

From ECPs to OCPs: Bridging with Discount Coupons for Pills in Jamaican Pharmacies

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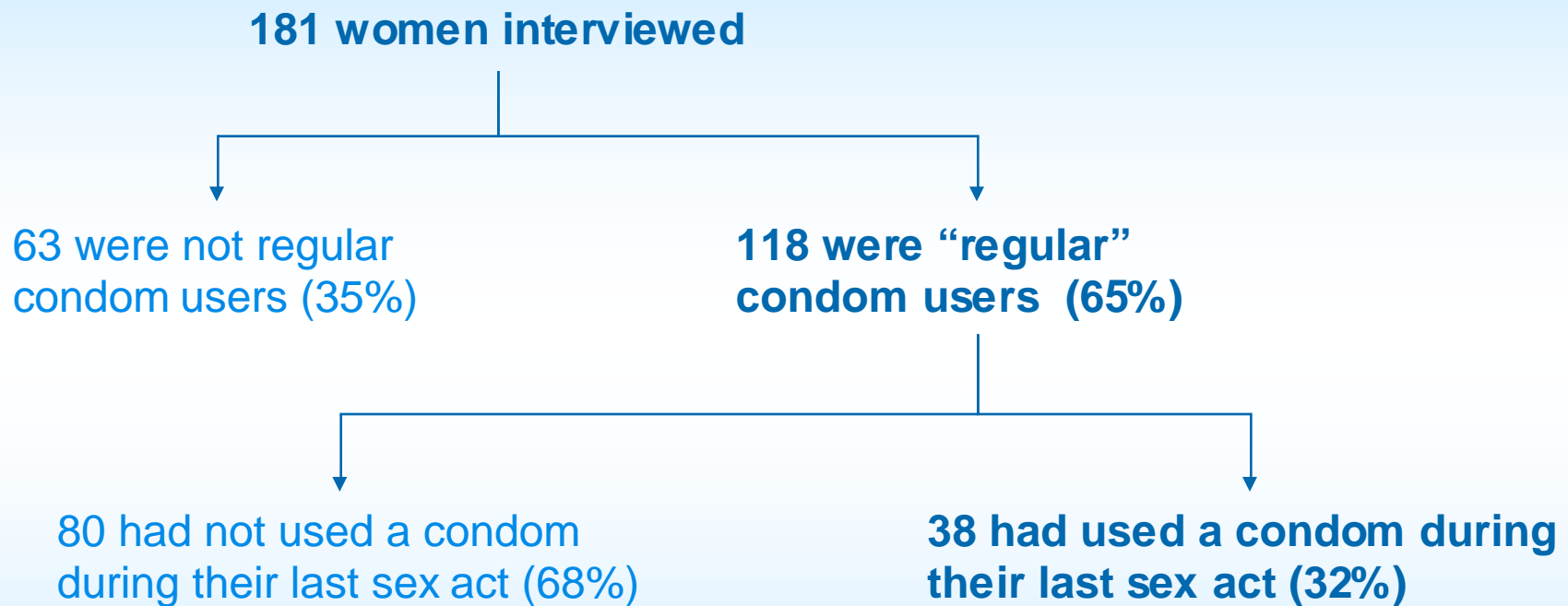
Study Background

- Interest in bridging to reduce unintended pregnancies
- In Jamaica:
 - Pharmacists denounced decision to provide ECPs OTC
 - Concern that availability encourages promiscuity
 - Concern about adolescents
 - Concern with decrease in pharmacy condom sales
 - Collaboration with Jamaican stakeholders
 - Pharmaceutical Society of Jamaica
 - National Family Planning Board
 - Medimpex Jamaica, Ltd.

Study Objectives

- To determine whether provision of discount coupons facilitated method adoption
- To determine length of adopted method use
- To determine how often ECPs are used

Preliminary Survey of ECP users



Definition of Regular Method Users

➤ Regular Pill User

- Has been using pills for at least 3 months continuously
- Intends to return to pills after EC

➤ Regular Injectable User

- Late for re-injection
- Intends to return to injectable after EC

Discount Coupon



SAVE \$25-\$50
off your next purchase of pills!!

Please indicate your choice of pill brand before redeeming this coupon:

Lindynette.....	\$50 off retail price
Novynette.....	\$40 off retail price
Tri- regol.....	\$25 off retail price
Other(.....)	\$25 off retail price

To be redeemed at: _____

No. 0001 Coupon expires on: 30/04/07

Coupon Front



 Oral contraceptives are ONLY intended to prevent pregnancy!

They will not protect you against HIV/AIDS and other sexually transmitted infections (STIs) such as Chlamydia, Gonorrhea, and Syphilis.

SO DON'T FORGET TO USE A CONDOM!!

Pharmacists, please complete: This coupon was redeemed on (date): _____ day/month/year

Coupon Back

OCP Prices and Discounts in US\$

Medimpex Jamaica Ltd. products			
	Cost	Cost with discount	% discount
Lindynette	\$6.09	\$5.32	13%
Novynette	\$4.62	\$4.00	13%
Tri-Regol	\$1.93	\$1.55	19%
Postinor-2	\$10.35		

- 23 different brands of pills available in pharmacies
- Range of pill prices: US\$1.39 to US\$12.55 per cycle
- Based on data obtained June 15th 2006
- Exchange rate: J\$65.5 = US\$1

