



# Multipurpose Prevention Technologies *for* Reproductive Health

*Accelerating Research on Multipurpose Prevention  
Technologies for Reproductive Health*

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# Potential for increasing use of barrier methods in India

**Dr. Dinesh Agarwal**

National Programme Officer (RH & HIV)

United Nations Population Fund

New Delhi, India

# Up ahead

- Current scenario
- Challenges and barriers
- Potential for increasing access and use
- Programmatic interventions
- Key takeaways

# Current Status

- Condom market grew from 1.6b to 2.7b in 2011 (including 639m free condoms)
- 1.3m retail outlets sell condoms
- Rural focus: 4.91 lakh Rural outlets contributed to 270m condom sales in 2010-2011 (CSMP III)
- Expansion to NTO: 5.5 lakh NTO outlets sold 217m condoms in CSMP III
- Reduced condom accessibility time from 30 minutes to 15 minutes (Urban) and 21 minutes (Rural)
- Free condom supply optimized through effective demand estimation and management, reducing wastage by 50% (from 1.2b to 0.6b)
- Launched Female Condom to empower women

# Current Status



- 8 SMOs working for NACO
- Implementation of performance based Social Marketing contracting & funding
- Online web based National monitoring system for sales tracking and outlet coverage implemented
- Communication activities expanded beyond mass media to targeted mid media activities in Focus Group (HRG, Bridge Gap and GP)
- Evidence based campaign themes used in Condom Promotion and multiple campaigns aired on mass media
- Focus on Tos/NTOs at TI locations: 1.56 lakh outlets sold 124m condoms (HRG focus); 17,000 outlets sold 16m condoms at THPs (Bridge Popn)



# Current Status

## On-going initiatives

- CSMP IV being rolled out in 370 districts targeting 640m condom sales at 9.9 lakh outlets
- Tracking of free condom supply up to TI level on a weekly basis
- Communication strategy being refined based on research inputs
- Uniform messaging across all media and communication platforms (Mass media & Mid media)
- Use of scientific/evidence based approach to develop media plans

# Current Status

## Gaps identified

- Limited geographical coverage of CSMP: From four states to 13 states
- Coordination issues with SACS for Condom Program
- Irregular scheduling of campaign on air
- Not effectively leveraging print media
- Independent communication planning leading to unrelated messaging at National and State levels
- Regular Needs Assessment study
- No linkages with MOHFWs Social marketing

# Home delivery of Contraceptives by ASHAs



- High focus districts
- ASHAs being trained for Male condoms, OCPs and EC pills
- Nominal user fee by the clients
- Initial results are encouraging
- Focus on assured supply at village level
- Massive communication efforts are required





# Strategic approaches for NACP IV



## Vision

Every “Unsafe” Sex Act to be protected with Condom

### Priorities (Programmatic, Geographical)

- Increase demand for condoms among high risk, bridge and general population
- Expanding social marketing programs to all TI districts to saturate coverage
- Maximize access of free condoms to most vulnerable groups while minimising wastage
- Increase sales in rural areas through non-traditional outlets
- Increasing retail network in rural areas through non-traditional outlets



# Important Program Targets



## Condom Demand Estimation

All India (in million)	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Demand	2,039	2,075	2,111	2,148	2,186	2,224
Wastage (20%)	408	415	422	430	437	445
Additional Demand (20%)	408	415	422	430	437	445
Total Condom Required	2,855	2,905	2,956	3,008	3,060	3,114



