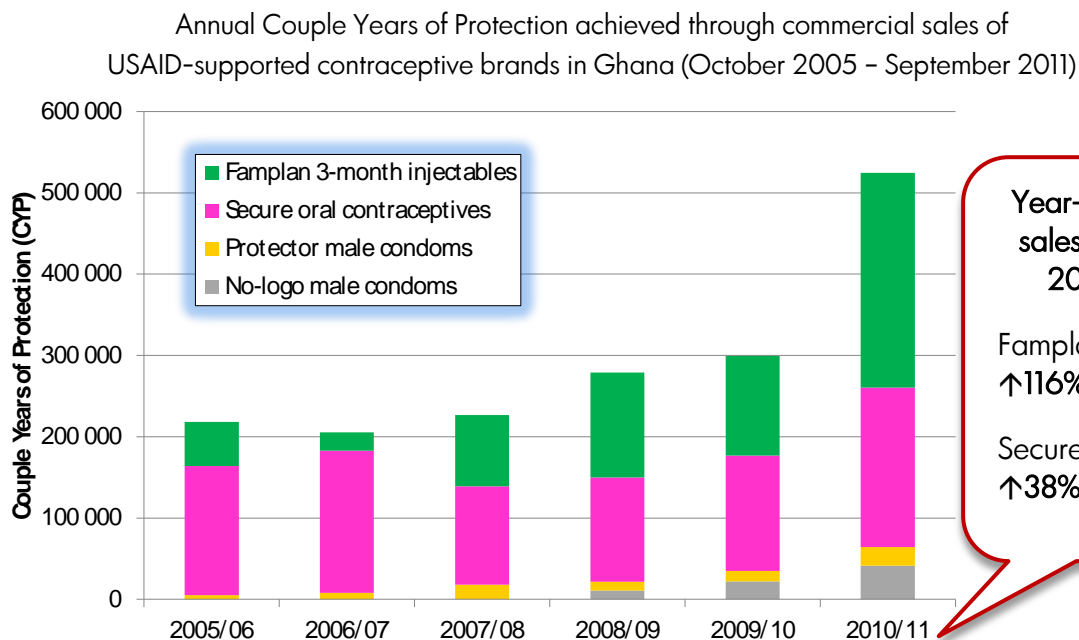


Dramatic growth in contraceptive access through innovative market development

December 2011 | Accra, Ghana - Exp Social Marketing Foundation (ESM) contributed to a substantial increase in access to family planning through private sector sales of contraceptives in Ghana in 2010/11. A record 75% year-on-year growth in Couple Years of Protection (CYPs)ⁱ was achieved through commercial sales of four contraceptive brands for the period 1 October 2010 through 30 September 2011.

Under a USAID grant through World Learning, ESM has strengthened the supply and demand for a male condom brand (Protector), oral contraceptive (Secure) and injectable contraceptive (Famplan), in addition to sales of unbranded condoms and lubricants to NGOs working with HIV most-at-risk populations. ESM was able to boost its efforts to expand commercial distribution, grow consumption of these brands and increase the sustainability of supplies in 2010/11.

A total of 524,725 CYPsⁱⁱ were achieved for the year, which are estimated to avert 109,435 unintended pregnancies, 79,580 unintended births, 11,423 abortions and 279 maternal deathsⁱⁱⁱ.



This year-on-year CYP growth and total annual CYP is the highest in five years^{iv}. Record annual sales figures were achieved despite stockouts of some commodities^v - the Secure oral contraceptive brand performed best with record year-on-year growth^{vi}.

These results are particularly significant in the context of Ghana’s stagnating contraceptive prevalence and high unmet need^{vii}, the lack of growth in contraceptive consumption through public sector family planning services^{viii} and the country’s heavy dependence on foreign donors for its contraceptive commodity supply.

During this period of growth meaningful progress was achieved in two areas – firstly, ESM was able to widen its distribution network, and secondly it intensified and deepened its demand creation activities.



