



The LEAP Initiative: IUS User Profiles

Learning about Expanded Access and Potential (LEAP) of the Hormonal IUS

LEAP Activities & Partners

1. Prospective, longitudinal acceptor/rejecter surveys in Nigeria and Zambia
2. Qualitative interviews with women and youth in Nigeria and Zambia
3. Development of profiles of users
4. Market research and demand forecasting
5. Assessment of LNG-IUS service delivery approaches including interviews with providers
6. Costing of services & cost-effectiveness analysis
7. Regulatory assessments



Purpose of user profiles



- The potential market for the hormonal intrauterine system (IUS) is characterized by broad diversity in terms of demographics, psychographics, and behaviors.
- We aim to:
 - develop descriptions of women who are most likely to become adopters of the IUS;
 - build an understanding of their needs, barriers, motivators, and other factors that influence their uptake of IUS;
 - contribute demand generation insights relevant to those audiences.

User profiles will be disseminated to global- and country-level stakeholders to:

- help inform decision-making regarding product introduction strategies;
- inform future IUS marketing campaigns (alongside other market research)

Data sources for development of user profiles

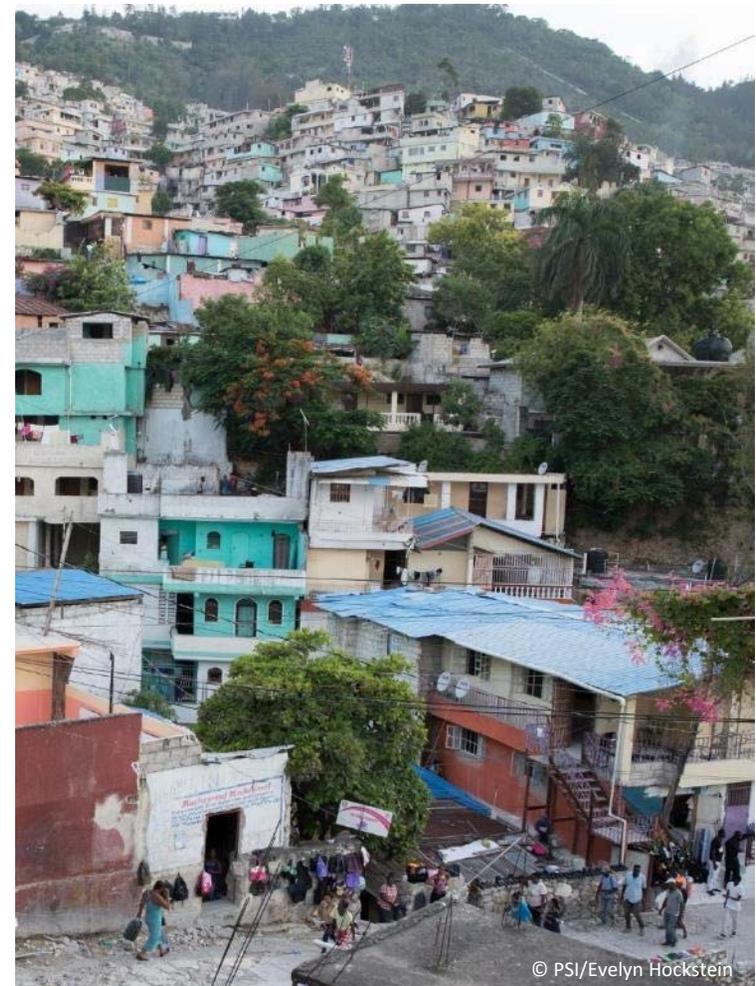


Data sources from LEAP

- Nigeria and Zambia:
 - Surveys and in-depth interviews (IDIs) with users of IUS and 3 other methods
- Nigeria:
 - Qualitative and quantitative market research

Other data sources

- Nigeria and Zambia:
 - Baseline and follow-up acceptor surveys from PSI's USAID-funded studies (EECO and SIFPO-2 projects)