Study Design

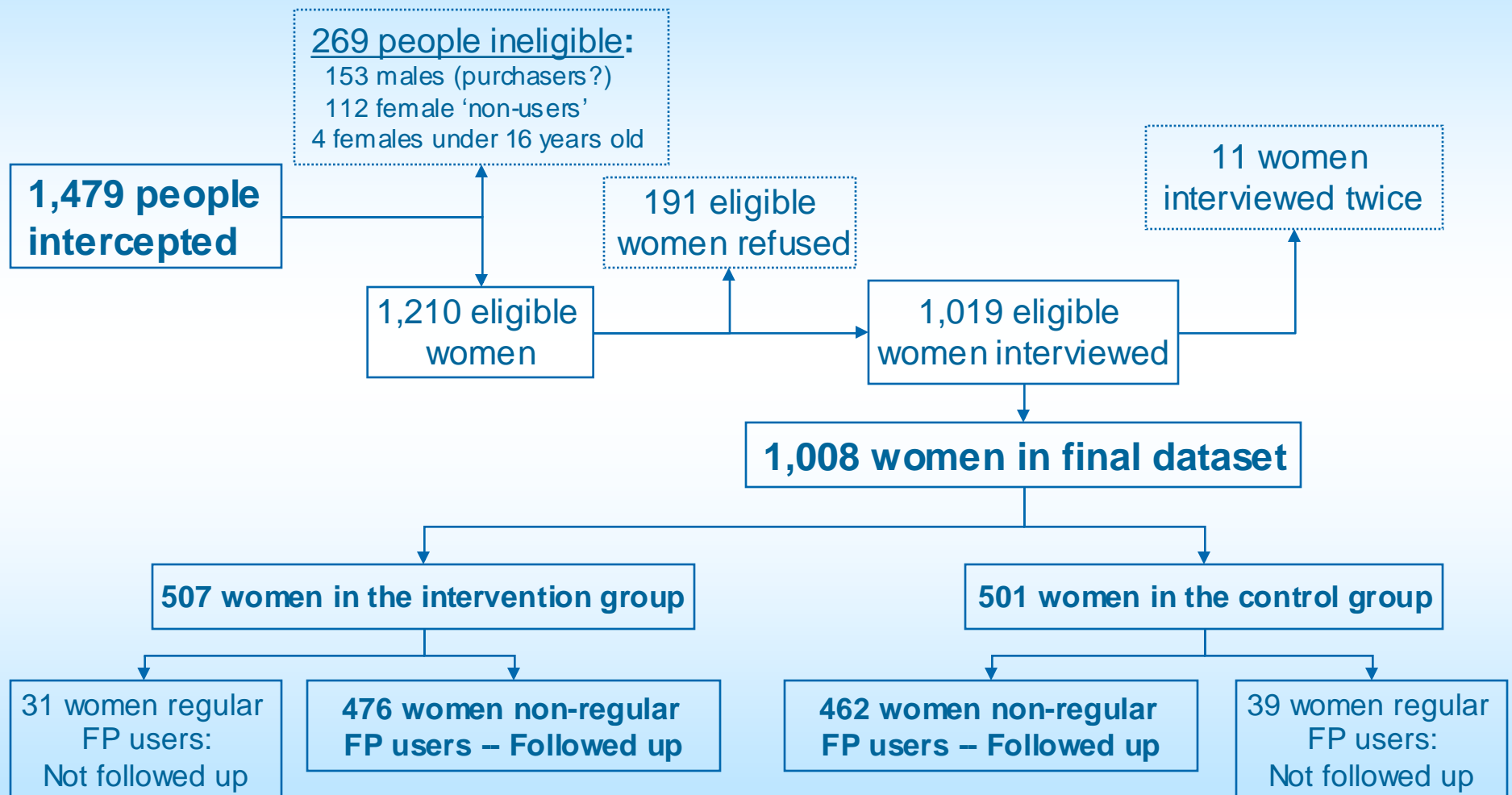
Multi-site Randomized Trial

- Intercept interviews in 21 pharmacies
 - Women 16+ who bought Postinor-2 for own use
 - Random assignment to study groups in each pharmacy
 - History of contraceptive and Postinor-2 use

- 3 month follow-up interviews (via CATI)
 - Who redeemed coupon
 - Who adopted pill, injectable or IUD
 - Use of adopted method up to 3 months

- 6 month follow-up interviews (via CATI)
 - Who adopted pill, injectable, IUD
 - Use of adopted method up to 6 months

Participant Flow Chart



Baseline Results

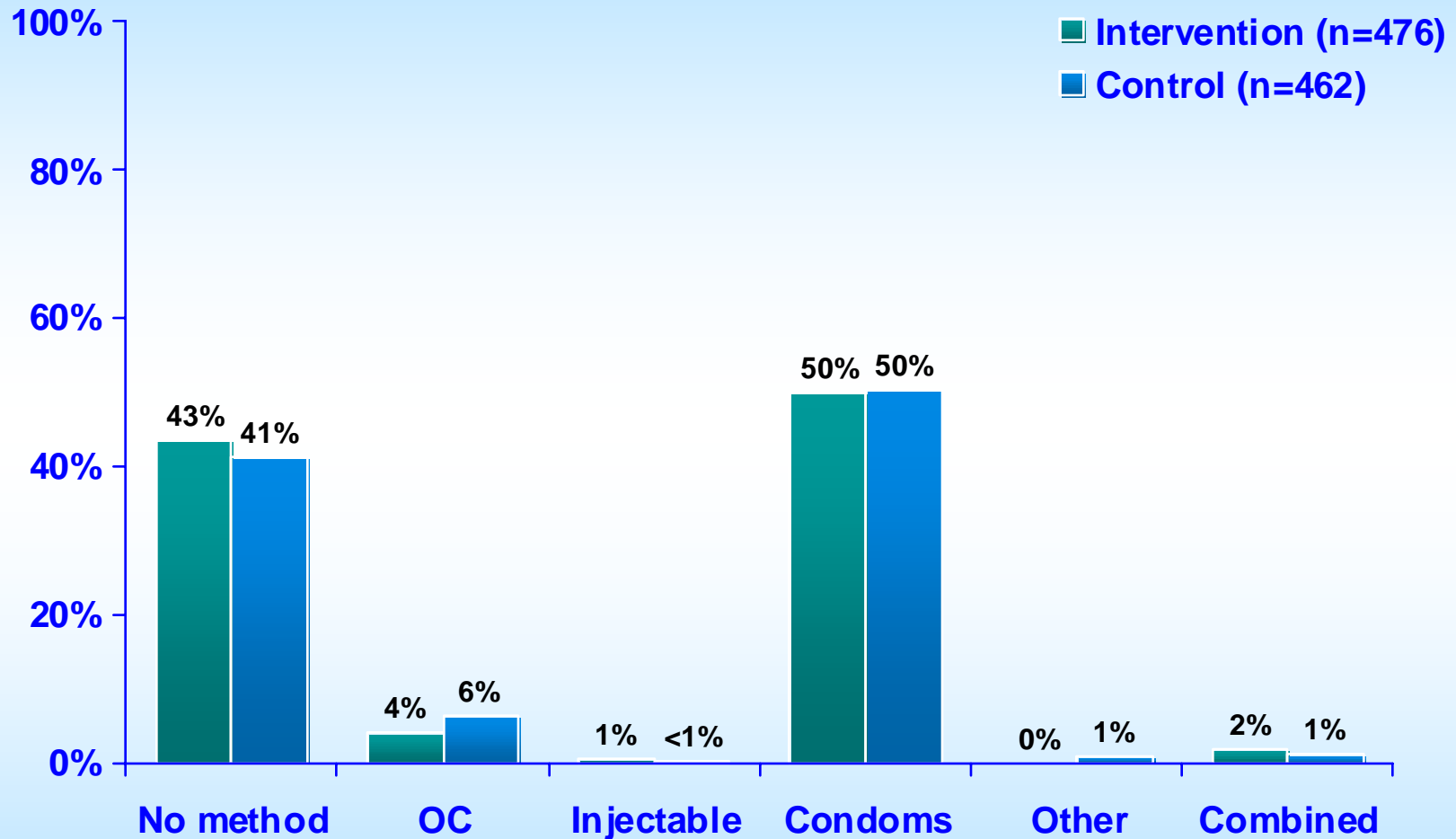
Demographic Characteristics

	Intervention: Received coupon (N=476)	Control: Did not receive coupon (N=462)
Mean Age in years	25.6	25.6
No. of children (%)		
0	49	47
1-2	40	44
3 or more	10	9
Education (%)		
Primary or less	1	<1
Secondary	41	46
Post-secondary	47	42
Other	11	11

