SERVING SARA DURING THE COVID-19 PANDEMIC:
Lessons Learned in Family Planning Adaptations

May 2021
EXECUTIVE SUMMARY

As COVID-19 spread around the world, PSI rapidly adapted implementation approaches to maintain programs and ensure the continuity of services while keeping our clients, communities and staff safe. To document and share lessons learned with the implementation community, from May to November 2020, Research for Scalable Solutions (R4S) had supported the systematic documentation of program adaptations implemented within five of PSI’s family planning (FP) programs in Nigeria, Kenya, Uganda and India. This series of briefs highlights the impact of PSI’s adaptations across High Impact Practice in FP areas, with some local variations, including: social behavior change, service delivery, and enabling environment, for safely maintaining continuity of FP programs during the pandemic.

This adaptation tracking included different types of FP programs in an effort to capture the diversity of PSI’s COVID-19 response. The five projects were selected based on their unique FP target populations, project life stages, and implementation approaches to capture the breadth of PSI’s response to the COVID-19 pandemic. To better understand how our COVID-19 response impacted FP programs that aim to reach underserved populations, R4S supported the monitoring of Adolescents 360 (A360) in Nigeria and Delivering Equitable and Sustainable Increases in FP (DESIP) in Kenya. To document how the adaptations affected our FP private sector engagements, we tracked our Social Enterprise work in India and Uganda. Lastly, we monitored the Delivering Innovations in Self-Care (DISC) project in Uganda to capture how newly implemented FP programs have shifted their activities and to document how self-care has evolved as a result of the pandemic.

Across the five programs, we have seen how digital interventions have been critical throughout the pandemic for maintaining (or even increasing) demand for FP, ensuring quality FP services remain available and accessible, and facilitating crucial engagements with both public and private sector actors.

Based on the efficiency and potential increase in client reach, the brief series also highlights adaptations that will be integrated into routine FP programs beyond COVID-19. As the pandemic evolves and continues to impact our FP programs, each FP program team will remain engaged in an ongoing cycle of learning and adapting. These learnings will influence the way we implement our programs after the COVID-19 pandemic, and also how we respond during future crises.

With the goal of maintaining quality and resilient FP programs, we hope these briefs will serve as a starting point for COVID-19 response peer-to-peer learning within and beyond PSI.

DR. MILLY KAGGWA
Senior Clinical Advisor–SRH COVID-19 Response Lead

DR. EVA LATHROP
Global Medical Director
METHODOLOGY
From May–November 2020, COVID-19 FP service delivery challenges and the resulting programmatic adaptations were captured qualitatively using a structured data collection tool. These narrative descriptions were supplemented by key process and outcome indicators routinely collected by the programs and selected by the project teams to illustrate the implementation and impact of the adaptations. Changes in the policy environment and epidemic context for each project country were also documented throughout the data collection period. Data were collected monthly thorough an Excel tracking sheet populated by program staff. Data validation was completed through monthly calls with the program team. Adaptations were classified across programs largely according to the FP High Impact Practice Areas (service delivery, demand creation and enabling environment), however these categories may vary across briefs due to local adaptations.

ACKNOWLEDGEMENTS
A heartfelt thank you to program staff for their enthusiasm and dedication to the 6 months of data collection amidst countless COVID-19 operational challenges. This brief series could not have been executed without their determination and resilience.

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PSI-HQ: A thank you to Kristen Little for her leadership, Eden Demise for compiling the data across the program, and to Lola Flomen and Olivia Ferguson for compiling the briefs.

For more information about the COVID-19 Brief Series
Kristen Little (klittle@psi.org)
As COVID-19 spread across Nigeria, PSI’s Adolescents 360 (A360) project implemented by Society Family Health (SFH) rapidly adapted their implementation approaches to continue their family planning (FP) services while keeping young women clients, communities and staff safe. To document and share crucial lessons learned, from May–November 2020, Research for Scalable Solutions (R4S) had supported the systematic monitoring of A360’s COVID-19 program adaptations in Nigeria. This brief highlights key insights in COVID-19 adaptations across the FP High Impact Practice (HIP) categories: social behavior change, service delivery, and enabling environment. While COVID-19 is still impacting FP programs, based on operation efficiencies and potential increase in ability to reach young women clients, the A360 team in Nigeria has identified adaptations that will be maintained in a post-pandemic setting.

