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FROM THE AMERICAN PEOPLE



Saathiya Youth friendly Network Program

Orientation Program for General Practitioners and OB/GNYs

Abt

Abt Associates Inc. in partnership with:
Data Management Services Inc.
Dillon Allman and Partners, LLC
Family Health International
Forum One Communications
Global Microenterprise Initiatives
IntraHealth International
London School of Hygiene and Tropical Medicine
O'Hanlon Consulting
Population Services International
Tulane University School of Public Health and Tropical Medicine



वैवाहिक जीवन की बेहतर शुरुआत

Genesis of Saathiya YF Network Program - Rationale

- Approximately 1 billion people – nearly one out of every six person are youth (age 16-24) and 85% of them are living in developing countries like ours...
- They are the major source of country's work force... the Energy and Power



Genesis of Saathiya YF Network Program - Rationale

- Due to various socio-economic and cultural reasons in our country they get married very young as NFHS -3 says-
 - Percentage of married women between 20-24 who got married at 18 is 44.5
 - Median age at first pregnancy/delivery is 19.8 years
- Because of this there is huge requirement of youth friendly Reproductive health and family planning services.

Genesis of Saathiya YF Network Program - Rationale

Young married couples need support in fulfilling their Family Planning and Reproductive Health needs by -

- Reducing barriers related to embarrassment and privacy
- Increasing providers' contraceptive knowledge and counseling skills
- Promoting youth-friendly retail outlets, medical providers and products
- Increase access to high quality and affordable contraceptive products



Genesis of Saathiya YF Network Program - Rationale

- **OPPORTUNITY**

Young couples worldwide prefer to obtain reproductive health products and services from the private sector even when there exist significant barriers of embarrassment, privacy and confidentiality

- **STRENGTH**

USAID and PSP-One have experience designing “YOUTH-FRIENDLY” networks in various countries



Saathiya Youth Friendly Network Program - The Objective -

“Recognize the challenges, difficulties and obstacles faced by youth in seeking reproductive health information and services and provide them with accessible, affordable, expert, sincere but friendly services with the help of private sector stakeholders, in a sustainable manner”



