2017

What do users really want?

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**POPULATION
COUNCIL**

Ideas. Evidence. Impact.

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

- 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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