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FROM THE AMERICAN PEOPLE



वैवाहिक जीवन की बेहतर शुरुआत

What's Youth Got To Do With It?

A New Audience-Based Partnership Model to Reach Young Married Couples in India

Gael O'Sullivan

Private Sector Partnerships-*One* Project

Abt Associates Inc.

PSP-*One* End-of-Project Conference

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Washington, DC

Abt

Abt Associates Inc. in partnership with:
Data Management Services Inc.
Dillon Allman and Partners, LLC
Family Health International
Forum One Communications
Global Microenterprise Initiatives
IntraHealth International
London School of Hygiene and Tropical Medicine
O'Hanlon Consulting
Population Services International
Tulane University School of Public Health and Tropical Medicine

Program Snapshot

- Saathiya (Trusted Partner in Hindi) is a pilot social marketing program initiated by the United States Agency for International Development (USAID) and implemented by Abt Associates as part of its Private Sector Partnerships-*One* Project.
- Program launch in October 2007, endline survey completed in May 2009.
- Pilot implementation site – Lucknow, Uttar Pradesh, India. USAID priority state, significant population of young people with unmet contraceptive need.
- Social marketing innovation – commercial and medical provider partners *focused on specific audience segment*

The Indian Context

Population of Uttar Pradesh*: 190,891,000 (2001)

Population of Lucknow*: 2,245,509 (2001)
[current estimate 5 million – www.lucknow.nic.in]

In Uttar Pradesh:**

- 52% of women ages 18-29 married by age of 18; and 41% of men ages 21-29 married by the minimum legal age of 21.
- 29% of currently married women currently use a modern methods, 17% use sterilization and 12% use spacing methods (condom, pill, IUD, injectables).

Saathiya Youth-friendly Program: Background

- Youth (15-24 yrs) worldwide prefer to obtain reproductive health products and services from the private sector
- However, significant barriers exist: embarrassment, privacy, confidentiality, provider communication skills
- Limited experience from youth-friendly program in Mexico suggests need for more interventions with comprehensive research component (GLP-Youth)



Saathiya Youth-friendly Goals

Overall goal: **meet reproductive health needs of young, low-income, married couples by:**

- Reducing barriers related to embarrassment and privacy

- Increasing providers' contraceptive knowledge and counseling skills

- Promoting youth-friendly retail outlets, medical providers & products

- Expanding sales of commercially marketed contraceptive products



जीवन साथी की जिम्मेदारियां उठाने की क्षमता रखता हूँ पर प्रजनन, स्वास्थ्य और परिवार नियोजन के बारे में किस से पूछूँ?

साथिया

वैवाहिक जीवन की बेहतर शुरुआत

अधिक जानकारी के लिए 'साथिया' हेल्पलाइन कायल करें
साथिया-सहेली से बात करने के लिए
नि:शुल्क नं. (महिला) 1800-180-1801
साथिया-पति से बात करने के लिए
नि:शुल्क नं. (पुरुष) 1800-180-1802
रोजाना दोपहर 12 बजे से राति 12 बजे तक
www.saathiyaindia.com

अब लखनऊ में 350 प्रशिक्षित कैमिस्ट, महिला डॉक्टर और फेमिली डॉक्टरों से मरोसेमद जानकारी प्राप्त करें।
मेडिकल स्टोर व डॉक्टर क्लीनिक पर 'साथिया' चिन्ह देखें और बिना संकोच सलाह पायें।

संयुक्त राष्ट्र संघ

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 **RCAL**
REPRODUCTIVE COUNSELING AND LINKAGE

Saathiya Program Components

- Audience Research
- Medical Service Provider Partners
- Commercial Contraceptive Partners
- Steering Committee
- Provider Training Program
- Referral Initiative
- Consumer Communication Campaign
- Helpline with Trained Counselors

Saathiya: Medical Partners

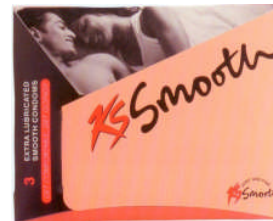
| | |
|-----------------------------------|--|
| LOGS | Lucknow Obstetrics and Gynecology Society |
| IMA | Indian Medical Association, Lucknow |
| LCRA | Lucknow Chemists' Retail Association |
| RSHL | Research Society of Homeopathy, Lucknow |
| NIMA (ISMP association) | National Integrated Medical Association, Lucknow |

