The role of Social Marketing in Increasing Access to, and Utilisation of Family Planning Services among Young Adolescents and Youths in Uganda.

A case of USAID/Uganda Social Marketing Activity

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Vision:
A Good Life for all Ugandans.

Mission:
To improve the quality of life of Ugandans through the provision of superior and affordable health care solutions.
78% of Ugandans are below 35 years of age, while 50% are below 15 years
Committed to SDGs 3, 5, 6 & 17
Milestones

THE GOODLIFE IN NUMBERS

- 25,518 Female sex workers accessed HIV services
- 665,733 People tested and counselled for HIV
- 335,666 Unwanted pregnancies prevented
- 19,686 Tested HIV+
- 12,315 Tested HIV+ linked to care and treatment
- 15 million Protector condoms distributed
- 2.5 million Injectarplan distributed
- 2.3 million Pilkplan Plus distributed
- 382 Health workers trained in data management
- 121,046 Clients referred for integrated services
- 29,270 New family planning acceptors
- 106 Good life clinics delivered integrated family planning services
- 233 Good life health promoters recruited
- 103 Linkages facilitators recruited
- 162 Four tent health fairs held
- 3,975 MSM accessed HCT services

77.5% of adult population reached with UHMG’s media campaign messages
## Project Objectives

<table>
<thead>
<tr>
<th>SN</th>
<th>Objectives of the Social Marketing Project (SMA)</th>
<th>Desired intermediate result areas for SMA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>To increase access to quality and affordable health products and services</td>
<td>IR1: Increased access to quality and affordable health products and services;</td>
</tr>
<tr>
<td>2</td>
<td>To increase the demand of socially marketed health products and services;</td>
<td>IR2: Increased demand among target population for socially marketed products and services.</td>
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<tr>
<td>3</td>
<td>To strengthen health systems for sustained and equitable access to health products and services</td>
<td>IR3: Strengthened systems for sustained, equitable access to health products and services.</td>
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</tbody>
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Specific Objectives

- To increase geographic distribution of family planning services to include non-traditional outlets (300 nontraditional outlets, 100 pharmacies and 100 drug shops).
- Hold more than 250 coordinated events at the community-level to improve behaviour
- To reach 1,950,000 young adolescents and youths with behavioral change messages.
Overarching strategies

Key Strategies

- Maximizing innovation and technology for “Last Mile”
- Create a “One Stop Shop” for integrating products and services
- Strengthen evidence-based programming
- Build partnerships for synergies and create a sustainable market
- Build capacity of the private sector health practitioners
Customer Retention

SOCIAL MARKETING ACTIVITY FRAMEWORK

DEVELOPMENT PARTNERS

GOVERNMENT OF UGANDA

ADVISORY & POLICY

Uganda Health Marketing Group

SOCIAL MARKETING ORGANIZATION

PRODUCT
PRICE
PLACE
PROMOTION
POOREST
POOR
MIDDLE INCOME
RICH
RICHEST

SERVICE DELIVERY

END MILE

TOTAL MARKET APPROACH

COMMERCIAL SECTOR

OTHER SOCIAL MARKETING & FRANCHISING ENTITIES

NGOs

PUBLIC

BENEFICIARIES

ADVOCACY, COLLABORATION & SERVICE DELIVERY
Avoid the shame, after the game.

Always use a condom when you have sex to avoid unintended pregnancies and STDs.

To find out more, visit the nearest Good Life or Profam clinic or text 8228.
Engagement and Exchange

THE SMA SBCC MODEL

GLC  OSS  Pharmacy  NTO  PHF

M A S S  M E D I A

Tipping Point

COMMUNITY

GLP  GLP

M A S S  M E D I A

Out Door  Social Media  SMS  Transite

KEY

GLC - Good Life Clinic
OSS - One Stop Shop
NTO - Non-Traditional Outlet

PHF - Private Health Facility
GLP - Good Life Promoter
SMS - Short Messages
• Total of 1,184,593 young people reached

• 105,705 engaged creating 3,323,158 impressions

• Facebook page growth of 14,243
A series of activities have been conducted to enhance development of a segmented and sustainable family planning market through a Total Market Approach (TMA), a platform which drives project implementation.
Co-creation through Social Markets
The SMA 360 Degrees Approach

Radio
119 radio spots, reaching about 3 Million people

Transit Media
250 Taxis branded

Exprietials
85 Activations conducted
60 Clinic days conducted

Promotional Materials
- 1100 T-shirts
- 400 Caps
- 2000 Posters
- 50 ABS
- 50 Reflective signs

IPC
- 158 GLPs oriented and attached to GLCs
- 2,302 one-on-one IPC sessions conducted
- 137 Community dialogues conducted
- 69 Outreaches & 6 health fairs conducted reaching 17,507 people

Social Media
- 4 Campaign # tags used in PY1
- 1.4 Million Facebook and Twitter users reached
- Over 3.5 million impressions created

Wall Branding
- 100 buildings branded in Central and Eastern Uganda

SMS
SBCC SMS broadcast to 110,415 intended audiences
The SMA Products Distribution Model

- SMA Warehouse
  - PF/Regional offices
  - UHMG district based Distributor
    - Wholesalers/stockiest, corporate Institutions, NGOs
      - NTOs, One Stop Shops, Drug shops COBs, Clinics etc
  - NGOs, Institution of learning, Cooperative Institutions, COOs, VHTs/social entrepreneurs etc
    - Wholesalers and stockists
    - Merchandiser/Sales Officer/Sales Assistant
      - Retail outlets, Clinics, Drug shops, Supermarkets, Hotels and Guest houses, Clubs and Bars, Local kafunda, Road side stall etc
  - UHMG District based Distribution
    - One Stop Shop, Private Hospital

END MILE
Results and Learning

- SMA has reached over **1,184,593** young people with messages
- Enabled **59,128** youths to access family planning services
- Thus, contributing to **9,408** couple years of protection;
- Averting **3,071** unintended pregnancies; averted a total of **6,435 DALYs** and **78** deaths in the country.
- Increased distribution channels of family planning services which now cover **300 non-traditional** outlets, **100** pharmacies, **100 drug shops** and **100 social marketing** entrepreneurs in the country.
No Mother Should Die Giving Life!

Append what you commit to do in an effort to save the next mother from dying while giving birth!

Purpose to tell 5 pregnant women about ANC visits

Francis Nsanga, Uganda
iamnsanga@gmail.com

Append what you will do:

1. Commitment
2. Name, Country
3. Email
Thank you