



DISC

Delivering innovation
in self-care

Learn with us!

#1: It Starts with Her

Supporting women along their self-care journey



CIF CHILDREN'S
INVESTMENT FUND
FOUNDATION

BILL & MELINDA
GATES foundation

INTRODUCTIONS



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DELIVERING INNOVATION IN SELF-CARE: **BENDING THE CURVE FOR SELF-INJECT**



DISC is a five-year project funded by CIFF (& BMGF in Malawi), which supports women—particularly urban mothers and young women—to take more control over their sexual and reproductive health needs.

Working in close partnership with local health systems in Nigeria, Uganda & Malawi, we support frictionless access of self-injection for women.

Catalyzing innovation in self-care: **DISC's learning series**

1

IT STARTS WITH
HER.
Supporting women
across their self-care
journey.

2

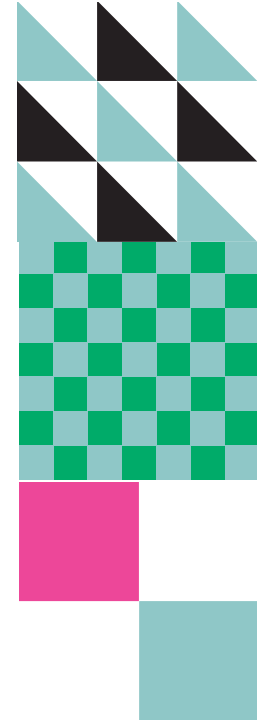
TAKING UP (DIGITAL)
SPACE:
Leveraging social
media to spark
interest in self-care.

3

PROVIDERS' ROLE IN
SELF-CARE.
The power of empathy
training.

4

ARE WOMEN SELF-
INJECTING?
A case for
strengthening national
& global reporting.



BEHAVIOR CHANGE ECOSYSTEM:

- ✓ Empowering women to access & practice self-care
- ✓ Supporting positive social norms, including male support.
- ✓ Demonstrating confidence in women's agency and ability to self-inject.

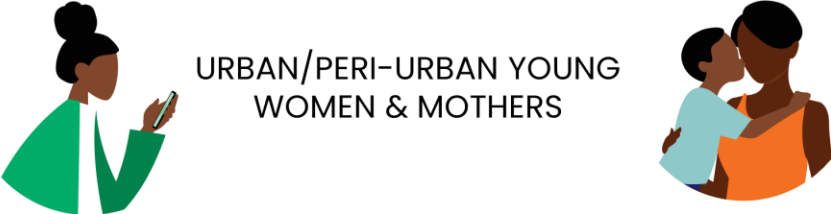




**It starts
with her...**

Self-injection is a new behavior.

Women face many barriers across the user journey.



Lack of timely, accurate & relevant information – provider is a gatekeeper

Stigma & myths

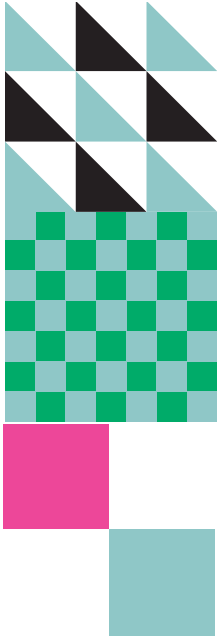
Fear of side effects

Fear of needle

Lack of confidence

Lack of Provider empathy

Lack of support



DISC aims to make the ideal SI journey a REALITY.

AWARENESS

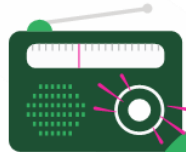
DECISION

INITIATION

CONTINUATION

ADVOCACY

She sees key messages in places—online and off—where she enjoys spending time.



She's interested in what she hears and feels confident about learning more.

She concludes that contraception supports her in achieving her personal priorities.



She is confident to give self-injection a try and has the support she needs.

TRAINING & INITIAL INJECTION



INITIAL SELF-INJECTION



She feels safe and respected during training. She self-injects for the first time and feels a sense of empowerment.

She has all she needs to continue timely re-injections at home and a safe disposal process.



She knows where to get support and reaches out when she needs to.

