

EC Dissemination Activities in Mexico: Experiences with Information Technologies

Internet 2001 PHMWG Conference

SAIS, Washington, DC

10 January 2001

What's special about Mexico

- OCs virtually available over the counter
- Gateway to Latin America
- Chosen as one of four model introduction countries by Consortium on EC
- Cooperation of award-winning IPPF affiliates and other local partners

Baseline KAP survey on EC (1997)

- Key policy makers suggested favorable climate for ECPs
- 68% of providers had heard of ECPs, but only 30% (n=12) knew it was hormonal post-coital method
- Clients surprised and even angry that ECPs unknown and unavailable until now

Endorsement of ECPs

- Majority of **providers** support (55%) EC, and most **clients** (84%) would use or suggest them to a friend
- Information through hospitals, clinics and schools (**all**) as well as TV, radio and press (**clients**)
- EC not yet included in the official FP guidelines despite MOH support. No dedicated product available.



Intervention: Providers

Dissemination of EC information

- International conference
- Peer-reviewed materials
- EC in medical school curricula
- Talks, training sessions, and workshops



Intervention for clients: Hotline Hoopla

- Launched on February 14, 1999
- 1000 calls per week after press conference in May 1999
- *Now receiving 3000 calls a week*



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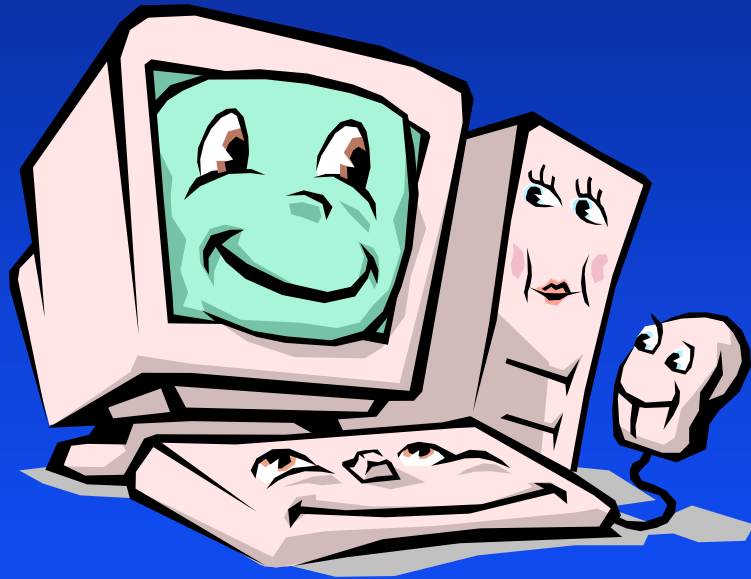
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E N 3 D I A S

Benchmark: 1500 per week to the U.S. hotline

Website Wonder

Over 1.2 million “hits” to date
E-mail service for those with questions



www.en3dias.org.mx

Benchmark: 745,215 hits on equivalent U.S. website from October 1994 through August 2000

Website Disclaimers

- Purpose is to provide information about EC based on current medical literature
- Not intended to be advertising and not supported by the manufacturers or distributors of ECPs
- Consult doctor before taking any of the prescription medications

¿ E-mail questions ?

- Did I take the right dose? At the right time?
- Situation X occurred: do I need to take ECPs?
- When should I expect my next menstrual cycle?
- What can I do if my period is late?
- When/ how can a woman get pregnant?

Advertising in Mass Media

La doctora Raffaela Schiavon Ermani es jefa del servicio de salud reproductiva del Instituto Nacional de Pediatría. Ha sido comisionada por la OMS para difundir en varios países el método para la anticoncepción de emergencia.

