



Increasing access to modern methods of contraception through private sector channels

An update on FP2020 progress from DKT International

In 2016, DKT committed to the **FP2020 movement** to serve the millions of women in low and middle income countries (LMICs) have an unmet need for contraception. FP2020 focuses on women and girls in 69 of the world's poorest countries.

To support FP2020 goals, [DKT committed to the following key objectives between 2016-2020:](#)

- **investing \$300 million** into FP2020 countries, generated through sales and services;
- **investing an additional \$20 million** in discretionary resources;
- **generating 10 million incremental CYPs** through the provision of modern contraception in FP2020 countries.



Results

DKT is on track to generate nearly **140 million non-abortion CYPs in FP2020 countries from 2016 through 2020.**

DKT is conservative about our impact. Social marketing is based on the assumption that if people use their own money to purchase contraception, they are more likely to use it. Some of our products are distributed to non-governmental organizations (NGOs) and governments to ensure women have access regardless of willingness to pay.

While DKT does not have full visibility on uptake of our products once they are distributed to NGO partners or the government, we assume that *most* of the products reach end-users. To account for this uncertainty and potential non-use, DKT discounts CYPs generated from product sales to NGOs and the public sector.





Between 2016-2019,
DKT's SRH sales and
services in FP2020
countries helped avert:

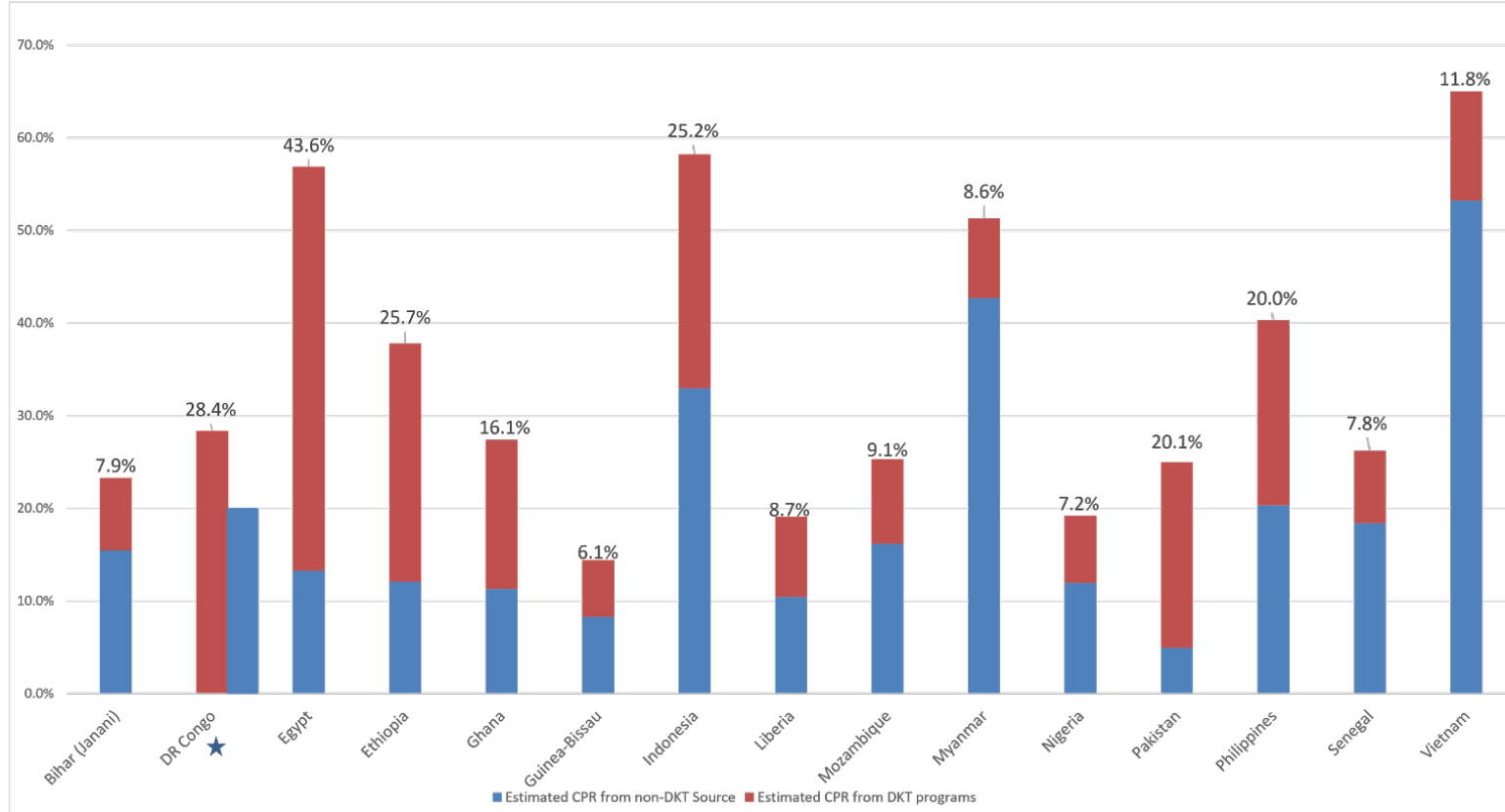
**32 million unintended
pregnancies**

**89,000 maternal
deaths**

243,900 child deaths

**25.6 million unsafe
abortions**

DKT Contribution to Contraceptive Prevalence in Selected Countries in 2019



Note about DRC: According to PMA2020, Kongo Central province has reported 20.9% mCPR among women married or in a union, but country-wide data is conflicting and inconclusive. The UN data in 2018 estimated that mCPR was 7.7%, while the FP2020 