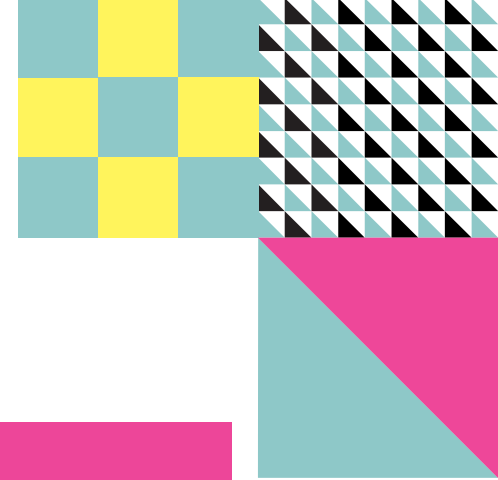
She becomes a pro-active advocate for self-injection.



DISC's solution for **unlocking demand**



Discover Your Power is a rallying cry delivered through a multi-channel ecosystem - providing women with information at their fingertips, inspiration from trusted advocates and support to take up & continue self-inject.



From **insight** to **creative idea**

- Based on our consumer insight, we identified the concept of 'Discover your Power' – a rallying cry for women to take control of their bodies and their futures.
- *Why does this work?*
 - Self-inject is positioned as the solution.
 - Creates space for emotional and functional benefits.
 - Facilitates ongoing conversations with consumers on a range of related topics – across dimensions of power.



"...precisely because she feels she doesn't deserve it— is why we *should* have this as part of the campaign"

--FSH, November 11 2020



4 KEY PRINCIPLES



Go to the consumer with information about SI – avoid the provider being the sole gatekeeper.



Proactively overcome barriers around lack of agency, fear of pain.



Create relevance of self-inject (and contraceptive) and longer-term engagement throughout the journey.



Tap into peer advocacy to normalize the self-inject behavior and drive word of mouth.

AWARENESS..

... MATTERS

AWARENESS

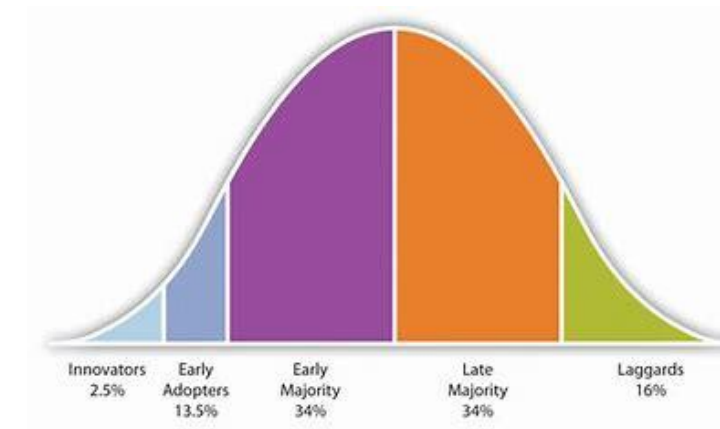
Women have the right to learn about SI as an option – not being ‘selected’ by the provider.



‘Only providers can do injections’ - self-injection needs to be normalized within the community.



Diffusion of Innovation theory:
To reach mass-market success, it is necessary to reach the ‘tipping point’.