'Saathiya' Youth-friendly Network Program - Lucknow Pilot -

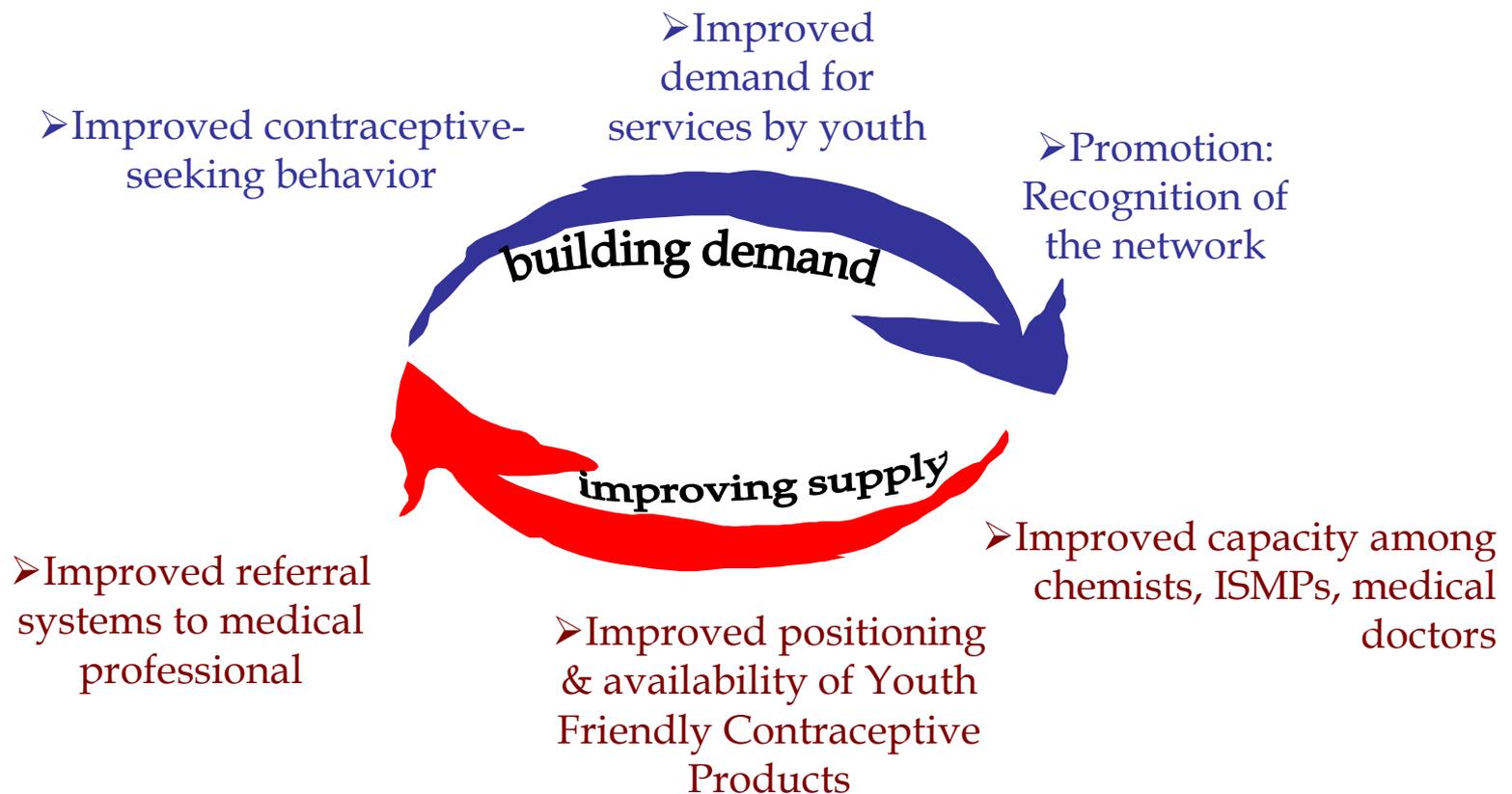


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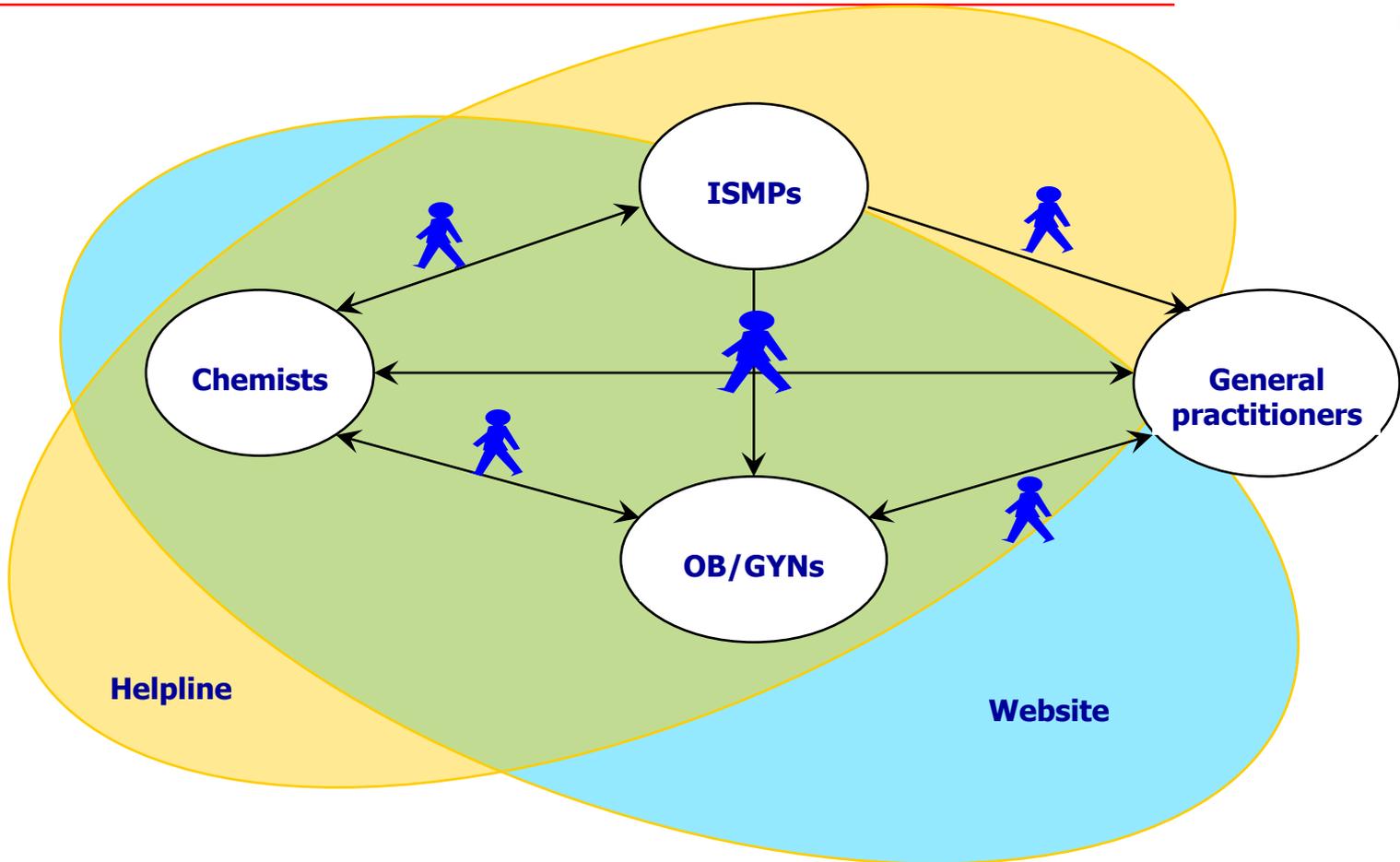
Saathiya - Vision

