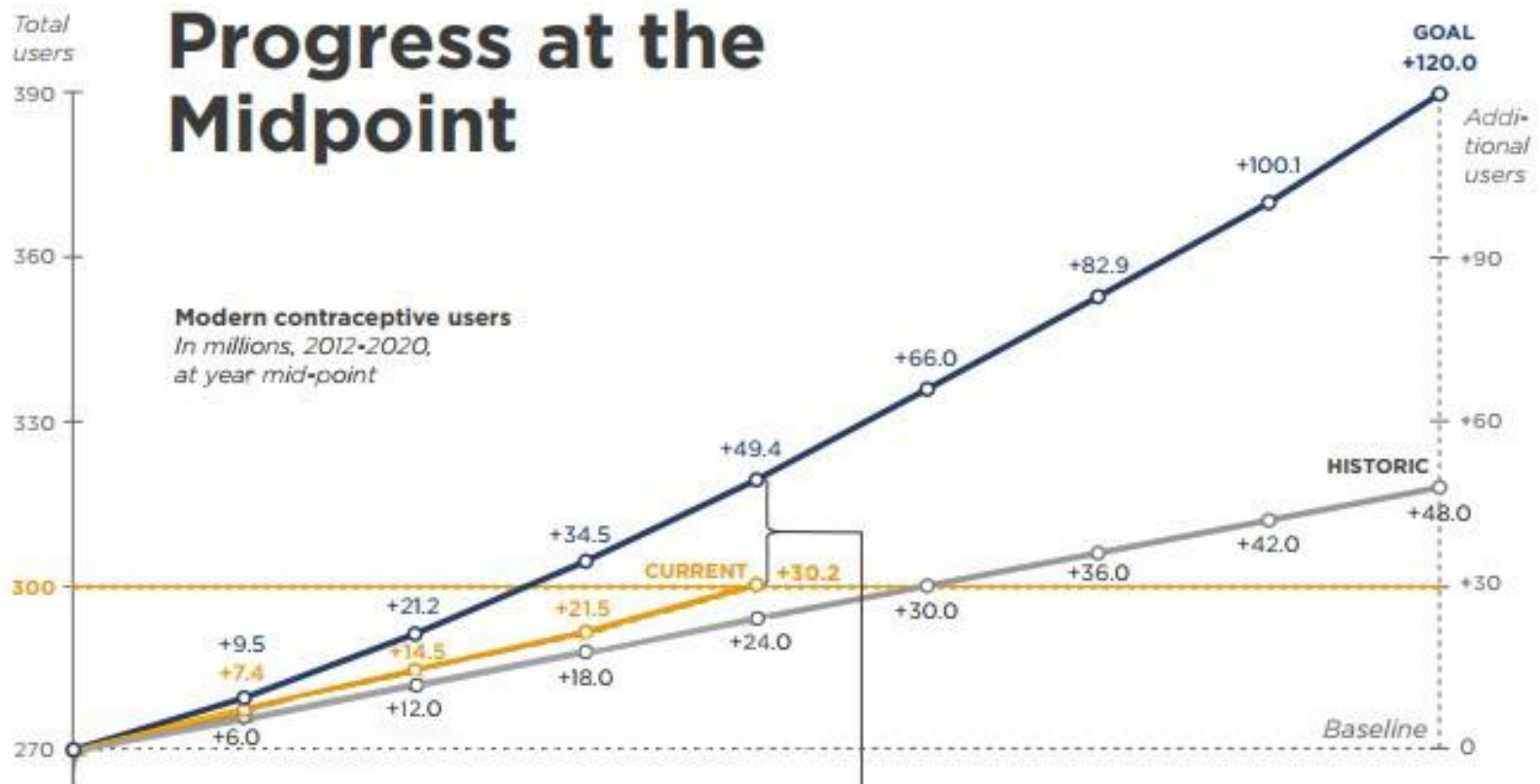
# WHAT DO USERS **REALLY** WANT?

