

# SOCIAL MARKETING A NATURAL FAMILY PLANNING METHOD: THE CASE OF CYCLEBEADS IN THE PHILIPPINES



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# Background: Philippines Reproductive Health Services: Towards Privatization

- ❑ Reduction in international donor funding and local funding
- ❑ Shift from public to private
- ❑ Decentralization of health services and incorporation of modern natural family planning in DOH guidelines
- ❑ NGOs and private sector will need to supply commodities, as donors phase out
- ❑ Potential for Standard Days Method® /CycleBeads®

## Background: What is the Standard Days Method ?

- Identifies fertile days of the menstrual cycle (days 8 – 19)
- Is appropriate for women with menstrual cycles between 26 and 32 days long ( regular cycles about one month apart)
- Helps a couple avoid unplanned pregnancy by knowing which days they should not have unprotected sex

# Background: How is the Standard Days Method used?

The Standard Days Method is used with CycleBeads, a color-coded string of beads to help a woman:

- Track her cycle days
- Know when she is fertile
- Monitor her cycle length

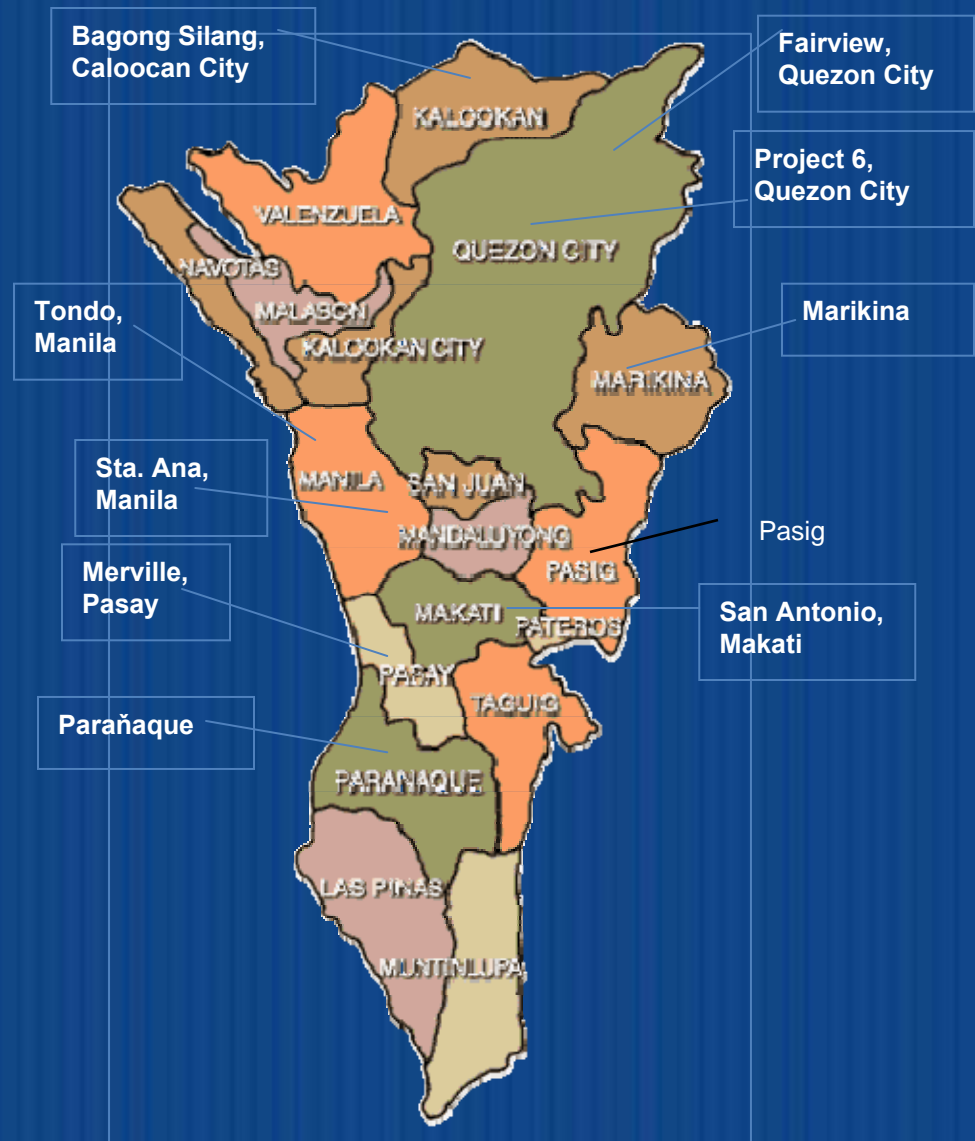


# Research Objectives and Methods

- ❑ To describe the characteristics of potential and current users of the Standard Days Method and their willingness to pay for CycleBeads
- ❑ To ascertain the potential value-added of reaching the Filipino urban population via a Standard Days Method/ CycleBeads -targeted social marketing strategy

# METHODS: WTP Survey Site

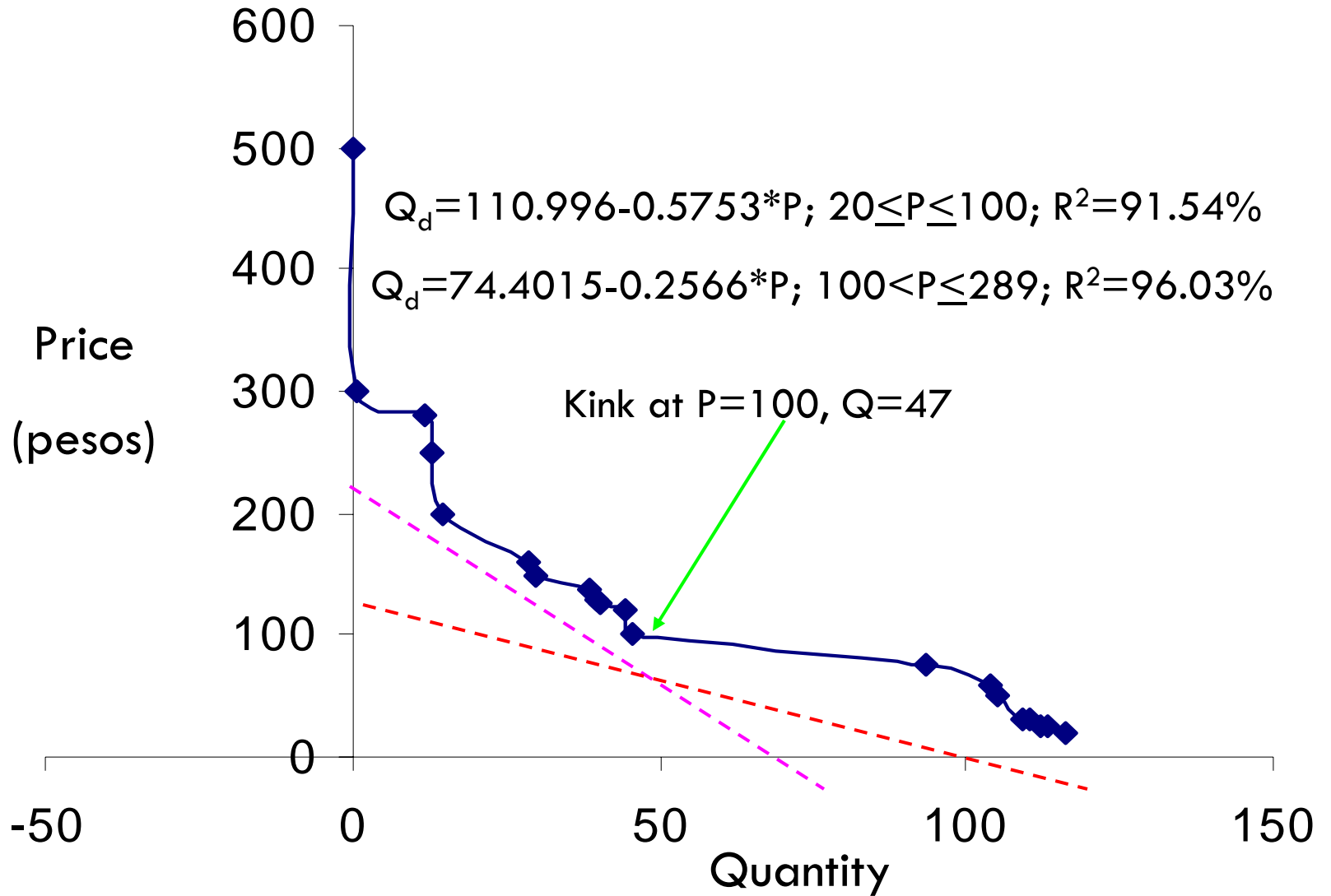
- 10 areas of Metro Manila
- N = 320 respondents
- Survey instrument based on TFGI's WTP Surveys
- WTP data collected on CycleBeads with a 20 minute counseling session
- Information on potential social marketing strategies collected (ex: Where would you like to purchase CycleBeads)