- High-visibility “Lifestyle” concept that **APPEALS TO YOUTH**
- Trained providers - able to understand the challenges and obstacles faced by youth and treat them in a **NON-JUDGMENTAL AND FRIENDLY WAY**
- Offer a **BASKET OF PRODUCTS** to maximize informed choice
- Combine efforts of multiple manufacturers to achieve synergy and expand the overall market of reproductive health products that **MEET THE NEEDS OF YOUTH**
- Over the long-term - **PROMOTE SOCIAL NORM CHANGE** to understand youth reproductive health problem **WITHOUT ANY PREJUDICES AND BIASES**

Saathiya - Catering to the 'Demand' as well as 'Supply' sides



Saathiya - Program Model





Saathiya Program Partners

Saathiya: Medical Partners (Dehradun)

FOGSI	Federation of Obstetrics and Gynecologists–Dehradun Chapter
IMA	Indian Medical Association–Dehradun Chapter
NIMA	National Indian Medical Association – Dehradun Chapter
UHMA	Uttaranchal Homoeopathic Medical Association
DCA	Dehradun Chemist Association

Saathiya: Commercial Partners

J.K. Ansell	KS Smooth Condoms
GlaxoSmithKline	Elogen, a low-dose OC
Win-Medicare	NorLevo EC
Ross Life Cycle Products (in collaboration with Institute for Reproductive Health, Georgetown University)	CycleBeads, Standard Days Method
Contech Devices	Nugard 380 A (IUCD)

Partnerships with Commercial Organizations

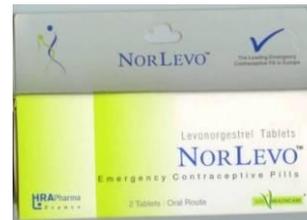
- GSK



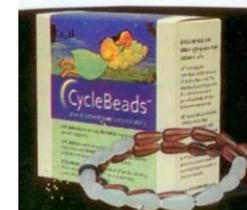
- J.K. Ansell



- Win-Medicare



- CycleBeads



- Contech Devices





Training and Capacity Building



Training Objectives

- Enhance capability of network partners to perform their role by
 - Improving ability to maintain customer relations
 - Better understanding of youth reproductive health issues
 - Increasing knowledge of reproductive products and services
 - Improving ability to provide services to the youth in friendly environment



Key Training Issues

Chemists

(6hours package 6)

- Reproductive Health Issues of Young Married Couples and need of YFI
- Client Relation Skills
- Family Planning Choices
- Some Information on STIs/HIV

ISMPs

(10 hours package – 5 hours per day for tw consecutive days)

- Reproductive Health Issues of Young Married Couples and need of YFI
- Client Relation Skills/Counseling
- Family Planning Choices
- Management of STIs/HIV



