

# Introduction of Contraceptive Technologies: Lessons for Microbicides Access

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## The Good News

- “The Contraceptive Revolution”: increase in developing country contraceptive use from 10% in 1960 to 60% in 2005
- Total fertility rate declined from 6 to 3 births per woman
- New contraceptive technologies were key, despite highly skewed use patterns

## The Not-So-Good News

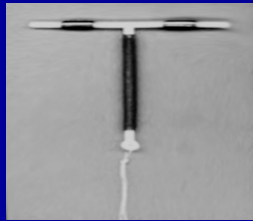
- This success took 40 years to achieve
- The work is not over: 17% of women still have unmet need for family planning
- Many difficult challenges and failures along the way – technology roller-coaster

## The Bad News

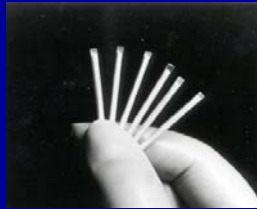
- After initial donor enthusiasm, funding declined as priorities shifted (no MDG for RH)
- Low contraceptive use in most African countries, where HIV/AIDS is highest.

## History of three new RH/FP Technologies

IUD



Implant



Female Condom



## Intrauterine Devices (IUD)

- First modern long-acting, reversible contraceptive – Lippes Loop, 1960
- Early enthusiasm, vigorous introduction, vertical programs
- 2<sup>nd</sup> Generation: Copper T IUD, most cost-effective, 1970.
- 170 million users by 2005, but highly skewed
- Provider dependence; user fears
- Dalkon Shield failure, U.S. market collapse
- 3<sup>rd</sup> Generation: progestin-releasing IUD, Mirena

## Highly Skewed IUD Use

Percentage of women of reproductive age in married or consensual unions using IUDs.  
(Source: UN 2003)

### High Use

- China and Vietnam (36 – 38%)
- Former Soviet Union (9 – 56%)
- Scandinavia, France (20-36%)
- Six Middle Eastern countries (15-36%)
- Cuba (44%)

### Moderate Use

- Eight Latin American countries (10-14%)
- Iran, Indonesia (8%)

### Negligible Use

- Sub-Saharan, East and West Africa (1-4%)
- Asia, excluding China and Vietnam (0-5%)
- India (2%)
- Brazil (1%)
- North America (1%)

## Implants

- Norplant: next long-acting “magic bullet”, 1983
- Highly effective, long-acting, no gyn procedure, “minor” bleeding, cost 20X more than Copper T
- High stakeholder enthusiasm, major international introduction effort
- 30 country “pre-introductory trials”, regulatory approvals, WHO post-marketing study
- 2<sup>nd</sup> generation: Jadelle, Implanon – easier to insert, similar cost, limited LDC uptake thus far

## Norplant Backlash

- Reaction to side-effects
- Overly directive providers, poor counseling, high cost
- Ethical, legal, and cultural challenges
- Media overly enthusiastic, then negative
- Withdrawal from U.S., U.K. markets
- After 20 years, >1% use in LDCs, except Indonesia at 4.6%

## Female Condom

- First dual use method in AIDS era
- Female-initiated, effective, requires user education, more costly than male condom
- Weak procurement systems
- Slow uptake, moderate use in only 4 countries
- Insufficient sustained donor and national support; inadequate procurement
- Renewed advocacy efforts - perseverance
- 2<sup>nd</sup> generation products

## Distribution Channels

- Government health systems - largest but uneven, weak in Africa
- Civil society – advocacy, pioneering demonstrations, quality
- Social marketing, private – OTC, potential for microbicides
- National strategies combining all three

## Lessons for Microbicides

### 1. Beware the New Magic Bullet Syndrome

## Lessons for Microbicides

### 2. Cost Matters

## Lessons for Microbicides

### 3. Secure Strong, Sustained Stakeholder Support

## Lessons for Microbicides

### 4. Perseverance is Essential

## Lessons for Microbicides

### 5. Pay Close Attention to Real & Perceived Side-Effects, and Media Reactions

Lessons for Microbicides

6. International  
Procurement and  
Logistics Systems  
Essential

Lessons for Microbicides

7. Every Country and  
Cultural Setting is  
Different

Lessons for Microbicides

8. Country Access  
Strategies - Existing  
National, NGO, and  
Commercial Delivery  
Systems

Lessons for Microbicides

9. 2<sup>nd</sup> Generation  
Products Offer New  
Access Opportunities

## Lessons for Microbicides

# 10. Expect the Unexpected: the Roller-Coaster

## Lessons for Microbicides: Summary - 1

1. Beware the New Magic Bullet Syndrome
2. Cost Matters
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## Lessons For Microbicides: Summary - 2

6. International Procurement and Logistics Systems Essential
7. Every Country and Cultural Setting is Different
8. Country Access Strategies - Existing National, NGO, and Commercial Delivery Systems
9. 2<sup>nd</sup> Generation Products Offer New Access Opportunities
10. Expect the Unexpected: the Roller-Coaster