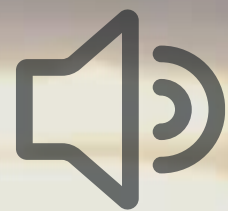




Campaign Name: #ImplantWeTrust

Client: Organon





One in three pregnancies in India ends in abortion: Lancet



DECCAN HERALD

India faces crisis of unintended pregnancies

Globally, 48% of all pregnancies were unintended, 61% of which ended in induced abortion

The Indian EXPRESS

Report: 67% abortions in India unsafe, cause nearly 8 deaths every day

Report highlights grim reality of unintended pregnancies, abortions in India

mint

Highest number of unwanted pregnancies in India: WHO



Of world's 12.1 cr unplanned pregnancies every year, 1 in 7 occurs in India, says UNFPA report



'13% women in developing countries start childbearing before 18'



No Contraceptives for 2.5 Crore Couples: Why India's 'Essential' Abortion Service Isn't Enough

INDIA TODAY

One woman dies every 2 mins in pregnancy, childbirth: UN

Globally, 74 million women living in LMIC have unintended pregnancies annually

In India, 27.5 million pregnancies women experience are unintended/unplanned.

**This leads to 25 million unsafe abortions and 47000 maternal deaths
(Source: WHO)**

Lack of access
to safe and
effective birth
control

Gender-based
discrimination
and
violence

Limited
awareness about
contraceptive
methods

Early
marriages
leading to early
childbearing

Cultural and
social barriers to
discussing and
using
contraception



X

gcihealth

Realizing the magnitude of the issue, Organon collaborated with GCI Health to:

- ❖ **Empower Indian women by raising awareness about safe contraception methods,**
- ❖ **Dispelling myths and misconceptions around safe sexual behaviors, and**
- ❖ **Championing the dialogue around participative approach to family planning**



#ImplantWeTrust

To build awareness and adoption of Long-acting reversible contraceptive methods or LARCs - in India and champion the dialogue around a participative approach to family planning



Women in the age group of **18 to 44:**
Married + Unmarried | Residing in
urban and semi-urban areas | With
disposable income | Consume news
from online and social media | Rely on
peers and doctor's advice for taking a
health decision | Influenced by women in
leadership roles

To understand women's preferences wrt contraception choices, Organon partnered with IPSOS to conduct a study titled *What Women What?* amongst women between 18-44 years.

- Birth control pill is the best-known contraceptive among women 18-44 years old, indicating that **there is a** lack of awareness of LARCs.
- More women above 34 years old aren't using any form of contraception.
- Women in higher social classes are aware of more different contraceptive methods as compared to women in lower social classes who have not used contraception before.



AWARENESS ADVOCACY ADOPTION



a. **Her Health:** Leverage subject matter experts across India to build **awareness around safe sexual behavior** and **LARCs** among women

b. **Her Promise:** Identify **impactful platforms** and forums to create dialogue on **participative approach for family planning** to achieve gender equity and socio-economic development

c. **Her Power:** Create visibility around the **inclusion of Implanon NXT in India's family planning program** in national and state media

Her Health: Seeding content around topical days to drive discourse

06HEALTH

SUNDAY, OCTOBER 1, 2023

CONTRACEPTION IS NOT JUST A WOMAN'S BUSINESS

Indians are criticised for their explosive population growth, right? And contraceptive use is also so low! Fertility couples are still resistant to family planning methods. So obviously, stabilising the population still looks distant. This week's health talk, was conceived to assess knowledge about contraceptives and attitudes towards them.

As Dr. R. Suchitra, a gynaecologist at Citizens Speciality Hospital, Hyderabad, shared, "While awareness of contraceptives may be widespread, there are still significant gaps in the adoption and consistent use of contraceptive methods. Knowledge about contraceptives empowers individuals, particularly women, to make informed decisions about their health. Understanding contraceptive options enables people to choose methods that align with their health needs and preferences. For example, some contraceptives can help manage medical conditions like polycystic ovary syndrome or reduce the risk of certain cancers. Proper family planning, which includes knowledge of contraceptives, can reduce maternal and infant mortality rates. Additionally, certain methods, like long-acting reversible contraceptives (LARs), are highly effective and suitable for those who want to delay or space pregnancies. Unintended pregnancies can have significant social, economic, and emotional implications for individuals and families."

The responsibility for contraception should be shared equally between partners. The medical expert added, "Many contraceptive methods, such as condoms and vasectomy for men, directly involve the male partner. Respecting each partner's autonomy and preferences is a fundamental aspect of a healthy relationship. Both men and women should have the freedom to express their desires and concerns regarding family planning. Traditional gender roles have often placed the burden of contraception solely on women. Challenging these stereotypes in contraception can contribute to more equitable relationships."

Access to contraception has a significant impact on global demographics. Adequate spacing between pregnancies made possible through family planning, can reduce the risk of maternal mortality and complications during childbirth. It allows women's bodies to fully recover between pregnancies. The field of family planning continues to innovate. Researchers are exploring new contraceptive methods, such as male hormonal contraceptives, and methods that are less invasive and more user-friendly. While contraception methods offer various benefits, they also have disadvantages that couples should consider when choosing the most suitable method for their needs.