Process of developing user profiles



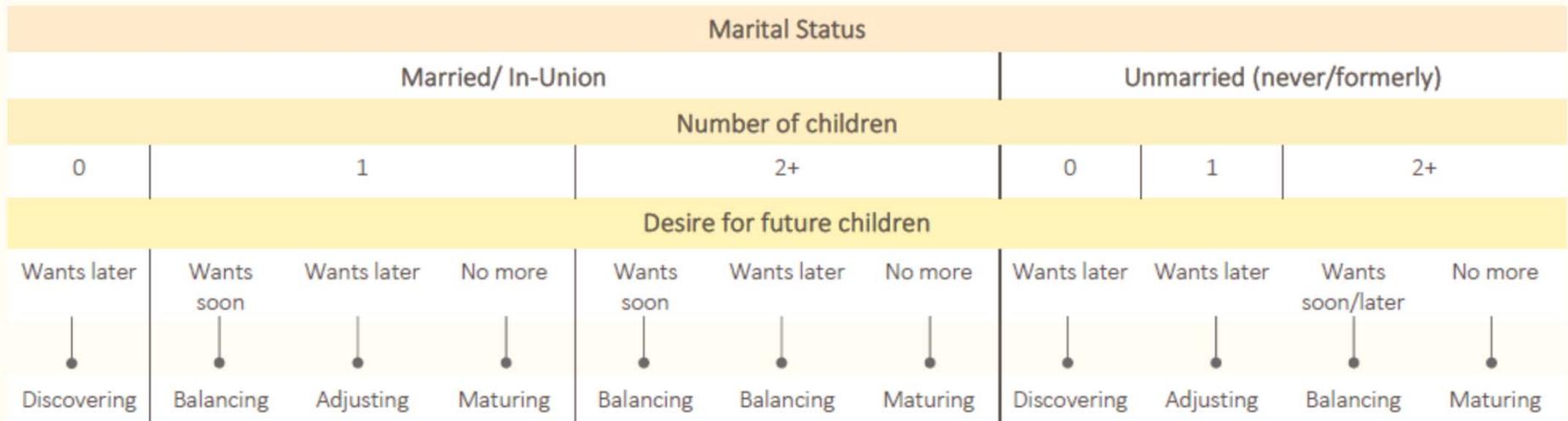
Steps taken

- Reviewed each data source and highlighted themes/responses that were:
 1. Most **common** for IUS users; and
 2. Most **distinctive** to IUS users (i.e, what set these users apart from others)
- Triangulated across data sources to develop profiles that aligned with multiple data sources, including qualitative and quantitative sources.
- Mapped profiles to Life Stages.
- Initially developed 5 country-specific profiles. Consolidated these into **3 profiles** that described users and common themes from both countries.
- Presented draft profiles to partners in Nigeria and Zambia for validation based on their experience.
- Presented draft profiles to FHI 360, looking for alignment with results emerging from FHI 360's analysis of the LEAP study data (qualitative and quantitative)

