

2017

# What do users want?

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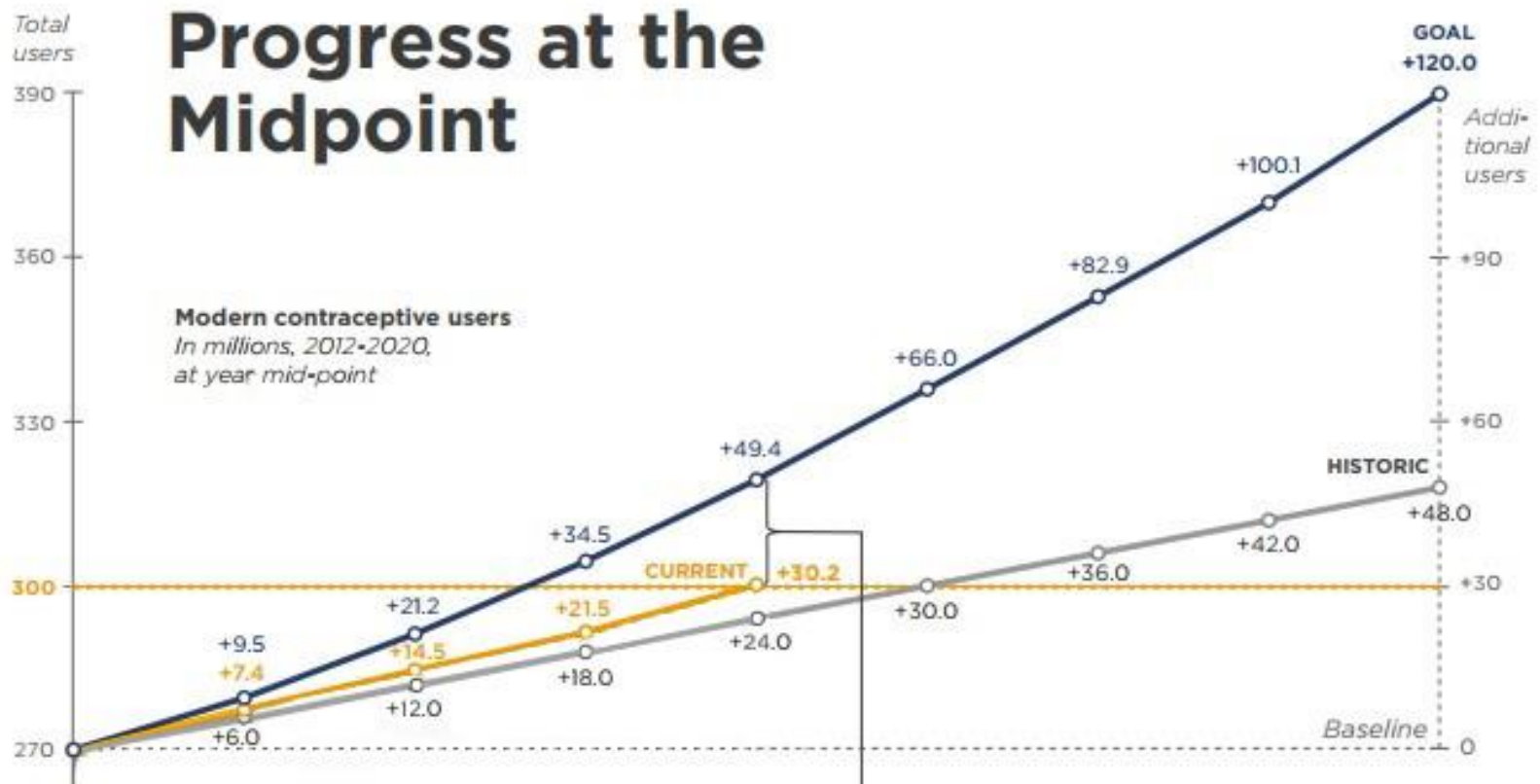
# WHAT DO USERS **REALLY** WANT?