**SOCIAL BEHAVIOR CHANGE**

**COVID-19 CHALLENGE**

In-person FP program suspension, lowering youth FP demand.

**ADAPTATION**

FP Promotion Facebook Campaign

- In May 2020, A360 launched a Facebook promotion campaign for young women to safely access reliable on-demand FP information.
- Now with over 70,000 followers, the campaign broadened A360’s client reach and linked newly interested youth to their digital FP curriculum taught by peer mentors.

**ADAPTATION**

Virtual WhatsApp Life, Love & Health (LLH) Classes

- Prior to the pandemic, A360 promoted youth FP demand creation through in-person classes. To safely maintain FP awareness and referrals, in June 2020, A360 digitized their LLH curriculum on WhatsApp.
- Interested youth can receive personalized private online counselling and be directly referred to A360 providers.

**SOCIAL BEHAVIOR CHANGE IMPACT**

During the pandemic, the use of social media broadened A360’s client reach and maintained FP youth referrals. Between May and June 2020, there was a 132% increase in youth exposed to A360 interventions.

“During COVID-19, we both upgraded and increased the youth services we provide”

A360 Program Manager
SERVICE DELIVERY

COVID-19 CHALLENGE
Movement restrictions prevented youth from travelling to access FP services.

ADAPTATION
Increasing Youth-Friendly Days at Spoke Facilities
- To bring quality FP service provision closer to youth’s homes, in June 2020, A360 transformed certain outreach spoke delivery facilities into ‘mini-hub’ facilities by increasing the number of youth days with specialized providers at the post.

ADAPTATION
Establishing the Big Sistas Program
- In May 2020, to improve short-term method continuation rates during COVID-19, A360 launched a socially-distanced community-based FP program where peer mobilizers, called Big Sistas, train, refer and support interested youth with follow-up.
- To date, 25 Big Sistas were trained, 152 youth were administered methods, and 40 youth were referred.

SERVICE DELIVERY IMPACT
During the pandemic, there was an increase in young women (15–19) married and unmarried adopting FP for the first time.
Between May and June of 2020, there was a 159% increase in new FP adopters.

ENABLING ENVIRONMENT

COVID-19 CHALLENGE
Movement restrictions prevented youth FP advocacy.

ADAPTATION
Advocacy Training Courses for Government
- To ensure that youth FP advocacy efforts continued during lockdown, in May 2020, A360 began organising socially-distanced youth-friendly FP service trainings with members of four state governments.
- Engagement of state officials promoted FP stakeholder collaboration, which included Permanent Secretaries of the State’s Ministry of Health, and executive directors of primary health care boards.

ENABLING ENVIRONMENT IMPACT
Government capacity-building and engagement was essential in ensuring that youth could have continued access to quality FP services.
Youth voices are heard: in Nasarawa, the Adolescent Technical Working Group was created to coordinate and lead adolescent program design in FP during COVID-19.

“Oyo State has engaged A360 as a strategic leader... A360’s involvement at the state level sets a good precedent for similar initiatives in other states”
A360 Program Manager

INTEGRATION OF ADAPTATIONS BEYOND COVID-19
Guided by insights on cost-effectiveness and potential in ability to reach young women clients, A360 will be integrating a number of adaptations into their routine FP programs, even beyond COVID-19.
Those adaptations include:

WhatsApp Life, Love & Health Classes:
- Given that the virtual classes have expanded A360’s client reach, the adaptation is likely to continue with in-person provider and peer mobilizer follow-up.

FP Promotion Facebook Campaign:
- Since Facebook is a low-cost strategy that has been attracting new youth subscribers, A360 intends to continue using the platform to create interest and demand in long-acting reversible contraceptive methods.

Increasing Youth-Friendly Days at Spoke Facilities:
- A360 will continue to upgrade their spoke facilities with more dedicated youth-providers to reach and serve new ruralclients.