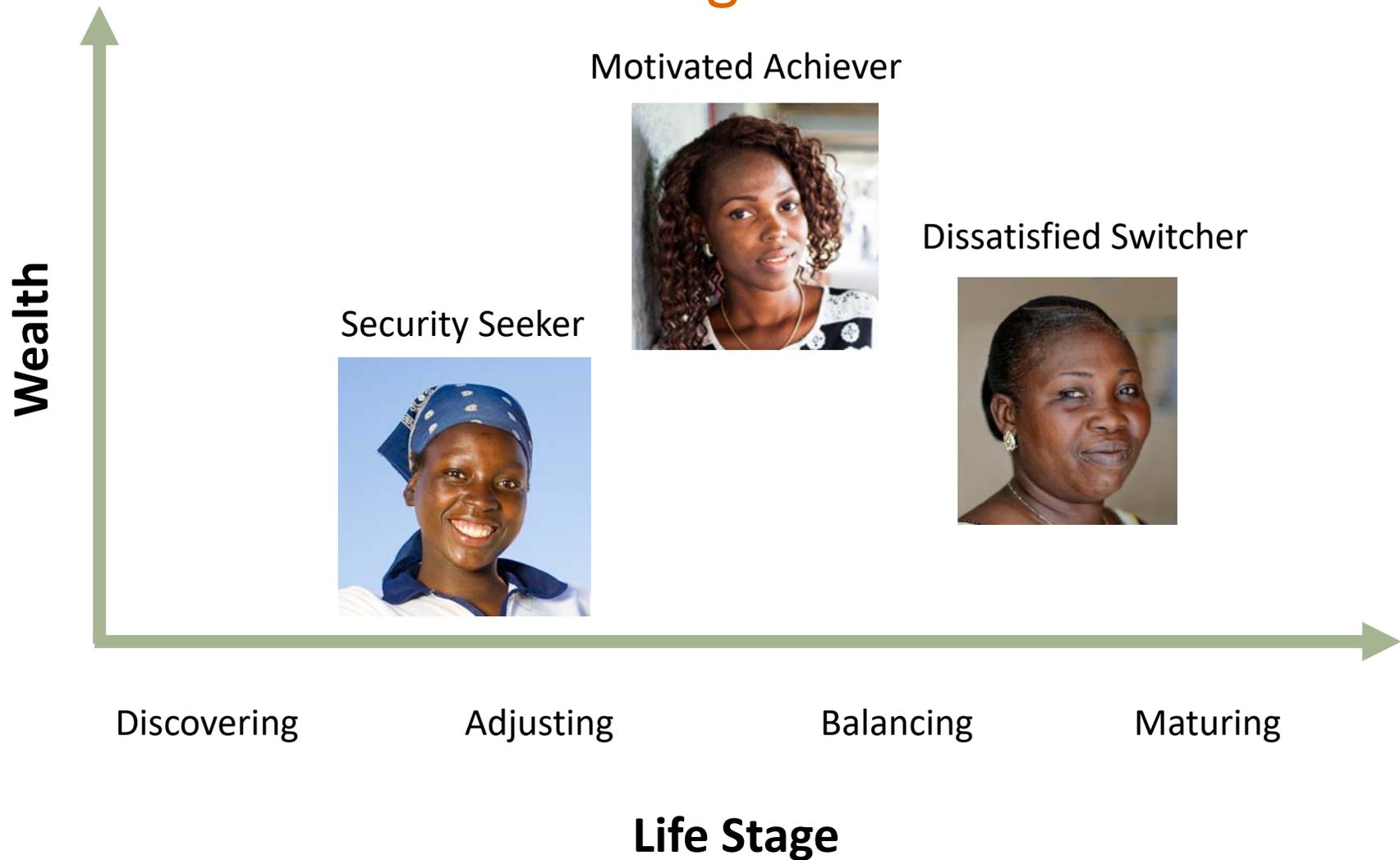
Life Stages



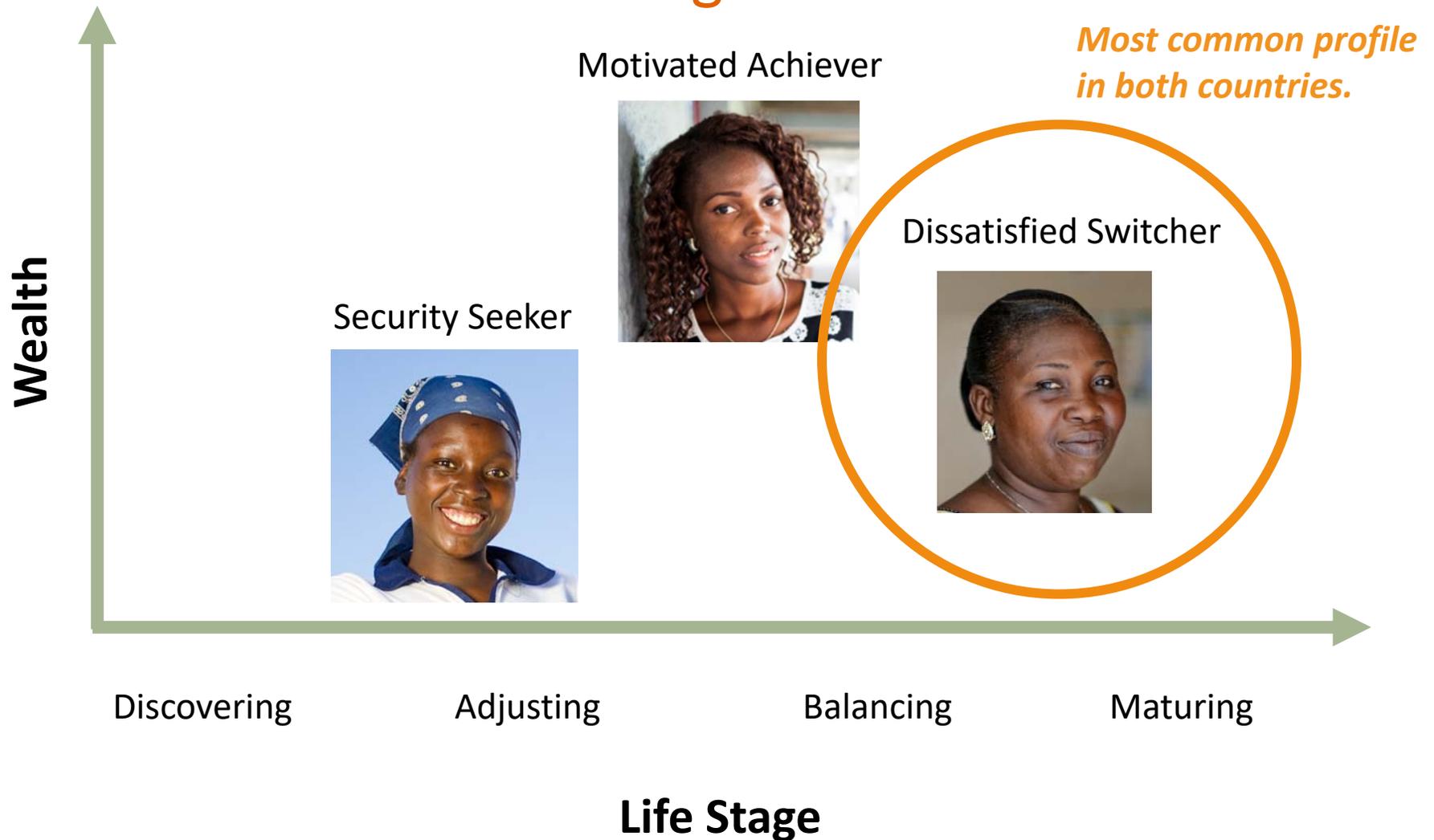
We categorized the user profiles by four Life Stage segments, which are defined as shown in this diagram.



User profiles by wealth quintile and life stage



User profiles by wealth quintile and life stage



Dissatisfied Switcher (Nigeria and Zambia)



Demographics

Ages: 30-44
Status: Married
Children: 2+

Motivators

Dislikes other methods' **side effects**, including prolonged and painful periods. Searching for a method that is "compatible" with her body.

Barriers & Concerns

Has concerns about **safety** and **side effects** (especially weight changes for Nigeria).

Fears the IUS may **harm** her by traveling in the body, via hormones released, or by blocking her periods.

May believe **periods** are necessary to cleanse the body. (However, amenorrhea was less of a concern for limiters within this profile group.)

Why she chose it

"I got tired of heavy periods. Like a free person, I can do whatever I want without worrying about my periods."

Life stage

Balancing or Maturing

Key Metric

Indicator

Desire for more kids

In 3+ years or no more

Partner support for FP

High

Menstrual periods before IUS

Moderate or heavy

Past FP use

2+ methods

Wants something that will give her **health and energy and protect her fertility** so she can focus on her work and family and have **peace of mind**.

Likes idea of saving money on pads and avoiding the hassles, fatigue, and embarrassment of **periods**.

Some are **perimenopausal** and appreciate the therapeutic benefits.