Saumya RamaRao, John Townsend, and  
Jim Sailer

Symposium on “Bridging the Gap to FP2020:  
Evidence to Accelerate Progress”

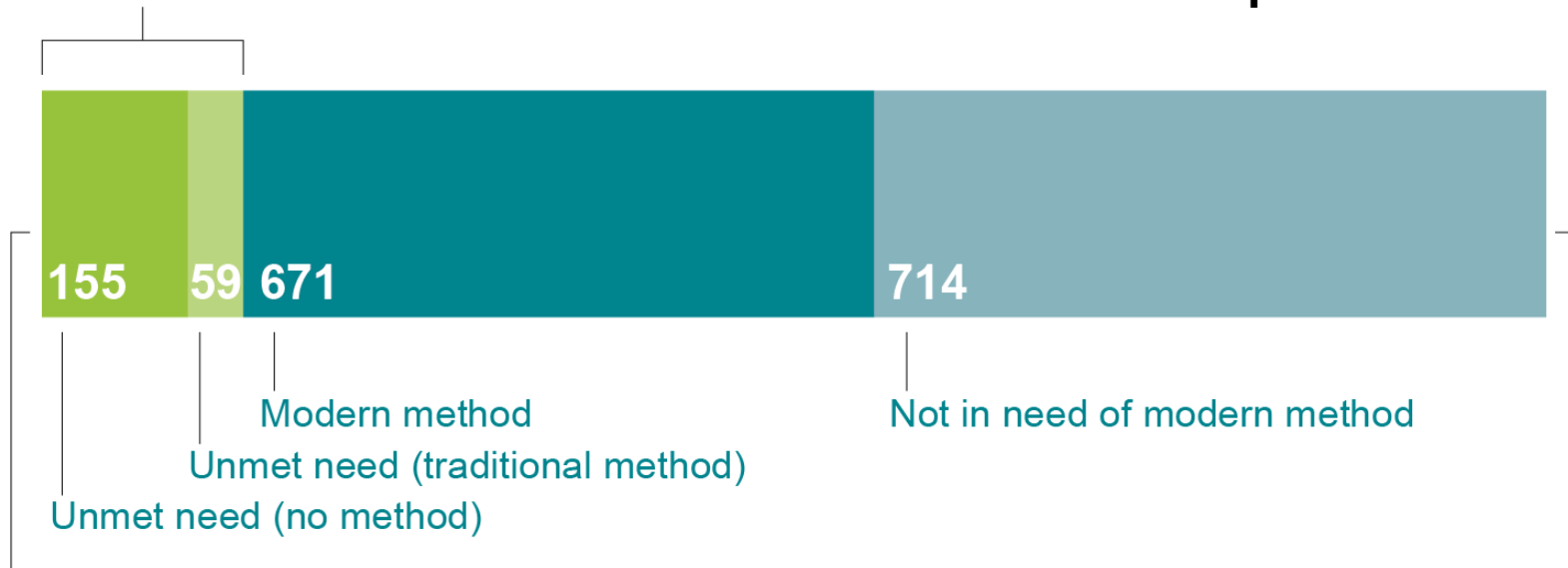
July 10, 2017

# Contributing to FP2020's Goals



# One-fourth of women wanting to avoid a pregnancy are not using modern contraceptives

**214 million have an unmet need for modern contraception**



**1,600 million women of reproductive age, 2017**

# Women with unmet need for modern contraceptives account for 84% of unintended pregnancies

89 MILLION UNINTENDED PREGNANCIES, 2017



METHODS WOMEN USED WHEN THEY BECAME PREGNANT

# CONTRACEPTIVE DISCONTINUATION: REASONS, CHALLENGES, AND SOLUTIONS

A NEW REPORT FROM THE POPULATION COUNCIL & FAMILY PLANNING 2020 HIGHLIGHTS WAYS TO BETTER MEET THE NEEDS OF WOMEN TO REDUCE DISCONTINUATION AND ENHANCE SWITCHING TO NEW METHODS.

Among women reporting a current unmet need for modern contraception:

**1/3**

HAD USED A MODERN METHOD IN THE PAST BUT DISCONTINUED USE WITHIN 1 YEAR

**1/2**

STOPPED USE WITHIN 2 YEARS

## KEY INTERVENTIONS TO IMPROVE SERVICE ENVIRONMENTS



**INCREASE THE NUMBER OF AVAILABLE METHODS**

Adding one method to a program leads to an 8% decrease in contraceptive discontinuation.



