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DEVELOPMENT OF COMMERCIAL
CONTRACEPTIVE DISTRIBUTION IN JAMAICA
BI-MONTHLY PROGRESS REPORT

AID Contract No. pha-c-1063

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WESTINGHOUSE POPULATION CENTER
Health Systems Division
Columbia, Maryland, U.S.A. 21044

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In accordance with previous form adopted for presentation of events and information related to the commercial sector distribution program, the following sections or topic areas will be discussed:

- I. Advertising/Public Relations
- II. Education (Retailer and Public)
- III. Market Research
- IV. Packaging/Printing
- V. Distribution
- VI. Supply
- VII. Miscellaneous Observation/Comments

I. Advertising/Public Relations

A letter of solicitation for an advertising presentation in regard to the Jamaican commercial contraceptive program was received and acted upon by three Kingston-based advertising agencies. In accordance with the program outline stated in the solicitation and from additional personal interviews with the Resident Project Director, the three agencies (McCann-Erickson; Carter Gambrill Robinson; and Dunlop, Corbin and Compton) arranged to make a formal agency presentation to representatives of Westinghouse and the Jamaican National Family Planning Board. The presentations were held on October 28th and 29th. While all three agencies appeared to respond to the content of the solicitation letter, including budget, one agency, Dunlop, Corbin and Compton, emerged as superior in the judgment of the Westinghouse representative and the Jamaican National Family Planning Board. As a result of their apparent efficient and accurate presentation, a decision was made to tentatively select Dunlop, Corbin and Compton. Additional negotiations as well as formal AID approval are currently being sought.

Congruent with the advertising proposal, a Public Relations/Education Program will be designed. Through the efforts of a communications consultant, Ms. Jennifer Hamilton, a preliminary Public Relations Program was outlined. In a forthcoming visit to Jamaica during the week of November 18, Ms. Hamilton will continue to refine the Public Relations Program in conjunction with the appropriate personnel from Dunlop, Corbin and Compton, the Jamaican National Family Planning Board and the Ministry of Health.

II. Education (Retailer and Public)

As the result of the October visit of Ms. Jennifer Hamilton and through her conversations with the JNFPB and Ministry of Health personnel, an outline for public and retailer education was developed. The outline was made available to each advertising agency for use in their presentations. The pre-launch phase of the advertising program will incorporate the bulk of the public education program and will involve a variety of media approaches (newspapers, radio, television and cinema). Additionally, it was determined that seminars and meetings will be arranged with various groups at the community level throughout Jamaica in an effort to maximize the exposure of the educational program to Jamaicans. Simultaneous educational efforts will be directed to selected retailers who will be participating in the program. The retailer education seminars will be conducted in centers located in urban and rural areas. Every attempt will be made to evaluate retailer education through group discussions and by a written examination of each retailer-participant. Further refinement of public and retailer education is in process and will be developed during the November 18th visit of Ms. Jennifer Hamilton.

III. Market Research

Progress of five market research endeavors can be reported on at this time:

- (1) Omnibus Survey - Data were obtained from a national probability sample of 1500 Jamaicans (500 males, 1000 females) in a series of 12 questions pertaining to condom and oral pill use as well as toward the perception of the "Blue Lady" logo. The results of the survey were obtained in October and the data revealed no startling or unusual results insofar as knowledge of and attitudes toward contraception. The "Blue Lady" logo appeared to have been perceived and accepted by Jamaicans. However, some doubt may be cast on the interpretation of these results since although the stimulus (Blue Lady logo) was apparently clear in its message, i. e., a woman taking the pill, the silhouette may have been interpreted as a more European or Asian woman, rather than a black Jamaican woman. Further qualitative research should be undertaken if a major marketing emphasis will be placed on the "Blue Lady" logo.
- (2) Condom Study - Four group sessions for Jamaican males and females were conducted by Market Research Jamaica in an attempt to further define attitudes and knowledge of Jamaican males toward the use of condoms. The results suggest that the condom is an acceptable form of contraception that continues in wide practice among various socio-economic strata of the island. The main findings of this study will be useful in refining the public education program and in the advertising program at the pre-launch and launch phases.
- (3) Pharmacy Study - A modest survey of 12 pharmacies was undertaken in late September in order to assess the "actual" prescribing practices of pharmacist-customer-client interaction. The data suggest that in over 50% of the cases pharmacists supplied the oral contraceptive pill without a prescription. However, most pharmacists recommended that the "customer" consult medical advice at her earliest opportunity.

