

DKT: Social marketing of reproductive health

	Implementing partner(s)	DKT International
	Location	Initially Montserrado, Nimba, Bong, Lofa, Grand Bassa, and Margibi counties, but will scale to nationwide.
	Agreement period	2019-2023
	Budget total	40 000 000 SEK

Overview and objectives

The Swedish Embassy in Monrovia is supporting DKT International to increase availability and access to reproductive health supplies in the private sector through social marketing. The objective of the contribution is to increase gender equality through the respect for and access to sexual and reproductive health and rights (SRHR) and reproductive, maternal, newborn and child health (RMNCH) in Liberia. Liberia has the second highest maternal mortality rate in the world. The contribution aims to support Liberia's efforts to decrease maternal mortality through access to affordable and contraceptive products. The contribution also aims to decrease the spread of HIV/AIDS and other sexually transmitted infections through increased awareness and practices of safe sex.

The programme outcomes targeted are:

- Bring sexual and reproductive health products to previously underserved areas.
- Introduce new products like Manual vacuum aspiration (MVA) and medical abortion as well as increase product choice and access in retail outlets, pharmacies, and clinics.
- Generate 861,438 couple years of protection (CYPs) from 2019-2022.
- Increase knowledge, awareness, and brand appeal, especially among youth and men who have sex with men using direct communication channels.
- Train over 1,080 SRHR providers, including clinicians, midwives, and pharmacists.



Figure 1: DKT Representative displaying Fiesta products.

Activities

Through a combination of mass media, on-the-ground mobilization activities, and investments in capacity building, DKT will increase access to both products and sex education for Liberians, particularly youth (49% of the population is under 15 years old). DKT Liberia will increase youth-oriented education, promote the Lydia Contact Centre (LCC) as a referral and informational source, provide services and information to young women and men through outreach, and train providers on unbiased contraceptive and safe abortion delivery. Over four years, DKT's call centre will address 5,000 called-in queries, field 20,000 messages from social media platforms, and make 1,000 referrals to providers, while County Community Representatives will educate (and potentially refer) 250,000 women and men through outreach initiatives. To serve these new levels of demand, DKT will train providers such as the Liberian Midwife Association on contraceptive methods, safe abortion, and youth-friendly services. DKT will provide after abortion kits to private clinics aims to further the efforts to legalize abortion in Liberia. Together with the Swedish Embassy, DKT will be able to grow the market for contraceptive methods as well as safe abortion products in Liberia.