**ENABLE WOMEN TO SWITCH IMMEDIATELY**

Women who experience problems must be able to change to a preferable method immediately.



**INCREASE ACCESS POINTS**

Increasing the number and types of suppliers and providers can support informed choice and switching if needed.



**STRENGTHEN FOLLOW-UP MECHANISMS**

Reminding women of appointments, e.g. through mobile technologies, can reduce unintentional discontinuation.



**BRING THE METHODS TO WOMEN**

Outreach services that take the method to the client can help women continue to use their method of choice even if they face time or transportation challenges.

## KEY INTERVENTIONS TO ADDRESS MYTHS AND SIDE EFFECTS



**ENABLE DISCUSSION OF POTENTIAL SIDE EFFECTS**

Discussing side effects with providers and the community can improve understanding of the method, increase continuation, and better facilitate method switching.



**ENGAGE MALE PARTNERS**

Enhanced couple communication can be effective in supporting continued use, particularly postpartum.



**DISPEL MISCONCEPTIONS**

Service providers should dispel misconceptions about the timing of starting or switching a method and the perceived need for hormonal method "rest periods."



**ENSURE CLIENT CONFIDENTIALITY**

Because, in some settings, opposition to family planning can be an issue, ensuring client confidentiality must be a critical priority.



**COUNSEL WOMEN ABOUT PROLONGED AMENORRHEA**

Reassure women who are planning to become pregnant in the future that their menses will return to normal and educate about the average timing.

# Rationale for Expanded Choice

- Contraceptive needs change over time and across individuals
- Facilitate contraceptive switching for those who still want to avoid pregnancy
  - 38% of women discontinue use by 12 months
- Address preferences of new generations of users—“Not my grandmother’s contraceptive”
  - 1.8 billion young people with different aspirations for life, health, and wellbeing

# Introduce and Expand Access to Existing Contraceptives

- Access increases with task shifting to lower level providers
- Volume guarantee by donors energized implant market





# Adapt Existing Contraceptives

- Sayana Press for self-use and delivery by community-based health providers
- SILCS diaphragm incorporated user inputs for improved design



# New Technologies: Contraceptive Vaginal Rings

- 3-month ring that contains natural progesterone for use by breastfeeding women
- Investigational combined ring that prevents pregnancy for 1 year



# Considerations for Product Development

---

- Fewer side-effects
  - E.g., better bleeding cycles
- Improved user experience and autonomy
  - E.g., self use, convenience, multiple drug delivery formats
- Offer multiple health benefits
- Address men's needs for contraception
- Lower cost to consumers and procurers

# MULTIPURPOSE PREVENTION TECHNOLOGIES (MPTs)

ARE NEW METHODS **IN DEVELOPMENT** THAT COMBINE FAMILY PLANNING, HIV & STI PREVENTION

**86 MILLION** UNPLANNED PREGNANCIES AROUND THE WORLD EVERY YEAR

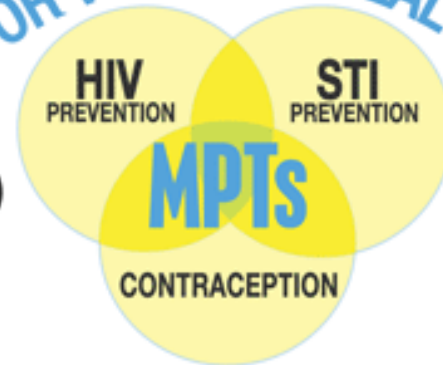
EVERY **60 SECONDS** A YOUNG WOMAN IS INFECTED WITH **HIV**