estimates it was 11%. Although we did not provide all the contraception in DR Congo over 2019, we present our annual contribution to mCPR at 100% because our sales results exceed mCPR and suggest this data is not up to date. To demonstrate the incongruity between our sales and mCPR statistics, we present the UN mCPR estimate (blue) and our calculated mCPR (red) side-by-side, rather than stacked.

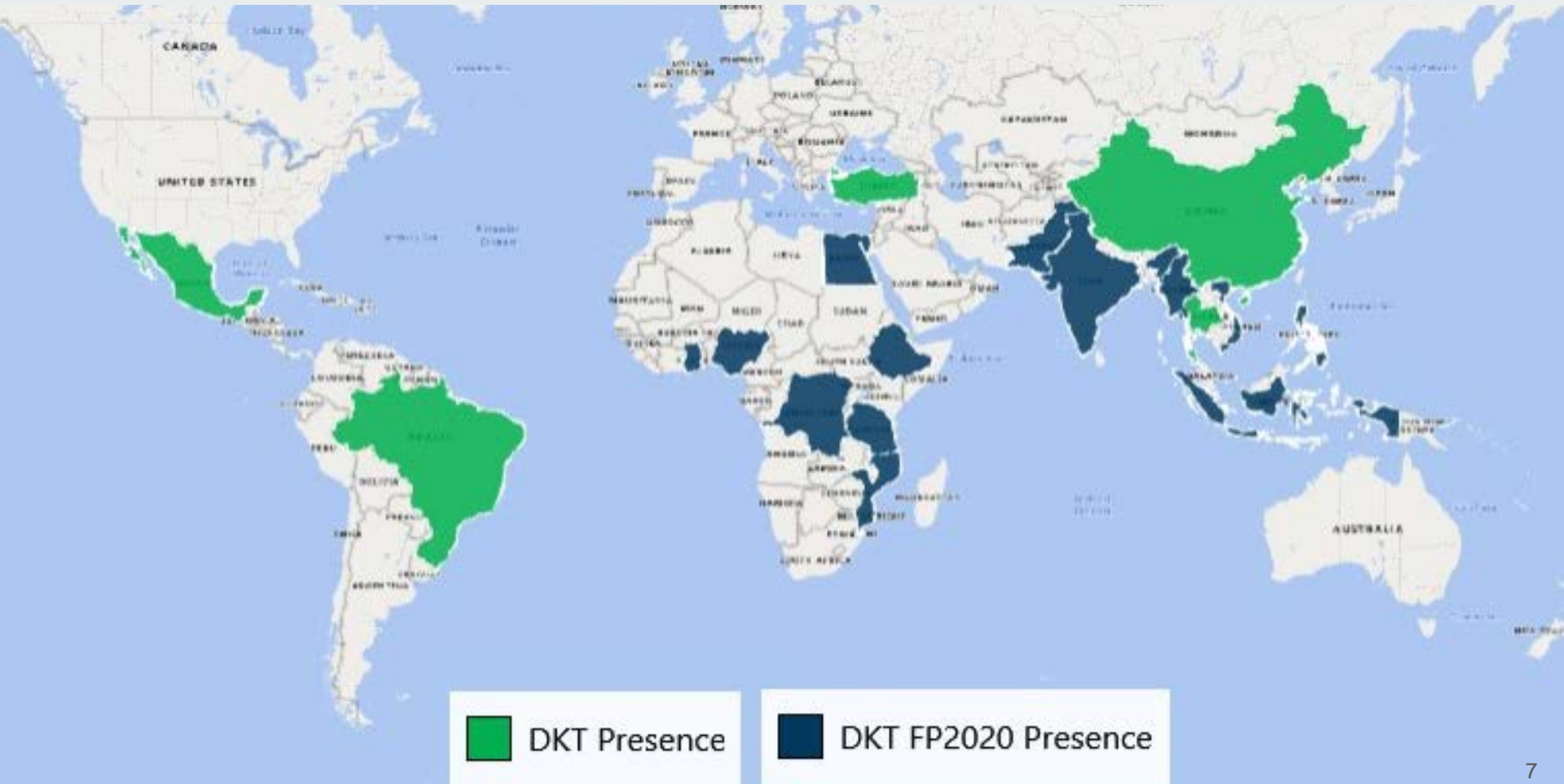
Expansion: New geographies and new products