Saumya RamaRao, John Townsend, and  
Jim Sailer

Symposium on “Bridging the Gap to FP2020:  
Evidence to Accelerate Progress”

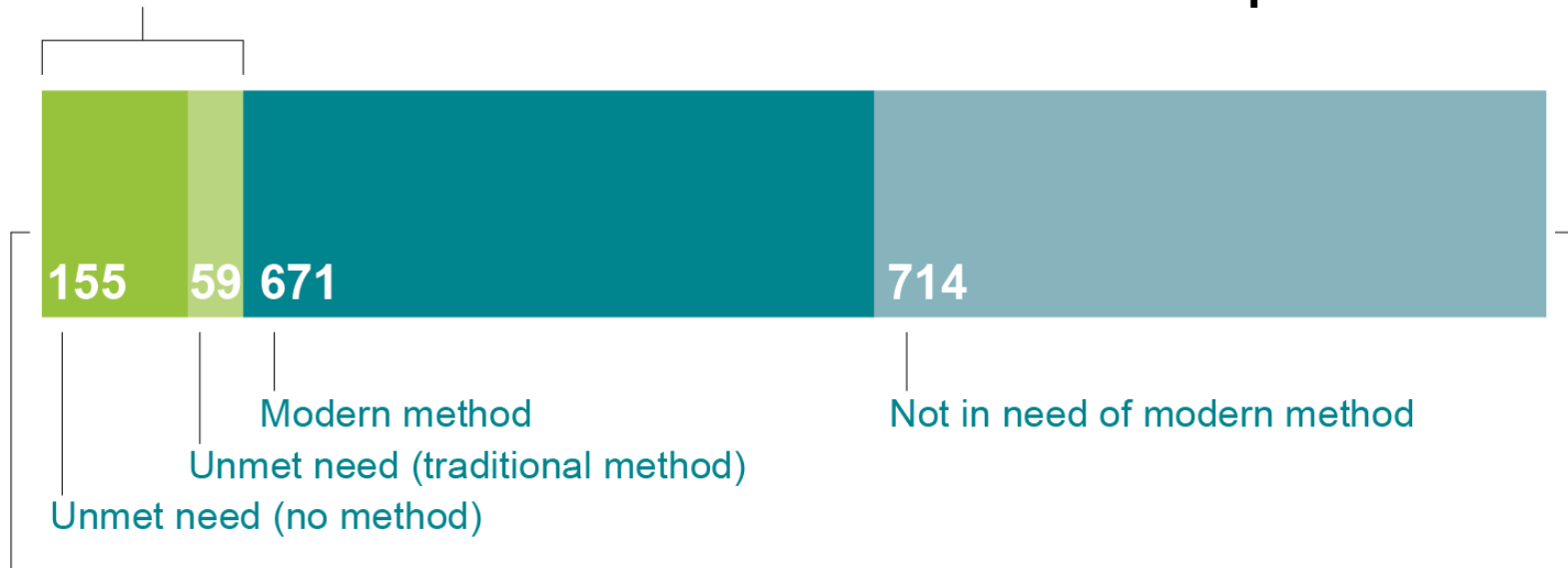
July 10, 2017

# Contributing to FP2020's Goals



# One-fourth of women wanting to avoid a pregnancy are not using modern contraceptives

**214 million have an unmet need for modern contraception**



**1,600 million women of reproductive age, 2017**

# Women with unmet need for modern contraceptives account for 84% of unintended pregnancies

89 MILLION UNINTENDED PREGNANCIES, 2017



METHODS WOMEN USED WHEN THEY BECAME PREGNANT

# CONTRACEPTIVE DISCONTINUATION: REASONS, CHALLENGES, AND SOLUTIONS

A NEW REPORT FROM THE POPULATION COUNCIL & FAMILY PLANNING 2020 HIGHLIGHTS WAYS TO BETTER MEET THE NEEDS OF WOMEN TO REDUCE DISCONTINUATION AND ENHANCE SWITCHING TO NEW METHODS.

Among women reporting a current unmet need for modern contraception:

1/3

HAD USED A MODERN METHOD IN THE PAST BUT DISCONTINUED USE WITHIN 1 YEAR

1/2

STOPPED USE WITHIN 2 YEARS

## KEY INTERVENTIONS TO IMPROVE SERVICE ENVIRONMENTS



**INCREASE THE NUMBER OF AVAILABLE METHODS**

Adding one method to a program leads to an 8% decrease in contraceptive discontinuation.



