



Talk About Impact: SHOPS Jordan Director Reed Ramlow on the Private Sector and Family Planning

Video Transcript

The private sector in Jordan is incredibly dynamic and it has already demonstrated its potential to make a contribution to advancing the family planning movement, and we know we can build on that. The private doctors are ready to be trained, we've been training them, they're out there providing family planning contraceptive services. The pharmacies are playing a major role; they have a wide range of contraceptive methods for women. Couples can choose. Our demand campaigns have gone incredibly well, we've completed almost a year-long program implemented in a couple of phases on oral contraceptive pills and that campaign has shown some really good metrics in terms of increasing sales of oral contraceptive pills in private pharmacies. And also some great results in terms of just awareness—even the popularity of the campaign—it was one of the most popular campaigns on air. It was really good creative that we produced and that was able to resonate, we think, with Jordanian audiences. What we're looking for at the end of this project is to establish a significant contribution to the private sector to increasing the number of modern contraceptive users in Jordan.