Communication Campaign

Communication Objectives

- Increase the awareness of Saathiya amongst the core target audience - young married couples
- Increase their involvement with Saathiya as an interactive forum for reproductive health related issues
- Break their hesitation in discussing family planning and reproductive health issues
- Saathiya Providers - Enhance the provider network by keeping them engaged and motivated



Saathiya Street Theatre



Cinema Hall Activity



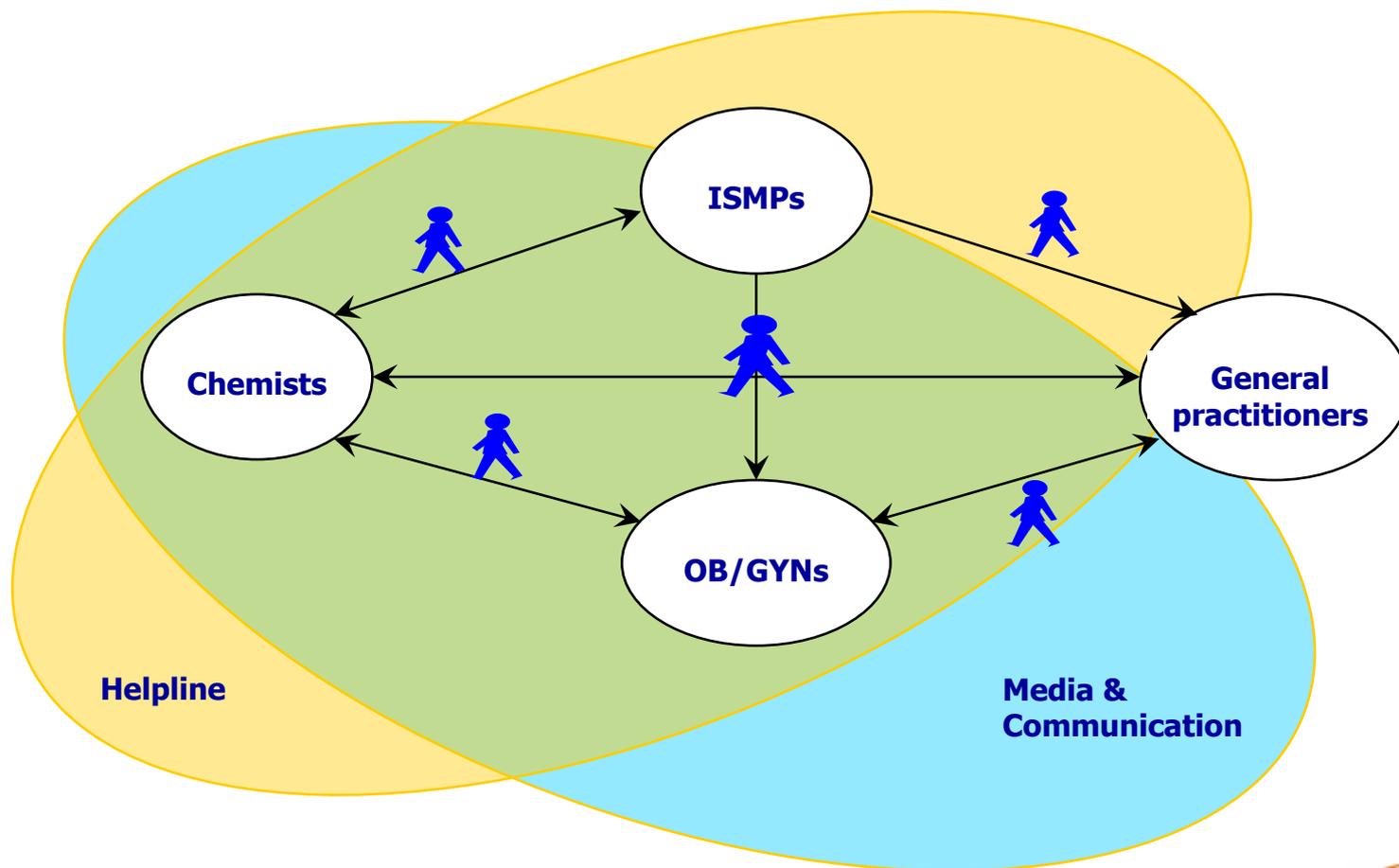
Outdoor & Provider's Signage's



Referral Mechanism

- **Referral** is the system to attract and retain young clients who are seeking specific family planning information or products from providers who agreed to be a part of the Saathiya network.
Role of each provider is to refer the client for additional information or service to the specific Saathiya doctors or to the Saathiya chemist if they need a certain product.
Key elements – referral card and a tracking form