DKT launched products or services in **24 FP2020 countries** from 2016-2020, serving women and men in a total of 37 FP2020 countries. In the same period, DKT has launched **over 100 new products**. FP2020 highlights include:

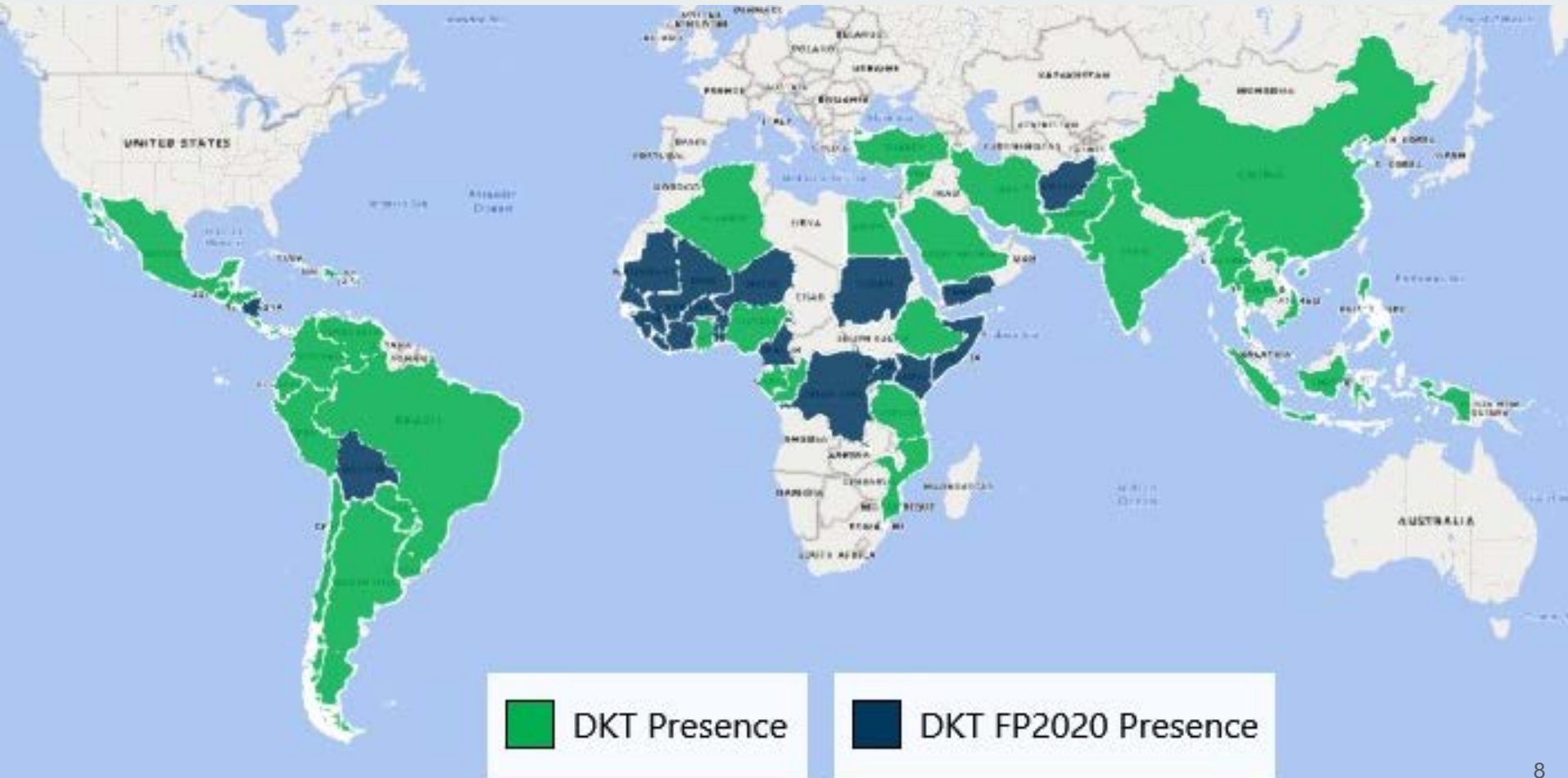
- Condoms and emergency contraception (EC) in Congo
- EC and oral contraception (OC) in Myanmar
- EC, OC, and a 3-month injectable in Afghanistan
- EC, implants, IUDs, and injectables in Somalia
- Implants, EC, DMPA-SC, and IUDs in Liberia
- Condoms, EC, implants, DMPA-SC, and IUDs in Mali
- IUDs in the State of Palestine
- Suppositories in Yemen
- IUDs in Sudan
- Condoms, EC, OC, DMPA-SC, IUDs, and implants in Sierra Leone