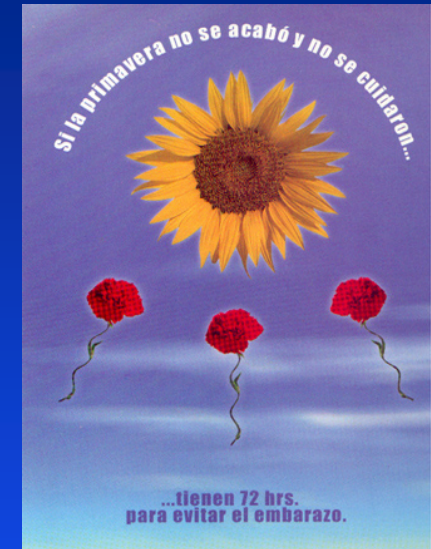
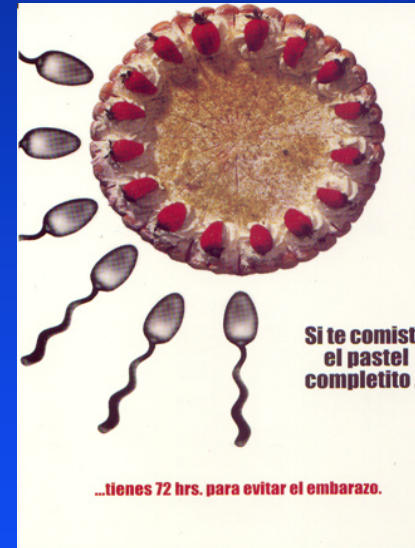
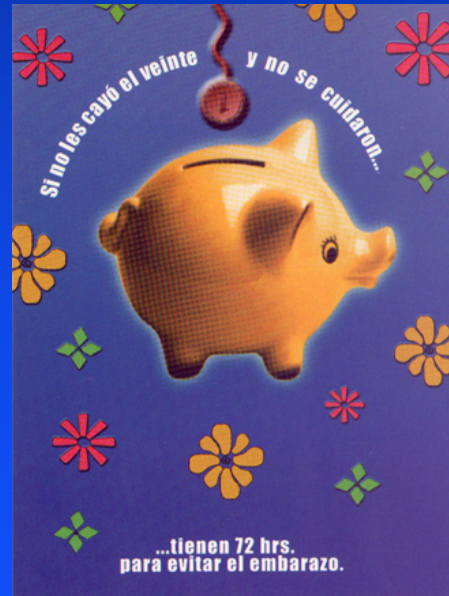
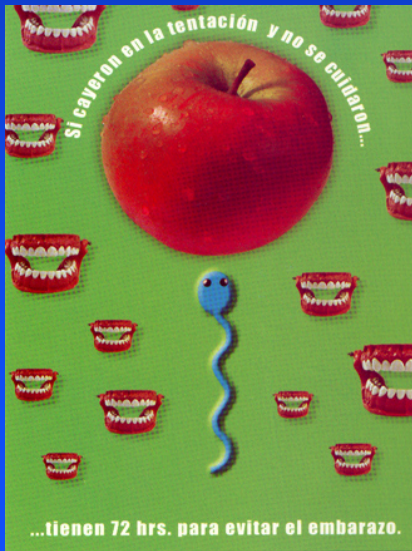


