



# PSI and Emergency Contraception

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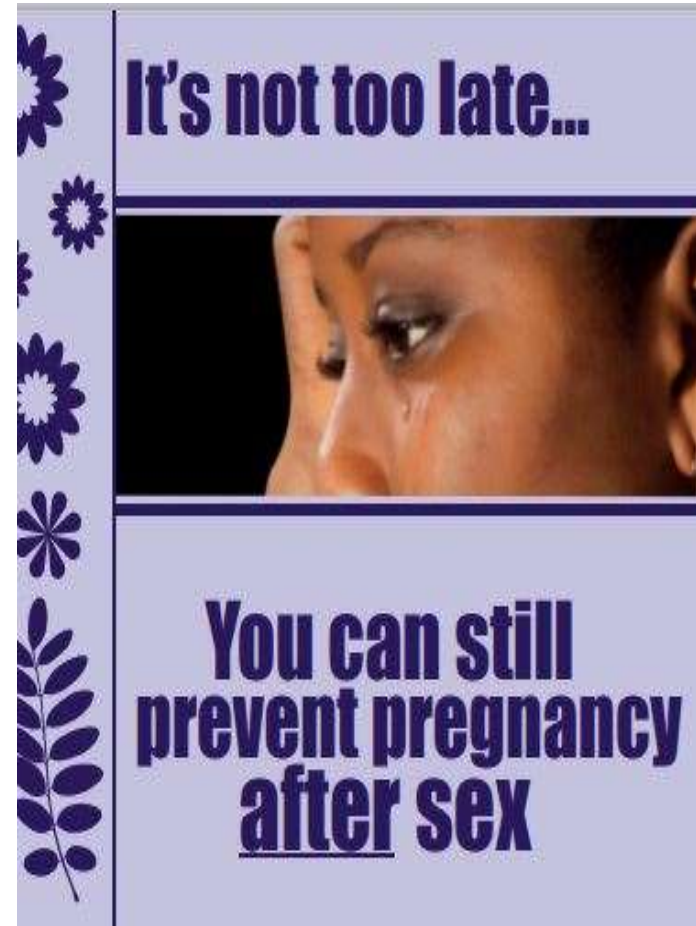
USAID EC Technical Update

June 3<sup>rd</sup>, 2015



# Overview

- **3.3 million** EC pill packs (progestin-only pill) distributed in 2014
- **Across 9** PSI programs
  - Nigeria
  - DRC
  - Tanzania
  - Malawi
  - Zimbabwe
  - Pakistan
  - Myanmar
  - Cambodia
  - Paraguay





# PSI/Malawi EC Distribution

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- First step: A total market assessment conducted
- **PRODUCT:** HRA Phara's "Norlevo" product, co-branding, procured through the Mission
- **PRICE:** 180 Kwacha (\$0.41) / EC pack
- **PLACE:** Distribution through pharmacies, drug shops, clinics and mobile services
- **PROMOTION:** Medical detailing to **providers**; brochures, posters, billboards **positioned to youth**
- **POLICY:** Advocacy for policy supporting **community based-distribution of EC**

# NEW Global Checklist for Providing the IUD as EC



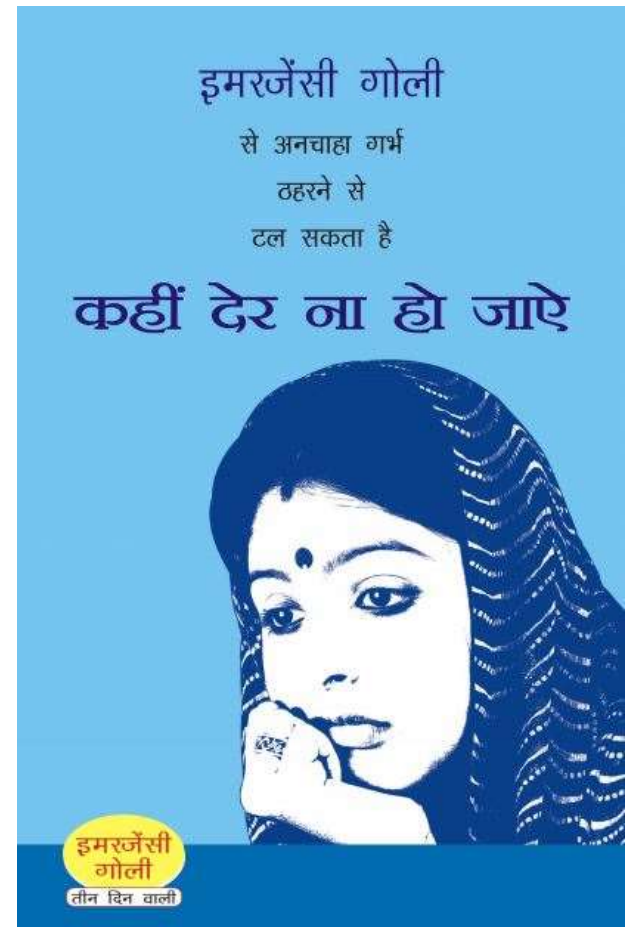
- Collaboration between PSI, USAID and FHI360
- Being rolled out across 25+ PSI FP programs
- The first global tool of it's kind

# Social Marketing of EC Globally

*Are we missing a valuable opportunity?*

**Only 33% of social marketing programs globally distribute EC. WHY?**

- EC is often not prioritized given limited FP funding
- Lack of knowledge among the general population a key barrier to sales
- No demonstrated population effect
- No evidence that EC effectively “bridges” a woman to a more effective FP method
- Concerns about typical use effectiveness
- Active opposition from religious groups



Westley, E. et al. Contraception 87 (2013) 703 – 705.

Palermo T. et al. International Perspectives on sexual and Reproductive Health (2014)

40(2):79-86.