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# Promoting a Controversial Product: Networks as a Means to an End

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**Abt**

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Banyan Global  
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# DMPA in India: Pre-project Scenario

- Cleared for marketing in 1994 by Drug Controller of India
- Limited availability, prescription product
- Relatively high price (\$4/vial)
- Pfizer - the only marketer of DMPA
- Low knowledge among providers and consumers
- Activist groups questioning product safety and provision
- Not part of the basket of methods in the Family Planning program
- Media lacked credible information sources



# प्रयोग के जानवरों की तरह इस्तेमाल हुई महिलाएं

राम कुमार शर्मा

आगरा। भारतीय महिलाएं छली गई हैं। पूरे देश में गर्भनिरोध के वरदान के रूप में जोर-शोर से प्रचारित तथा भारतीय महिलाओं पर ट्रायल के रूप में प्रयोग किए गए ड्रग डीपो प्रोवेरा को एफडीए ने ब्लैक बॉक्स श्रेणी में शामिल किया है। एफडीए ने माना है कि इस इंजेक्शन के प्रयोग से महिलाओं में हड्डी खोखला होने का खतरा पैदा हो जाता है। भारतीय महिलाओं में यह शिकायत पूर्व से पाई जाती है। इसके खतरों को

- हड्डी खोखली करता है गर्भनिरोधक इंजेक्शन
- समय से पूर्व महिलाओं में हो जाती है रजोनिवृत्ति
- काफी रक्तस्राव झेलना पड़ता है महिलाओं को
- काउंटर से खुलेआम होती ड्रग की बिक्री घातक

चिकित्सकों ने अप्रैल 2004 के बाद जोरशोर से गर्भ निरोधक इंजेक्शन डिंपा का प्रचार-प्रसार शुरू किया था। आगरा, बनारस तथा कानपुर में इसका पायलट प्रोजेक्ट शुरू किया गया। बड़े-बड़े होर्डिंग लगाकर, सेमिनार आयोजित कर तथा लोकल टीवी पर विज्ञापन देकर डिंपा का प्रचार किया गया।

दुकानों से इस इंजेक्शन की बिक्री जमकर शुरू हो गई, जो आज तक जारी है।

सूत्रों के अनुसार, जनवरी 2004 में इस ड्रग की स्टडीज में सिद्ध गया था कि यह इंजेक्शन गर्भनिरोध तो करता है किंतु हड्डियों को खोखला भी करता है। भारत उपमहाद्वीप की महिलाएं पहले ही इस ड्रग से गर्भनिरोध कर रही हैं।

ही लोग केमिस्ट्स की दकान से

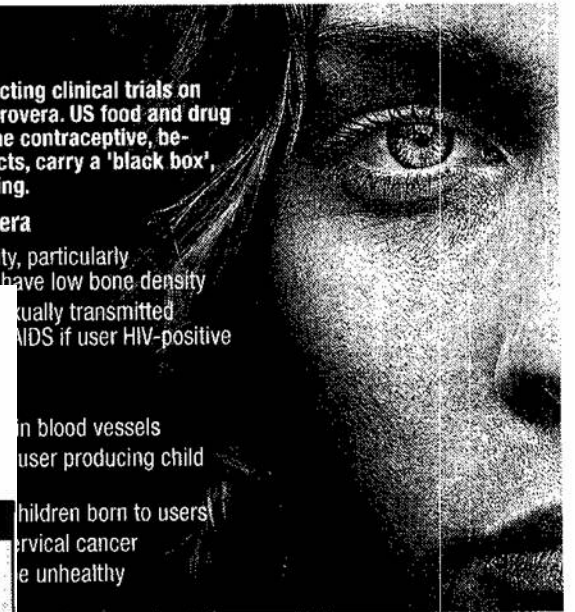
## Centre to stop promoting injectable contraceptives

### BLACK DIAGNOSIS

Health ministry has been conducting clinical trials on injectable contraceptive Depo Provera. US food and drug administration has mandated the contraceptive, believed to have serious side-effects, carry a 'black box', the agency's most severe warning.

