



Country Adaptation Guidance for HIUD Strategic Communications Materials

The HIUD Access Group has assembled a new collection of Strategic Communication materials that includes three slide decks, three handouts, and an accompanying infographic to convey the Hormonal IUD's (HIUD) clinical value benefits and health systems impact.

These materials are global resources to be used to support advocacy, policy engagement, provider orientation, and program implementation. The core evidence and messages are broadly applicable; however, country teams are encouraged to adapt selected content to reflect local policies, regulatory approvals, health system realities, and audience needs.

Below are elements recommended for adaption to maintain the integrity of the underlying evidence and key messages while strengthening relevance and usability within specific country settings:

1 Country Data and Statistics

Global or regional statistics may be replaced with nationally validated data from the Ministry of Health, Demographic and Health Surveys (DHS), PMA surveys, HMIS, peer-reviewed publications, or other recognized national sources. Examples of adaptable data include national Modern Contraceptive Prevalence (mCPR), population, and demographic data.

2 Currency and Cost Information

Economic figures may be converted into local currency or present locally relevant costing information where available. Any modifications should retain the original assumptions or clearly indicate where assumptions have changed. Examples of adaptable information include treatment costs, service delivery costs, and health system expenditure.

3 Regulatory and Product Approval Information

Approved duration of use, therapeutic indications, and product registration status may vary by country therefore regulatory and product approval information can be adapted referencing national regulatory guidance and Ministry of Health recommendations. Examples of adaptable information include approved duration of use, product registration status, and national guidance on use.

Note: While approved duration of use varies by country context, the HIUD Access Group recommends retaining reference to the 52mg HIUD's clinically proven duration of efficacy, 8 years. Example – "Evidence from large-scale clinical trials indicates that the hormonal IUD is effective for up to 8 years. However, the current approved duration in Zambia is 5 years."

4 Clinical Guidance References

Countries may have different service delivery guidelines or training approaches. Where national family planning and reproductive health guidelines differ from examples used in these materials, national guidance should take precedence. Examples of adaptable information include counseling guidance, screening protocols, post-partum insertion recommendations, and HMB management pathways.

5 Images, Visual Representation and Branding

Country teams are encouraged to review visuals to ensure cultural appropriateness and local relevance. Images may be adapted to better reflect local populations, health facilities, and service delivery environments.

The materials may be adapted to include Ministry of Health branding, Implementing partner logos, Donor attribution requirements and other country-specific acknowledgments.