Saathiya: Commercial Partners

1. GSK (Elogen low dose OC)



2. JK Ansell (KS Smooth condom)



3. Win-Medicare (Norlevo emergency contraception)



4. Contech Devices (Nugard 380A IUD)



Saathiya: Partner Benefits

| Medical Partners | Commercial Partners |
|---|----------------------------|
| Enhanced image of health service providers | Increased market share |
| Capacity building in communication, counseling and adolescent reproductive health | Increased Product sales |
| Increased client base | Advertising and publicity |

Saathiya: Training Component

- Workshops for chemists (2-day) and ISMPs (3-day)
- Orientation meetings for GPs and OB/GYNs
- Refresher training sessions
- Curricula included ARH, FP, STI, HIV, young client relation skills/counseling
- Total Number of Trained Providers: **837** (304 Chemists; 315 ISM&H doctors; 170 Ob/Gyns; 48 GPs)

Saathiya: Communication Component



जीवन साथी की जिम्मेदारियां उठाने की क्षमता रखता हूँ, पर प्रजनन स्वास्थ्य और परिवार नियोजन के बारे में मैं किस से पूछूँ?

साथिया

नई जिन्दगी की बेहतर शुरुआत

सब सखनक में 350 प्रतिशिक्षित कंसिप्टर, महिला डॉक्टर और फेमिली डॉक्टर से परोसेभंद जानकारी प्रकृत करें। मैडिकल स्टोर और डॉक्टर फिजीनिकल पर साथिया चिन्ह देखें और बिना संकोच सलाह पायें।



मैं ही मेरी सबसे अच्छी सहेली हूँ, पर परिवार नियोजन और प्रजनन स्वास्थ्य के बारे में किस से पूछूँ?

अधिक जानकारी के लिए फ्रीकॉल पर अपनी सविधान-सहेली से बात करने में डिएर बायस बनने

निर्मुक्त नं 1800-180-1801 और तुल्य रूपसे साथिया-चिन्ह से बात करने के लिए कलकत करें

निर्मुक्त नं 1800-180-1802 पर सुकिक सलाहक वॉकलर 12 घंटे से सुकिक 12 घंटे तक उपलब्ध हैं।

www.saathyaindia.com

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सर्विस प्रोविडर लॉगो

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सर्विस प्रोविडर लॉगो

RCAI

Campaign name:
Saathiya,
“trusted partner”
in Hindi

Tagline: **Better Start to a New Life**

Adapt to **Cultural Context;** Based on Audience Research

Saathiya: Communication Channels



Launch Press Conference
Radio Program and Spots
Outdoor (billboards)
Cinema Previews
Street Theatre
Newspaper ads
Promotional materials
Public Relations
Toll-Free Helpline



