



Family Planning Association of Sri Lanka



Social Marketing of **Contraceptives**

- *The Sri Lankan Experience*



1953



- ❖ **FPASL pioneered the service provision of FP in 1953**
- ❖ **National program implemented a decade later**
- ❖ **FP integrated to MCH program in 1960s**
- ❖ **Void in service provision for non MCH clients**
- ❖ **Disassociation of demand for contraception with clinical symptoms**
- ❖ **Need to address the gap through a concerted effort and an effective strategy**

A seed being sown..

- National Program spreads its wings
- FPASL operating in under-served areas
- Realization of the need to make contraceptives available in the market place (outside the national program to increase access)
- First step taken as an IPPF project with the participation of PSI (supplier) and Reckitt Benckiser (marketing and distribution)
- At end of project IPPF hands over the activities to FPA for continuation, if necessary
- FPA pursues it with vigor till it becomes the largest distribution program of contraceptives in the country

Country Context

Sri Lanka

Area of 65,610 km²

Population of 20.65 million

Population <15 years of age

26.70%

Total fertility rate 2.3



Annual Health Bulletin 1998, Ministry of Health



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Essentials of SMP of Contraceptives..

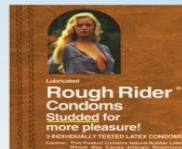
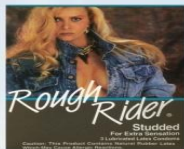
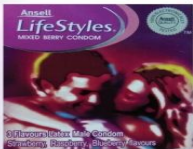
- Main objective is improving access.
- Commercial marketing's main objective is making profit.
- In commercial marketing – the organization earns a profit. In social marketing the beneficiaries, the wider society, benefits.
- High quality contraceptives are sourced through extensive negotiations with suppliers and given at affordable prices throughout the country.
- Distribution is handled by FPASL to keep related costs low.
- Awareness is created through a mix of promotions, advertising and ethical detail -men.



Our range of Quality Products

- In 2012
- Over 9 million condoms
- 300,000 CYPs were achieved

Social Marketing Programme Market Leader in Contraceptives



- ▶ **Condoms** ▶ **Oral Contraceptives** ▶ **Emergency Contraceptives**
▶ **Injectables** ▶ **IUD's** ▶ **Implants** ▶ **Lubricants**

Key to success

- SMP needs to be adapted to the country context – adaptability
- Combination of expertise on contraceptives and professionalism in marketing
- Effective promotions and demand generation
- Creating local brands to increase appeal to local markets
- Offering a basket of choices



Relevance of SMP to contraceptives

- Health seeking behaviour on contraceptives/family planning revolves around choice
- Absence of clinical symptoms
- Reluctance to make repeated visits to FP clinics for services
- In conservative communities it affords relative anonymity



Possible models of SMP

- As in any modern pharmaceutical organization, distribution to be through an external agent
- Distribution by service organization through a network of outlets and service providers
- A mix of both to an appropriate extent



Key considerations in selection of the model

Scan the in-country context for

- Pharma - industry landscape of the country
- Regulatory procedure for contraceptives
- Strength and ownership of national FP program
- Level of penetration of commercial contraceptives in the market
- Price differential to be offered thru the proposed SMP



Impact on the overall health program

Social marketing

- complements
- Relieves
- Reduces cost of the national program and
- Facilitates focus on critical areas in countries when effectively implemented.
- In Sri Lanka the significant contribution made to CYPs has reduced maternal deaths, unsafe abortions and other morbidities.
- At times of religious upheavals disrupting the FP program of the country, SMP had shown tremendous growth and resilience in keeping the health needs fulfilled



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Reaching out to the underserved...

- A potent mechanism to reach out PMSEUS groups in rural areas as condoms can be stocked by retail outlets outside the pharmacies.
- Oral Contraceptives, Emergency contraceptives also fall in to non-prescriptive type of pharmaceutical in Sri Lanka
- For STI prevention among MARPs and other marginalized communities, social marketing of contraceptives offer an effective solution.
- In countries where youth-friendly services are not established in the national program, SM of contraceptives is the only option.

Challenges

- Keeping the cost base low to keep prices low
- Competing with commercial marketing organizations with high promotional budgets
- Credit risks associated with distribution to enhance access can threaten the sustainability of the operation



Means to address the challenges

- Scout for multiple suppliers for each product
- Volume based discounts
- Tap into supplier's CSR budgets for subsidies
- Use low cost ethical means for promotions
- Leverage service provision arms for demand generation
- Implement effective credit control practices for the longevity of the operation





Thank you