"These may include nausea, headaches, mood changes, breast tenderness, and changes in menstrual patterns. Some individuals may experience weight gain as a side effect."

Case study: A nineteen-year-old unmarried woman found herself in a dire situation due to her lack of awareness about contraception methods. As a result, she underwent a medical termination of pregnancy that tragically led to a severe infection known as sepsis. When she sought medical help at Citizens Speciality Hospital, she was presented with a multi-organ failure, necessitating urgent medical intervention. Regrettably, to save her life, it became imperative to perform a hysterectomy — the surgical removal of her uterus.

According to data from the National Family Health Survey 5, Dr. Tripura Sundari, a gynaecologist from KIMS Hospital Health Department, gave us insights like the significant rise in the overall contraceptive prevalence rate, which has increased from 54 percent to 67 percent since the NFHS-4. Today, many people in the country are aware of at least one form of contraception, with over 99 percent of those who are currently married and between the ages of 15 and 49 knowing about at least one. Additionally, more than half of those who are currently married know how to use emergency contraception. As per the latest National Family Health Survey, female sterilisation continues to be the single most dominant method of contraception (67%) versus contraceptive use by men (condoms, 17%). These skewed preferences show the disproportionate responsibility women have to bear for birth control. Effective counselling, however, can play a critical role in assisting couples in making the best decision. It's important to note that some short-term spotting may still happen even with implants or medicated intrauterine contraceptives (IUDs), often for a month or two, and that this can be treated with short-term medications. After the medicine's effects start, women may experience amenorrhoea and the absence of regular menstrual periods. While this might seem like a positive outcome, many women become anxious about the possibility of pregnancy due to the absence of their periods.

We have another case study that was shared by Dr. Simran Shannaur from Allo Health: "Arka Singh, a sex educator associated with us, once conducted a case study with the 450 women residing in a semi-rural colony. They used to complain about constant back pain and low bone intensity. And the women's age range was around 20-45. Gradually, she got to know that these women got married in their early 20s, around 13 to 15, and after their first child, they opted to get a hysterectomy done, but they were not told about the side effects like calcium deficiency, severe hormonal issues, mood swings, increased risk for osteoporosis, changes in blood vessels that increase the risk for cardiovascular disease, and many others. India was actually the first country in the world to launch a family planning programme in 1952, just a few years after its independence. We have come a long way from following just a quantitative clinical approach to a much more well-rounded approach that goes beyond childbirth and introduces the concept of child and mother reproductive health and welfare."

POPULAR CONTRACEPTION METHODS

Fertility awareness methods: These methods involve tracking menstrual cycles and avoiding intercourse or fertile days. They can include methods like the calendar method, the cervical mucus method, and the temperature method.

Birth control pills: Oral contraceptive pills are taken daily and contain hormones to prevent pregnancy. They are highly effective when taken consistently and correctly.

Condoms: Male and female condoms are barrier methods that provide protection against both unintended pregnancies and sexually transmitted infections (STIs). They are widely available and easy to use.

Diaphragm: A diaphragm is a silicone or latex dome-shaped device that covers the cervix and is used with spermicide. It must be inserted before intercourse and left in place for several hours afterward.

Vaginal ring: The vaginal ring is a hormonal contraceptive that is inserted into the vagina and left in place for three weeks. It releases oestrogen and progesterone to prevent pregnancy.

Intrauterine device (IUD): IUDs are small, T-shaped devices inserted into the uterus by a healthcare provider. They offer long-term contraception, with some types providing protection for up to 5-10 years, depending on the type.

Permanent methods: Vasectomy for men and tubal ligation for women are permanent surgical procedures that block or seal the fallopian tubes in women and the vas deferens in men, respectively. These methods are considered irreversible. It's essential for individuals and couples to consult with their healthcare provider to determine which contraception method best suits their needs, taking into account factors such as health, lifestyle, and future family planning goals.

06HEALTH

SUNDAY, OCTOBER 1, 2023

CONTRACEPTION IS NOT JUST A WOMAN'S BUSINESS

India's population stands over 1.43 billion and it is expected to grow further. There are various reasons for the rise in population from lack of knowledge on contraceptive methods to people ignoring family planning means. This week's Health Talk by *The Pioneer's* SHIKHA DUGGAL was conceived to put together nuggets of knowledge about contraceptives and attitudes towards them.

Dr. R. Suchitra, a gynaecologist at Citizens Speciality Hospital, Hyderabad, shared, "While awareness of contraceptives may be widespread, there are still significant gaps in the adoption and consistent use of contraceptive methods. Knowledge about contraceptives empowers individuals, particularly women, to make informed decisions about their health. Understanding contraceptive options enables people to choose methods that align with their health needs and preferences. For example, some contraceptives can help manage medical conditions like polycystic ovary syndrome or reduce the risk of certain cancers. Proper family planning, which includes knowledge of contraceptives, can reduce maternal and infant mortality rates. Additionally, certain methods, like long-acting reversible contraceptives (LARs), are highly effective and suitable for those who want to delay or space pregnancies. Unintended pregnancies can have significant social, economic, and emotional implications for individuals and families."