Establishing Referral Mechanism



Referral Cards

www.saathiyaindia.com Referral Card No./ रेफरल कार्ड नं० _____

034034

साथिया

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Proud Program Partner:

KS Smooth
GET COMFORTABLE
GET GINGER

A KamaSutra Product

SHOW THIS CARD TO YOUR DOCTOR OR MEDICAL STORE PROVIDER अपने डाक्टर/मैडिकल स्टोर प्रदाता को यह कार्ड दिखाए

Physician Address / डाक्टर का पता _____

Medical Store Address / मैडिकल स्टोर का पता _____

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साथिया

वैवाहिक जीवन की बेहतर शुरुआत

अभियान में सहभागी:
KS Smooth
GET COMFORTABLE
GET GINGER

A KamaSutra Product

Dial Saathiya Helpline / साथिया हैल्पलाइन डायल करें:

Women/ महिला ☎ 1800-180-1801 Men/ पुरुष ☎ 1800-180-1802

Daily 12 noon to 12 midnight / रोजाना दोपहर 12 बजे से रात्रि 12 बजे तक

Tracking Form

SAATHIYA NETWORK REFERRAL TRACKING TABLE FOR SERVICE PROVIDERS

ISMP__ OB/GYN__ GP__

Name of the Provider _____

Contact person: _____

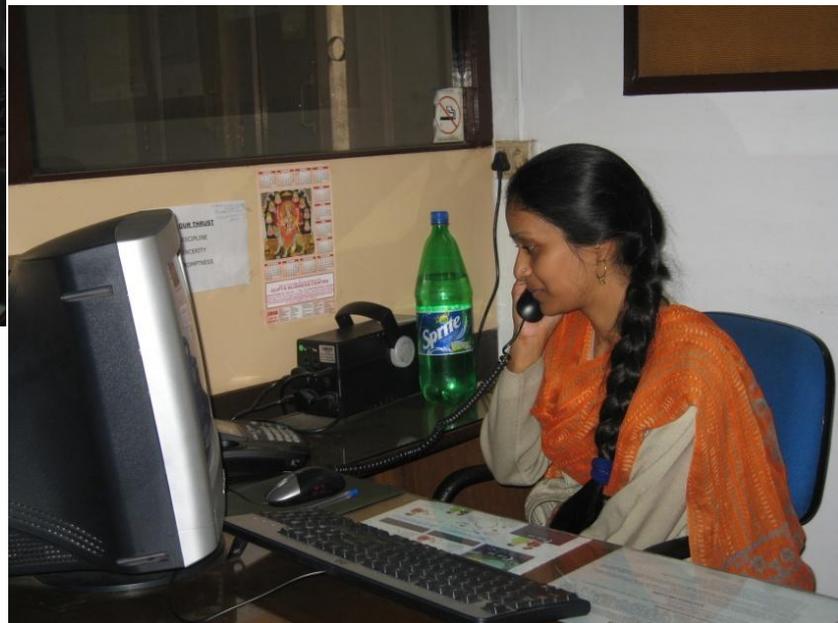
Phone _____

Date DD/MM/YY	1 Number of clients referred FROM chemists	2 Number of clients referred TO chemists	3 Number of RETURNED clients with YFI referral card	Service provided to young clients			FOR ISMP: Number of products sold to young clients						
				Consultation on RH methods	Consultation on RH methods during 1st pregnancy	Consultation on STD	Condoms		Pills		E contraceptives		Cycle Beads
							YFI	Other	YFI	Other	YFI	Other	
1/10/07	111111	111	11	111	11	11111111 1111	111111	111	1111	11	111	11111111 1111	111111
2/10/07	111111	111	11	111	11	11111111 1111	111111	111	1111	11	111	11111111 1111	111111
3/10/07	11			1			1			11			11
...			11		1	11	11		1		11	1	
31/10/07						1111	1	1				11	111
TOTAL													

Referral Mechanism: Benefits

- Optimizes resources within the Saathiya network
Develops credibility to the network and creates a respectful image of providers as ones who work with youth and provide quality services and products targeted to this population group
- Expands number of new and returned clients and allows providers to generate more profit by expanding their market share

