



Program for the Introduction and Adaptation of Contraceptive Technology

PD-ABM-307

INTERIM REPORT ON PROJECT AWARD NO. I86.36A:
ACTIVITIES TO ENHANCE THE INTRODUCTION OF THE COPPER T 380A IUD

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I. GOALS AND OBJECTIVES

The overall goal of this project is to make possible the smooth introduction and transition to widespread use of the Copper T 380A IUD in public- and private-sector family planning service delivery in various developing countries.

In order to accomplish this goal, PIACT's specific objectives are as follow:

- A. To share information between and among other Cooperating Agencies (CAs) and organizations involved in introducing the Copper T 380A in family planning programs.
- B. To provide decision makers and program managers in developing countries with updated information to help them make policy and program decisions.
- C. To adapt a variety of materials on the Copper T 380A, prepared previously in cooperation with the Population Council, for use in country-specific situations.
- D. To focus increased attention on the informational and counseling needs of acceptors and potential acceptors.
- E. To develop materials that can contribute to improved, more effective training for the various levels of service providers; each of these has specific, yet somewhat different, informational requirements, depending upon job responsibilities.

II. GLOBAL ACTIVITIES

II.A. Information Sharing with A.I.D. Cooperating Agencies and Other Organizations Involved in Copper T 380A IUD Activities

In early October, PIACT sent out 38 letters and packets of information to A.I.D. CAs whose work relates to IUDs, either through training, service delivery, or policy planning and coordination, and to other organizations and companies involved with the Copper T 380A IUD. The packets included:

- A case study of Copper T 380A introduction activities in Bangladesh.
- A list of countries receiving 2,000 or more Copper T 380A IUDs from A.I.D. in 1986 and 1987.
- Recent abstracts of articles on the Copper T 380A IUD.

Copies of the packet contents were sent to the Population Council at the time of the general mailing.

The case study provided an example of the range of activities appropriate to furthering the smooth introduction of the Copper T 380A IUD into national and/or NGO programs. In the letter that accompanied the mailing, PIACT asked CAs to help identify opportunities for product introduction activities in the countries in which they work. The list of countries receiving at least 2,000 Copper T 380A IUDs was included to help the CAs determine which of their priority countries recently received shipments of this new IUD.

II.B. Assistance in Introduction Activities

1. In November, Dr. Remi Sogunro of RONCO called to say that the Family Planning Association of Jordan (FPAJ) is dissatisfied with the Copper T 380A IUD because of bleeding problems. PIACT has written to the USAID Mission and is waiting to hear if the FPAJ is interested

in technical assistance (TA) from PIACT. It is possible that the FPAJ could benefit from some qualitative research, such as focus group discussions (FGDs) with Copper T 380A IUD users, to find out more about the nature of these bleeding episodes. Findings from such research could become the basis for a communication strategy to counteract the negative reputation the new IUD may currently have. Training of health workers who insert IUDs is also important, as experience shows that the IUD can easily be inserted incorrectly; this incorrect insertion could exacerbate bleeding problems.

2. JHPIEGO has asked PIACT for help in designing a counseling curriculum for its IUD training.
3. PIACT staff met with Dr. J.G. Kigundu, Director of the Family Health Division of the Ministry of Health (MOH) in Nairobi, to discuss plans for Copper T 380A introduction. While there are no specific plans for project activities at this point, Dr. Kigundu is aware of PIACT's grant from the Population Council and PIACT's willingness to provide TA.
4. In October 1987, PIACT staff met with Dr. Moushira El-Shaffie, Director of the MOH/USAID Family Planning Project, and also with Dr. Ezzeldin Osman, the Director of the Egyptian Fertility Care Society (EFCS), to discuss possible Copper T 380A IUD introduction activities in Egypt. PIACT is in the process of exploring ways to work with the MOH and/or EFCS on making the Copper T 380A a more acceptable device in Egypt.
5. PIACT and the USAID Mission in Kathmandu have discussed the possibility of adapting the materials developed in Bangladesh for use in Nepal.

II.C. Prototype Flyer for Decision Makers Worldwide

PIACT has recently developed a flyer on the Copper T 380A IUD that addresses the needs of decision makers and program managers in developing countries. In many Third World countries, PIACT staff have found that, while there is plenty of talk about IUDs, no Copper T 380A IUDs have been ordered. Through this flyer, PIACT seeks to remind decision makers about specific benefits of the Copper T 380A, as well as raise and answer questions on IUDs in general (which often generate a great deal of misinformation).

The flyer, small enough to be mailed in a standard airmail envelope, yet attractive enough to command attention, has been reviewed by the Population Council throughout its development.

PIACT staff are currently compiling a mailing list of Third World MOH officials from the offices of planning, population, drug regulation, and maternal and child health; heads of family planning associations and other private-sector family planning programs; heads of hospitals and departments of OB/GYN; and overseas representatives of donor organizations working on health and family planning programs.

Current plans call for printing the flyer in December and distributing it in late December 1987 or early January 1988.

III. COUNTRY ACTIVITIES

III.A. Bangladesh

A local Bangladeshi NGO has been working with the Directorate of Family Planning, USAID, and other NGOs since November 1986 to develop a series of informational materials on the Copper T 380A. The materials include: (1) a flyer for service providers (to be used as a stop-gap measure until the other materials are ready); (2) a manual for clinicians; (3) a manual for field motivators; and (4) a pictorial booklet for illiterate clients.

The flyer provides facts about the Copper T 380A and compares its potential use and performance with that of the Copper T 200, which had been the most widely distributed IUD in Bangladesh prior to G.D. Searle and Company's decision to stop manufacturing it. The flyer also contains information about training and alerts family planning workers to the fact that a series of materials is being developed to aid them in their task of introducing this new copper IUD.