**ENABLE WOMEN TO SWITCH IMMEDIATELY**

Women who experience problems must be able to change to a preferable method immediately.



**INCREASE ACCESS POINTS**

Increasing the number and types of suppliers and providers can support informed choice and switching if needed.



**STRENGTHEN FOLLOW-UP MECHANISMS**

Reminding women of appointments, e.g. through mobile technologies, can reduce unintentional discontinuation.



**BRING THE METHODS TO WOMEN**

Outreach services that take the method to the client can help women continue to use their method of choice even if they face time or transportation challenges.

## KEY INTERVENTIONS TO ADDRESS MYTHS AND SIDE EFFECTS



**ENABLE DISCUSSION OF POTENTIAL SIDE EFFECTS**

Discussing side effects with providers and the community can improve understanding of the method, increase continuation, and better facilitate method switching.



**ENGAGE MALE PARTNERS**

Enhanced couple communication can be effective in supporting continued use, particularly postpartum.



**DISPEL MISCONCEPTIONS**

Service providers should dispel misconceptions about the timing of starting or switching a method and the perceived need for hormonal method "rest periods."



**ENSURE CLIENT CONFIDENTIALITY**

Because, in some settings, opposition to family planning can be an issue, ensuring client confidentiality must be a critical priority.



**COUNSEL WOMEN ABOUT PROLONGED AMENORRHEA**

Reassure women who are planning to become pregnant in the future that their menses will return to normal and educate about the average timing.

# Rationale for Expanded Choice

- Contraceptive needs change over time and across individuals
- Facilitate contraceptive switching for those who still want to avoid pregnancy
  - 38% of women discontinue use by 12 months
- Address preferences of new generations of users—“Not my grandmother’s contraceptive”
  - 1.8 billion young people with different aspirations for life, health, and wellbeing

# Introduce and Expand Access to Existing Contraceptives

- Access increases with task shifting to lower level providers
- Volume guarantee by donors energized implant market





# Adapt Existing Contraceptives

- Sayana Press for self-use and delivery by community-based health providers
- SILCS diaphragm incorporated user inputs for improved design



# New Technologies: Contraceptive Vaginal Rings

- 3-month ring that contains natural progesterone for use by breastfeeding women
- Investigational combined ring that prevents pregnancy for 1 year



# Considerations for Product Development

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- Fewer side-effects
  - E.g., better bleeding cycles
- Improved user experience and autonomy
  - E.g., self use, convenience, multiple drug delivery formats
- Offer multiple health benefits
- Address men's needs for contraception
- Lower cost to consumers and procurers

