

May 2021

INNOVATING TO SAFELY SERVE FAMILY PLANNING CLIENTS DURING A PANDEMIC:

Social Enterprise Uganda 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 UGANDA

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

As COVID-19 spread across Uganda, 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 COVID-19 program adaptations in Uganda. 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 Uganda has identified adaptations that will be maintained in a post-pandemic setting.

SOCIAL BEHAVIOR CHANGE

COVID-19 CHALLENGE

Restricted movement limited below the line marketing and distribution activities, therefore also limiting product and brand visibility to consumers.

ADAPTATION

SE team launched a digital campaign to create consumer product awareness through popular social media platforms, including Facebook, Instagram, and WhatsApp.

- These digital campaigns then linked consumers with e-commerce platforms (such as Jumia and Safe-boda e-shop) for product purchase and delivery.
- To encourage consumer FP product purchases, FP products were bundled with popular food items to drive traffic.
- A consumer demonstration tool was developed to better support online FP product purchases by providing consumers with informational videos on the different types of contraceptives and their uses.

SOCIAL BEHAVIOR CHANGE IMPACT



Summer 2020 digital campaign achieved a reach of **317,747 unique followers** per month between June through August 2020.

COVID-19 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

To learn more about SE-Uganda's work, access:

The [PSI Uganda Facebook Page](#) and [The Trust Condoms Facebook Page](#).

SERVICE DELIVERY

COVID-19 CHALLENGE

Movement restrictions limited the ability of consumers to travel to a physical storefront to buy FP products.

ADAPTATION

Adoption of Jumia e-commerce platform for online distribution.

- Boda distribution platform allowed consumers to continue to buy high-quality FP products without having to travel to a physical storefront, thereby limiting COVID-19 risk.

ADAPTATION

Tele-detailing, a phone-based approach to allow for continued service delivery to pharmacies.

- Follow-up conducted via WhatsApp groups designed to allow private providers to have personalized, on-demand engagements with the medical detailers.

SERVICE DELIVERY IMPACT

From June to August 2020, **517 tele-detailing calls** promoted the sale of:

- 1,040 IUDs
- 38,636 Trust condoms

ENABLING ENVIRONMENT

COVID-19 CHALLENGE

Movement restrictions hindered consumers from traveling to physical store locations to obtain their FP products.

ADAPTATION

Motorbikes (bodas) were adopted to deliver high-quality FP products straight to consumers at home.

- SE Uganda initially partnered with an external Uber-like app for product delivery (Safe-boda E-shop) to provide an opportunity for consumers to access FP products directly.
- However, due to challenges within that delivery model including wait times and transport costs, SE Uganda is launching an alternative boda solution as part of the existing business to better address needs.

ENABLING ENVIRONMENT IMPACT



The use of boda motorbikes was a **quick and reliable method to deliver customised FP orders** to consumers at their homes and pharmacies alike.

INTEGRATION OF ADAPTATIONS BEYOND COVID-19

Guided by consumer insights, SE Uganda will be integrating several adaptations into their routine FP programs, even beyond COVID-19.

Those adaptations include:

Adoption of Motorbikes as an Innovative Distribution Model:

- While motorbikes were proven effective, timely delivery proved to be an issue with third-party drivers.
- SE is investing in motorbikes to prioritize private sector product delivery.

Continuance of Self-Care Information Campaigns:

- Continuing the use of the Facebook digital campaign to promote self-care information and connect consumers to FP products.
- Continuing the strategic bundling of food products with FP products to drive purchase traffic.
- Refining the development of a consumer demonstration tool to support online FP product orders on Facebook and Instagram linking consumers to JUMIA.

This brief is made possible by the support of the American People through the United States Agency for International Development (USAID). Research for Scalable Solutions (R4S) is a global project funded by USAID and led by FHI 360 in partnership with Evidence for Sustainable Human Development Systems in Africa (EVIHDAF), Makerere University School of Public Health in Uganda (MakSPH), Population Services International (PSI), and Save the Children (STC). The contents of this brief are the sole responsibility of FHI 360 and do not necessarily reflect the views of USAID or the United States Government.

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

✉ Kiiza Mulogo (kiiiza@psiug.org) and Andrea Novella (anovella@psilac.org)