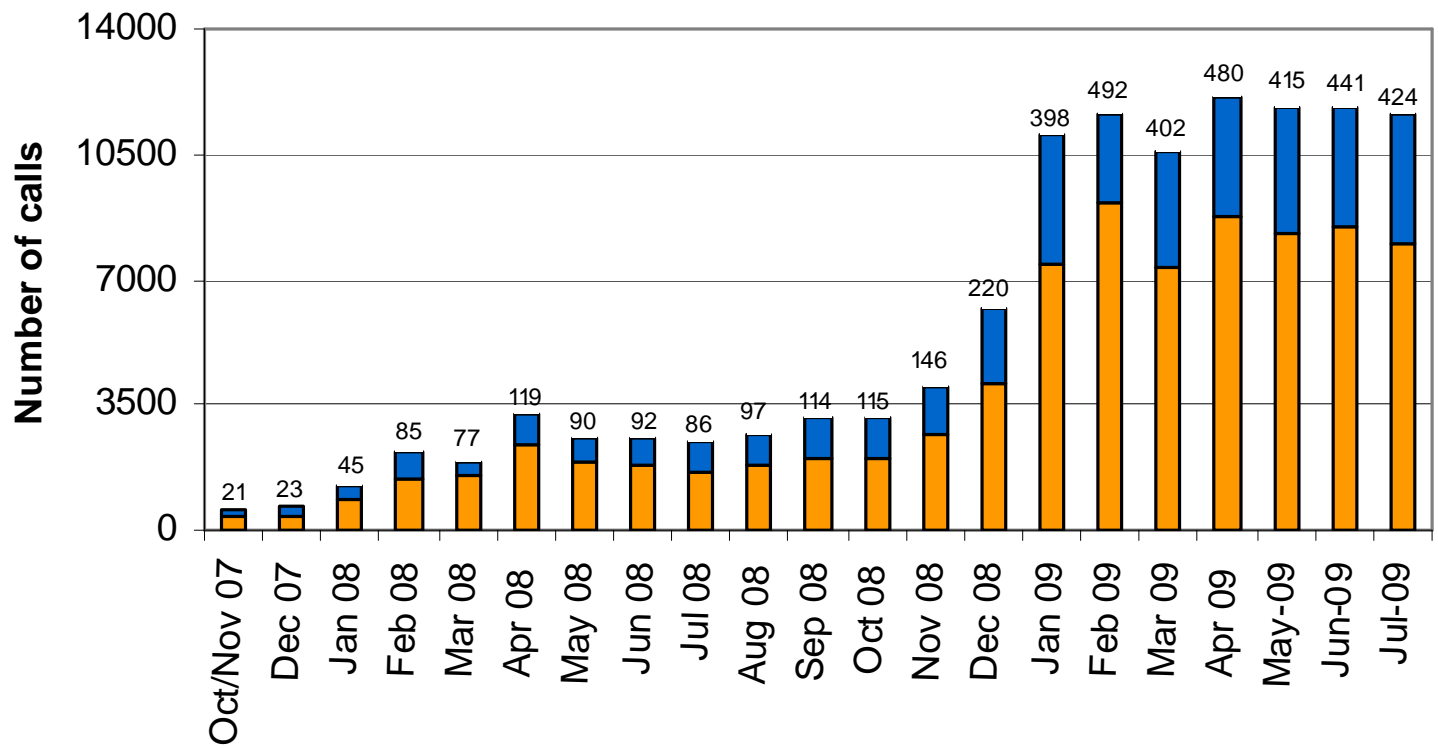
Saathiya Program

Results and Lessons Learned

Saathiya: Results

- Medical association partners – increased member involvement; Ob/Gyn's agreed to lower the cost of FP counseling services to Saathiya customers
- About \$200,000 of in-kind contributions leveraged by commercial partners (promotional materials, technical training updates, product samples)
- Almost 150,000 calls to the Saathiya Helpline 10/07-9/09

