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SERVING CONSUMER FAMILY PLANNING NEEDS DURING A PANDEMIC:

Social Enterprise India COVID-19 Adaptations Brief



Adaptation:

Any modification made to a planned program's activities, interventions, approach or funding due to COVID-19.



NUMBER OF ADAPTATIONS OF SE INDIA

- 2 Social Behavior Change
- 1 Service Delivery
- 1 Enabling Environment

As COVID-19 spread across India, PSI's Social Enterprise (SE) rapidly adapted by implementing their COVID-19 Digital Acceleration Strategy to safely continue providing consumers with family planning (FP) self-care information, connecting clients with customized telemedicine and delivering high quality FP products. To document and share crucial lessons learned, from May–November 2020, Research for Scalable Solutions (R4S) had supported the monitoring of SE's COVID-19 program adaptations in India. This brief highlights key consumer insights in COVID-19 adaptations across the FP High Impact Practice (HIP) categories: social behavior change, service delivery, and enabling environment. While COVID-19 is still impacting FP programs, based-on consumer insights, the SE team in India has identified adaptations that will be maintained in a post-pandemic setting.

SOCIAL BEHAVIOR CHANGE

COVID-19 CHALLENGE

Cessation of in-person FP demand creation activities lowering client demand for FP products and services.

ADAPTATION

Between Us Digital FP Self-care Information Campaign

- In June 2020, SE India launched Between Us, a Facebook and Instagram FP promotion campaign targeting women between 18–34 with FP self-care information.
- The digital campaign reached over 1.2 million people and received over 47,000 interactions.

ADAPTATION

Artificial intelligence (AI) Chatbot and Cyber Educator for Personalized FP Self-care Information

- In July 2020, SE India incorporated AI for personalized FP self-care information into the Between Us campaign, providing personalised FP self-care information and linking interested young women to an e-consultation platform for an online appointment with a doctor.
- 38% of Between Us visitors have interacted with the Cyber Educator.

SOCIAL BEHAVIOR CHANGE IMPACT



Between July and November 2020, clients had **9,035 conversations** and **1,512 were referred for consultations** via the Chatbot and Cyber Educator.

Between Us Facebook Ads connecting clients to artificial intelligence chatbot and cyber educator

COVID DIGITAL ACCELERATION STRATEGY



Empower consumers with relevant self-care information through online channels



Link to customized counseling and telemedicine



Deliver high-quality products through innovative distribution models

Centralized support structure = efficiencies and optimization

Rapid Response



Establish Benchmarks



Accelerate Learning

SERVICE DELIVERY

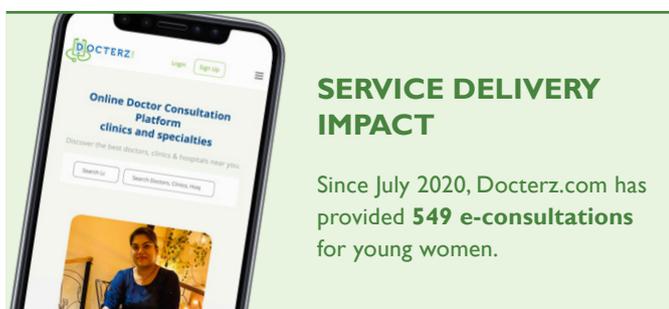
COVID-19 CHALLENGE

Movement restrictions limiting client access to FP consultations and products.

ADAPTATION

Partnership with Docterz.com for customized FP counseling and telemedicine

- In June 2020, collaborated with Docterz.com e-consult website to link consumers to doctors for customized counseling for FP products and services.
- Docterz.com e-consultations specialize in short-term method provision and counsel women on oral contraception and emergency contraception methods, linking them to I mg e-pharmacy for their desired FP products.



ENABLING ENVIRONMENT

COVID-19 CHALLENGE

Movement restrictions limiting clients from accessing FP products at pharmacies and private clinics.

ADAPTATION

E-pharmacy partnership for high-quality FP product distribution.

- In September 2020, SE India partnered with I mg e-pharmacy to distribute their short-term FP products such as Meuri and Pronta. Clients can consult a doctor and receive a prescription at no-cost (within 3–4 hours).
- Once clients receive their e-prescription, they are able to purchase the FP products and have them delivered to their home.

“ New partnerships with e-pharmacies have been set in place to reduce the number of touch points in the journey”
Program Manager

INTEGRATION OF ADAPTATIONS BEYOND COVID-19

Guided by consumer insights, SE India will be maintaining and improving a number of adaptations into their routine FP programs, even beyond COVID-19.

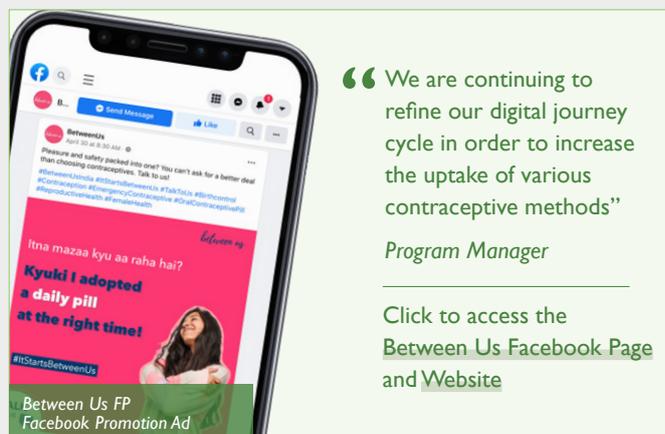
Those adaptations include:

AI Chatbot and Cyber Educator for FP Self-Care information:

- Current challenge: AI Chatbot is unable to solve problems unique to every customer based on a limited menu of response options.
- To better serve the needs of clients, SE India is working on a solution to incorporate more customizable information linked to a cyber educator to make the digital self-care information access as engaging as possible.

Improving e-pharmacy partnership for high-quality FP product distribution:

- Current challenges: doctor unavailability and inability to get a prescription to purchase oral contraception and emergency contraception directly with doctors.
- SE India recruiting a dedicated doctor on Docterz.com for Between Us appointments.
- SE India collaborating with an e-pharmacy that helps generate online prescription for free at the time of purchase.



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For more information about the SE India COVID-19 adaptations:

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