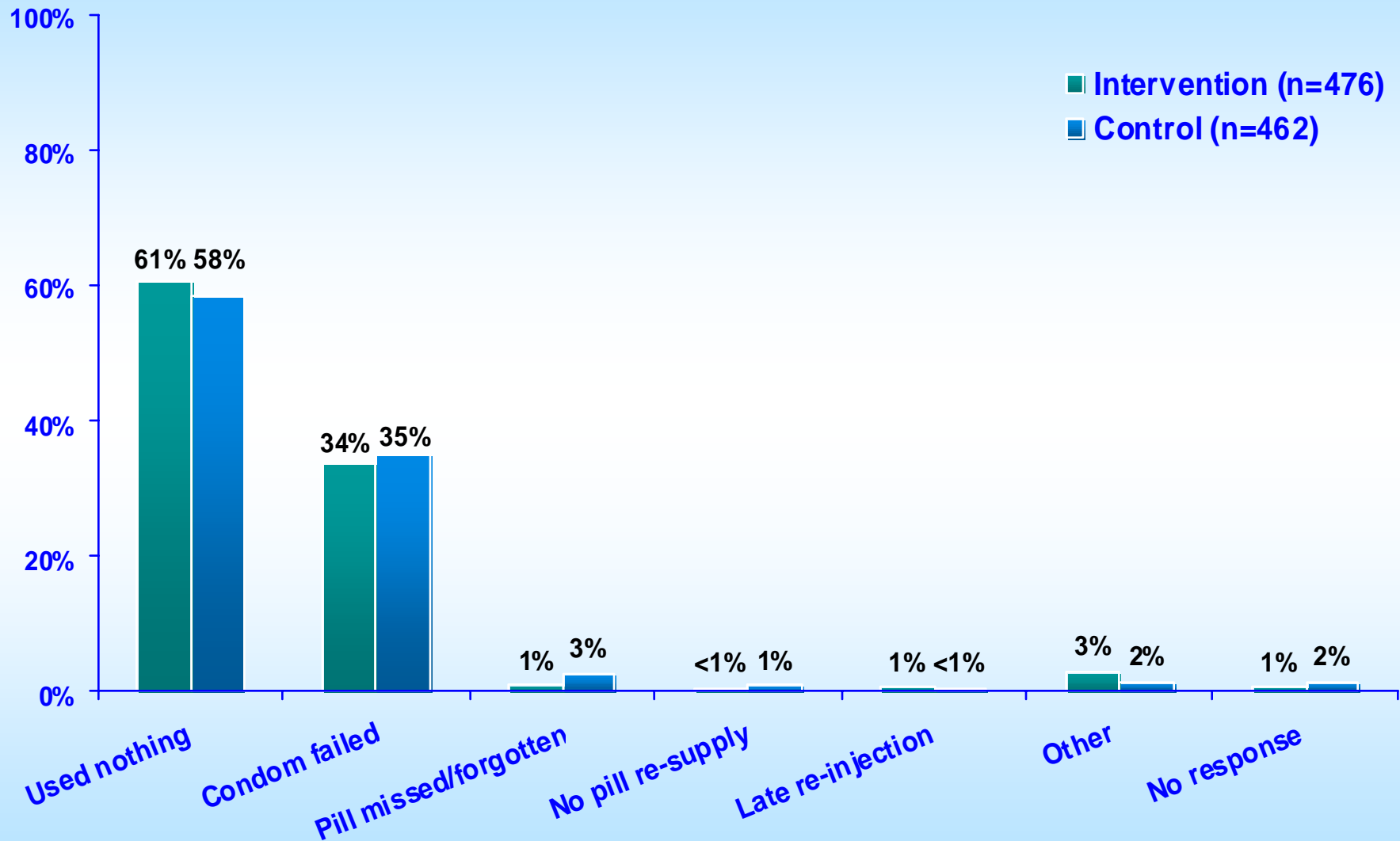
Demographic Characteristics

	Intervention: Received coupon (N=476)	Control: Did not receive coupon (N=462)
Employment status (%)		
Employed	68	64
Unemployed	31	35
No response	1	1
Marital status (%)		
Single	79	79
Married or In Union	18	19
Other	1	2
No response	1	<1

