

Expanding Effective Contraceptive Options: EECO



Expanding Effective Contraceptive Options



Woman Care Global Sustainable Healthcare

EECO Project Goal

- Support the introduction of new technologies and approaches to meet the needs of women and girls throughout their reproductive health life cycle.

EECO Partners



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WCG
Woman Care Global Sustainable Healthcare

 **ICRW** International Center
for Research on Women
where insight and action connect


Healthy lives. Measurable results.

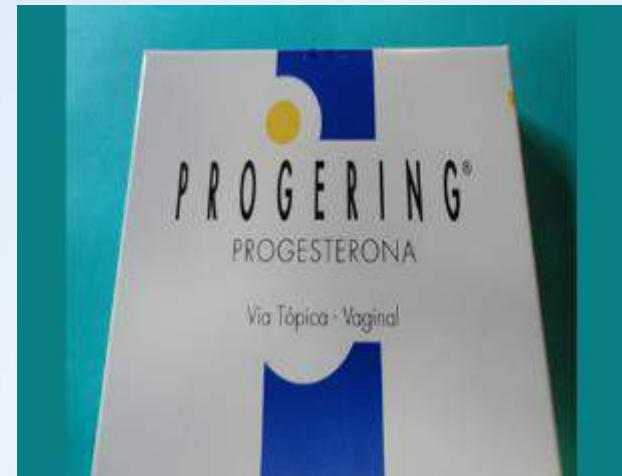
EVERY  MOBILE

WCG
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EECO Project Justification

- Worldwide, over 100 million women cite method-related reasons for non-use of modern contraceptives.
 - 34 million want methods that do not cause side effects
 - 31 million need methods appropriate for infrequent sex
 - 25 million need methods suitable to use while breast-feeding
 - 14 million need discreet methods or ones which they can use in spite of partner opposition.

EECO Products



EECO Products: Progesterone Vaginal Ring



- Population Council developed the Progesterone Vaginal Ring (PVR) for breastfeeding women who account for 17% of women with unmet need.
- Is used by breastfeeding women for up to one year and is replaced every three months.
- Marketed in 8 Latin American countries.
- Will be introduced through PSI networks in Malawi and Zambia.

EECO Products: SILCS Diaphragm



- PATH's *SILCS diaphragm* is a non-hormonal, discreet barrier method that is woman-initiated.
- *SILCS* is reusable and one-size-fits-most, meaning women do not need to visit a provider for a fitting.
- It is soft and comfortable to wear. It has side grips for easy insertion and a small dome that acts as a finger hook for removal.
- Will be introduced through PSI networks in Malawi and Zambia.

EECO Products: The *Woman's Condom*



- The new *Woman's Condom* is comfortable and easy to use with unique design features that allow for easy insertion, a secure fit, and good sensation.
- The material is thin and there is no inner ring. The end of the pouch is gathered in a small capsule that dissolves within seconds after insertion.
- Will be introduced through PSI networks in Malawi and Zambia.

EECO Products- LNG-IUS



- Developed by Medicines 360, the levonorgestrel-intrauterine system (LNG-IUS) is worn for up to 3 years to prevent unintended pregnancies with an efficacy of 99.45%.
- LNG-IUS received US FDA approval in February 2015
- Will be introduced through PSI networks in Madagascar.

EECO Stages

The EECO Team will take a comprehensive approach to the value chain, addressing the five stages here below:

- **Stage 1:** Current and planned clinical studies, as well as preparation of product dossiers for registration.
- **Stage 2:** Working with manufacturers and securing IP and other rights affecting marketing and distribution.
- **Stage 3:** Product registration and other required legal steps.

EECO Stages

- **Stage 4:** “Baseline” consumer, provider and market research, developing strategies for pricing, branding (as appropriate), market segmentation, communication and distribution.
- **Stage 5:** Distribution, marketing and communication, medical detailing, M&E, and analysis of lessons learned.

EECO Project Countries

Malawi



- ▣ Women receive FP via the public and the private sectors; roughly one out of every four women under the age of 25 has an unmet need for FP.
- ▣ The EECO Team will introduce all five products via a subset of PSI/Malawi's social franchise and social marketing sites.

Zambia



- ▣ Two-thirds of women receive FP via the public sector; roughly one out of every three married women has an unmet need for FP
- ▣ Tapping into PSI's seconded FP providers, the EECO Team will introduce all five new products via select public sector sites.

EECO Project Countries

India



- In Delhi and UP married women aged 15-49 have an unmet need for FP of 7.8% and 21.2% respectively; fear of side effects and lack of information account for one in every five Indian women not using any method.
- EECO will work through PSI's social marketing and franchising networks in urban areas in Delhi and UP to introduce *SILCS*.

Madagascar



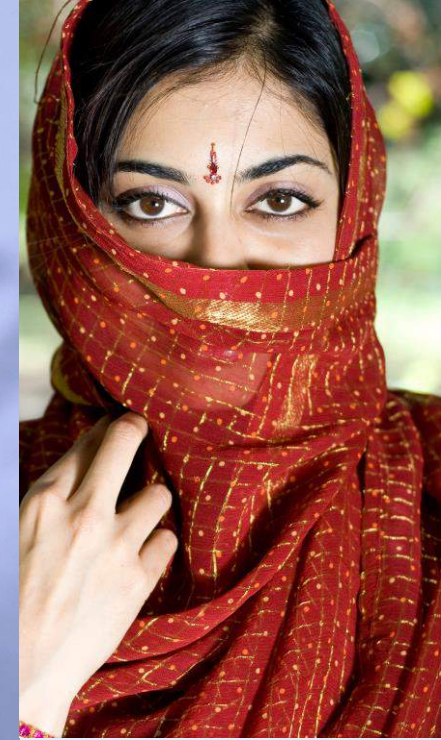
- In Madagascar the unmet need for FP amongst married women is 18.9%. Concerns about side effects (30%) and opposition to use (16%) are the predominant reasons for non-use.
- The EECO team will introduce the LNG-IUS through the PSI network

EECO Results

- EECO is *product agnostic*. It will produce actionable information on which distribution and communication channels have the most traction with each product, what kind of training and advocacy are required, how to segment the market for each method, etc.

Results can be extrapolated in critical ways:

1. To bring products to larger scale
2. To translate lessons learned to other countries
3. To inform the introduction of other new methods around the world.



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