#### Adverse effects of Depo Provera

- Decreases mineral bone density, particularly dangerous for Indians as they have low bone density
- Increases risk of contracting sexually transmitted infections, hastens HIV
- Pre-mature menopause
- Irreversible atrophy of the ovaries
- Death due to spontaneous formation of clots inside blood vessels



in blood vessels  
user producing child  
children born to users  
cervical cancer  
e unhealthy

the National Institute of Child Health and Human Development and USAID found that the use of Depo increases three-fold a woman's chance of contracting chlamydia and gonorrhoea.

A study published in the January 2004 issue of The Journal of Infectious Diseases found a correlation between taking hormonal contraceptives, both injectable and oral, and acquiring HIV. The study further concluded that the use of Depo at the time of HIV transmission hastened the rate of disease progression. With the rise in HIV infection levels, the recent findings that

## Govt. rules against use of injectable contraceptives

By Lalita Panicker/TNN

New Delhi: Reacting to concerns raised by women activists about the health impact on users, the government has given an assurance that it would not introduce injectable contraceptives in state-mandated family planning programmes.

Health secretary P.K. Hota assured a delegation of women activists led by Brinda Karat, CPM politburo member and member of the All-India Democratic Women's Association. The activists are urging the health ministry to stop ongoing clinical trials of the contraceptive 'Depo Provera' because of its severe side-effects.

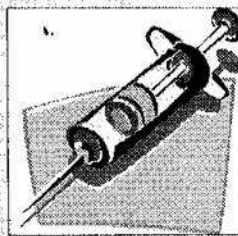
The US food and drug administration mandated that Depo carries a 'black box', the agency's most severe warning. The new label

two years, unless other forms of birth control are insufficient.

But what is more alarming is that other studies show that Depo users are at an additional risk of contracting sexually transmitted infections. A joint study funded by the National institute of child health and human development and USAID found that the use of Depo increases three-fold a woman's chance of contracting chlamydia and gonorrhoea.

A study published in the January 2004 issue of The

### ▶ DANGERS OF DEPO PROVERA



- Significant decrease in mineral bone density
- Increasing risk of contracting sexually-transmitted infections, hastens HIV
- Pre-mature menopause
- Irreversible atrophy of the ovaries
- Death due to spontaneous formation of clots inside blood vessels
- Ten-fold increase in the birth of Down Syndrome babies in users
- Increased chances of death in children born to users
- Increase in the risk of breast and cervical cancer

HIV. The study further concluded that the



# Options for Promoting DMPA

- A. Training Providers and support.....
- B. Reduce price and increase supply.....
- C. Direct promotion to consumers.....
- D. Advocacy for positive environment.....
- E. All of the above.....