TV and radio spots and
“earned” interviews

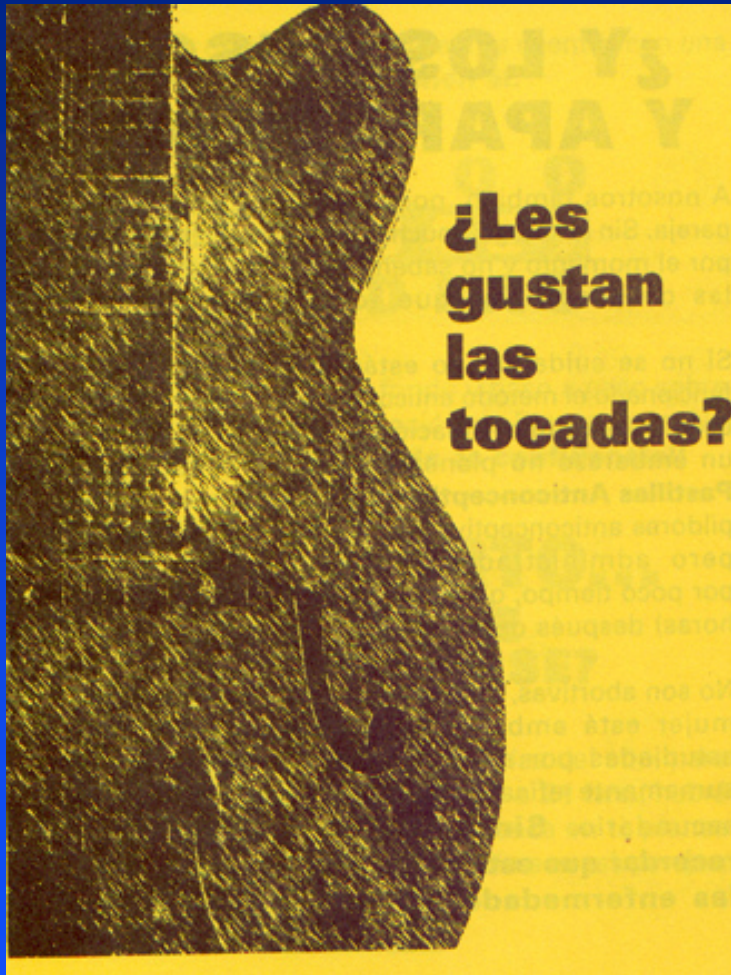


Magazines

Alternative Channels: free postcards



Targeted Materials: Special Places

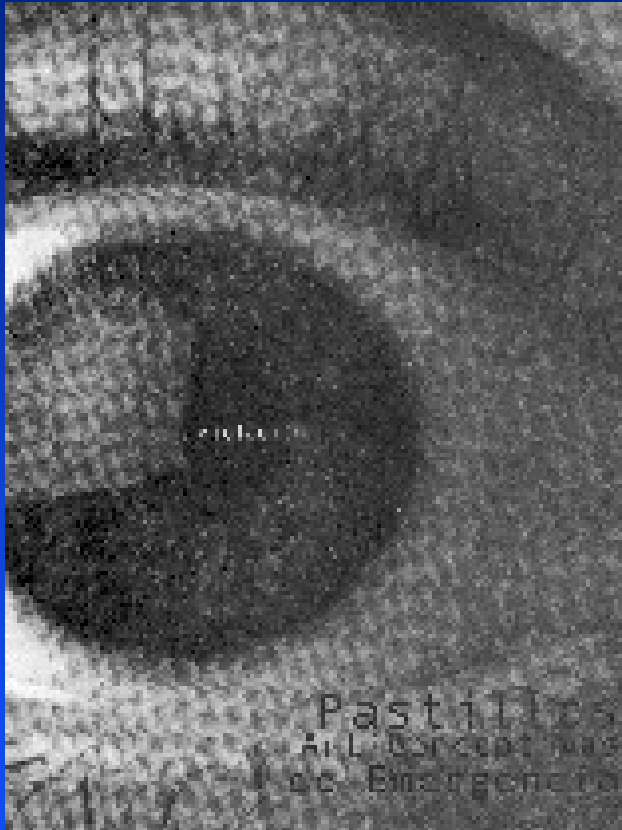


Rock concerts



Cyber cafes

Targeted Materials: Special Audiences



Rape victims



Men

Pastillas Anticonceptivas de Emergencia

El método anticonceptivo que evita el embarazo hasta tres días después de la relación sexual sin protección.

Pastillas Anticonceptivas de Emergencia
INFORMACION A TIEMPO

El único propósito de este folleto es brindar información relacionada con anticonceptivos de emergencia. Esta información está sustentada en literatura médica actualizada e internacionalmente reconocida. Esta información no tiene fines publicitarios, y no recibimos apoyo de ninguno de los fabricantes o distribuidores de los medicamentos mencionados. Consulta a un médico antes de tomar cualquier medicamento cuyo uso requiera de receta médica.

Pharmacists

Clients: Follow-up evaluation (2000)

	<i>BASELINE</i> (n=621)	<i>FOLLOW-UP</i> (n=807)
Heard about ECP	13%	32%*
Supports ECP for all women	73	83*
Have concerns about ECP	67	53*

*p<.001, ** p<.05

Providers' favor more alternative channels of ECP dissemination

	Baseline (n=40)	Follow-up* (n=29)
Radio	47.5	72.4
Television	42.5	72.4
Posters	37.5	82.8
Newsprint	32.5	65.5
Hotline	-----	69.0
Website	-----	72.4

*Results not significant due to small sample sizes

First Lesson Learned

- Good idea to promote Yuzpe regimen while waiting for and encouraging dedicated product(s)' arrival
- **RECOMMENDATION: Dual promotion**

Second Lesson Learned

- Hotline calls and website hits surpassed expectations
- **RECOMMENDATION:** Keep up with demand while working to transfer technologies to local authorities

Third Lesson Learned

- Innovative marketing and media approaches work
- **RECOMMENDATION:** Refresh, combine and adapt them to expand to rural areas and other countries, keeping message simple yet complete.

Fourth Lesson Learned

- Links to similar websites helpful. Dearth of information about sexuality in general.
- **RECOMMENDATION:** Forge links (real and virtual) with network to offer complementary information, and consolidate activities

Longer term considerations

- Foster South to South collaboration in information sharing and networking.
- Work with governments to get necessary approvals, and encourage the same in other countries within the region.
- Encourage public and private sector cooperation for method distribution and defense against common enemies.

Thank you
Muchas gracias