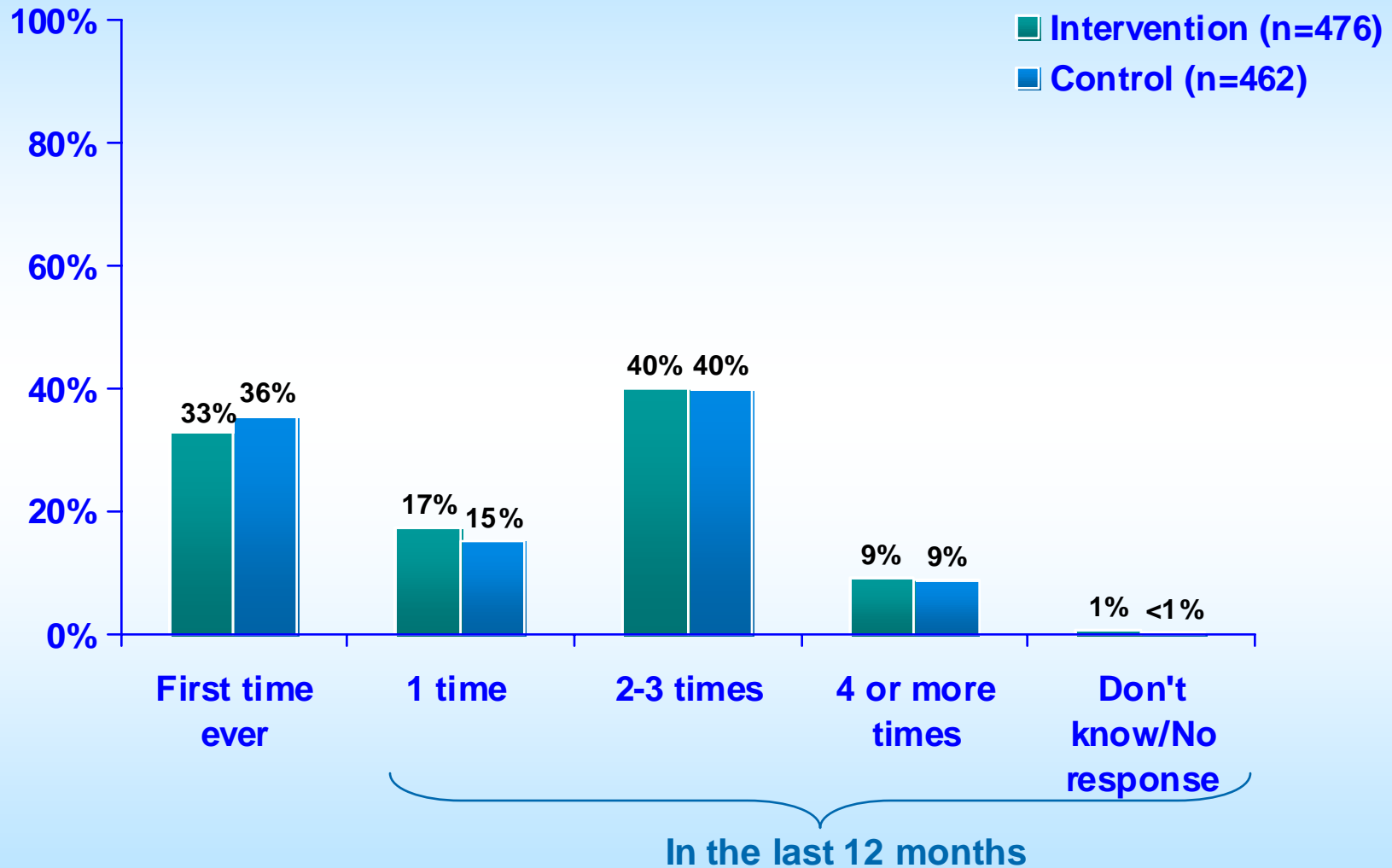
Current Method Use



Reasons for ECP Use at Intercept



Frequency of ECP Use at Intercept



3-Month Follow-up Results

Coupon Redemption

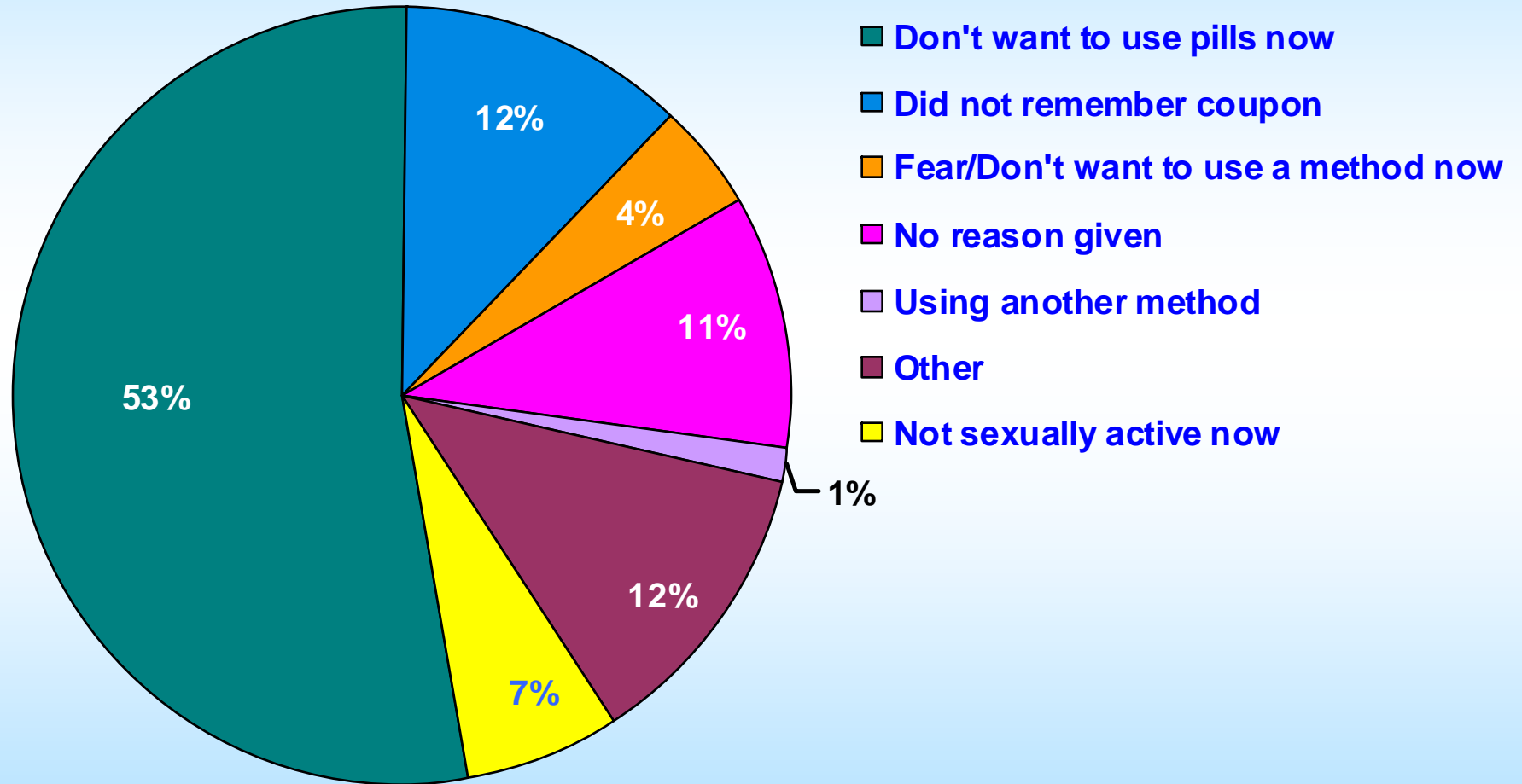
475 coupons distributed in the
Intervention Group

10 coupons reported redeemed

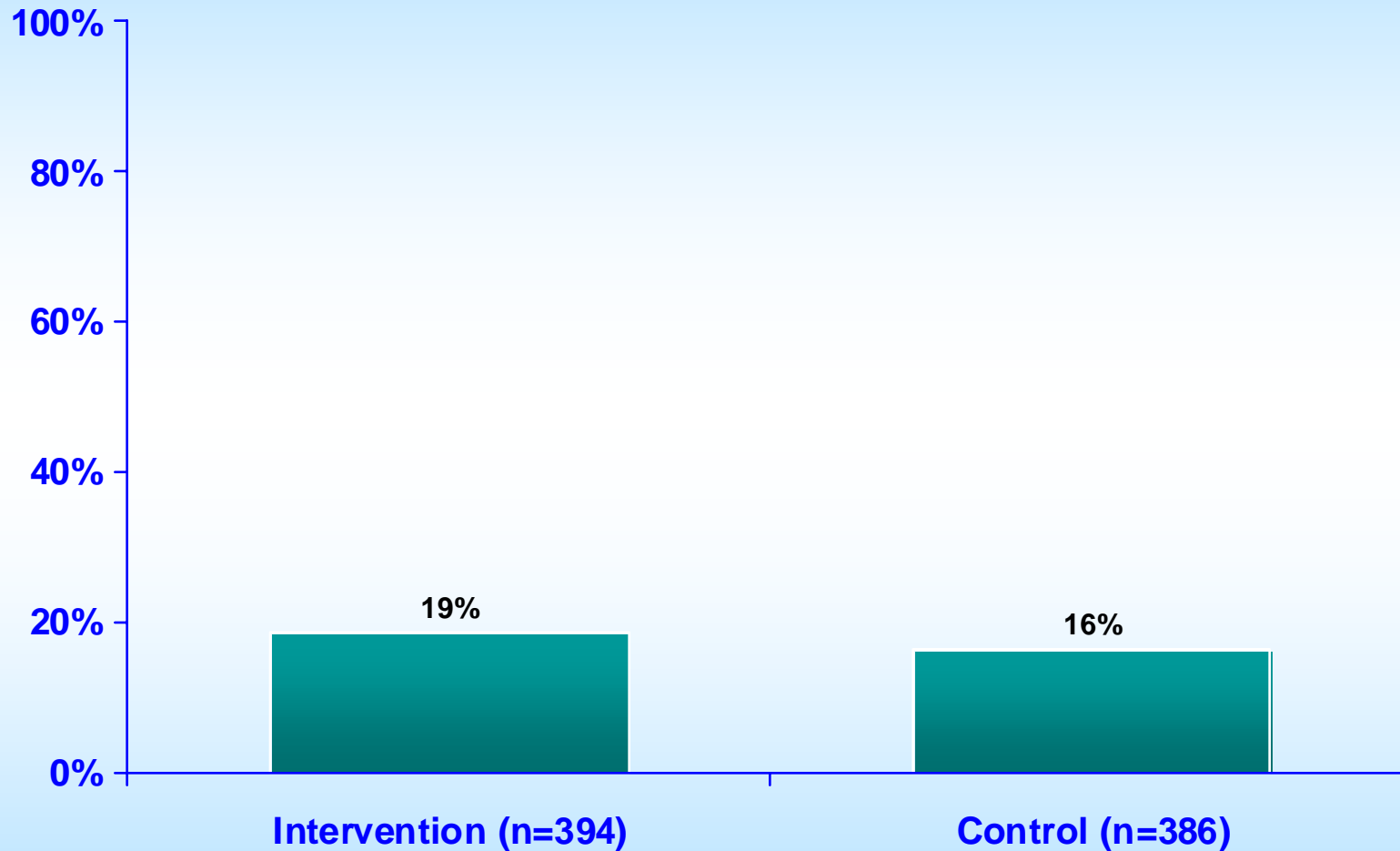
***4 coupons collected
from the pharmacies***