# The *Dimpa* Network Clinic

## Inputs to Clinics

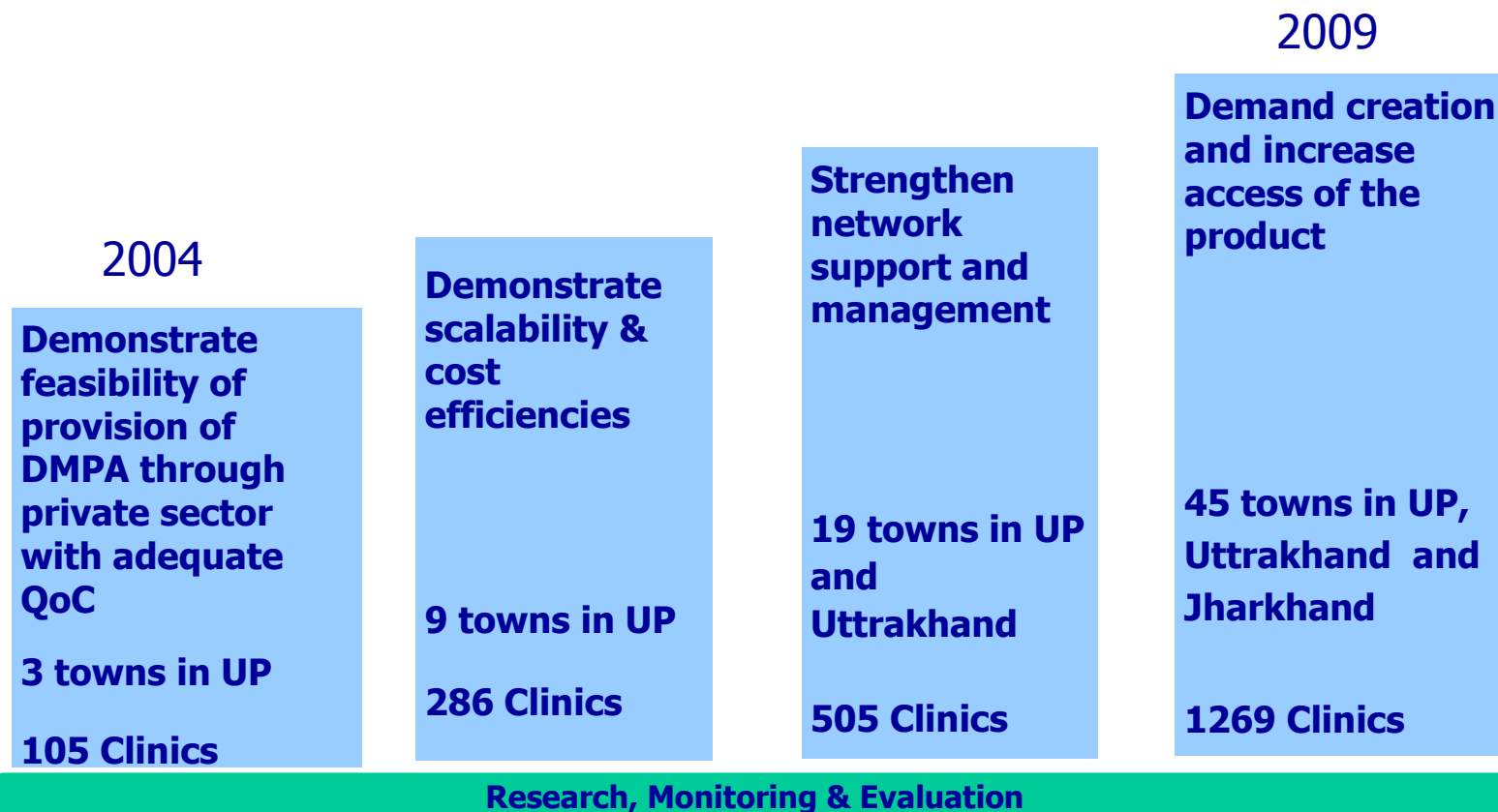
- Doctor training
- Paramedic training
- IEC materials and signs
- Advertising of clinic as *Dimpa* site
- Supply from DKT at special price

## Requirements from Clinics

- Stock & dispense at \$2.50
- Provide counseling on site
- Ensure proper disposal of needle
- Maintain records and follow up-charts

# Progression of the Network

**Purpose: Increase access and use of DMPA without backlash: quality is key**



# Phase 1: *Testing the Waters*

- Negotiate price of DMPA with Pfizer that is sustainable and within potential consumers' willingness-to-pay
- Invite, train & enlist providers (Ob/GYNs) to the *Dimpa* network
- Link product supply, continue support to clinics to assure QoC
- Low-key promotion of *Dimpa* clinics
- Monitor & document project outputs
  - use (sales), QoC