“...social media is a key hypothesis as to why there is such an increase in conversion rates and accessing services”
A360 Program Manager

“Upgrading the spoke facilities to hubs has helped to increase access to a lot of youth in rural areas”
A360 Program Manager

Visit A360 on social media:
www.facebook.com/watch/Adolescents360
For more information about the A360 COVID-19 adaptations, contact:
Alexis Coppola (acoppola@psi.org) and Fifi Oluwatoyin Obongdeminu (fogbondeminu@sfnigeria.org)
As COVID-19 spread around the world, the DESIP* programme in Kenya rapidly adapted implementation approaches to maintain family planning (FP) programmes and continue equitable service delivery while keeping their clients, communities, and staff safe. To document and share crucial lessons learned, from May–November 2020, the USAID-funded Research for Scalable Solutions (R4S) Project had supported the documentation of DESIP’s COVID-19 programme adaptations in Kenya. This brief highlights key insights in COVID-19 adaptations across the FP High Impact Practice (HIP) categories: social behavior change, service delivery, and enabling environment. While COVID-19 is still impacting FP programmes, based on the potential for operating efficiencies and increases in reaching young people and women with disabilities, DESIP has identified adaptions that will be maintained in a post-pandemic setting.

**SOCIAL BEHAVIOR CHANGE**

**COVID-19 Challenge**
Lowered demand for FP services

**ADAPTATION**
Mass radio and social media campaign for youth
- In April 2020, DESIP started broadcasting FP promotion shows coupled with COVID-19 prevention messaging.
- Since the onset of COVID-19, youth mobilizers have been reaching out to their peers with information on the availability FP services and access to counseling via DESIP’s social media platforms, including WhatsApp, and SMS.

**COVID-19 Challenge**
Movement restrictions

**ADAPTATION**
Outreach to persons with disabilities (PWD)
- In April 2020, DESIP altered engagement with PWDs from group-based to individual, home-based visits.
- DESIP also released targeted radio messaging to reach more people living with disabilities with information on FP and COVID-19.

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*A 2019 to 2024 UK Aid funded programme focused on Delivering Sustainable and Equitable Family Planning Increases (DESIP) in low Contraceptive Prevalence Rate counties in Kenya. Implemented by Population Services Kenya with Population Service International as a consortium member.
SERVICE DELIVERY

COVID-19 CHALLENGE
Lowered demand for FP services

ADAPTATION
Door-to-door service delivery

- In April 2020, community health volunteers (CHVs) started community-based distribution of FP products and services for rural women to reduce barriers to access for FP.
- During the pandemic, village heads mobilized women of reproductive age to welcome the new CHVs.

SERVICE DELIVERY IMPACT
Community-based distribution of FP products in East Turkana, the number of women reached increased 2.5-fold (from 34 in August to 84 in September).

ENABLING ENVIRONMENT

COVID-19 CHALLENGE
FP supply chain disruptions

ADAPTATION
COVID-19 guidelines for FP supply chain

- DESIP supported dissemination of government guidelines for continued provision of FP services during COVID-19.
- DESIP engaged and collaborated with the county and sub-county Pharmacists to improve forecasting of FP products.
- When the government imposed a curfew and restricted movement between counties, disrupting the supply chain of FP commodities, DESIP offered technical support to help facilitate redistribution of FP commodities between neighboring counties.

ENABLING ENVIRONMENT IMPACT
DESIP ensured the continuity of SRH services in Kenya through advocacy at the national level and technical support at the local level. Between April and June 2020, DESIP trained 12 sub-country staff on disability awareness over Zoom, who cascaded training to 225 CHVs.

“Virtual provider trainings can save time and money”
Programme Manager

INTEGRATION OF ADAPTATIONS BEYOND COVID-19

Guided by insights on efficiency and potential ability to reach more women with disabilities and young people, DESIP will be integrating a number of adaptations into their routine FP programme, even beyond COVID-19.

Those adaptations include:

Mass radio and social media campaign for youth:
- Mass media campaigns, especially via radio and TV, are proving to be cost-effective ways to reach rural youth in Kenya that DESIP would like to continue post COVID-19.

Virtual trainings:
- DESIP is looking for ways to incorporate virtual trainings that are flexible to providers’ busy schedules.
- Although virtual trainings save time and money, a challenge is the lack of stable internet.

PHOTO Radio Angaaf: Discussing access to FP services during COVID-19. Dr. Amina, Country Reproductive Health Coordinator & Guyatu Elema, Radio Presenter

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✉ Bill Okaka (bokaka@psi.org) and Josephine Mbiyu (jmbiyu@pskenya.org)
As COVID-19 spread across Uganda, PSI’s Delivering Innovation in Self-Care (DISC) project, funded by the Children’s Investment Fund Foundation (CIFF), rapidly adapted their approaches to launch their family planning (FP) programs, which was in the start-up phase. To document and share crucial lessons learned, from May–November 2020, Research for Scalable Solutions (R4S) had supported the monitoring of DISC’s COVID-19 program adaptations in Uganda, which started while the DISC project was still in its pilot phase. This brief highlights key insights of DISC’s COVID-19 adaptations, across two major activity categories: social behavior change, and activities related to the self-injection study design. Though COVID-19 continues to impact FP programs, the DISC team in Uganda has identified adaptations that will be maintained in a post-pandemic setting.