Reasons for Not Redeeming Coupons

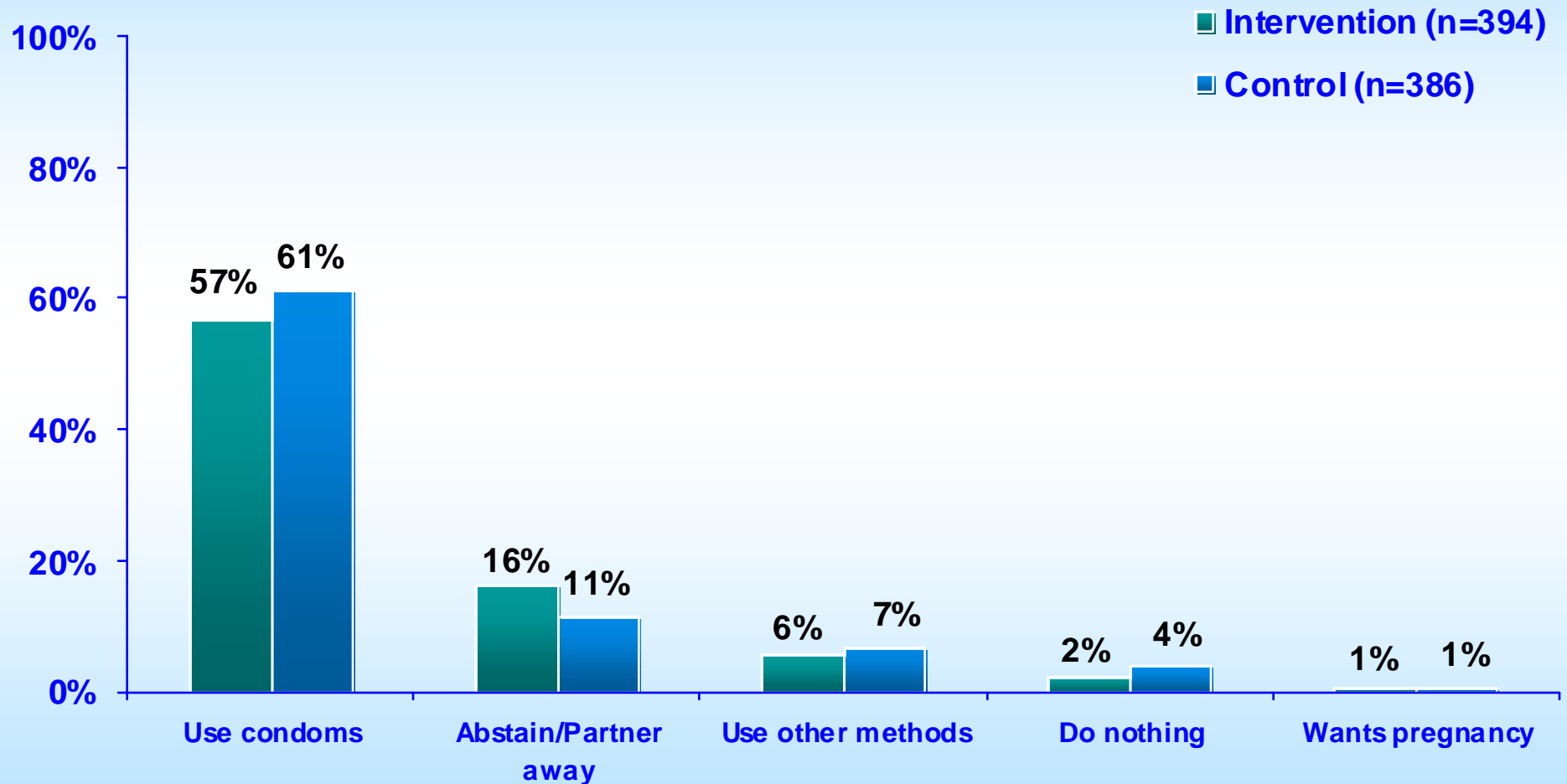
N=369



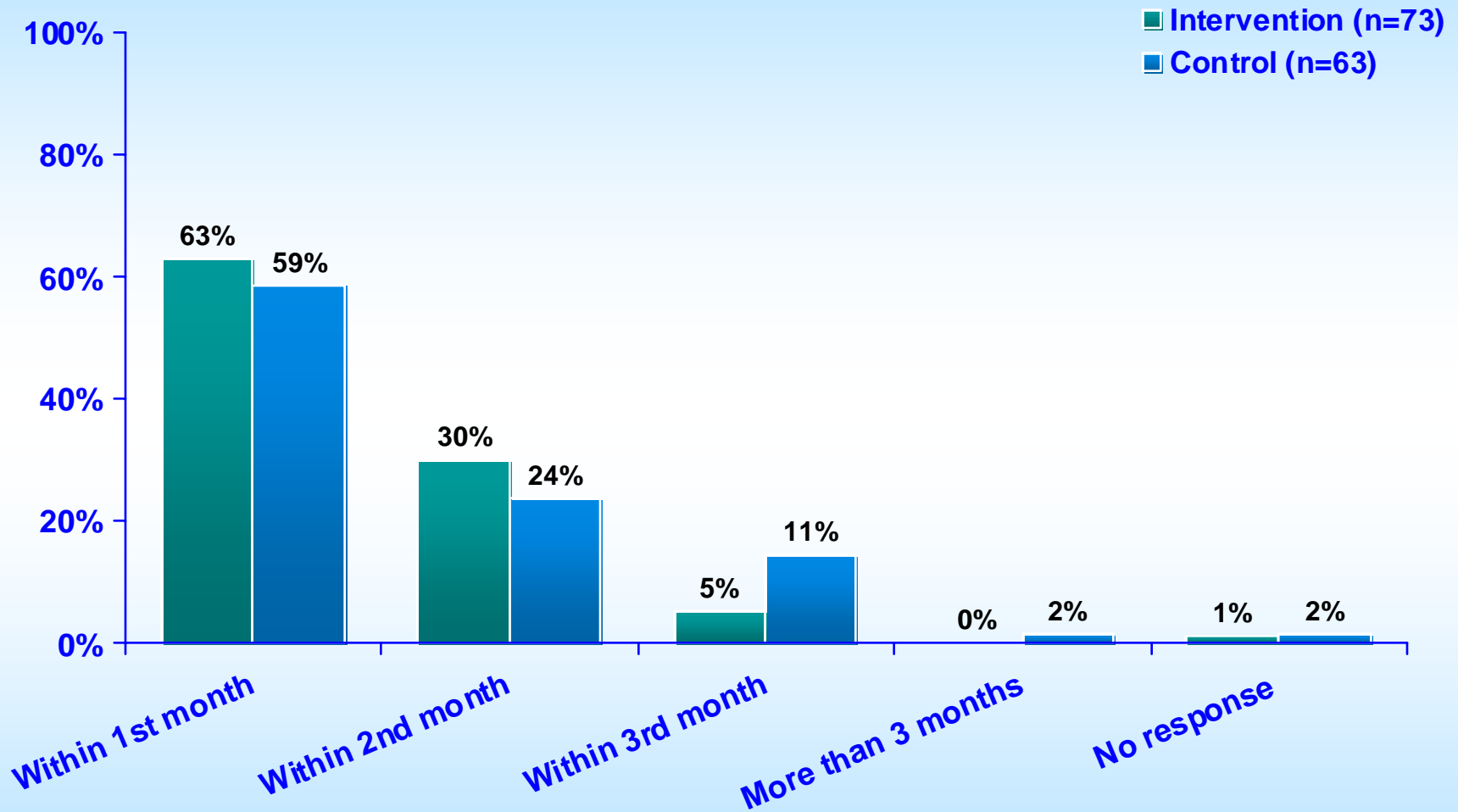
