

# Universal Access to Female Condom (UAFC) Nigeria Programme

Global Health Conference on Social  
Marketing and Franchising  
India

3- 5 December, 2013



## UAFc Joint Programme

Started in 2009:



RutgersWPF



Ministerie van Buitenlandse Zaken

### Why did we start?

- Frequent stock-outs
- Erratic programming (funding)
- Niche product
- High price
- No variety

**Aim:** FC accessible, affordable & available for all.



## What is UAFC's approach?

- ✓ **Holistic approach: 3 mutually reinforcing components:**
  - Manufacturing Support & Regulatory Issues
  - Large-scale country programmes; social marketing
  - Advocacy and Communication
- ✓ **Implementation through extensive network:**

civil society	manufacturers
research partners	private sector
UN agencies	governments
international institutions	



## Female condoms

Unique modern contraceptive:

- Barrier method, also covering part of the external female genitalia.
- Protecting against both unintended pregnancies and Sexually Transmitted Infections, including HIV.
- Soft, thin material that fits inside a woman's vagina.
- Flexible ring, sponge, or capsule containing foam shapes at the closed end of the condom.
- Ring or frame at open end, remaining outside.



## Female condom variety

- Female condoms prequalified by WHO:

FC2



Cupid





## Female condom variety (continued)

- Female condoms in various stages of development;

Cupid 2



HLL



Origami



Panty condom



Phoenurse



VA w.o.w.



Woman's Condom







## What happened at global level?

- Acceptability studies in Africa and Asia → FC highly acceptable + variety
- DFID announced £ 5m contribution to UNFPA for FC procurement
- UNAIDS, PEPFAR and USAID → FC explicitly in their guidelines
- UNFPA and USAID increase FC procurement and distribution: 60 m sold
- Functionality Study I → WHO prequalification of Cupid 1
- FHC → record high global distribution: 60 million units (FC2) in 2012
- UAFC in Nigeria, Cameroon and Mozambique:
  - 5,4 million female condoms sold (2008 - 2012)
  - well functioning supply chain systems set up
  - women-friendly sales and distribution points (hair dressers)
- FC higher on the international agenda; Advocacy Platform for FC

# Nigeria Programme

## ■ Partners:

- SFH, FMOH, UNFPA and indigenous (CSOs, NGOs, CBOs, FBOs)

## ■ Project Timeline:

- Phase 1 - January 2009 to December 2011
- One year extension in 2012 -(Jan-Dec)
- Phase 2 - commenced July 2013 in 5 states

## ■ Targets:

- Women of reproductive age 15-49 years
- Men of reproductive age 15-64 years





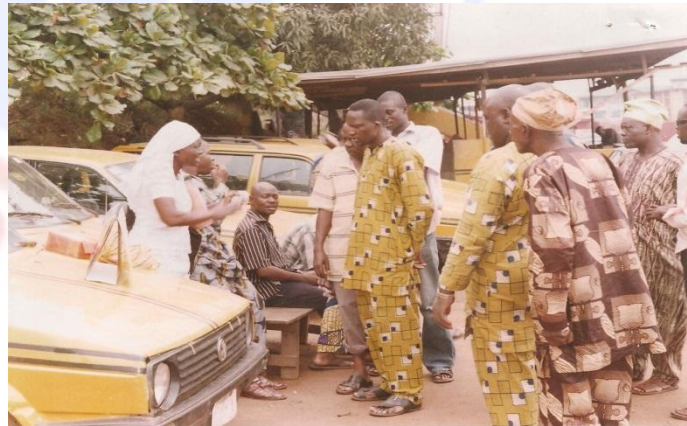
# Strategic Thrust

## ■ Programme Objectives

- Increased access to female Condom
- Integration of Female condom into existing programmes and services
- Increased national-level support among government agencies, donors and policy makers for FC programming

## ■ Strategic Approach:

- Leveraging on existing SFH distribution infrastructure and social franchising
- Demand Creation
- Partnership



# Key Achievements

Indicators	(2009-To Date)
Capacity building	4,900
Sensitization	3,261,045
Product distribution (sales)	3,861,698
Coverage of Female Condom in 3 focal states	85% *
Product Availability at time of Visit	75% *
Product Sold at Recommended Price	20% *



# Key Achievements

Indicator	Baseline (2009)	Target (2011)	Actual (2011)
% of women/couples who have used the FC at least once among those who have heard of FC	2.8%	5.0%	36.5
Expected Ultimate Outcomes (UO)			
% of WRA & MRA who reported symptoms of STI in the last 12 months	6.3%	Reduction	14.4
% of WRA and MRA who are HIV positive.	4.4%	Reduction	4.1%



## Other Achievements: Advocacy

- Celebration of first ever Female Condom Day in Nigeria
- Participated in IAC July 2012, U.S.A to showcase Nigeria UAFC programme
- Participated in International advocacy meeting in U.S.A, October 2012 by sharing experience and findings
- Implementation of the UN commission recommendations in Abuja.
- Support from UNFPA in form of product donation
- Promoted FC at the 2<sup>nd</sup> National FP conference Abuja, November 2012





# Research findings: Barriers to sustained use of female condom

## Reasons for discontinuing use

- Negative first experience
- Resistance to change (new product)
- Phobia for size and fear of product sliding inside vagina
- Discomfort associated with holding FC during sex
- Difficulty of insertion and time it takes
- Very limited availability of FC
- Poor social support for FC
- Interest in resuming fertility
- Pack size and design price

## Reasons for continuing use

- Positive first experience
- Perceived benefits accruable from the efficacy of FC, i.e. dual protection and has no side effects unlike other FP methods
- Use irrespective of the women natural cycle
- Stronger and feels natural



# Research findings: Male involvement and support

- Men are willing to accept and promote the use of FC
- FC acceptance depends on partner type which is also influenced by various factors
- In stable relationships (married, single, extramarital) use of FC is acceptable for contraception
- Use of FC promotes intimacy and discussions among couples





# Challenges and ways to address challenges

- Challenges
  - Overcoming barriers to sustained FC use
  - Poor national support for FC promotions and integration in other SRH/FP and HIV programmes
    - ✓ Poor funding
    - ✓ Poor advocacy and policy influence
  
- Way forward on challenges
  - Address barriers of FC use through effective message delivery, use of satisfied users and skill building
  - Increase advocacy and policy support for female condoms
    - ✓ Joint advocacy efforts to promote product integration and resource mobilization

# Lessons learned

- Community level mobilization activities, interpersonal communication, mass media and male support were key drivers of the programme
- Female condom should not be promoted as a stand alone product, integration with other programmes/projects is crucial
- Adopt strategies that ensure follow up and support for new users
- Expansion of product variant could expand choice and increase users
  - Pretested Cupid as a new variant in Nigeria
  - Global developments in FC designs