# MULTIPURPOSE PREVENTION TECHNOLOGIES (MPTs)

ARE NEW METHODS **IN DEVELOPMENT** THAT COMBINE FAMILY PLANNING, HIV & STI PREVENTION

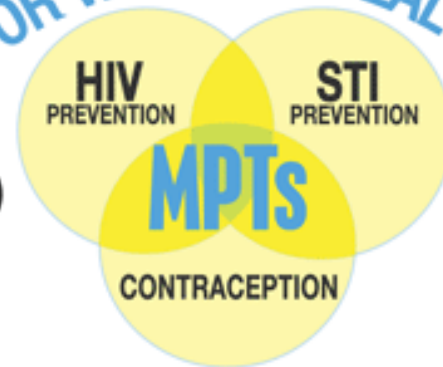
**86 MILLION** UNPLANNED PREGNANCIES AROUND THE WORLD EVERY YEAR

EVERY **60 SECONDS** A YOUNG WOMAN IS INFECTED WITH **HIV**

**1 MILLION** PEOPLE CONTRACT AN **STI** EVERY DAY



FOR WOMEN'S HEALTH



- **EASY TO USE**
- **EFFICIENT**
- **FEMALE INITIATED**



**RING & ONE-SIZE-FITS-ALL DIAPHRAGMS**



**GELS & FILMS**



**MULTIPURPOSE VACCINES & INJECTABLES**



**DRUG COMBINATIONS**

# Multipurpose Prevention Technologies: Pregnancy and STI/HIV Prevention



**Gel**



**Fast dissolve insert**

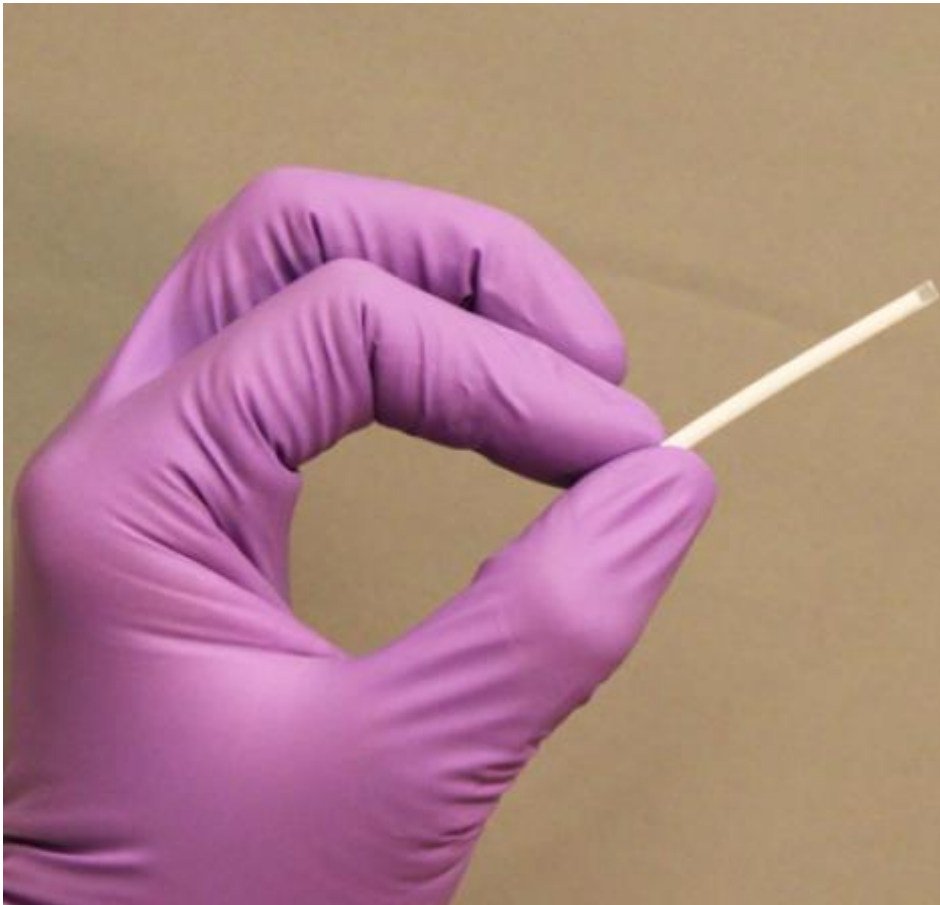