AWARENESS

DECISION

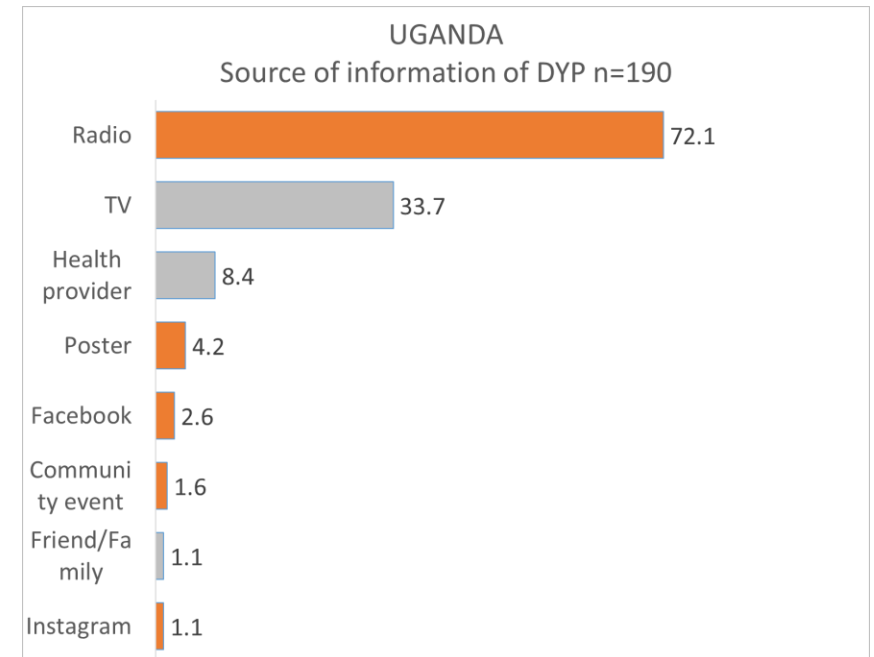
INITIATION

CONTINUATION

ADVOCACY

AWARENESS

Mass media targeted towards our priority segments and service delivery geographies – a critical factor in driving awareness.



PMA data from Uganda reports an increase in awareness of self-injection from 29.6% in 2021 to 43.1% in 2022.

AWARENESS

Coupled with interpersonal communication to spread the word & normalize self-injection through communities.

- Trained IPCA identify WRA in communities around supported health facilities and provide them with information on FP and SI including benefits.
- They refer them to the nearest health facilities.





AWARENESS

KEY LEARNINGS

Radio & TV:

- An opportunity to tackle barriers head on...as well as talk about product benefits.
- Frequency is key to drive 'top of mind awareness'. Innovations require time to build trust and process messaging in people's minds.
- Balance targeting and reach – national/sub-national and community radio play a role in the overall media plan.

IPC:

- This channel has been key for enabling targeting of our communications
- IPC Agents play a role in targeting key community leaders and gatekeepers with FP/SI messages and attain their buy-in

RELEVANCE DRIVES...

... INTENT

DECISION

Information is Power

Giving women high quality information they can access from different channels.
Overcoming myths around SI (and FP use)



Learning about self-injection from a trusted peer can be very powerful.



Married mothers are keen to hear from 'women like me'.



Younger women more inclined to trust older, married women in their communities.

AWARENESS

DECISION

INITIATION

CONTINUATION

ADVOCACY

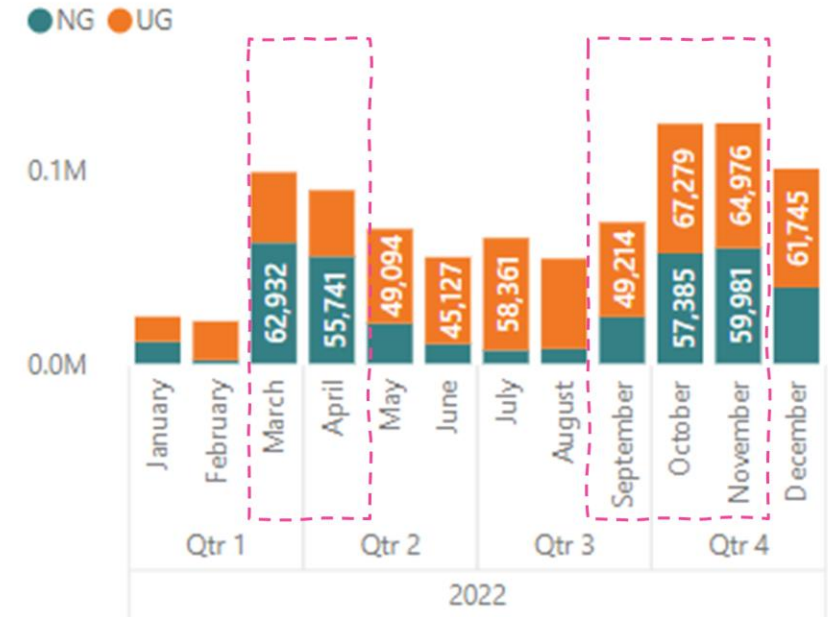
DECISION

DIGITAL: driving listeners from mass media to IVR-based and digital information tools is an efficient way to move people from awareness to intent.



Uplifts in listeners engaging with SI content on IVR platform during radio on-air periods. Similar trends for chatbot during digital campaigns.

Total Viamo Interactions



DECISION

Social media nano-influencers represent an authentic & quality source of information from 'people like me'.