Adoption of Pill Following ECP Purchase



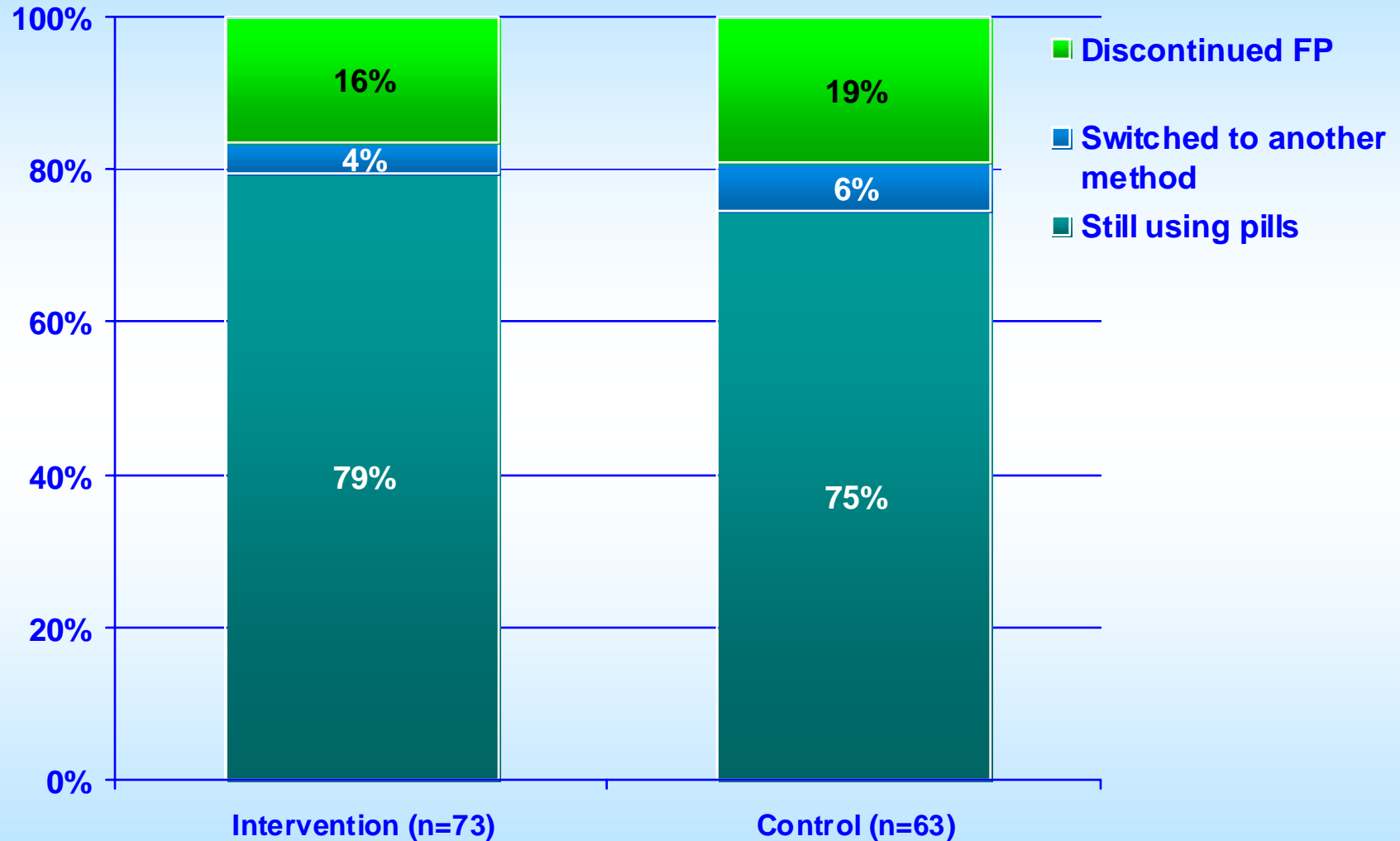
What Other Participants are Doing



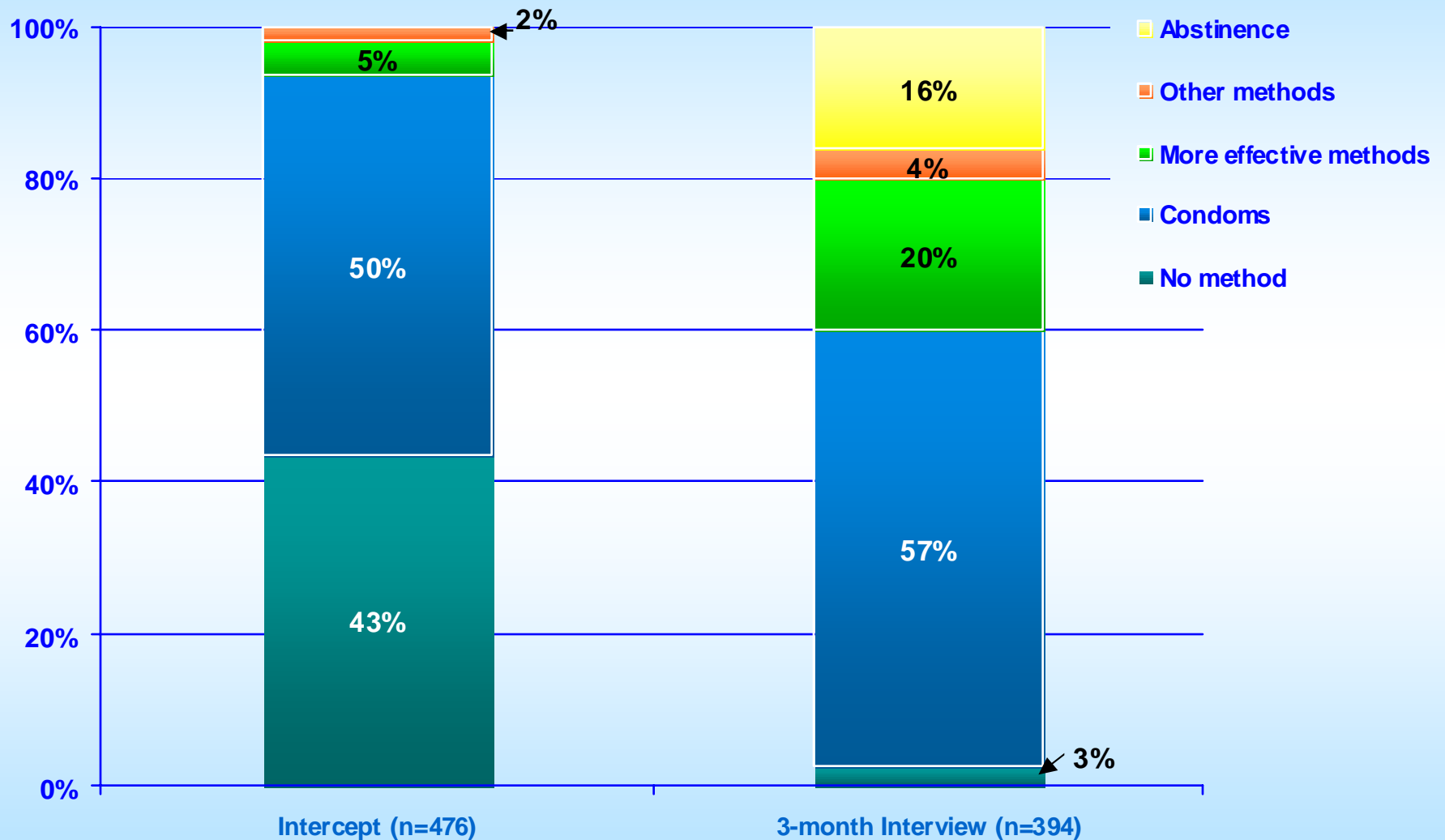