**Intravaginal ring**



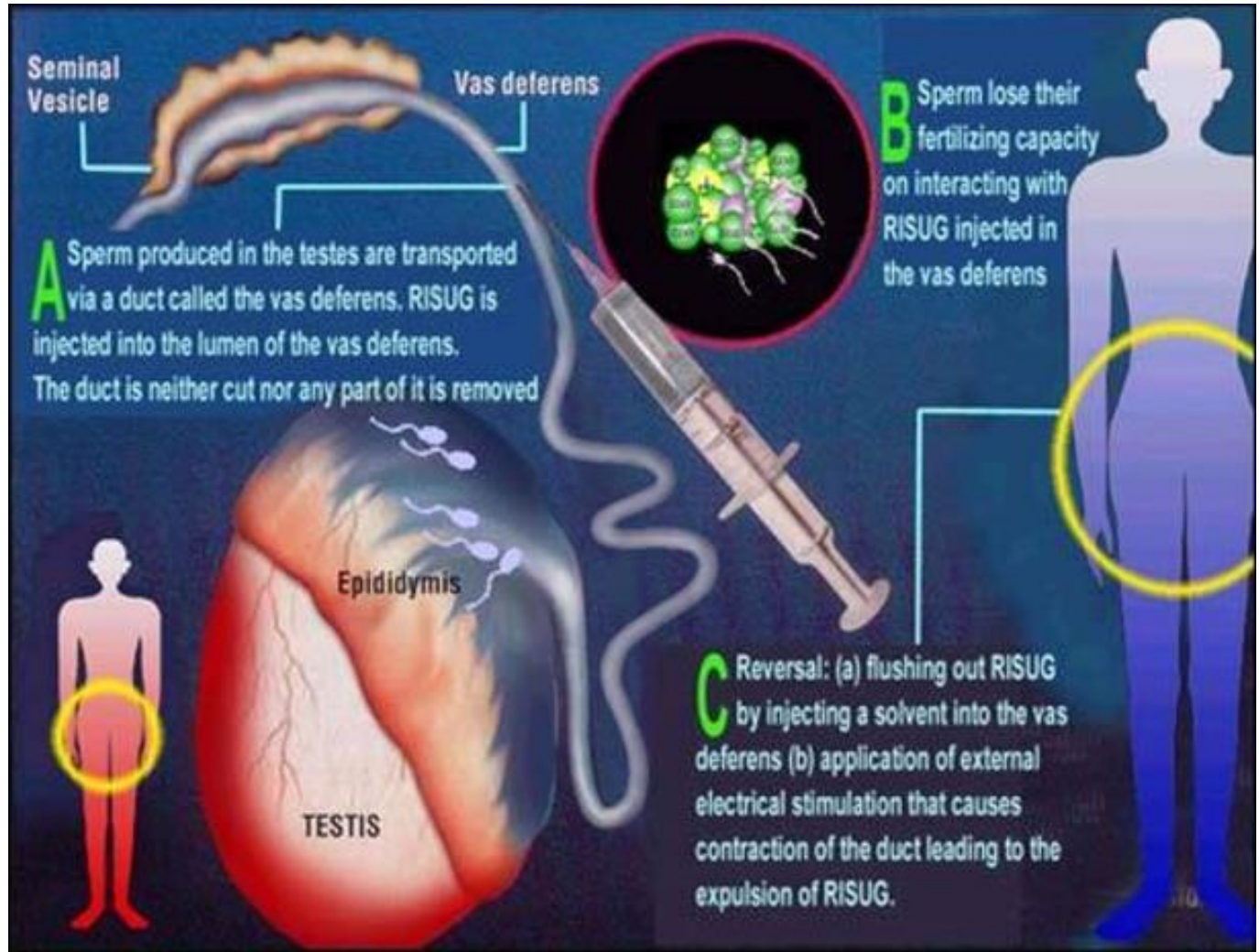
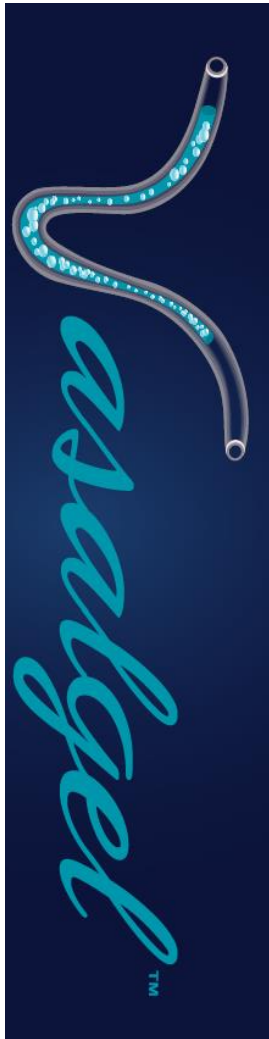
**SILCS Diaphragm + Gel**

# Male Contraception in Discovery



- Developing 1 year, reversible hormonal contraceptive implant for men containing novel androgen, MENT®
- Early clinical trials, showing promising results
- Would give men longer-term options

# Male Contraception



# Make healthy behaviors appealing



**Subway Piano Stairs — Odenplan Stockholm**



# Promise of New Contraceptives

- Helps users realize their reproductive intentions
- Achieves health system efficiencies
- Energizes markets
- Contributes to FP2020 goals



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