Smaller networks, high engagement.



Authentic content



Trusted sources of information

2,770,000+
Reached over
6 weeks

4%
Click through rate
(vs. 2% benchmark)

9%
Engagement rate
(vs. 5-7% benchmark)

**DECISION****KEY LEARNINGS****Online:**

- Digital/social media channels have wider reach than expected and enable us to have a long-term conversations with women.
- Digital/social media performance requires on continuous optimization of buying & content strategies (supported by specialist agencies).
 - Facebook remains the dominant channel for reach and efficiency.
- Content quality matters – video, gifs and interactive content capture attention.
- Chatbots require a very new behavior – can be complemented by in-person support.

Offline:

- IPC, community engagement and early adopters create word of mouth in their communities.

FRICITIONLESS LINK TO...

... UPTAKE

AWARENESS

DECISION

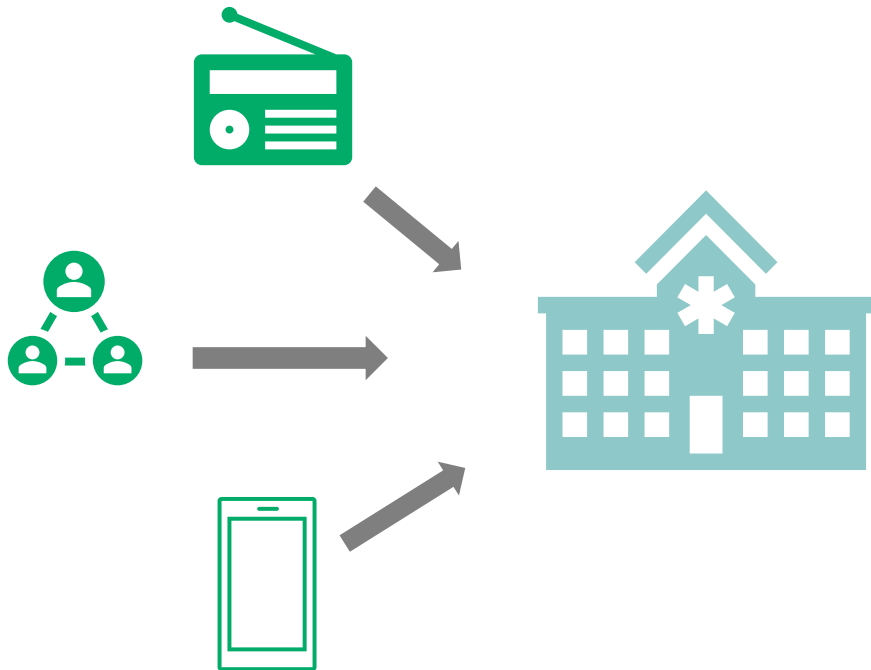
INITIATION

CONTINUATION

ADVOCACY

INITIATION

Connecting demand to supply through 'saturating' each geographic area.



Optimizing the client/provider interaction at the 'moment of truth'.

Learn more at the
Provider Empathy
Learning session!

INITIATION

DISC trialed multiple formats for in-person events to drive awareness in communities and link to clinics for training...



NIGERIA

BTL FORMAT	DESCRIPTION
IPC	IPC agents mobilising 1-to-1 direct to clinic
Clinic Event	Multi person event held at clinic using SFH mobilisers and staff
Community Event	Multi person event held in community using SFH mobilisers and staff
NYSC Event	Event held at 1 week NYSC camps (3 /year/state)