## RESULTS: Client Characteristics for WTP for CycleBeads

Characteristics	Data from WTP
Median age	28.5 years ( 18- 39 years)
Female	91.7%, urban areas
Living children	50% -1- 2 living children 29% - 3 - 4 living children
Own telephone/cell phone	71%
Have flush toilet	71%
Employed outside of home	40%
Total monthly household income	\$246
Household ownership	55%
Renting their home	34%

# Graph 1. Demand Curve for CycleBeads



# WTP Frequency at Various Prices for CycleBeads

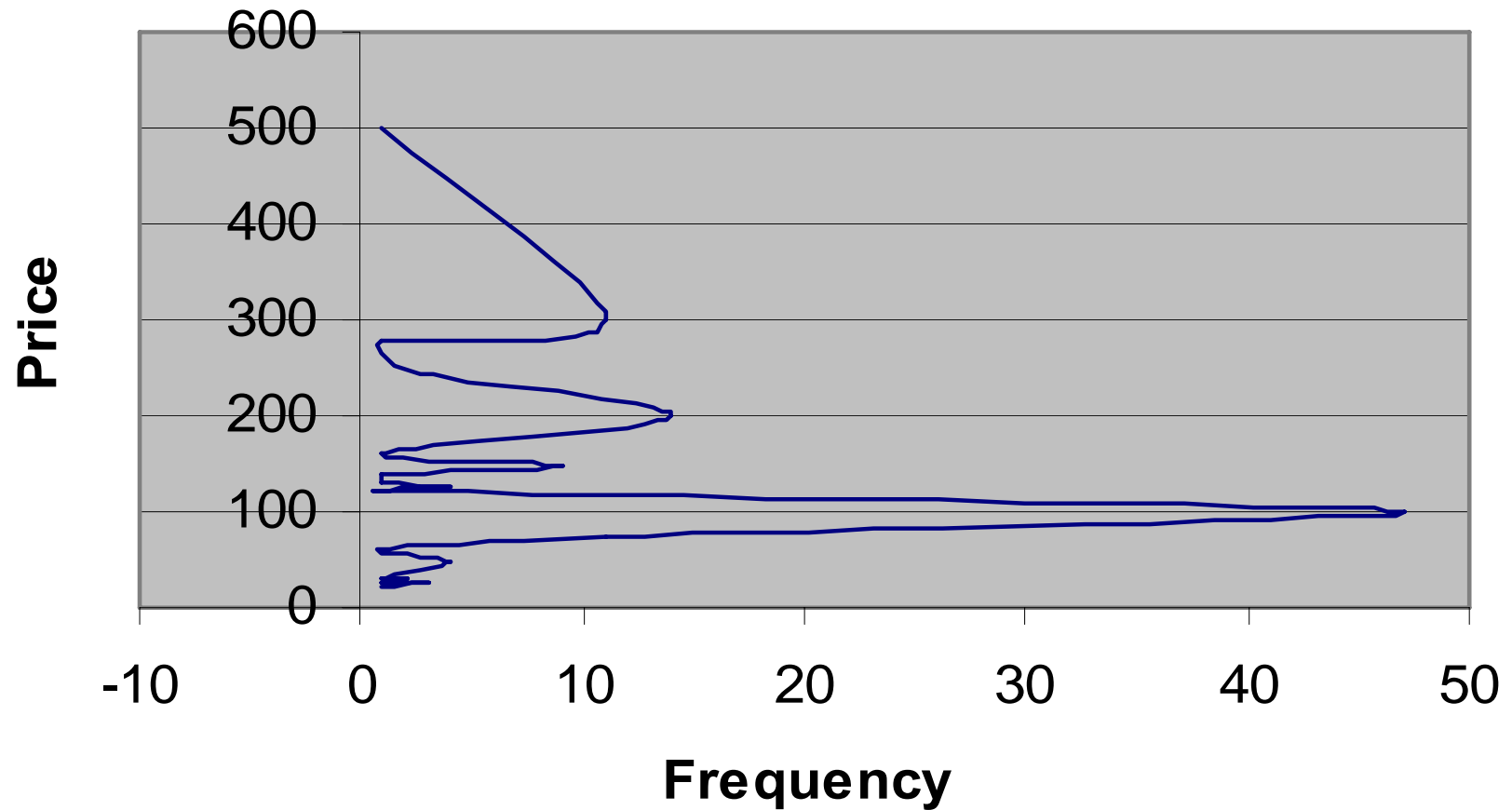


Table 1. How does CycleBeads WTP compare to WTP for other modern methods among women of reproductive age (WRA) who Intend to Use Contraception?

Preferred Future Method	% of WRA Willing to Pay	Average Cost WTP
Pill	77.3	77
<b>SDM (WTP study data)/CycleBeads</b>	<b>NA</b>	<b>100</b>
IUD	79.5	216
Injections	70.8	162
Condom	75.9	36

Sources: 2003 NDHS

## RESULTS: Willingness and Ability to Pay for CycleBeads

- ❑ Of participants (36.6%) who are willing to pay for Standard Days Method counseling and CycleBeads, the largest percentage of respondents chose 100 pesos as their maximum “willing to pay” price (range 20-500 pesos)
  - ❑ 40% chose 100 pesos
  - ❑ 12% chose 200 pesos
  - ❑ 9.4% chose 75 pesos
  - ❑ 9.4% chose 300 pesos

## RESULTS: WTP and AGE

- Following stratification by age:
  - Half of respondents were 20-24 years of age
  - 42% and 39% of respondents 25 to 29 years of age, and 30-34 years of age, respectively, stated a willingness to pay 100 pesos.
  - 91.5% of respondents willing to pay 100 pesos were aged 20 to 34.

## RESULTS: WTP and Number of Children

- ❑ 59% of participants were willing to pay for the Standard Days Method /CycleBeads have 1 to 2 children.
