PSI and Emergency Contraception

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USAID EC Technical Update

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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

- 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 its 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