

# Future Vision of the Contraceptive Social Marketing (CSM) Report: A Co-Creation Session

Ntindah Luembe, Julia White, and Sarah Webb | RHSC  
True Overholt | DKT International

# Available AI Translation: WORDLY

- Available via QR code and URL on table (audio option available via headphones)
- Adjusting Session Speaker Language

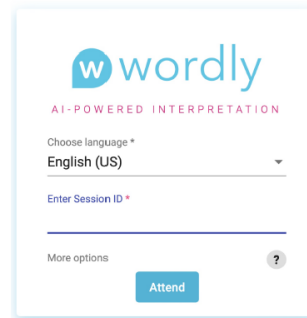
## Example Session How to Use Live Translation

### Step 1



Scan QR Code or Go To:  
<https://attend.wordly.ai/join/XYJA-9454>

### Step 2



Choose Language  
Click Attend

### Step 3



Read Captions on Device  
Use Headset for Audio

We appreciate your patience and understanding as the AI and our glossary continue to learn and make improvements.

# Welcoming Remarks

NTINDAH LUEMBE

Director of Implementing Mechanisms & Initiatives, RHSC  
[nluembe@rhsupplies.org](mailto:nluembe@rhsupplies.org)



# Setting the Stage History of the CSM Report

TRUE OVERHOLT

Business Development & Commercial Director, DKT WomanCare Global  
[true@dktwomancare.org](mailto:true@dktwomancare.org)



# Setting the Stage: History of the CSM Report

True Overholt, DKT International

October 19, 2023

Palm Jumeirah, RHSC 2023 GMM

# Social Marketing

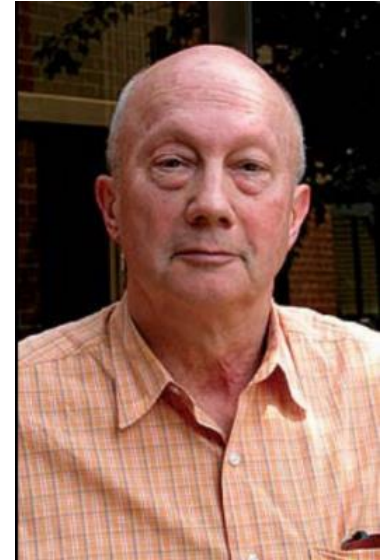


CONTRACEPTIVE  
FREEDOM  
TO PLAY

CAMPUS TOUR  
AskForLydia

# History of the Contraceptive Social Marketing (CSM) Report

- First report - 1991
  - Compiled in recognition of CSM's growing impact but also to foster accountability, transparency in private sector
- Complements public sector data
- Demonstrates growth of CSM over 30+ years



Phil Harvey,  
Founder of DKT Intl. and  
social marketing pioneer

Category	1991	2022
Number of CSM programs reporting results	33	101
Number of Couples Years of Protection (CYPs) generated	9.1 million CYPs	87 million CYPs

## Highlights of 2022 CSM Report

- 101 programs from over 20 organizations
- Results from 65 countries
- 87 million Couple Years of Protection (CYPs) generated
- 1.4 billion condoms sold
- 4.2 million IUDs sold
- 41.1 million misoprostol pills sold

#RHSUPPLIES2023

# 2022

## Contraceptive Social Marketing Statistics



• June 2023

Connect with us



**dkt**  
INTERNATIONAL | Let every child  
be wanted

Courtesy of DKT International  
1001 Connecticut Avenue NW, Suite 800  
Washington DC 20036



## CSM Report: What comes next

- The 2024 CSM report will be researched & produced by RHSC, with support from key partners
- Neutral platforms, like RHSC, facilitate data sharing
- Opportunity for greater community utility and for CSM to grow in new directions beyond sales & CYPs

# User-Informed Design Process: Future of the CSM Report

JULIA WHITE

Director, VAN, RHSC

[jwhite@rhsupplies.org](mailto:jwhite@rhsupplies.org)



# CSM Report: A Community Collaboration

- Thank you to DKT International for collecting, developing, and publishing the CSM Report for over 30 years
- Thank you to the many Social Marketing Organizations (SMOs) who have shared their data & participated in the CSM Report
- It is a true community effort to bring this data together to better understand the contribution that SMOs make in expanding access to RH products around the world



# RHSC & The CSM Report: A Natural Fit



- RHSC has a long history of promoting data visibility, including through the development & publication of several key reports:
  - Reproductive Health Interchange
  - Procurement Planning & Monitoring Report
  - FP Market Report
  - LEAP Report (formerly Commodity Gap Analysis)
- The CSM Report is a natural fit into our data portfolio & RHSC is well-positioned to coordinate with member organizations around their own needs & goals related to data
- The CSM Report fits well with our new focus on bringing data sets across the supply chain together

# User-Informed Design: We want to hear from YOU!

- As RHSC takes on data collection, development, and publication of the CSM Report, we want to hear from YOU
- This session feeds into a larger user-informed design process that will guide our next steps & thinking for the future of the CSM Report. This process also includes:
  - 1:1 Consultations with SMOs
  - Membership wide survey (coming soon!)
  - A smaller group that will serve in an advisory capacity
- Our user-informed design process & initial findings will be published alongside the 2023 CSM Report
- Our ultimate goal is to ensure that the CSM Report is a valuable tool & resources for the RH Supplies Community



# TODAY'S ACTIVITY: Community-wide Reflections On the CSM Report

USING THE STICKY NOTES AT YOUR TABLE & THE FLIPCHARTS AROUND THE ROOM, PROVIDE YOUR REFLECTIONS ON THE FOLLOWING FOUR QUESTIONS:



WHAT DO YOU  
(OR HAVE YOU)  
USED THE CSM  
REPORT FOR?



WHAT IS MOST  
VALUABLE TO  
YOU IN THE  
CSM REPORT?



HOW COULD  
THE CSM  
REPORT BE  
IMPROVED?



WHAT  
CHALLENGES  
DO YOU (OR  
HAVE YOU) HAD  
WITH THE CSM  
REPORT?

# Closing Remarks & Next Steps

SARAH WEBB

Senior Technical Officer, RHSC

[swebb@rhsupplies.org](mailto:swebb@rhsupplies.org)

## INTERESTED IN CONTRIBUTING TO NEXT STEPS?

Sign up using the sign-up sheets around the room, or reach out to Sarah Webb with the RHSC Secretariat

