

# 2016 FP2020 ANNUAL COMMITMENT UPDATE QUESTIONNAIRE RESPONSE



## WOMANCARE GLOBAL AND PSI

[HTTP://WWW.FAMILYPLANNING2020.ORG/WOMANCARE-GLOBAL-PSI](http://www.familyplanning2020.org/womancare-global-psi)

*In July 2016, WomanCare Global and PSI shared an update on progress in achieving its Family Planning 2020 commitment in the 2015-2016 timeframe (commitment included for reference below).*

### PROGRAM & SERVICE DELIVERY UPDATES

- Under the USAID-funded, Expanding Effective Contraceptive Options (EECO) project, WomanCare Global and PSI are working together to introduce new methods of contraception. Large-scale pilots in Zambia, Malawi, and Madagascar will provide women with greater choice to prevent unplanned pregnancy. New methods supported under EECO include four new product lines: a contraceptive gel; new barrier methods; a hormonal intrauterine system (IUS) and intra-vaginal rings (IVR).
- Globally, 110 million women cite method-related reasons for non-use of contraception. Each product in the EECO project possesses important benefits that address one or more method-related reasons for non-use, e.g., they are non-hormonal, appropriate for breastfeeding women, and/or discreet. Additionally, because most are woman-initiated, these products have the potential to overcome access barriers related to the limited number providers, as well as provider or partner bias against contraceptives.
- A background research review was performed in 2014 for all EECO products, and formative and market research were completed in Malawi and Zambia in 2015 for the SILCS Diaphragm and the Woman's Condom. Marketing plans and country-specific branding and packaging were developed for both products and countries. Distribution and promotion of the Woman's Condom launched in Malawi in October 2015 and in Zambia in March 2016.
- In Madagascar, a regulatory landscape assessment for Medicines360's levonorgestrel intrauterine system (LNG IUS) was completed in early 2016. The EECO team plans to seek registration approval of the product in 2016. Provider training, product distribution, and a marketing campaign for the product will commence upon receipt of regulatory approval.
- Under the EECO project, WCG is also working closely with the Population Council and USAID to advance regulatory work with the progesterone contraceptive vaginal ring developed by the Population Council and currently on the market in eight Latin American countries. A regulatory landscape assessment was conducted in Nigeria, Senegal and Kenya. WCG is working to register the product in Nigeria in 2016.
- WCG conducted a regulatory landscape assessment in Madagascar to assess the pathway for regulatory approval of Medicines360's levonorgestrel intrauterine system (LNG IUS), Liletta. WCG and PSI are working closely with M360 to create and submit a product dossier to Madagascar's regulatory agency. The team expects an expedited review of the product to be complete by the close of 2016. Market research and a communication campaign are under development by PSI/Madagascar to support introduction of the product in private sector clinics.
- In addition, WCG and PSI will pursue introduction of the LNG IUS in Zambia to commence in October 2017, pending approval from USAID.
- Under EECO, WCG is responsible for quality assurance and quality control for each of the project's focus products. In 2014, WCG and USAID established the QA requirements necessary for the first set of products to be launched under EECO. As part of this agreement, WCG performed an on-site cGMP compliance audit with three product manufacturers, established an agreement with an ISO-certified, independent test laboratory for pre-acceptance testing of all lots procured under EECO and reviewed evidence of compliance with manufacturer specifications.
- In 2015-2016, WCG and PSI established a technical quality agreement (TQA) with the manufacturer of the Woman's Condom, Dahua Shanghai Ltd., specifying the responsibilities of each party with regard to quality

assurance and pharmacovigilance. The EECO team procured initial lots of the Woman's Condom for both Malawi and Zambia in late 2015. These initial lots underwent lot testing by an independent laboratory, and cleared for shipment to each country where they are being distributed in a variety of private sector outlets. The distribution teams in both Malawi and Zambia are trained on adverse event monitoring and reporting and have regular check-ins with their team to discuss any potential quality assurance issues.

- In Zambia and Malawi, the Woman's Condom programs are evaluated on a monthly basis. A Performance Monitoring Plan (PMP) is used to monitor progress on a variety of indicators including product sales, number of outlets distributing the product, number of providers trained on the product, and the number of community members engaged with outreach activities. Monthly reports are reviewed by the project management team and corrective actions are taken as necessary.
- In Malawi, WCG operates an intensive medical detailing program under EECO for providers of the Woman's Condom. Medical detailers train providers on the product use and benefits as well as coaching on product counseling and promotion. To date, nearly 300 providers have been visited by the medical detailing team in the focus areas of EECO: Lilongwe, Blantyre and Mzuzu.
- In Madagascar, PSI is working closely with Medicines360, the developer of the LNG IUS, to create provider training curricula in preparation for the launch of Liletta in late 2016. The training materials will be translated into both French and Malagasy and adapted to the local context. The training will cover insertion and removal of the product as well as counseling methods and pharmacovigilance.
- The first EECO product to be introduced is the Woman's Condom. Distribution of the product takes place in clinics, pharmacies and other wholesale or independent retail outlets in both Zambia and Malawi.
- To support product awareness and uptake at the community level, PSI operates a robust outreach program using interpersonal communication (IPC) agents to counsel potential users of EECO products and to connect consumers to retail outlets. Brand promoters in each country host community events such as roadshows, interactive theatre nights, and information sessions with women's groups to discuss the benefits of contraception and STI prevention.
- In both countries, mHealth initiatives were launched to support the introduction of the Woman's Condom and other EECO products. In Malawi, PSI operates the #321 hotline which provides information on the Woman's Condom via SMS. In Zambia, EECO's mHealth partner, Every1Mobile, has built a dedicated website for sexual reproductive health information called SmartChoices. The site can be accessed by feature phones, and visitors can enroll for product-specific counseling and promotion to be sent directly to their mobile. A dedicated Q&A expert responds to user questions about EECO products and sexual health. In addition to mHealth efforts, mass media and communication campaigns promote the Woman's Condom through billboards, TV, and radio advertisements and social media.

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*The following text is the commitment made by WomanCare Global and PSI at the 2012 London Summit on Family Planning. To review the commitment online, please visit: <http://www.familyplanning2020.org/womancare-global-psi>.*

WomanCare Global (WCG) and PSI will expand access to and stimulate demand for family planning by merging WCG's supply chain management and quality assurance expertise with PSI's health communications and social marketing of products and services.

## **PROGRAM & SERVICE DELIVERY COMMITMENTS**

With the focused deployment of resources for family planning programs from existing funding sources, the partnership between WCG and PSI will expand access to an array of reproductive health products and manage the large-scale distribution, increase usage of long-acting, reversible contraceptives, monitor quality of products and evaluate programs and will provide training and other forms of support. Specific tactics include the registration of a broad range of reproductive health products and the utilization of the existing wholesale and retail distribution infrastructure to make products widely available, supplemented by outreach events and the engagement of community-based health workers. The partnership will focus on an integrated pilot effort in four markets in Africa.