**1 MILLION** PEOPLE CONTRACT AN **STI** EVERY DAY



**WOMEN NEED BETTER PROTECTION**

FOR WOMEN'S HEALTH



- EASY TO USE
- EFFICIENT
- FEMALE INITIATED



RING & ONE-SIZE-FITS-ALL DIAPHRAGMS



GELS & FILMS



MULTIPURPOSE VACCINES & INJECTABLES



DRUG COMBINATIONS

# Multipurpose Prevention Technologies: Pregnancy and STI/HIV Prevention



**Gel**



**Fast dissolve insert**

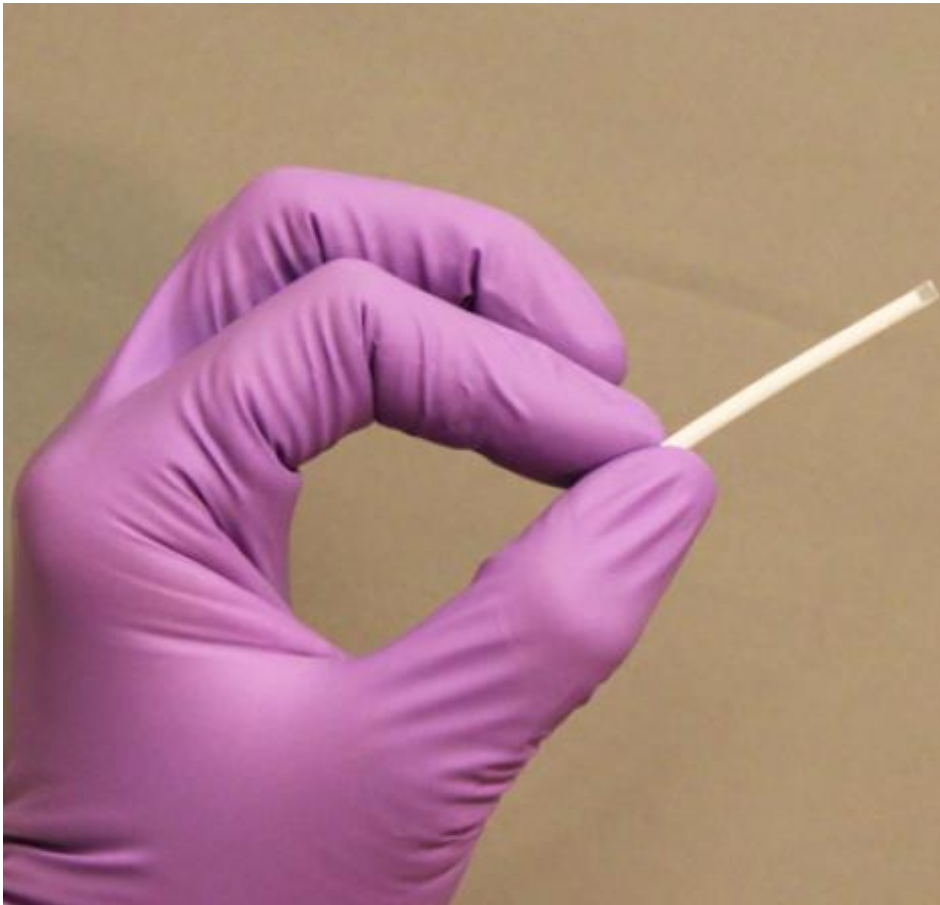


**Intravaginal ring**



**SILCS Diaphragm + Gel**

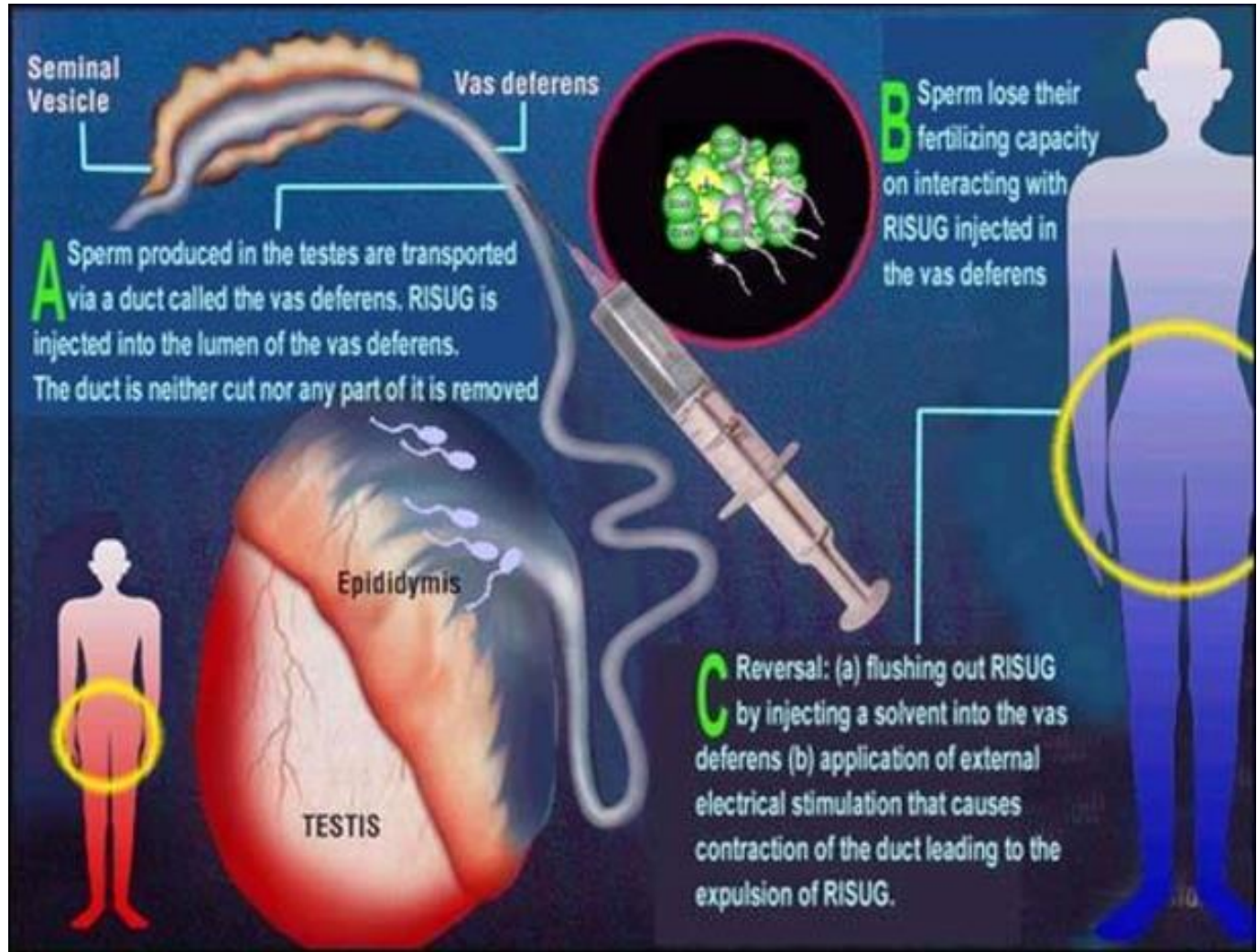
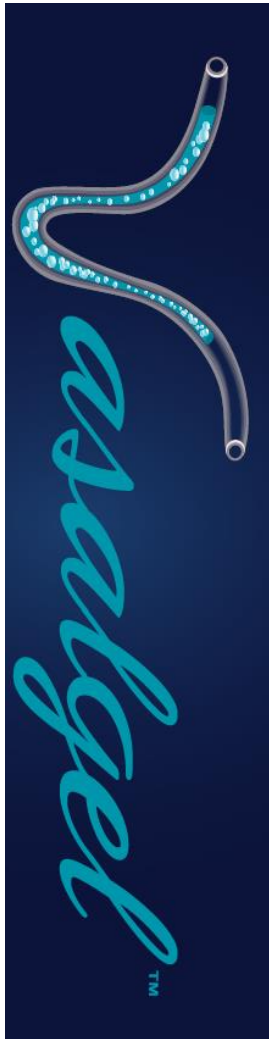
# Male Contraception in Discovery



- Developing 1 year, reversible hormonal contraceptive implant for men containing novel androgen, MENT®
- Early clinical trials, showing promising results
- Would give men longer-term options



# Male Contraception



# Make healthy behaviors appealing



**Subway Piano Stairs — Odenplan Stockholm**



# Promise of New Contraceptives

- Helps users realize their reproductive intentions
- Achieves health system efficiencies
- Energizes markets
- Contributes to FP2020 goals



Courtesy of Jonathan Torgovnik/Getty Images Reportage.  
Some rights reserved.

# Ideas. Evidence. Impact.



**The Population Council conducts research and delivers solutions that improve lives around the world. Big ideas supported by evidence: It's our model for global change.**