Learn with us!

#1: It Starts with Her
 Supporting women along their self-care journey
INTRODUCTIONS

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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

<table>
<thead>
<tr>
<th>1</th>
<th>IT STARTS WITH HER. Supporting women across their self-care journey.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>TAKING UP (DIGITAL) SPACE: Leveraging social media to spark interest in self-care.</td>
</tr>
<tr>
<td>3</td>
<td>PROVIDERS’ ROLE IN SELF-CARE. The power of empathy training.</td>
</tr>
<tr>
<td>4</td>
<td>ARE WOMEN SELF-INJECTING? A case for strengthening national &amp; global reporting.</td>
</tr>
</tbody>
</table>
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 needle
- Fear of side effects
- Lack of confidence
- Lack of Provider empathy
- Lack of support
DISC aims to make the ideal SI journey a REALITY.

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

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

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

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

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

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

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

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

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

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

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

... MATTERS
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’.
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.
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.
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
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.
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.
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

- Reached over 6 weeks: 2,770,000+
- Click through rate (vs. 2% benchmark): 4%
- Engagement rate (vs. 5-7% benchmark): 9%
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
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!
DISC trialed multiple formats for in-person events to drive awareness in communities and link to clinics for training...

**NIGERIA**

<table>
<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>IPC</td>
<td>IPC agents mobilising 1-to-1 direct to clinic</td>
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<tr>
<td>Clinic Event</td>
<td>Multi person event held at clinic using SFH mobilisers and staff</td>
</tr>
<tr>
<td>Community Event</td>
<td>Multi person event held in community using SFH mobilisers and staff</td>
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<tr>
<td>NYSC Event</td>
<td>Event held at 1 week NYSC camps (3/year/state)</td>
</tr>
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**UGANDA**

<table>
<thead>
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<tbody>
<tr>
<td>Provider-Led Clinic Event</td>
<td>Piggy back onto heath-provider organised events for Immunisation, ART etc</td>
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<tr>
<td>Agency Led Community Event</td>
<td>Large scale events in community organised by BTL agency</td>
</tr>
<tr>
<td>Agency Led Facility Event</td>
<td>Large scale events at facility organised by BTL agency</td>
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</tbody>
</table>
tracking each format for learnings and adapting to optimize quality & efficiency.
• 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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