## Phase 2: *Figuring Out Expansion*

- Expand to six towns to test management and economies of scale
  - Promotion of DMPA clinics
  - De-centralized outsourced consultant FP trainers
  - Link product supply, continue support to clinics to assure QoC
- Advocacy with FOGSI led to a consensus statement approving DMPA as a safe and effective method and encouraging its 18,000 members to promote it within the WHO guidelines.
- PSP-*One* led formation of ARC (Advocating Reproductive Choices) coalition
- *Dimpa* training resources adopted by other organizations – PSI/DKT



## Phase 3: *Scaling Up and Strengthening*

- Scale up (3+6+10) towns to achieve economies of scale of *Dimpa* Network across Uttar Pradesh and Uttarakhand
- Strengthening the network community
- Institutionalize in-house training capabilities and dedicated field support team
- Creating a neutral media environment





# DMPA safe and effective contraceptive: Expert

HT Correspondent  
Kanpur, May 17

EFFORTS ARE being made to establish Depot Medroxy Progesterone Acetate (DMPA) as a viable alternative to other contraceptives in the country, according to all-India programme manager of DMPA project Dr Ravi Anand.

Talking to reporters here on Thursday, Dr Anand said that DMPA, the three monthly injectable contraceptive, was being currently used by 32 million women in over 175 countries including India. It is administered intra muscularly in the buttock or the upper arm.

Giving details about DMPA, Dr Anand said, "The Federation of Obstetrics and Gynecologist Societies of India (FOGSI) has also approved DMPA as a safe and effective method among other options of contraceptive available in the country."

The FOGSI had also asked its 18000 members to promote DMPA as one of the contraceptive options within the World Health Organisation guidelines, Dr Anand added.

About its response in Kanpur city, Dr Anand said 75 gynecologists of the city were members of the DMPA project. "These members are creating awareness among their patients about the effectiveness of DMPA contraceptive," stated Dr Anand.

He said DMPA contraceptive

## बच्चे और मां की मृत्यु दर कम करने में गर्भ निरोधक सहायक

कानपुर, कार्यालय संवाददाता : बच्चे व मां की मृत्यु दर कम करने में गर्भ निरोधक बहुत सहायक हैं, लेकिन प्रदेश में इनका उपयोग 50 फीसदी से भी कम है।



यह जानकारी डिम्मा की प्रोग्राम मैनेजर डॉ. रवि आनंद ने प्रेसवार्ता में दी। उन्होंने

एक अध्ययन के आधार पर बताया कि एक नया विकल्प आने से गर्भ निरोधकों का उपयोग 12 फीसदी बढ़ जाता है इसीलिए गर्भ निरोधन की मौजूदा विधियों में डिम्मा को शामिल किया गया है ताकि दंपती अपनी पसंद की विधि का उपयोग कर सकें। उन्होंने बताया यह महिलाओं को सुई के जरिये दिया

गर्भ निरोधक 'डिपो रोन एसिटेट' यानी डीएमपीए में पेश किया गया था। उन्होंने जन्म में अंतर रखने का यह व कारगर उपाय है। विश्व न ने भी हार्मोन से जुड़े तंबे समय तक इस्तेमाल के ताया है। उन्होंने मातृ मृत्यु दर ते हुए कहा गर्भावस्था से जुड़े ओ की मौत के मामले दुनिया गादा भारत में सामने आते हैं।

से सालाना एक लाख मौत होती है और दो साल से कम उम्र के शिशुओं की मौत का औसत दुनिया भर से तिगुना ज्यादा है।

## तीन माह तक गर्भधारण से मुक्ति के लिए इंजेक्शन

Also...