Key Insights

Frustrated that no method seems right for her body. **Fears the side effects of the IUS but hopes it will keep her healthy instead of harming her.** Appreciates that the IUS may give her energy by lightening periods in a way that is safe and healthy.

How to reach her

- Provider recommendation, which is influenced by medical detailing
- FP counseling and outreach to groups of women (e.g., workplace, women's groups, clinic waiting rooms)
- Satisfied client testimonials, discussions of likes and dislikes of previous methods used, explanations of side effects
- As appropriate and in line with local regulations, radio messaging and brochures to raise awareness

Quantitative data* relevant to Dissatisfied Switchers

- IUS users were more likely than users of other methods (injectable, implant, and copper IUD) to be **switchers**
 - Most common 5 reasons for choosing IUS* included:
 - Right for my body**
 - Fewer side effects**
- *Multiple answers allowed*

	Country	IUS users	Other FP users
Switching from another method	Nigeria	22%	14%
	Zambia	44%	34%
Chose method because it is right for my body	Nigeria	54%	51%
	Zambia	27%	29%
Chose method because of few/fewer side effects or side effects are manageable	Nigeria	40%	33%
	Zambia	26%	15%

* From LEAP user studies (baseline data). Statistical significance not analyzed. Sample size in Nigeria: 278 IUS users, 636 other FP users. Sample size in Zambia: 180 IUS users, 646 other FP users.

Illustrative quote* from a Dissatisfied Switcher



“I was failing to work because the business requires you to walk a lot but I could not do that with my heavy flow, and at times when your husband wants you and you are on your periods, it’s so irritating. He was so understanding but as a woman you would always think maybe he will go out to look for a woman to have sex with since my flow was heavy and took time to finish... I was scared that maybe the blood will finish from my body. I just decided to change the method.”

– *Zambian woman explaining why she switched from injectables to the IUS*

* From LEAP qualitative data (in-depth interview).

Motivated Achiever (Nigeria and Zambia)



Bio Data

Age: 25-35
Status: Married
Children: 1-2

Motivators

Working hard to improve her business/career or even travel before having more kids. May be **postpartum**.

Attracted to the opportunity for **lighter bleeding** and period pain, and reduced need for menstrual pads as it will help her **achieve her goals**.

Wants to **enjoy sex** with her husband free of worries.

Desires quick **return to fertility**.

Barriers & Concerns

Concerned about using a LARC if she is not limiting. Feels that reduced periods are good, but **no period** may be a sign of menopause.

Fears certain **side effects** such as weight loss or weight gain.

Worries that her **husband** will feel pain during intercourse.

Why she chose it

“...a method like the IUS that will help me achieve my goals: my business, my career, as well as raising my children.”

Life stage

Adjusting or Balancing

Key Metric

Indicator

Desire for more kids

In 3-4 years

Partner support for FP

High

Menstrual periods before IUS use

Moderate or heavy

Past FP use

1-2 methods

Key Insights

Thought LARCs were for older women but realized that the IUS could provide young women like her the spacing and peace of mind she desires. She uses the IUS so that she can focus on establishing her career and setting up her young children for success in life.

How to reach her

- Workplace talks that include testimonials by satisfied clients like her.
- As appropriate and in line with local regulations, promotion via TV, radio, and social media, positioning the IUS as modern, trendy, and a good fit for young professionals. Position amenorrhea as normal, using NORMAL tool.

Quantitative data* relevant to Motivated Achievers

- Although it wasn't a top 5 reason for choosing the method, IUS users were more likely than users of other methods to say they choose their method because of its effects on periods:

Reason for choosing method	Country	IUS users	Other FP users
Lighter, shorter, or no period	Nigeria	17%	3%
	Zambia	11%	6%
Treats heavy or painful period	Nigeria	16%	2%
	Zambia	15%	3%

** From LEAP user studies (baseline data). Statistical significance not analyzed. Sample size in Nigeria: 278 IUS users, 636 other FP users. Sample size in Zambia: 180 IUS users, 646 other FP users.*

Qualitative data* relevant to amenorrhea

- Among users of all methods in both countries, 46 of 61 interview participants expressed concerns about **amenorrhea** when asked.
 - However, 29 of 61 participants saw **amenorrhea as *attractive* or not a concern.**



“...with the injectable for 2 months, my periods were completely gone. And that is what I liked most on this method. No buying of sanitary pads.”
– *Zambian woman*

- **Counseling can resolve some women’s concerns about amenorrhea**
 - In both countries, among those who did worry about amenorrhea, most cited concerns related to pregnancy and health rather than culture.
 - Some women who experienced amenorrhea said they did not worry because they had been counseled that it might happen or were reassured by the provider.