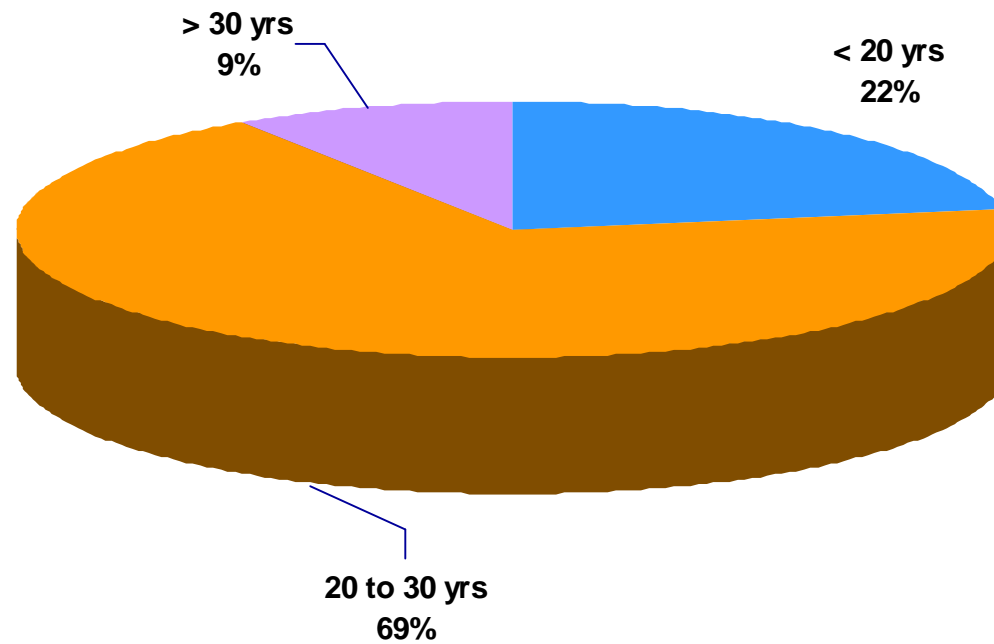
Helpline: Calls and Gender Distribution



■ Male
 ■ Female
 N = Average calls per day

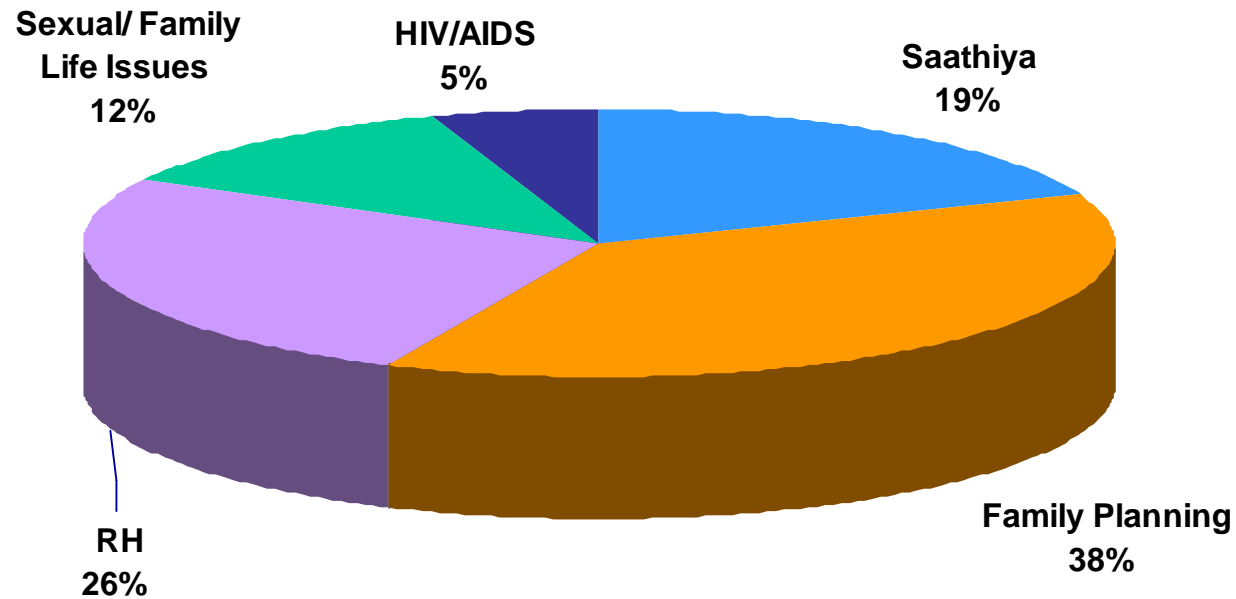
Total calls received : 130,809

Helpline: Age Profile of Callers



91 % callers below 30 yrs of age

Helpline: Nature of Queries



Most callers seeking advice on FP/RH

Saathiya: Endline Result

Current use is greater among those who have heard of Saathiya

| Current use of modern FP | Ever-heard of Saathiya | | | Ever-seen Saathiya logo | | |
|--------------------------|------------------------|-------------------|-----------|-------------------------|-------------------|-----------|
| | Yes | No | DK | Yes | No | DK |
| No | 40% 69 | 58% 566 | 33% 9 | 48% 48 | 56% 592 | 24% 4 |
| Yes | 60% 102 | 42% 412 | 67% 18 | 52% 43 | 44% 466 | 76% 13 |

Saathiya: Endline Result

FP counseling knowledge better among Saathiya ISMPs

Saathiya ISMPs score 22% higher on composite index of FP counseling knowledge than non-Saathiya ISMPs in control city of Kanpur Nagar

Composite index includes whether ISMP says that he/she checks for contraindications, provides instructions on appropriate use, counsels on warning signs and on side effects for a client interested in using OCs.

Saathiya Partner Perspectives

“Saathiya has helped us reach a **wider audience**..and new to condom category...and helped both PSP-*One* and JK Ansell become partners in this wonderful journey.”

-Ambarish Chatterjee, National Sales Manager, **JK Ansell**

“The work we did with Saathiya was extremely helpful to us. It helped our oral contraceptive brand Elogen in **increasing awareness among doctors**. The results at Lucknow were good.”

-Aparna Devikar, Product Manager, **GlaxoSmithKline**

Saathiya Partner Perspectives

“Our **client relations skills** have been **enhanced** due to intensive training...our **technical knowledge** has **increased**. Now we are able to provide information and **guidance to young married couples in a better way.**”

-Secretary, **Retail Chemist Assn**, Lucknow

“Before we were contacted by clients only for general illness, but **now young couples are coming to know their contraceptive choices** also. We have received training on how we should talk to these young **people...program is actually serving both clients and providers.**”

- Secretary, **National Integrated Medical Assn**

Saathiya: Lessons Learned

- 5 different types of providers and 4 different manufacturers can work effectively together; customized approach to each partner is key
- Steering Committee is useful mechanism to solidify collaboration
- Basket of FP methods for young married couples vs. traditional category campaign approach maximizes informed choice

Saathiya: Lessons Learned

- Need effective mechanisms to maintain referrals between providers and track Helpline referrals
- Young men can be engaged through Helpline, referrals, and promotional channels such as radio and cinema halls
- As scale up progresses, expand program synergies, use of new technologies and successful approaches (e.g. engaging men)

Saathiya Team - Thank You!

