

reason why the women prefer a long acting method like the IUD. In addition, tribal life style makes women more independent and husbands were not found to be a barrier for the women in choosing and maintaining an IUD, a key barrier found in other parts of Bangladesh. Maintaining provider skills is always a challenge, however with special attention from central level staff this effort can be maintained and the women in these areas can continue to receive the method they prefer from qualified providers.

P259

Emergency contraceptive pills in Egypt: A challenging experience amidst a conservative culture

S. Hanna

DKT International, Cairo, Egypt

Objectives: Post-coital contraception is a sensitive issue to raise in conservative communities, especially when there are many cultural and religious restraints, very low awareness about emergency contraception (EC) among healthcare professionals and eligible clients, as well as widespread misconceptions that may have an immense negative impact on such an issue. Other challenges included the society *theoretically* refuses pre-marital intercourse; nevertheless such relations are *hidden*. Last but not least, Population Reference Bureau reported that unintended pregnancies in Egypt reach up to 15%. Introduction of EC pills amidst such an environment is challenging, and attaining unexpected results is definitely breathtaking.

Method: Introduction of EC pills in Egypt in 2007 by DKT International, based on a plan set after thorough market analysis. The key to the tough lock was called acceptable product positioning for the different target audiences. EC pills were positioned as an effective and last-minute-saving contraceptive method, suitable for couples (married women) who do not want to have children at the moment but did not use an effective contraceptive beforehand, or where the pre-coital contraceptive method failed.

- Communicated acceptable promotional messages to healthcare professionals via tailored promotional material, communicating messages to the different target audiences (Ob/Gyn, pharmacists, nurses in private Ob/Gyn clinics, & clients)

- Conduct training for DKT International's sales force on EC and EC pills, so as to promote to more than 4000 Ob/Gyn doctors and 5000 pharmacists
- Design and write the copy for the direct-to-consumer (DTC) campaigns (Arabic patient educational flier, radio ad, newspaper ad, women's magazines ad)
- Held eight stand-alone symposia throughout Egypt for Ob/Gyn, to educate doctors on the concept of EC, followed by demonstrating Levonorgestrel 0.75mg EC pills as 'the last-minute rescuer'.

Results: Results were overwhelmingly surprising. EC pills witnessed unexpected acceptance, especially from end users. In 2007, sales of DKT International's EC pills were 16,345 packs (doses). After only two years, sales were more than 113,000 packs (doses), thus helped in preventing thousands of unintended pregnancies in Egypt.

Conclusion: 'There is a need for EC in Egypt. However, a big gap in knowledge leads to nonuse or incorrect use of EC and negative attitude toward it. If health service planners and policy makers could fill this gap, a considerable decline in the prevalence of unwanted pregnancy may be achieved by using EC' (from: Shaaban OM., et al. EC in the context of marriage in Upper Egypt. *International Journal of Gynecology and Obstetrics*, 112 (2011), 195–199).

P260

Does consciousness play a key role in understating RCH services among ever married women in the most populous state of India to achieve millennium development goals: A regional analysis?

P. Kumar

International Institute for Population Science, Mumbai, Maharashtra, India

Objective: The paper analyses the factors affecting people's awareness to various reproductive and child health programmes, like Antenatal care, Institutional delivery, breast feeding, immunisation, and family planning in different regions of most populous state (Uttar Pradesh) of India.

Methods: The most recent District level Household survey-3 (third round) data has been used for