* From LEAP qualitative data (in-depth interviews)

Security Seeker (Nigeria and Zambia)



Bio Data

Age: 18-29
Status: Married or Single
Children: 1-2

Motivators

Likes that this method is **discreet**, meaning she can hide use from her partner. Heavy or irregular periods would tip off her partner.

Reassured by the method's **effectiveness** and relieved that she won't have to remember to do anything. Her use of FP has been inconsistent in the past.

Duration of the IUS appeals to her, as does the **convenience** of LARCs because traveling for short-term FP can be a burden.

Barriers & Concerns

Partner may be controlling and may not support use. Worries partner will feel the **strings**.

Has heard rumors that **hormonal methods** could negatively affect her health or fertility.

May struggle with the **price**. (Note: Zambian public facilities offer the IUS for free.)

Does not know anyone who uses it and **fears what is new**.

Why she chose it

"With this method, you are safe having sex without worrying of being pregnant."

Life stage

Adjusting

Key Metric	Indicator
Desire for more kids	Undecided
Partner support for FP	Low
Menstrual periods before IUS use	Moderate
Past FP use	None, traditional or short-term only

Key Insights

Has little control or certainty in her life, without a clear plan for the future or way to achieve it. **With the IUS, she can be in charge of one part of her life.** She can choose it without permission from others (and in Zambia can acquire it for free) and she can trust that it will work as she figures out her future.

How to reach her

- Community outreach including door-to-door, immunization days at clinics
- Satisfied client testimonials and counseling that compares the benefits and side effects of different methods
- As appropriate and in line with local regulations, promotion via TV, radio, and social media

Quantitative data* relevant to Security Seekers

- IUS users were more likely to choose their method because it is **long-acting**, **effective**, or (for Zambia only) **discreet**

Reason for choosing method	Country	IUS users	Other FP users
It lasts a long time	Nigeria	53%	46%
	Zambia	67%	60%
It is highly/more effective	Nigeria	48%	34%
	Zambia	29%	15%
Nobody will know I am using it	Zambia	24%	16%

- In Zambia, IUS users were more likely than users of other methods to say **their husband/partner does NOT know** they are using the method
 - Zambia – 28% of IUS users vs. 17% of other FP users

** From LEAP user studies (baseline data). Statistical significance not analyzed. Sample size in Nigeria: 278 IUS users, 636 other FP users. Sample size in Zambia: 180 IUS users, 646 other FP users.*

Illustrative quote* from a Security Seeker



“I have a boyfriend and he doesn’t like using condoms and I thought: he hasn’t married me yet and I can’t have another child from the one I already have, because men are liars they can show you that they love you, but once there is a responsibility they run away... I chose the one I am using because of its duration and also my boyfriend doesn’t want me to use any family planning because he wants me to have his child. If I used the implant, he was going to find out because it’s visible. But this one they put through the vagina, he can’t find out.”

– *Zambian woman explaining why she chose the IUS*

* From LEAP qualitative data (in-depth interview).

Potential next steps for IUS user profiles



- **Nigeria:** PSI and SFH Nigeria to use the profiles in development of an Avibela IUS marketing campaign
- **Zambia:** PSI and SFH Zambia to use the profiles to refine communication about the IUS for ongoing programs in the public sector
- **Kenya:** LEAP team to share the profiles with MSK, PSK, and other FP implementers who may want to validate and use the profiles for IUS marketing in their settings
- **Global:** LEAP team to share the profiles with the IUS Coordination Group and make them publicly available via the LEAP website