Geographic Expansion: DKT in 2015



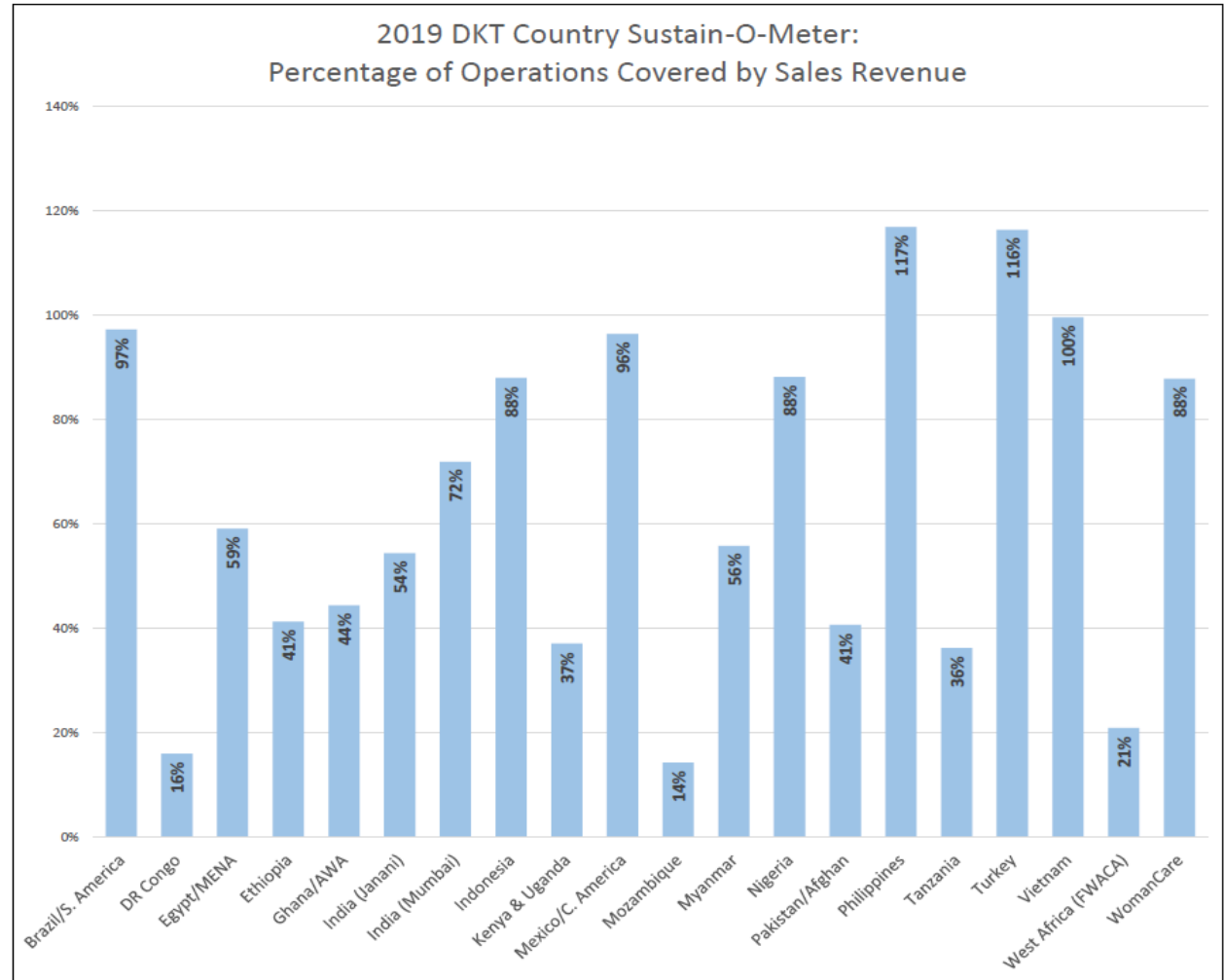
Geographic Expansion: DKT in 2020

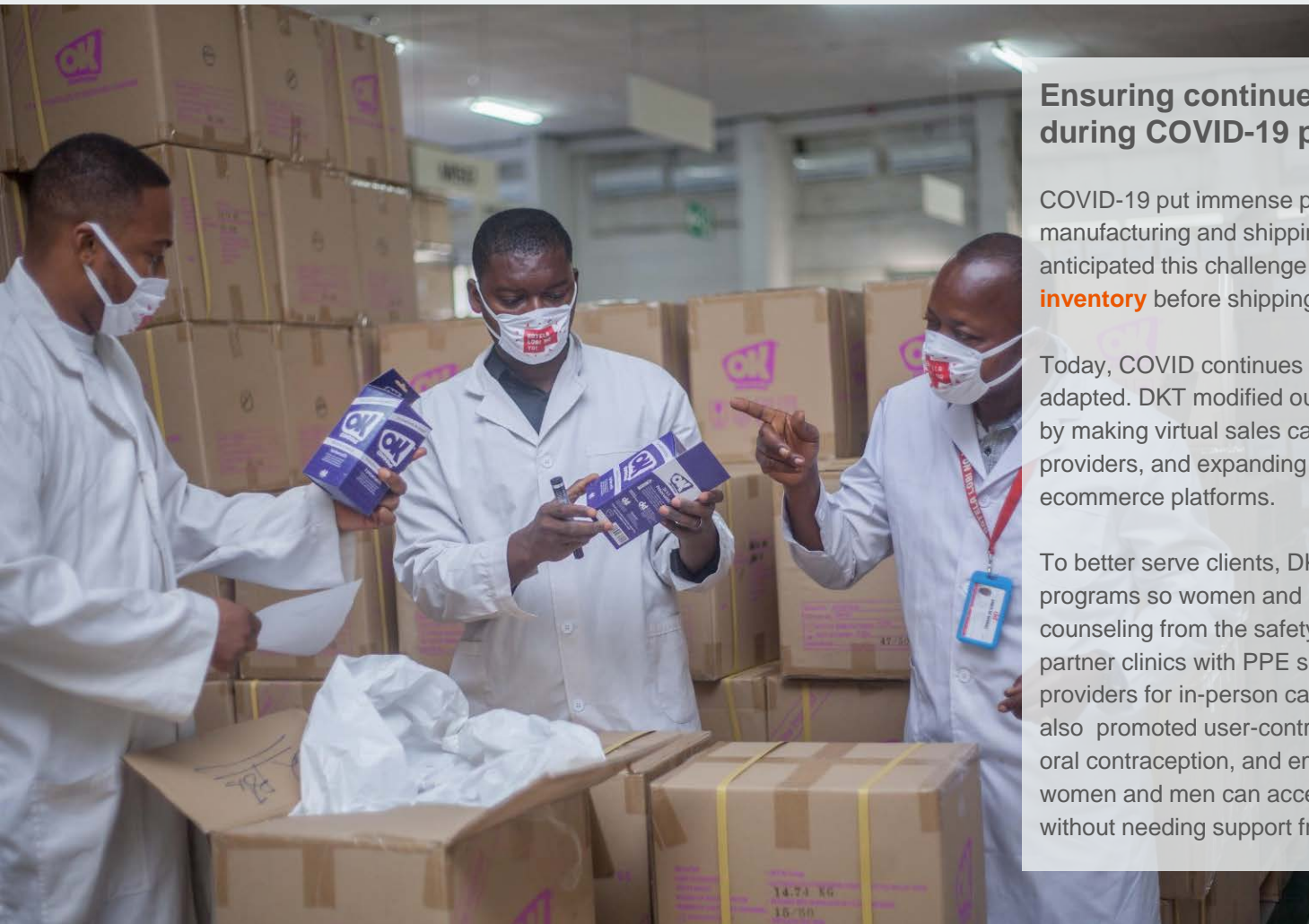


Beyond 2020: Sustainability

DKT sales revenues cover a significant percentage of operational expenses, ranging from 16% in DR Congo to 'sustainable' in the Philippines.

Donor funds are critical to make up deficits.





Ensuring continued access and uptake during COVID-19 pandemic

COVID-19 put immense pressure on supply chains, slowing manufacturing and shipping of SRH products. DKT anticipated this challenge and **made big investments in inventory** before shipping came to a full halt.

Today, COVID continues to threaten access but DKT has adapted. DKT modified our sales and distribution strategy by making virtual sales calls, conducting virtual training for providers, and expanding access to products through ecommerce platforms.

To better serve clients, DKT launched telemedicine programs so women and men could get care and counseling from the safety of their home. DKT provided partner clinics with PPE so women could feel safe visiting providers for in-person care when it felt safe to do so. DKT also promoted user-controlled SRH products like condoms, oral contraception, and emergency contraception, which women and men can access in pharmacies and retail shops without needing support from a provider.

Webinar for Midwives in Indonesia

In Indonesia, COVID forced the closure of thousands of midwife clinics, a key outlet through which women access family planning.

To help re-open clinic doors, DKT organized a Zoom webinar in partnership with BKKBN (the National Population and Family Planning Board), the Midwives' Association (IBI) and UNFPA. Topics included safety protocols, hygiene, COVID updates, and an urgent plea from BKKBN's Minister to reopen clinics to support the women and children of Indonesia.

More than **9,000 viewers** joined the webinar – most of them midwives. In addition, another 26,000 people viewed the recording on YouTube, further expanding the audience.