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**ABOUT DISC**

Launched in January 2020, this CIFF-funded project utilizes consumer insights to support women in voluntarily choosing their own pathway to FP. This includes supporting informed demand efforts and capacity for self-care, such as self-injectable FP products.

**SOCIAL BEHAVIOR CHANGE**

**COVID-19 CHALLENGE**

Social Media Engagement

During the COVID-19 lockdown, DISC depended on social media posts (Twitter, Facebook, and Instagram) for program engagement and FP method continuation promotion. However, the social media engagement posts had initially had very little engagement.

**ADAPTATION**

#NdiSteady FP Promotion Campaign

- Paid advertisement on Twitter, Facebook, and Instagram platforms greatly boosted engagement with targeted audience.
- Collaboration with influencers across social media platforms brought higher content engagement.
- Linked 161 hotline (an interactive voice/SMS response messaging system) to existing e-referral platform to maintain engagement with those already present in the system.

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**SOCIAL BEHAVIOR CHANGE IMPACT**

#NdiSteady Campaign hashtag has been seen over 540,000 times.

Power of Tailored Digital Messaging: Tailored communication doubled the original answer rate of audio push messages to 33%.

Click [here](#) to Access YoSpace Facebook Page, used by PSI-Uganda to promote the #NdiSteady campaign.

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**NUMBER OF ADAPTATIONS IN UGANDA**

- 5 Social Behavior Change
- 4 Self-Injection Study Design
COVID-19 CHALLENGE
Low Initial Content Engagement
Digital campaign saw initial low engagement rates, especially for audio messages.

ADAPTATION
Online, SMS, & Audio FP push-messaging to 161
• Market research and engagement data was leveraged to tailor campaign approach in an attempt to meet audience on platforms they were already using.
• Timing of messaging pushes were altered to send during periods when clients were more likely to pick up, such as after work hours and weekends.

Key Lesson
Closing the Service Delivery Loop
• Important to track client’s digital journey and user experience to FP service delivery and understand barriers that prevent clients from moving from online platforms to facilities.

SELF-INJECTION STUDY DESIGN
COVID-19 CHALLENGE
National prohibition of in-person data collection activities halted research to inform design of self-injection intervention.

ADAPTATION
Remote Phone-Based Data Collection
• For both consumer and provider research, protocols and methods were amended to include a phone-based data collection approach.
• Collected phone-based “quick research” to inform study design.
• Implemented a WhatsApp “digital companion” to allow for any follow-up questions and/or feedback to be shared via group messaging.

ADAPTATION
Virtual Data Collection Training
• The planned in-person training workshop was adjusted to an online setting, which incorporated multiple 2-hour long sessions, and the ability for the trainees to submit follow up questions/feedback via a WhatsApp group.

Key Lesson
Remote Data Collection & Remote Training
• Training success was dependent on network connectivity and it proved to be difficult to recruit respondents in rural areas with weaker cellular connectivity.
• Study organizers must consider selection bias (since all participants must have phones) and the lack of potential non-verbal feedback.
• Shorter, multi-session trainings are more effective at maintaining trainee engagement than longer single sessions.

INTEGRATION OF ADAPTATIONS BEYOND COVID-19
Guided by insights on cost-effectiveness and potential increase in reaching young women, DISC will be integrating a number of adaptations into their routine FP programs, even beyond COVID-19.

Those adaptations include:
Demand Creation for FP Services:  
• The use of popular social media platforms.
• The use of video content and collaboration with influencers.

Self-Injection Study Design:
• Virtual data collection trainings: continuing short, multi-session format, with opportunities for participants to follow up with feedback over WhatsApp.