Embedding key messages in health related programs on leading satellite channels:

- ETV (*Tandrusti Hazaar Niyamat*)
- Times Now
- Star News (*Apna Khayaal Rakhiyega*)

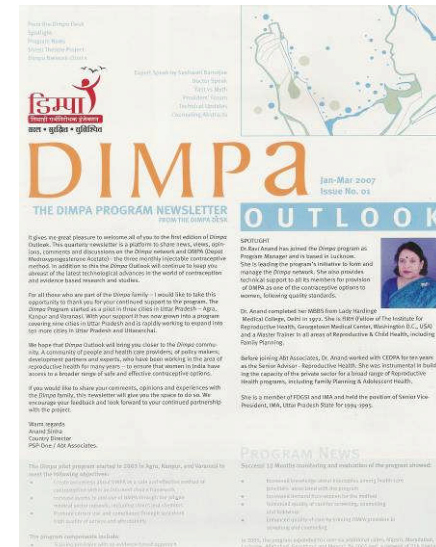
यह इजक्शन बाजार में 199 रुपए और डिम्मा के प्रोजेक्ट में 100 रुपए में उपलब्ध है। डॉ.



# Strengthen the Provider Network

## Creating a Community

- **Dimpa Exchange Forum**
  - Joint interactive meeting with network members in each program city
  - Sharing of experiences and views
- **Dimpa Outlook: Quarterly Program Newsletter**
  - Update on program activities
  - Create and imbue a sense of togetherness



# Segmentation of Network Members

|   |            |                    |                 |
|---|------------|--------------------|-----------------|
| <i>Confidence<br/>in Providing Method</i> | <i>Hi</i>  | Category<br>'C'    | Category<br>'A' |
|   | <i>Low</i> | Category<br>'D'    | Category<br>'B' |
|   |            | <i>Low</i>         | <i>Hi</i>       |
|   |            | <i>Client Flow</i> |                 |

## ■ Strategies based on segmentation

- **A:** Recognize them as role models and continue support
- **B:** Provide intensive support to increase confidence
- **C:** Increase promotion to increase client volume
- **D:** Low contributor - consider dropping clinic from network

# Moving into Phase 4

- The first three phases of the project were focused on providers and on neutralizing the negative media environment
- Going forward, need for increased emphasis on consumer directed communication to stimulate demand for and use of DMPA



## Phase 4: *Creating Demand*

- Promote DMPA through integrated marketing communication
  - Increase awareness of DMPA
  - Call to action: *Dimpa* Helpline – 1800-1800-555
  - Campaign focused on areas where network was present
  - Limited promotion of *Dimpa* clinics through the campaign
  - DMPA campaign crisis preparedness and management
- Accommodate the increasing range of DMPA brands

# Growing Commercial Sector Interest

- Number of DMPA marketers have increased since 2003,
  - Four (4) marketers making available DMPA in urban and rural parts of 3 states.
    - Pfizer, HLL, Dkt and PHS
- Wide range of DMPA price options for consumers,
  - PHS: Rs.60/-
  - Dkt : Rs.100/-
  - HLL: Rs. 175/-
  - Pfizer: Rs. 150/-
- DMPA manufactured in India
  - Star Drugs Laboratory, India