When Did Pill Users Initiate



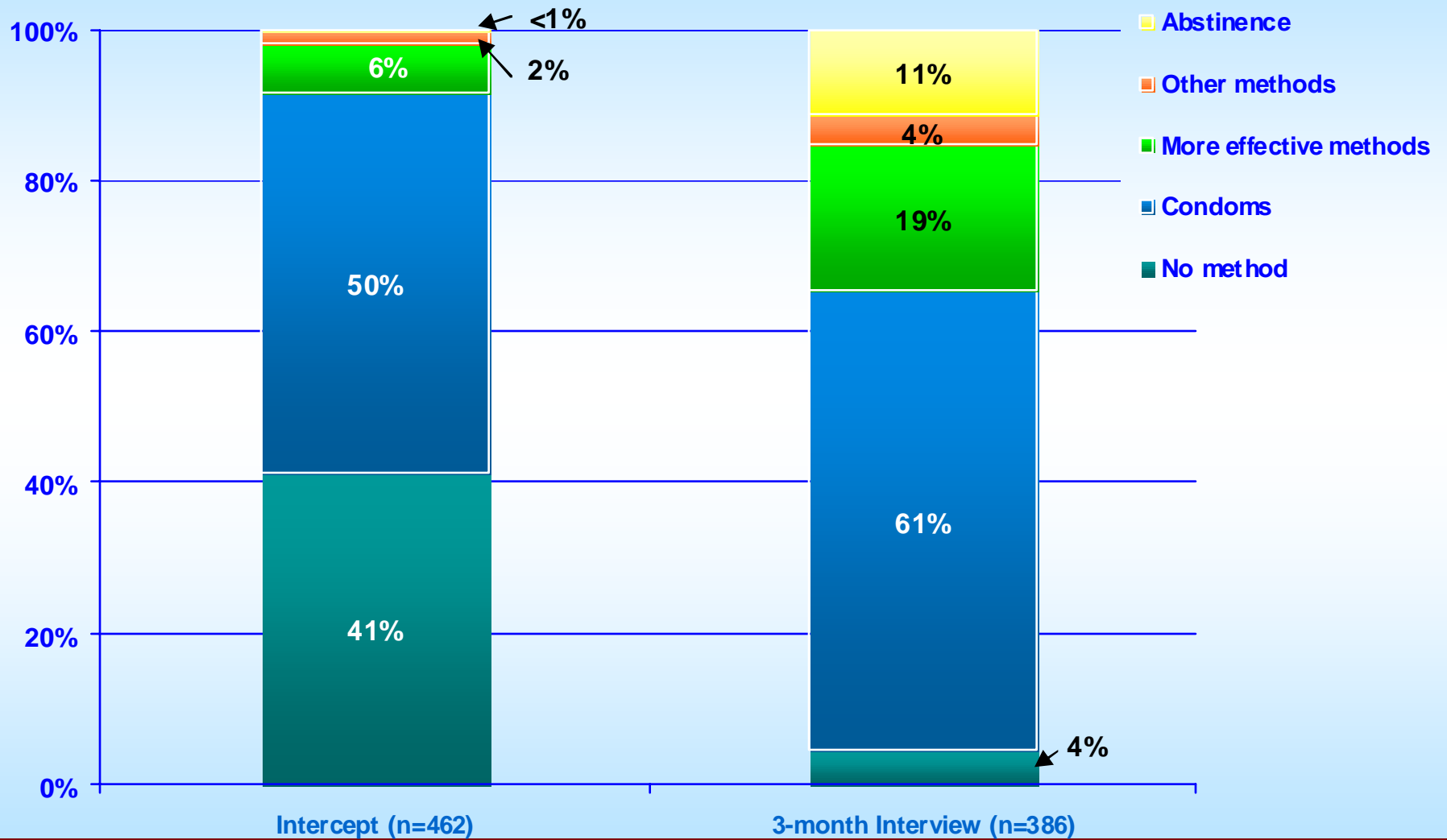
Status of Pill Adopters at the 3-Month Interview