A licensed chemical seller in Tamale, Northern Region, is Secure-branded during a local trade promotion

ESM worked with its distributor on its sales performance and distribution strategies. This partner was able to strengthen its sales force across the country by hiring a marketing manager and eight new sales persons, procuring seven new vehicles, and intensifying its sales training and performance management. They also forged a partnership with a German pharmaceutical company which enhanced their reputation for supplying quality pharmaceuticals.

ESM was also not only able to increase the frequency of its demand creation activities, but created deeper links between the brand-sponsored festivals and radio shows, and local traders and service providers. This integrated approach was designed to make the activities more engaging for

consumers, more closely associated with traditional values and more directly linked to consumption of each contraceptive brand. Ten different local festivals were used to promote the Protector condom with a range of promotional activities and publicity through radio. For the Secure oral contraceptive,



The ESM teams perform “invisible” theatre to promote use of Protector condoms among revelers at the annual Kwahu Festival, Eastern Region

129 interactive brand-sponsored family planning radio talk shows were broadcast on 8 different local or regional radio stations. Brand awareness was further reinforced by 141 commercials for Secure on national television.

ESM's approach to commercial contraceptive market development in Ghana has been to:

1. Partner with established local commercial distributors and strengthen their capacity, rather than creating new or parallel distribution networks
2. Innovate with branded local behavior change activations, integrating traditional festivals, community radio talk shows, local family planning service and commercial retail promotions
3. Increase cost-recovery and market segmentation through strategic pricing of existing brands and supporting the development of low-cost commercial brands

ESM's current focus is on introducing new cost-recoverable contraceptive brands that will further segment the market and increase sustainability. Growth in commercial contraceptive sales and coordinated market development approaches will help to expand family planning options and ensure contraceptive security for Ghanaian women and men.

ESM would like to acknowledge the valuable roles of its partners and collaborators to the growth in consumption of USAID-supported contraceptive brands through the private sector. These include USAID/Ghana, DFID Ghana, the Ghana Health Service and the Family Health Division, the HealthKeepers Network, the Private Health Sector Alliance of Ghana, JSI/DELIVER, JSI/FRHP, FHI 360, JHUCCP/BCS, and Abt Associates/SHOPS.



www.expagency.biz

ESM is part of the pan-African experiential marketing group Exp. As specialists in behavior change, the group has an established **network of social marketing expertise** across the continent. Its practical process for understanding and engaging consumers – **Sixth Sense™ Intervention** – makes Exp activations personally meaningful and drives

ⁱ Couple Years Protection (CYP) is a public health estimate of the protection provided by contraceptive methods during a one-year period, based upon the volume of all contraceptives sold or distributed free of charge to clients during that period.

ⁱⁱ USAID CYP conversion factors used (http://www.usaid.gov/our_work/global_health/pop/techareas/cyp.html) and any commodities that were given to consumers at no cost were excluded from CYP calculations.

ⁱⁱⁱ Marie Stopes International Impact Estimator 1.2 (<http://www.mariestopes.org/Resources/Tools.aspx>)

^{iv} The previous best year-on-year CYP growth was 23% in 2008/09 and the previous highest total annual CYP was 300,022 in 2009/10.

^v Stockouts declined for Famplan injectable from March 2011 and Protector condoms from March 2010.

^{vi} Secure oral contraceptive brand achieved a 38% year-on-year growth in sales in 2010/11, eclipsing its previous best of 11% growth in 2009/10.

^{vii} Ghana Demographic and Health Survey 2008 indicated only slight shifts in modern contraceptive prevalence from 19% (2003) to 17% (2008), unmet need from 34.0% (2003) to 35.3% (2008) and total demand from 59.2% (2003) to 58.9% (2008).

^{viii} Total annual CYP estimates for Ghana Health Services showed no year-on-year growth in 2010/11.