Saathiya Helpline



Saathiya Helpline: Objectives

- To provide satisfactory counselling to callers seeking advise on Reproductive Health/Family Planning issues
- To motivate callers to approach Saathiya Network Providers (Trained Doctors & Chemists)
- To introduce callers to Saathiya partner brands (KS Smooth Condoms, Elogen low dose OCs, NorLevo ECs, SDM - CycleBeads)

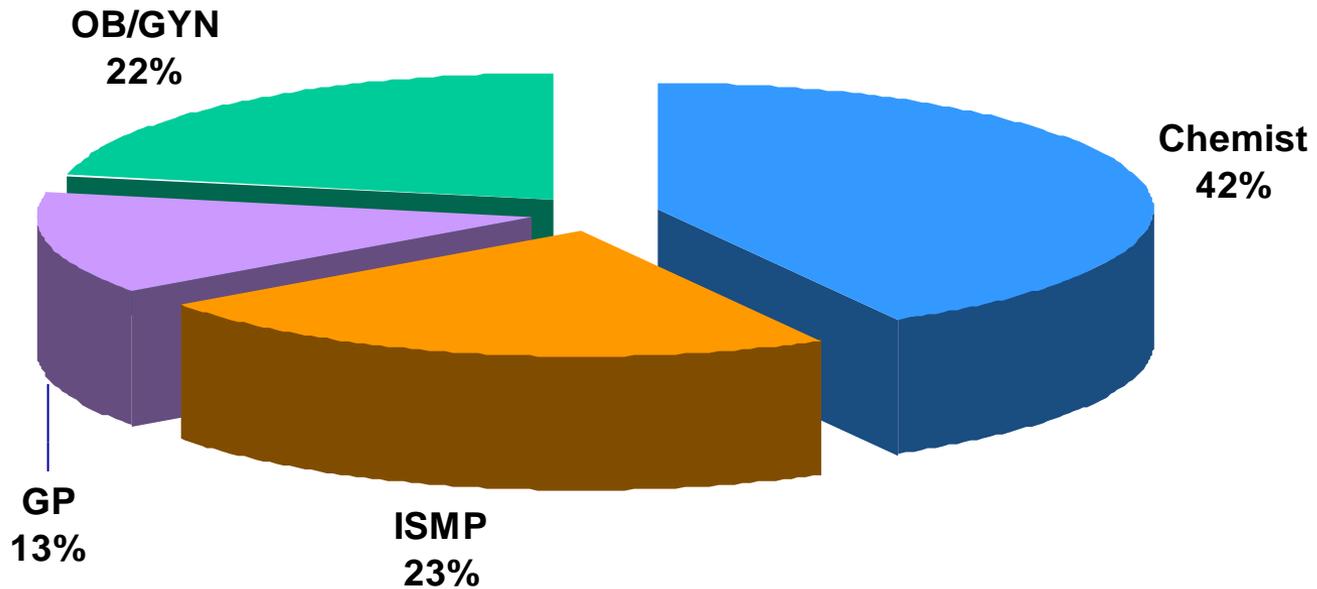
Saathiya Helpline: Key Features

- Separate Toll-free numbers –
 - For females - **(1800-180-180-1)**
 - For males - **(1800-180-180-2)**
- Ten dedicated Counselors and a Manager
- The helpline powered & handled by a professional Call Center: KPN Marketing, Lucknow
- Timings : 09.00 AM to 12.00 Midnight
- Active seven days of the week
- Appropriate Management Information System

Saathiya Helpline : Objectives

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Clients Referred to Saathiya Providers



Saathiya Towns

■ Uttar Pradesh-

- Lucknow
- Barabanki
- Agra
- Varanasi
- Allahabad

■ Uttarakhand-

- Dehradun
- Haridwar

Proposed Network Size in Uttarakhand Towns

Type of Providers	Dehradun	Haridwar
OB/GYNs	100	30
General Physicians	50	20
ISMPs	100	50
Chemists	200	50

Our Expectation from you

- Accept/make referrals in Youth Friendly Saathiya Network
- Make a track of referrals
- Support Saathiya Training programs as per requirement
- Display Saathiya Logo other educational/promotional material at your clinic



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