In July 1987, the Government of Bangladesh announced, in the press and on television, that it would henceforth give greater emphasis to temporary methods of family planning, in particular to the Copper T IUD. Production of the flyer happened to coincide with this decree. In August, 9,500 flyers with basic information in Bangla on the Copper T 380A were mailed to family planning program managers and service providers throughout Bangladesh. (A copy was sent to the Population Council in September 1987.)

During routine monitoring visits, PIACT staff held meetings with the National Institute of Population and Research Training (NIPORT) and the Information, Education, and Motivation (IEM) Unit of the Directorate of Family Planning to discuss the importance of and need for improved training for family planning workers on IUD-related service delivery. The new materials will play an important role in this process.

Distribution of the materials will not be easy in Bangladesh. Therefore, PIACT staff have held many discussions in Dhaka in order to determine the most efficient and secure way to put the manuals and booklets in the hands of staff who need them. The NGO that developed the booklets has compiled a mailing list of clinicians and field motivators from government records. It will mail the appropriate manuals, along with a reply card, to 20 percent of these addresses. If most of the manuals are received, the remainder also will be mailed.

In addition to mailing the manuals, the NGO will give sufficient copies to appropriate NGOs to distribute to their staffs. NIPORT will also be given supplies to use in basic and refresher training programs.

The client booklets must be supplied and resupplied to clinicians and fieldworkers so that they can give them to IUD acceptors (after explaining all the messages). Since it would not be cost-effective to distribute large numbers of the booklet through the post, the government supply system will be used to distribute the booklets in selected areas. Careful monitoring of the supply system will identify bottlenecks and solutions will be proposed. An evaluation of the impact of the booklets will also be conducted at that time.

During the second half of 1987, the manual for clinicians and the manual for motivators are being finalized. The pictorial booklet for clients, covering all aspects of the Copper T 380A that a potential or new acceptor of this device needs to know, has been pretested and revised several times, and will be ready for printing, distribution, and use in ongoing programs by the end of 1987.

PIACT has arranged for USAID funds to be used to cover the printing costs of the manuals and booklet. These costs are very high due to the large number of copies of each material required in a country with so many IUD acceptors (about 30,000 per month) and field staff. Since the U.S. Government is required to publish letters of tender with specifications for each printing job and then select a printer based on the responses, actual printing of these manuals and booklets is a time-consuming task. However, we expect that printing and distribution will occur in the first quarter of 1988.

III.B. Colombia

Since June 1987, PIACT has provided technical assistance to the Asociación Sociedad Médico Farmacéutica (SOMEFA), a nonprofit organization that supplies IUDs and other medical products to private physicians throughout

Colombia. Specifically, PIACT has assisted SOMEFA with the development of educational materials on the IUD that will be used as part of an operations research project to determine the most cost-effective means of extending SOMEFA's services to a large number of physicians.

During the initial site visit to Bogotá September 14-25, 1987, the following activities were accomplished: (1) SOMEFA's project proposal to PIACT was finalized; (2) a prototype informational brochure was developed for private-practice physicians which included information about SOMEFA's products and services and various contraceptive methods, with an emphasis on the Copper T 380A; (3) pretesting training was provided to field-workers and staff members from SOMEFA; and (4) SOMEFA staff started working with an artist on illustrations for the physician brochures and the client material.

The objectives of the first physician brochure are to promote the acceptance and purchase of the Copper T 380A among private physicians throughout Colombia, provide information about the advantages of the Copper T 380A, and offer information about SOMEFA's products and services. The second brochure contains information about the Copper T 380A and outlines what determines the successful use of the product, contraindications, side effects, possible complications, and insertion techniques. The third brochure contains information about informed choice and was based on the Centers for Disease Control (CDC) publication, "IUDs: Guidelines for Informed Decision-Making and Use."

A PIACT staff member will return to Bogotá in December to work with SOMEFA to develop a client brochure based on the results of FGDs held in five cities throughout Colombia. The client brochure will include a description of the Copper T 380A and its advantages, and information on its availability. Private physicians throughout Colombia will distribute this to their patients as an informational and educational tool. All materials are expected to be finalized and printed in the first quarter of 1988.

IV. FUTURE ACTIVITIES

IV.A. Bangladesh

In Bangladesh, the first priority is to get the materials printed. Plans are in place to distribute the materials as soon as this occurs (as described in section III.A). An evaluation of the pictorial booklet will be conducted by a Bangladeshi NGO (not the developer of the materials).

During 1988, PIACT will emphasize the importance of improving service-provider training in IUD insertion, follow-up, counseling, and the use of educational support materials.

IV.B. Colombia

A second TA visit to Colombia is planned for December 1987. PIACT will help SOMEFA test all materials, including training materials for use in its refresher courses for physicians. PIACT also hopes to be able to find an appropriate way to work with MOH staff in Colombia. PIACT staff have been told that public-sector use of the Copper T 380A in Colombia is sporadic for a variety of reasons, and ways must be found to increase its acceptance.

IV.C. New Countries

PIACT will pursue efforts to select additional countries in which to work in 1988. Input from Population Council staff will be needed in making these decisions.

IV.D. Worldwide Efforts

In early 1988, PIACT will begin drafting another mailing from the U.S. for program planners and managers worldwide. This effort will serve to

remind decision makers of the efficacy and safety of the Copper T 380A IUD and its potential to expand greatly the use of temporary contraceptive methods. The mailing will be based on the CDC publication: "IUDs: Guidelines for Informed Decision-Making and Use."

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