# What About Impact?

## Impact on provider attitudes and behavior?

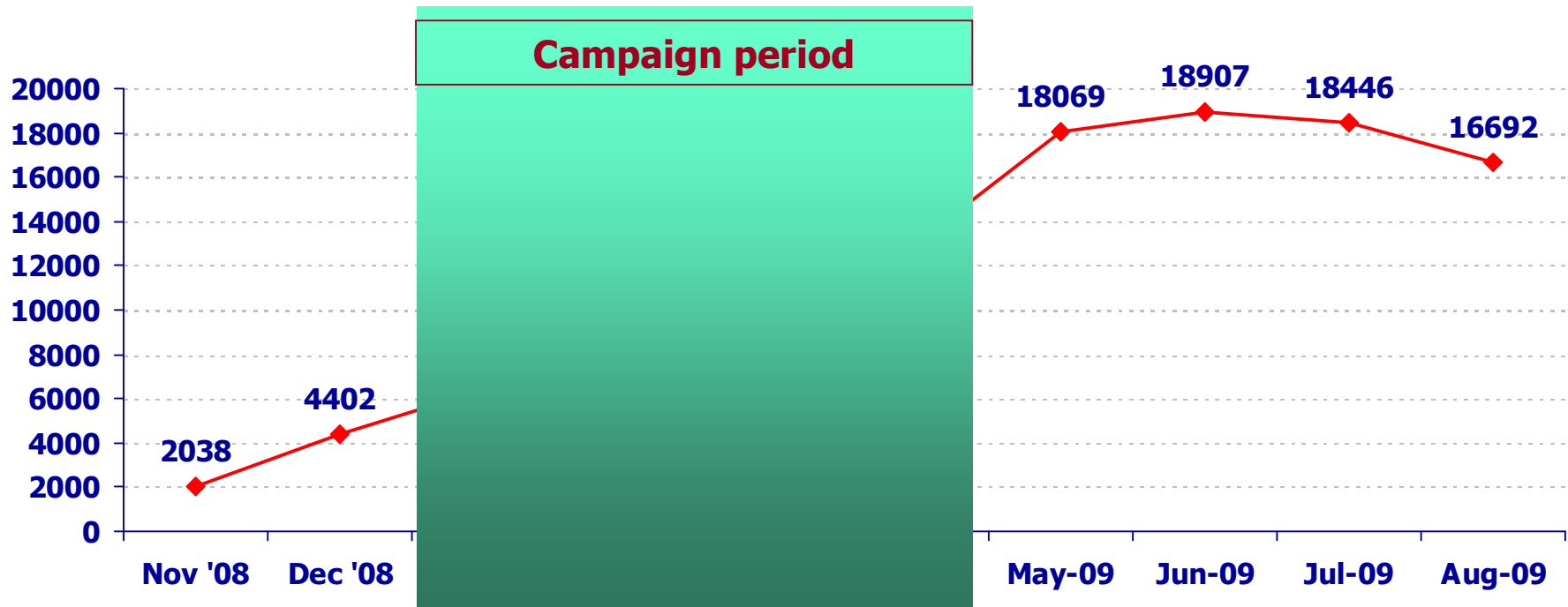
| Indicator                               | Baseline 2003 | Endline 2009 |
|---|---------------|--------------|
| <i>Perception of DMPA</i>               |               |              |
| Overall a good method                   | 17%           | 78%          |
| <i>Prescribing Practices</i>            |               |              |
| Ever prescribed injectables             | 70%           | 99%          |
| Prescribed injectables in last 6 months | 54%           | 94%          |
| Currently prescribe injectables         | 52%           | 97%          |