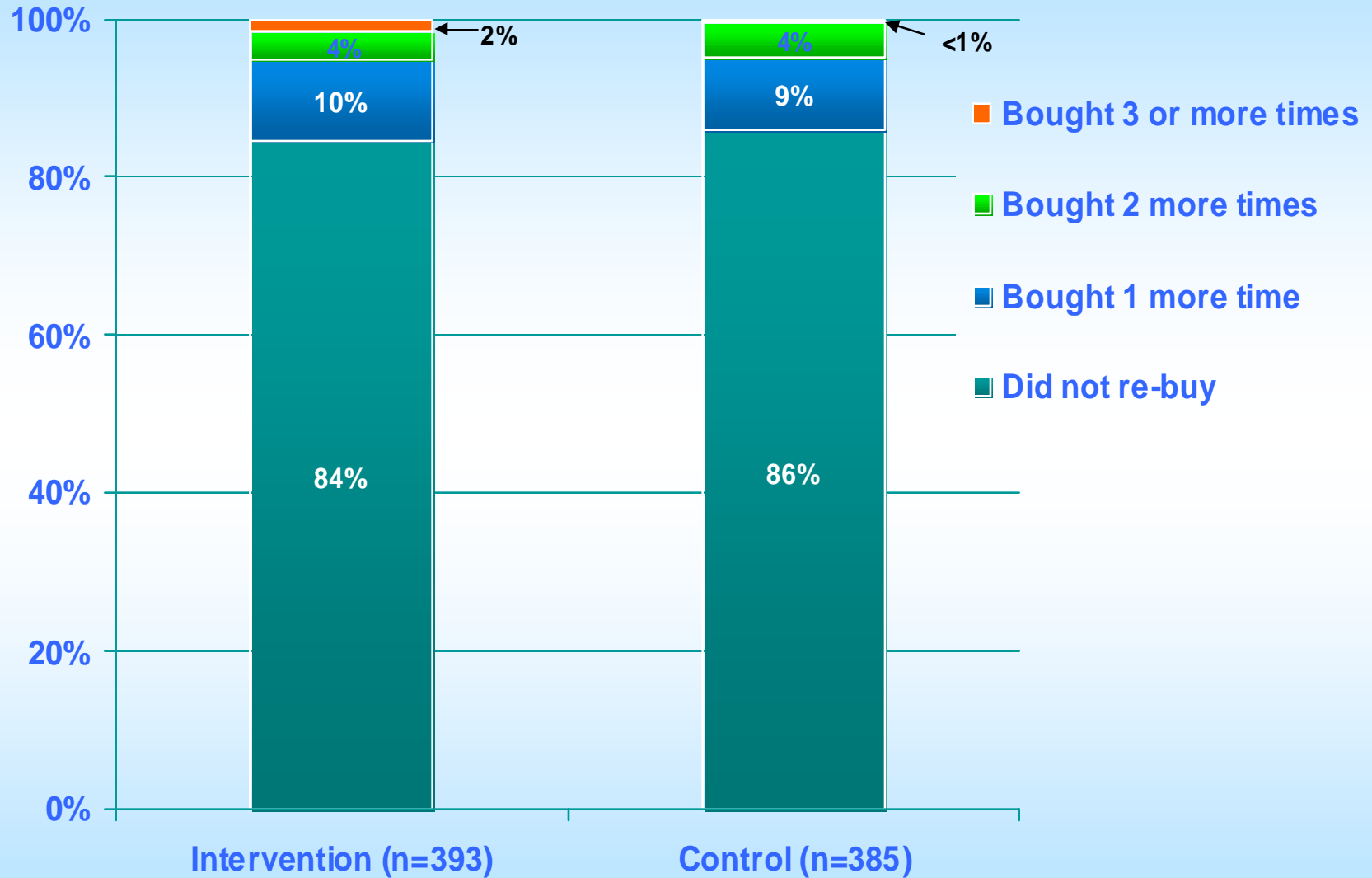
Method Use at Intercept and 3 Months among Intervention Participants



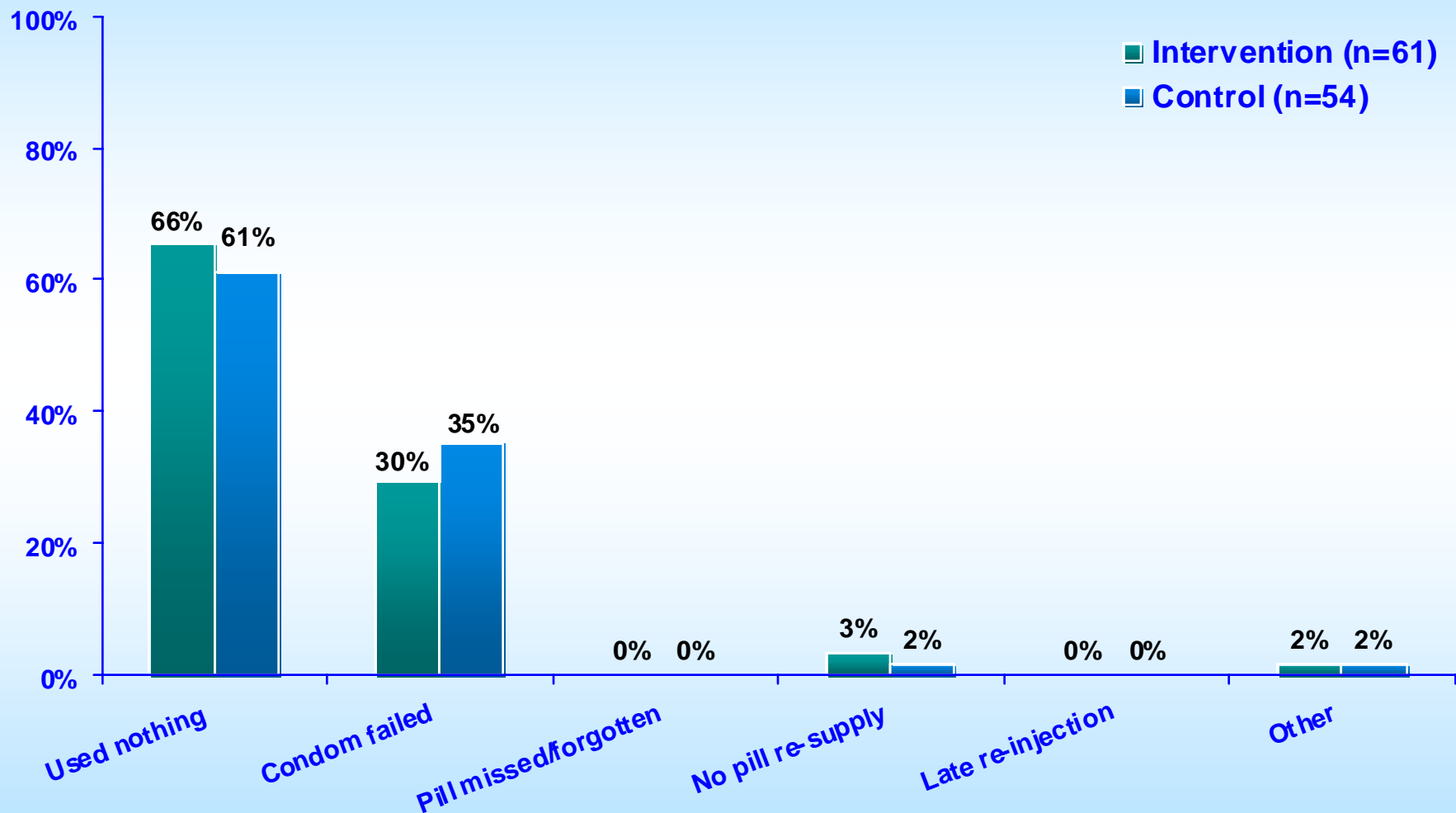
Method Use at Intercept and 3 Months among Control Participants



Re-Purchase of ECP at 3 Months



Reasons for Last ECP Use at 3 Month Follow-up, among Those Who Re-purchased ECPs



Implications & Topics for Discussion

- Low redemption rate indicates that this particular coupon was not effective bridging tool
- Contraceptive use increased in both study groups after participation in study
- Do condom-using clients recognize a need to bridge to a hormonal method?
- Is there evidence of overuse of emergency contraceptive pills in this sample of women?