Clinics have re-opened and women are being served once again.



Innovation: Improving access

Rural areas present logistical challenges to ensuring our products reach women and men down to the last mile. DKT circumvented poor roads, flooding, and long travel times to ensure remote communities have access to modern contraception.

COVID-19 led DKT to launch digital resources to continue providing care. In Pakistan, DKT unveiled a consumer-facing eCommerce site on one of Pakistan's most popular platforms that enabled **men and women to order sexual health products directly**. In 2020, DKT DRC expanded our contact center to include **telemedicine** support, so end-users can contact the call center to discuss variety of sexual and reproductive health topics and operators will refer them to providers for follow-up care.

Lastly, DKT increased access through offering online provider resources. In India, DKT promoted [Doctorstore](#), an online platform that markets and sells more than 80 reproductive health products nationwide, including remote regions that national distribution networks often fail to reach. In Egypt, we recently launched an eCommerce store, [DKT- Shop](#), where providers can purchase products directly.



Above: Refugees gather to receive care from a DKT mobile unit. Violence in northern Mozambique has displaced many and cut off access to these areas for NGOs.

Innovation: digital approaches to improving access

The multi-lingual [FindMyMethod.org](https://findmymethod.org) forum takes a crowd-sourcing approach to counselling by hosting discussion boards where users can ask questions about sexual health and contraception and get answers from an expert (and others who have lived the experience themselves). The forum debunks myths about emergency contraception, weight gain, bleeding, and STIs. Users can also swap stories about their experiences with side effects, menstruation, pleasure, and communication during intimacy.