# Important Program Targets



## Supply Requirements

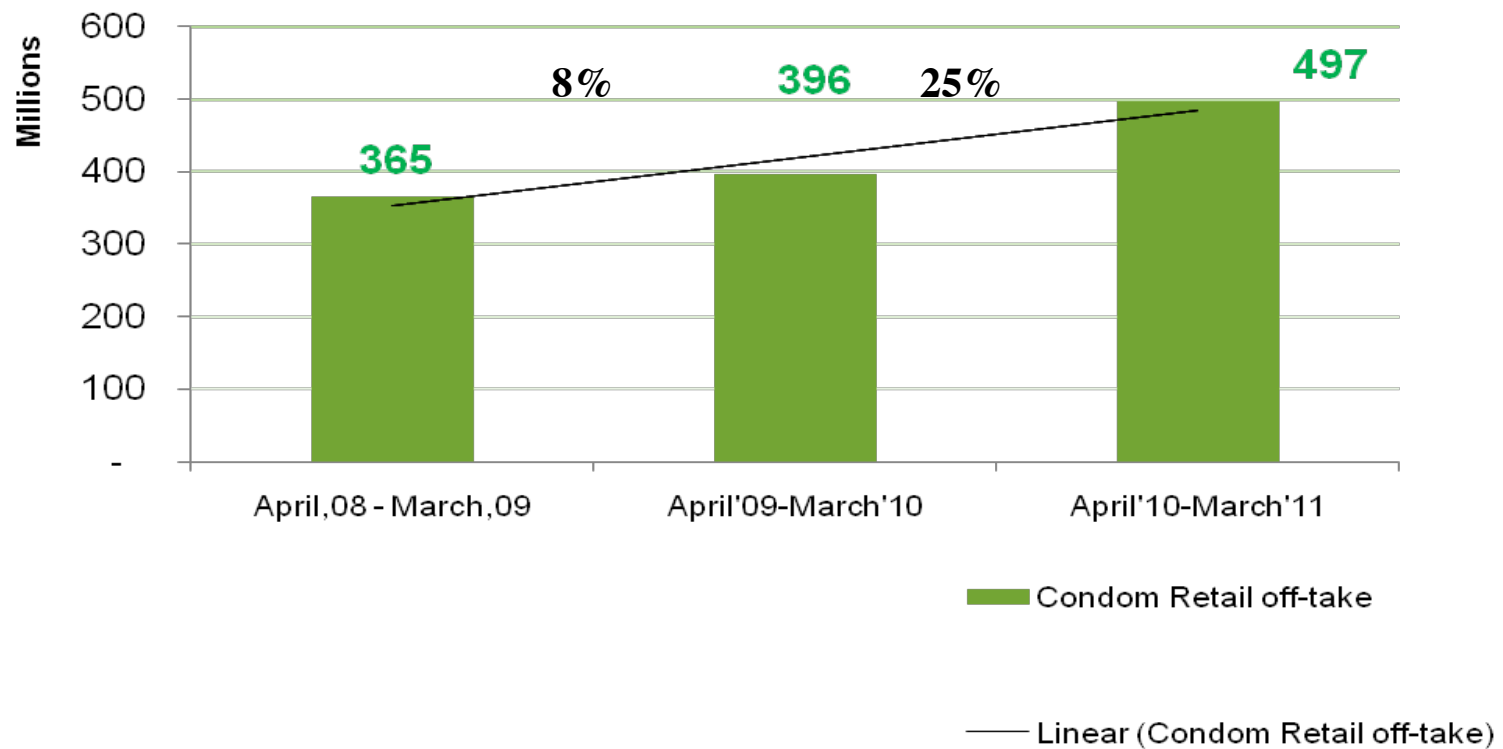
All India (in million)	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Total Condom Required	2,806	2,855	2,905	2,956	3,008	3,060	3,114
Commercial Condoms*	886	999	1128	1257	1385	1514	1643
Socially Marketed Condoms*	825	930	987	1045	1103	1160	1218
Free Condom Supply	639	705	790	654	520	386	253
Meet Demand	84%	92%	100%	100%	100%	100%	100%

\* AC Nielsen data are indicative for trend. There is a likely gap between Actual sales and Nielsen reported figure due to their sample design



# Condom retail off take trend ... Total Market Growth

## Condom Retail off-take



# Growth in Condom Distribution 2007-08 to 2011-12 (in millions)



**Growth in Condom Distribution 2007-08 to 2011-12 (in millions)**

Year	Free condom supply	Socially marketed condoms	Commercially marketed condoms	Total Distribution
2007-08	775	614	463	1852
2008-09	747	835	634	2216
2009-10	600	1013	866	2479
2010-11	639	1008	1047	2694
2011-12	718	1086	1204	3008



# Promotion of Female Condoms



- Limited focus in the TIs
- Not yet introduced in general population
- A recent feasibility study by HLLFPT yielded highly encouraging results
- Cost would come down by adding Latex based FCs



# Challenges and Barriers



- Aggressive promotion of Condoms is missing especially in NRHM
- Separate SM programmes
- Condoms are not yet readily available in the clinics , waiting areas , examination rooms and rest rooms
- Synergy with NRHM especially for communication
- Supply chain management issues: delays in placing orders for SMOs



# Potential approaches

- Strategic Choice to invest heavily on SM
  - To reach men , people self select and it legitimises both condom and STI prevention
  - These programmes are relatively easy and inexpensive
- No missed opportunity approach especially at STIs, ICTCs , ANC sites
- Promotion of dual method use
- Promote condom as a primary contraceptive method and EC pills as a back up: more information may be needed
- Reaching young adults and adolescents



# Programmatic Interventions



- Strong rationale for convergence at national, state and district levels
- Invest in SM through state PIP routes in cluster of districts with targeted promotion
- Aggressive promotion for dual protection: Communication
- Unified Procurement and supply chain management
- Condoms should be routinely available during VHNDs
- Closely monitor ASHAs contraceptive distribution programme



# Key take home messages



- Focus on Social Marketing
- Strengthens Home Delivery of Condoms by ASHAs
- Procurement and Supply Chain management needs attention
- Communication for behaviour change to be targeted to men
- Female Condoms should be included in the contraceptive choices



# Thank you