A formal, more extensive pharmacy study of all pharmacists in Kingston and environs is being developed. This inquiry will address itself to pharmacists' knowledge of and attitudes toward contraceptives as well as the amount and kind of information pharmacists feel a customer purchasing/using contraceptives should be given. The anticipated use of data generated from this investigation will be to aid the refinement of the retailer and public education programs. As of this writing, the questionnaire to be employed in the formal pharmacy study has been completed. Pre-testing of the questionnaire will occur early in November.

(4) Copy, Brand Name and Packaging Testing

During the period of November 6 to November 18, Pierssenewint Research Ltd., will conduct via a "Hall Test" method, an evaluation of contraceptive brand name, copy, logo, pack, point-of-sale material and educational leaflets. A sample of 400 males and 400 females between the ages of 16 and 45 will be selected and interviewed. The results of the analysis of these data will be available by the end of November.

(5) Screening of New Acceptors

A controlled study of a sample of new acceptors using the oral pill is currently being developed in cooperation with the Jamaican Medical Association and the Jamaican Pharmacist's Association. The three-month, prospective study will be conducted in hospitals, clinics and in selected physicians' offices in an effort to ascertain any problems that may be associated with initial pill usage as well as compliance with suggested regimes. The study will tentatively begin during the month of December.

IV. Packaging and Printing

As a result of the advertising agency presentations, tentative discussions concerning the packaging and printing of the oral contraceptives and condoms have begun. The pill will be repacked (by distributor -- to be selected) into

a single cycle fold-pack. Package design and color are being refined. An oral pill brand name of "PERLE" is tentatively being seriously considered. The condom will also be repacked (by distributor -- to be selected) in boxes of three condoms. The box and color are also being finalized. Presently, the name "Panther" is being seriously considered. Packaging and printing will therefore be linked to a definite selection of an advertising agency and distributor (see below).

V. Distribution

A solicitation (bid) letter was developed by marketing consultant Mr. David Chewning during his Jamaica visit in October. Mr. Chewning visited and interviewed each potential distributor. A copy of the bid letter was sent to all distributors who currently operate island-wide. A final date for receipt of bids was set at October 29th. At that time four distributors responded: Facey Commodities, General Marketing, Ltd. Lascelles and Cecil de Cordova. Selection will take place following an evaluation of each distributor's proposal and will be concluded early in November.

VI. Supply

Problems appear to exist in shipment of condoms as of this date. Two thousand gross of condoms; 1,000 gross "Prime" and 1,000 gross colored ("Tahiti") both in strips of three were ordered. However, upon arrival of shipment the following were received:

1,000 gross "Prime" clear in boxes

1,000 gross "Sultan" clear in boxes

It should be noted that a per gross price of \$5.90 for boxed condoms was charged rather than a price of \$4.32 per gross for strip condoms as per the contract. Clarification for these discrepancies is being sought as well as assurances of an accurate pipeline which is vital to the success of the commercial program. 65,000 cycles of oral pills were reported to have been shipped by ocean transit on October 22.

VII. Miscellaneous Observations and Comments

Selection was made for a marketing officer for the JNFPB (Ms. Monica Moncrief). Ms. Moncrief will represent the Board to the Commercial Sector Program and will be closely associated with the Westinghouse Resident Project Manager. A secretary, Ms. Gray, was also permanently employed by the JNFPB and appears to be functioning satisfactorily.

Cooperation between Mission and USAID technical staff (Washington) continues to be excellent. A site visit by the Technical Officer (Theodore Markow) occurred in October for the purpose of on-site orientation.

A meeting was held with Dr. Lenworth Jacobs, President of the Jamaican Family Planning Association in order to brief him on the program and in order to elicit his support for the project.

Relations between the JNFPB, Ministry of Health appear to be cooperative and cordial. An advisory Board consisting of representatives from the Ministry of Health, JNFPB, Jamaican Medical Association, Jamaican Pharmacy Association, Jamaican Education Association, Jamaican Social Services Association, Jamaican Family Planning Association and Westinghouse is currently being formed. Participation is anticipated to be active throughout the remainder of the commercial contraceptive program.

Program to date is functioning in accordance with schedule. To date, no Jamaican currency has been generated.

Summary of Staff/Consultant Visits During Reporting Period

<u>Date</u>	<u>Staff/Consultant</u>	<u>Purpose</u>
9/4/74	Gary L. Damkoehler	Staff visit-JNFPA
9/24/74	Lawrence Smith, Jr.	Staff visit-Jamaican Medical Assn
9/29/74	Jennifer Hamilton	Education/communication consulta
10/6/74	David Chewing	Distribution agreement
10/17/74	Ronald Dery	Antigua trip to observe and review commercial distribution program
10/27/74	Gary L. Damkoehler	Antigua trip to observe and review commercial distribution program
10/27/74	Lawrence Smith, Jr.	Attend advertising presentations