- ❑ Almost half of these respondents are willing to pay 100 pesos (potential use for birth spacing).
- ❑ Over one-quarter of respondents that were willing to pay for Standard Days Method/CycleBeads have 3 to 4 children (potential demand in couples seeking to limit future births).

## RESULTS: SDM Social Marketing Strategy – Where would you like to purchase CycleBeads?

- 70% stated drug stores or pharmacies would be appropriate sources to purchase the CycleBeads
- Majority to almost all of respondents mentioned private clinics (75%) or Avon/Sara-Lee (private industry) (99%) as appropriate sources of CycleBeads
- \* Note: for this question, participants were asked where they would like to purchase CycleBeads product (without the counseling session)

# CONCLUSION

1. Standard Days Method has the potential to address unmet need, high use of traditional FP practices and discontinuation rates of other modern methods and could be used to both space and limit births within urban populations in the Philippines.
2. The potentially high demand for Standard CycleBeads suggest increased access to Standard Days Method through private sector health service delivery channels, such as pharmacies and groceries stores can help expand informed choice

# CONCLUSION

3. Community based distribution through health program volunteers, and community health workers could motivate and/or refer women to clinics or commercial outlets, like pharmacies to obtain the Standard Days Method /CycleBeads

# Thank you very much!

## Acknowledgment

Standard Days Method and CycleBeads are the registered trademarks of Georgetown University

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