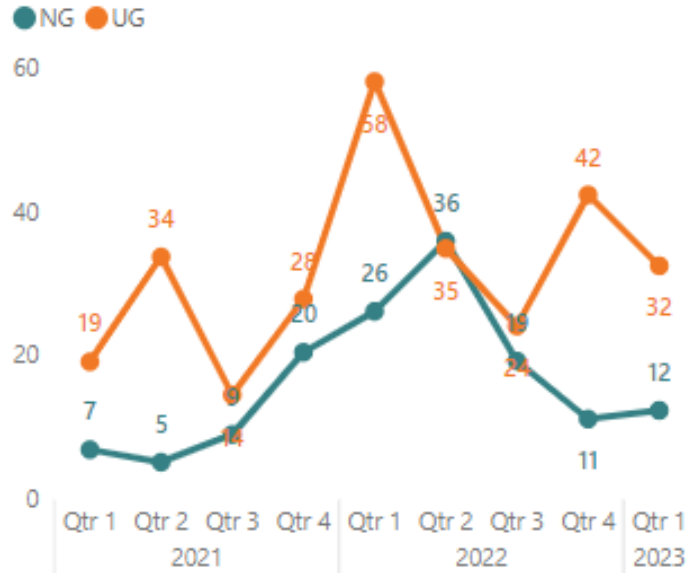
UGANDA

BTL FORMAT	DESCRIPTION
Provider-Led Clinic Event	Piggy back onto health-provider organised events for Immunisation, ART etc
Agency Led Community Event	Large scale events in community organised by BTL agency
Agency Led Facility Event	Large scale events at facility organised by BTL agency

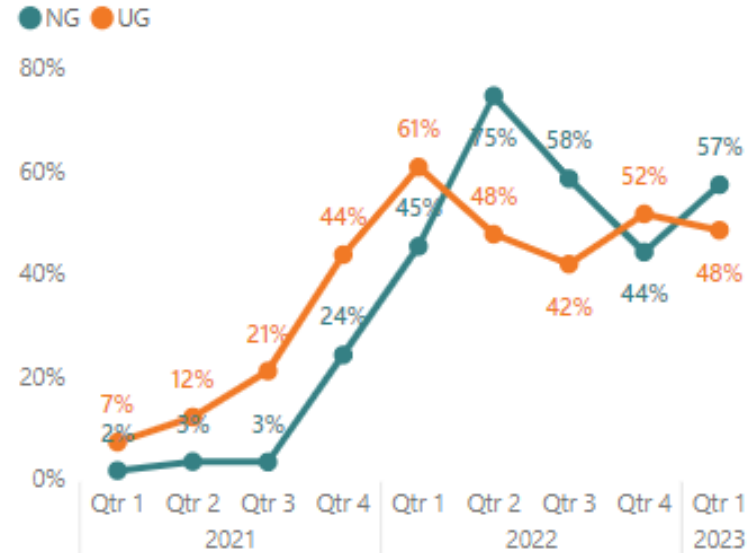
INITIATION

...tracking each format for learnings and adapting to optimize quality & efficiency.

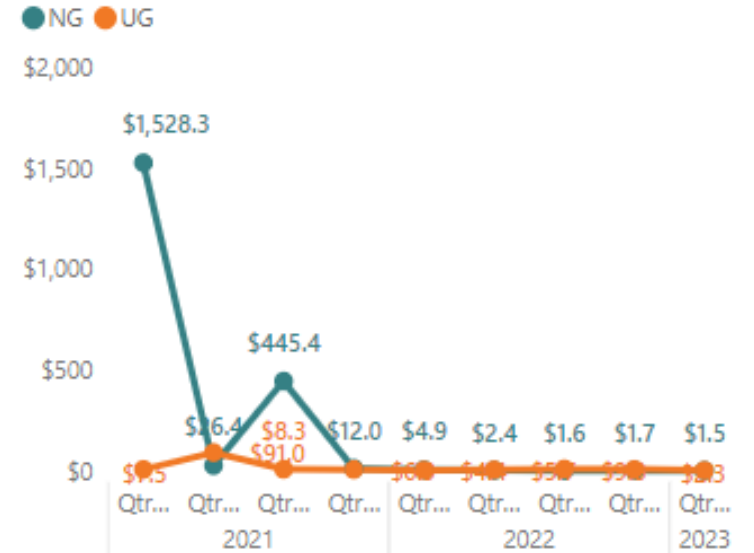
Av. SI uptake per BTL event



SI Conversion Rate [Attendees: SI]



BTL Events- Av cost/SI uptake





INITIATION

KEY LEARNINGS

- Events/client mobilization are critical for providers to practice their skills immediately after training.
- Cost effective to piggy-back on other events e.g. ANC days, immunisation clinics.
- Audience profiling and targeted messaging drive improvements in productivity
- Allow time to build capacity to deliver events with new sites and mobilisers – track productivity over time.
- Use of video or other media can relieve burden on providers.
- Engaging experienced users can help women to learn from their peers.



**THANK
YOU!**

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