

Chapter 11

Employing Consumer Perception Insights to Address Dissonance and Increase Product Acceptance: Freedom5 Case Study

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ABSTRACT

The essence of the chapter is use of communication mix used for addressing the dissonance of the women among reproductive age regarding long-term contraceptives. The use of Intrauterine Device (IUD) has remained static at around two percent for the last decade and a half, despite IUDs being an effective reversible contraceptive. There are many myths and misconceptions prevalent in the communities, which have resulted in this low use of IUD. The different communication channels, interpersonal counseling, mass media, medical detailing and helpline, have the same objective of raising awareness and dispelling negative words regarding IUD. An outbound call through helpline is based on the principle of AIDAS (Awareness Interest Desire

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Action Satisfaction). A helpline call through counselor help in assuring women of the method adopted and creates brand ambassadors for IUD, who in turn motivate other women in the community.

INTRODUCTION

Unplanned pregnancies and a lack of birth spacing threaten the health of women and children and cause significant financial burdens on families. A woman's ability to choose if and when to become pregnant has a direct impact on her health and well-being. Family planning allows spacing of pregnancies and can delay pregnancies in young women at increased risk of health problems and death from early childbearing, and can prevent pregnancies among older women who also face increased risks. Family planning enables women who wish to limit the size of their families to do so. By reducing rates of unintended pregnancies, family planning also reduces the need for unsafe abortion. An estimated 222 million women in developing countries would like to delay or stop childbearing but are not using any method of contraception (WHO, 2013).

The lack of preventative family planning methods becomes clear when looking at abortion statistics. In a study Ganatra (2012) points out that the overwhelming majorities of abortions in India are sought out by married women looking to space births or limit the number of children they have. In a paper, Ross et al. (2002) pointed out substantial evidence from around the globe indicates that broadening the choice of contraceptive methods accessible to a population increases the overall contraceptive prevalence, as it increases the number of couples that can obtain a method that suits their own particular needs.

Despite the longstanding, progressive family planning policies in India, the use of modern methods of contraception is not high enough. PSI India is supporting Government of India in looking beyond sterilization and repositioning IUDs and other Long Acting Reversible Contraceptives (LARC). As per WHO, (2009) the intrauterine device (IUD) is a long-term reversible contraceptive method that is suitable for women of all reproductive ages, and represents the most cost effective for preventing unwanted pregnancies (Chiou, 2003). In 2007, the IUD was used by an estimated 23% of the 721 million users of any contraceptive method (United Nations, 2009); making it the most commonly used reversible method worldwide.

The global figure of IUD prevalence masks the variation of IUD use across the globe. Updates from World Contraceptive Use 2009 indicate that 25% users of any contraceptive method used the IUD in Asia, followed by 20% in Europe. These proportions are reflected by the predominance of IUD use in China (50% of all

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