SERVICE DELIVERY IMPACT

Click here to watch a Facebook Video on Sayana Press linking young women to 161 FP hotline

"161 has better reach for rural target audience"
Program Manager

For more information about the DISC COVID-19 adaptations
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As COVID-19 spread across India, PSI’s Social Enterprise (SE) rapidly adapted by implementing their COVID-19 Digital Acceleration Strategy to safely continue providing consumers with family planning (FP) self-care information, connecting clients with customized telemedicine and delivering high quality FP products. To document and share crucial lessons learned, from May–November 2020, Research for Scalable Solutions (R4S) had supported the monitoring of SE’s COVID-19 program adaptations in India. This brief highlights key consumer insights in COVID-19 adaptations across the FP High Impact Practice (HIP) categories: social behavior change, service delivery, and enabling environment. While COVID-19 is still impacting FP programs, based-on consumer insights, the SE team in India has identified adoptions that will be maintained in a post-pandemic setting.

**SOCIAL BEHAVIOR CHANGE**

**COVID-19 CHALLENGE**

Cessation of in-person FP demand creation activities lowering client demand for FP products and services.

**ADAPTATION**

Between Us Digital FP Self-care Information Campaign

- In June 2020, SE India launched Between Us, a Facebook and Instagram FP promotion campaign targeting women between 18–34 with FP self-care information.
- The digital campaign reached over 1.2 million people and received over 47,000 interactions.

**ADAPTATION**

Artificial intelligence (AI) Chatbot and Cyber Educator for Personalized FP Self-care Information

- In July 2020, SE India incorporated AI for personalized FP self-care information into the Between Us campaign, providing personalised FP self-care information and linking interested young women to an e-consultation platform for an online appointment with a doctor.
- 38% of Between Us visitors have interacted with the Cyber Educator.

**SOCIAL BEHAVIOR CHANGE IMPACT**

Between July and November 2020, clients had 9,035 conversations and 1,512 were referred for consultations via the Chatbot and Cyber Educator.

**COVID DIGITAL ACCELERATION STRATEGY**

- Centralized support structure = efficiencies and optimization
- Empower consumers with relevant self-care information through online channels
- Link to customized counseling and telemedicine
- Deliver high-quality products through innovative distribution models

- Rapid Response → Establish Benchmarks → Accelerate Learning
**SERVICE DELIVERY**

**COVID-19 CHALLENGE**
Movement restrictions limiting client access to FP consultations and products.

**ADAPTATION**
Partnership with Docterz.com for customized FP counseling and telemedicine
- In June 2020, collaborated with Docterz.com e-consult website to link consumers to doctors for customized counseling for FP products and services.
- Docterz.com e-consultations specialize in short-term method provision and counsel women on oral contraception and emergency contraception methods, linking them to 1mg e-pharmacy for their desired FP products.

**SERVICE DELIVERY IMPACT**
Since July 2020, Docterz.com has provided 549 e-consultations for young women.

**ENABLING ENVIRONMENT**

**COVID-19 CHALLENGE**
Movement restrictions limiting clients from accessing FP products at pharmacies and private clinics.

**ADAPTATION**
E-pharmacy partnership for high-quality FP product distribution.
- In September 2020, SE India partnered with 1mg e-pharmacy to distribute their short-term FP products such as Meuri and Pronta. Clients can consult a doctor and receive a prescription at no-cost (within 3–4 hours).
- Once clients receive their e-prescription, they are able to purchase the FP products and have them delivered to their home.

“New partnerships with e-pharmacies have been set in place to reduce the number of touch points in the journey”

*Program Manager*

**INTEGRATION OF ADAPTATIONS BEYOND COVID-19**

Guided by consumer insights, SE India will be maintaining and improving a number of adaptations into their routine FP programs, even beyond COVID-19.

Those adaptations include:
AI Chatbot and Cyber Educator for FP Self-Care information:
- Current challenge: AI Chatbot is unable to solve problems unique to every customer based on a limited menu of response options.
- To better serve the needs of clients, SE India is working on a solution to incorporate more customizable information linked to a cyber educator to make the digital self-care information access as engaging as possible.

Improving e-pharmacy partnership for high-quality FP product distribution:
- Current challenges: doctor unavailability and inability to get a prescription to purchase oral contraception and emergency contraception directly with doctors.
- SE India recruiting a dedicated doctor on Docterz.com for Between Us appointments.
- SE India collaborating with an e-pharmacy that helps generate online prescription for free at the time of purchase.

“...We are continuing to refine our digital journey cycle in order to increase the uptake of various contraceptive methods”

*Program Manager*

Click to access the Between Us, Facebook Page and Website

Since July 2020, Docterz.com has provided 549 e-consultations for young women.