# Consumer Level Impact?

## First burst of the campaign shows promising changes

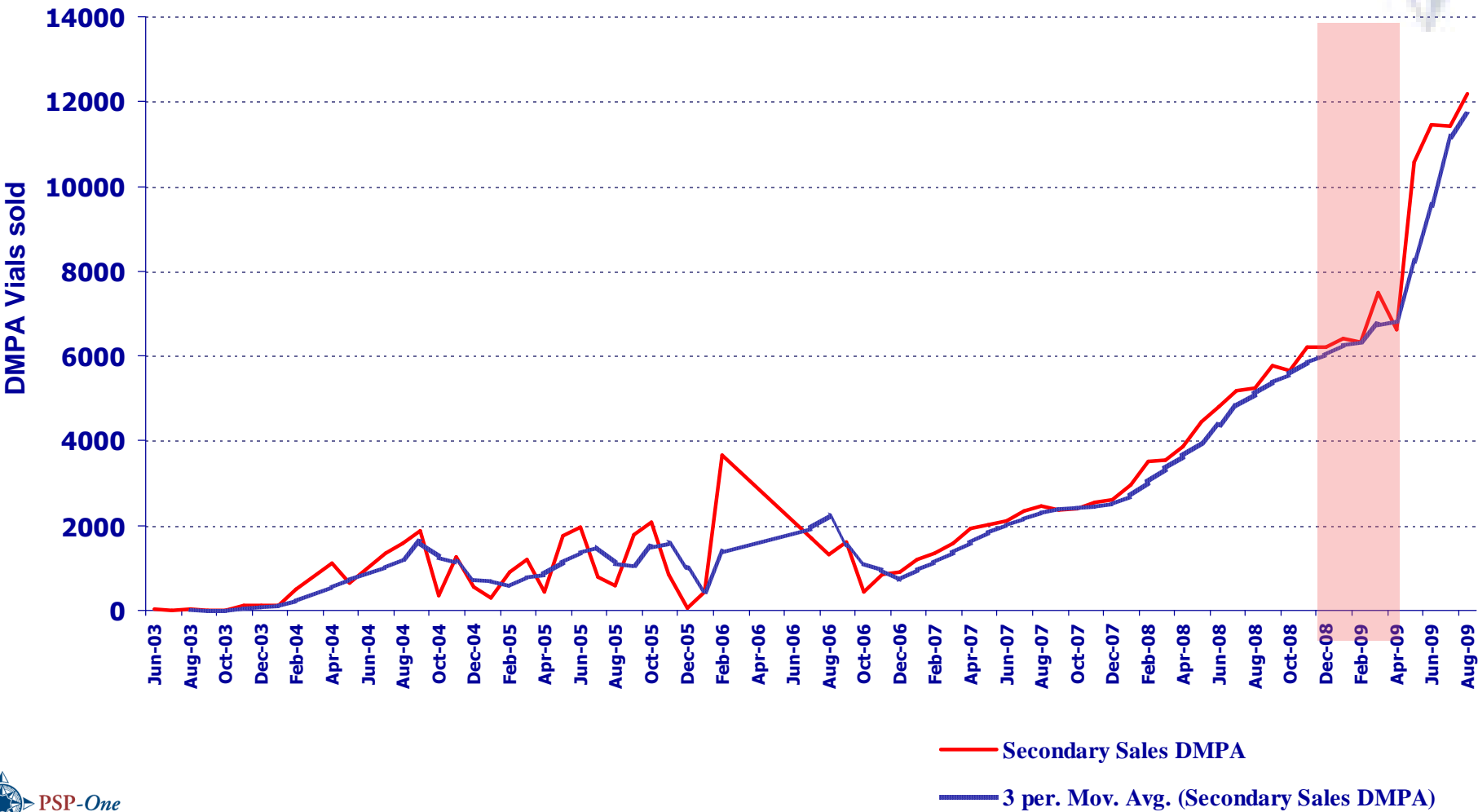
| Indicator                              | Not seen any FP ad | Seen other FP ads | Seen <i>Dimpa</i> Ads |
|--|--------------------|-------------------|-----------------------|
| Unaided awareness of injectables       | 12.6               | 16.6              | <b><u>28.6</u></b>    |
| Knows that it is a three monthly       | 16.5               | 18.1              | <b><u>46.2</u></b>    |
| Ever used injectables                  | 0.1                | 0.7               | <b><u>2.1</u></b>     |
| Intention to use                       | 29.3               | 29.2              | <b><u>33.3</u></b>    |
| Know of a place where DMPA is provided | 3.4                | 2.9               | <b><u>18.3</u></b>    |
| Heard of <i>Dimpa</i> Clinic           | 2.4                | 2.8               | <b><u>19.2</u></b>    |
| Aware of <i>Dimpa</i> /FP helpline     | 0.9                | 0.9               | <b><u>6.1</u></b>     |

# Helpline Calls





# DMPA Sales in Project Towns on a Steady Climb



# Future Directions

- The *Dimpa* program to continue under the USAID India MBPH project
- To expand the network to include GPs
- More wide-based consumer promotion to support the efforts of multiple marketers
- Focus on increasing continuation and support to current users