Outside the scope of the FP2020 movement, DKT also partners with [WomenFirst Digital](https://womenfirstdigital.org) to expand access to safe abortion care. [HowToUseAbortionPill.org](https://howtouseabortionpill.org) and safe2choose.org provide judgment-free resources, including live chat counselling with Ally, an artificially intelligent (AI) bot, to help women to learn about their options.



Innovation: WomanCare – vertical integration with suppliers

[DKT WomanCare](#) provides vertical integration with manufacturing, marketing, training, full quality assurance, and distribution of SRH products into 90 countries.

DKT WomanCare has been dedicated to supplying high-quality, affordable, and accessible contraceptive methods to men and women around the world.

This past July, DKT WomanCare [announced a new partnership](#) with Incepta Pharmaceuticals to register, sell, and market a new 3-month contraceptive, Medogon® or DMPA-IM. DKT WomanCare will start the launch of Medogon® in some of the largest markets in the world, like Kenya, Ethiopia, Ghana, and DR Congo, eventually reaching 40 countries.



Challenges: Navigating regulatory restrictions

Regulatory barriers are the **single greatest challenge** to expanding access to modern contraception. Regulatory bodies play a role in controlling the registration, importation, and marketing processes in-country.

In Kenya, the government instituted a new rule in 2019 that required pre-shipment inspections of pharmaceutical products and new guidelines on medical devices requiring a more intensive re-registration process. Additionally, the process of approval for promotional items in Kenya is lengthy, delaying DKT's marketing activities.

In 2015, the Philippines Supreme Court issued a temporary restraining order (TRO) preventing the procurement, sale and distribution of hormonal products (implants, oral and emergency contraception). This lasted for more than 18 months before a new ruling confirmed contraceptives are not abortifacients, effectively lifting the ban on those products. During those 18 months, there was a large slow-down in regulatory approval, meaning DKT could not register and launch new products.



Challenges: Generating demand in restrictive environments

DKT relies on mass media to generate demand for our products and contraception more broadly. Recently, DKT has begun leveraging social media because it is growing in popularity among young people—and is typically less regulated

Regulatory authorities have the power to dictate how DKT promotes contraceptive products through mass media, digital media, and outdoor advertising (i.e. billboards). Widespread bans on marketing and promotion in conservative countries have forced DKT to be adaptable, to pivot to interpersonal communications and outreach, relying on interpersonal initiatives to raise awareness.

Many of DKT's programs face marketing restrictions, ranging from a complete ban on mass-media and public marketing in Tanzania in 2018 to regulatory restrictions in FWACA, where DKT is not allowed to advertise specific brands of hormonal products like emergency contraception on mass media.

Lydia

En cas d'accident, la réponse ?

La pilule d'urgence



À utiliser dans les 72h maximum après un rapport sexuel non-protégé

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Beyond 2020: Total market approach to impact contraceptive prevalence

DKT is committed to strengthening the private sector, but we also fill gaps in access to support a total market approach. The common goals of the FP2020 movement encouraged DKT to collaborate with NGOs, the government, and other key stakeholders to ensure women have access to family planning, no matter their willingness to pay. DKT fulfills centralized government tenders and supplies products to NGO partners. In 2020:

- DKT FWACA fulfilled tenders in Burkina Faso (184,000 Levoplant implants), Mali (8.6 million condoms, 3,000 Levoplant implants, and 220,000 units of DMPA-SC), Niger (1,300 IUDs), and Senegal (50,000).
- DKT Egypt fulfilled a government tender of 1.2 million suppositories in the midst of the pandemic (June 2020) to ensure women had assurance of reliable access to user-controlled contraception during lockdown.
- DKT Pakistan distributed over 197,000 IUDs to NGO partners as one of the leading suppliers of IUDs in Pakistan.

DKT's efforts have helped improve modern contraceptive prevalence rates (mCPR) in high-need countries. In Ethiopia, for example, DKT contributed 25% of the country's 37% mCPR in 2019. One large component of DKT's impact is our partner clinic network, which has served over 312,000 clients (including 105,000 new users) since 2016.





Thank you