For more information about the SE India COVID-19 adaptations:

*Vidhi Kalra (vidhi@psiorg.co.in) and Andrea Novella (anovella@psilac.org)*
As COVID-19 spread across Uganda, PSI’s Social Enterprise (SE) rapidly adapted by implementing their COVID-19 Digital Acceleration Strategy to safely continue providing consumers with family planning (FP) self-care information, connecting clients with customized telemedicine and delivering high quality FP products. To document and share crucial lessons learned, from May–November 2020, Research for Scalable Solutions (R4S) had supported the monitoring of SE COVID-19 program adaptations in Uganda. This brief highlights key consumer insights in COVID-19 adaptations across the FP High Impact Practice (HIP) categories: social behavior change, service delivery, and enabling environment. While COVID-19 is still impacting FP programs, based on consumer insights, the SE team in Uganda has identified adaptations that will be maintained in a post-pandemic setting.

**SOCIAL BEHAVIOR CHANGE**

**COVID-19 CHALLENGE**
- Restricted movement limited below the line marketing and distribution activities, therefore also limiting product and brand visibility to consumers.

**ADAPTATION**
- SE team launched a digital campaign to create consumer product awareness through popular social media platforms, including Facebook, Instagram, and WhatsApp.
  - These digital campaigns then linked consumers with e-commerce platforms (such as Jumia and Safe-boda e-shop) for product purchase and delivery.
  - To encourage consumer FP product purchases, FP products were bundled with popular food items to drive traffic.
  - A consumer demonstration tool was developed to better support online FP product purchases by providing consumers with informational videos on the different types of contraceptives and their uses.

**SOCIAL BEHAVIOR CHANGE IMPACT**
- Summer 2020 digital campaign achieved a reach of 317,747 unique followers per month between June through August 2020.

**COVID-19 DIGITAL ACCELERATION STRATEGY**
- Empower consumers with relevant self-care information through online channels
- Link to customized counseling and telemedicine
- Deliver high-quality products through innovative distribution models

Centralized support structure = efficiencies and optimization

Rapid Response ➔ Establish Benchmarks ➔ Accelerate Learning

To learn more about SE-Uganda’s work, access:
The PSI Uganda Facebook Page and The Trust Condoms Facebook Page.
SERVICE DELIVERY

COVID-19 CHALLENGE
Movement restrictions limited the ability of consumers to travel to a physical storefront to buy FP products.

ADAPTATION
Adoption of Jumia e-commerce platform for online distribution.
- Boda distribution platform allowed consumers to continue to buy high-quality FP products without having to travel to a physical storefront, thereby limiting COVID-19 risk.

ADAPTATION
Tele-detailing, a phone-based approach to allow for continued service delivery to pharmacies.
- Follow-up conducted via WhatsApp groups designed to allow private providers to have personalized, on-demand engagements with the medical detailers.

ENABLING ENVIRONMENT

COVID-19 CHALLENGE
Movement restrictions hindered consumers from traveling to physical store locations to obtain their FP products.

ADAPTATION
Motorbikes (bodas) were adopted to deliver high-quality FP products straight to consumers at home.
- SE Uganda initially partnered with an external Uber-like app for product delivery (Safe-boda E-shop) to provide an opportunity for consumers to access FP products directly.
- However, due to challenges within that delivery model including wait times and transport costs, SE Uganda is launching an alternative boda solution as part of the existing business to better address needs.

INTEGRATION OF ADAPTATIONS BEYOND COVID-19
Guided by consumer insights, SE Uganda will be integrating several adaptations into their routine FP programs, even beyond COVID-19.

Those adaptations include:
Adoption of Motorbikes as an Innovative Distribution Model:
- While motorbikes were proven effective, timely delivery proved to be an issue with third-party drivers.
- SE is investing in motorbikes to prioritize private sector product delivery.

Continuance of Self-Care Information Campaigns:
- Continuing the use of the Facebook digital campaign to promote self-care information and connect consumers to FP products.
- Continuing the strategic bundling of food products with FP products to drive purchase traffic.
- Refining the development of a consumer demonstration tool to support online FP product orders on Facebook and Instagram linking consumers to JUMIA.

SERVICE DELIVERY IMPACT
From June to August 2020, 517 tele-detailing calls promoted the sale of:
- 1,040 IUDs
- 38,636 Trust condoms

ENABLING ENVIRONMENT IMPACT
The use of boda motorbikes was a quick and reliable method to deliver customised FP orders to consumers at their homes and pharmacies alike.

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