The responsibility for contraception should be shared equally between partners. The medical expert added, "Many contraceptive methods, such as condoms and vasectomy for men, directly involve the male partner. Respecting each partner's autonomy and preferences is a fundamental aspect of a healthy relationship. Both men and women should have the freedom to express their desires and concerns regarding family planning. Traditional gender roles have often placed the burden of contraception solely on women. Challenging these stereotypes in contraception can contribute to more equitable relationships."

Access to contraception has a significant impact on global demographics. Adequate spacing between pregnancies made possible through family planning, can reduce the risk of maternal mortality and complications during childbirth. It allows women's bodies to fully recover between pregnancies. The field of family planning continues to innovate. Researchers are exploring new contraceptive methods, such as male hormonal contraceptives, and methods that are less invasive and more user-friendly. While contraception methods offer various benefits, they also have disadvantages that couples should consider when choosing the most suitable method for their needs.

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Engaged with renowned specialists to create conversations around women health in leading media platforms like India Today, Dainik Bhaskar and First Post.

दैनिक भास्कर

स्तनपान के दौरान भी गर्भ ठहरने का खतरा: 40 दिन का सेफ पीरियड, मगर संबंध बनाने की मनाही; जानें-कौन सा गर्भनिरोधक सबसे सुरक्षित

नई दिल्ली 2 महीने पहले

भास्कर | जान-जहान

अनचाही प्रेग्नंसी से बचें

Women's Equality Day: Navigating the Complex Landscape of Contraception

NEWS18.COM

Curated By: Swati Chaturvedi • News18.com • Last Updated: AUGUST 26, 2023, 13:49 IST • New Delhi, India

Dr Meenakshi Ahuja, Senior Director, Obstetrics and Gynaecology, Fortis La Femme, New Delhi and Academic Secretary, Delhi Gynae Forum, President, Delhi Menopause Society discusses complex landscape of contraception

Follow us: Facebook Twitter Telegram Google News

Publication: News 18

Doctor quoted: Dr Meenakshi Ahuja, Senior Director, Obstetrics and Gynecology, Fortis La Femme, New Delhi and Academic Secretary, Delhi Gynae Forum, President, Delhi Menopause Society

Reach: 527,108

Key Message: Spreading awareness about the various modern forms of contraception options available

Do Birth Control Pills Cause Weight Gain? Expert Busts Myths Around Contraception

Couples mostly rely on secondary research or false notions which discourages them from using different methods of contraceptives. Here are some of the most common myths and misconceptions associated with contraception.

Health | Posted by Parul Raizada | Updated: February 15, 2022 11:37 am IST

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(Croma)

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Our Daughter Will Be Mocked Her Whole Life If People Find Out., (Kartoo)

TRENDING

Bappi Lahiri, Bollywood's Disco Legend, Dies At 69

1st T20I, India Predicted XI: Rohit Likely To Pick A Debutant vs Windies

"Legends Of Indian Cricket" Meet Ahead Of India vs Windies T20I. See Pic



Owning the conversation around key health days and topicalities like the verdict on Roe vs Wade, historic amendment of MTP Act in Sept 2022 which made abortion legal for unmarried women

क्या भारत में लोग कम बच्चे पैदा कर रहे हैं?

सुरीला सिंह और श्यामल नरुंगी
बीबीसी संवाददाता

11 मई 2022



“मैंने सिर्फ एक बच्चा रखने का फैसला इसलिए किया क्योंकि हमारे आर्थिक हालात ऐसे नहीं हैं कि मैं दूसरा बच्चा पैदा कर पाती।”

BBC
हिन्दी



लेकिन प्राची गर्ग इस बात को लेकर आशावादी हैं कि फर्टिलिटी रेट गिरने से महिलाओं को स्वास्थ्य और शिक्षा के क्षेत्र में लाभ मिलेगा और लैबर मार्केट में महिलाओं की भागीदारी भी बढ़ेगी, जिससे देश के आर्थिक विकास में भी बढ़ोतरी होगी।

Channel: BBC Hindi
Doctor quoted: Dr. Meenakshi Ahuja, Director, Obstetrics & Gynecology, Fortis La Femme, Academic Secretary, Delhi Gynae Forum
Reach: 40,00,000
Key Message: Highlighting the best contraception option available in India

An unplanned pregnancy and abortion can impact your health. Know the risks

Published on: 19 December 2021, 14:08pm IST

Unplanned pregnancies and abortion can take a toll on women's health, which is why it is important to follow certain rules.

Dr Shobha N Gudi

103 Likes



Safe sex is better than going through the experience of an unplanned pregnancy and abortion. Image courtesy: Shutterstock

Listen to this article

0:00 / 0:00

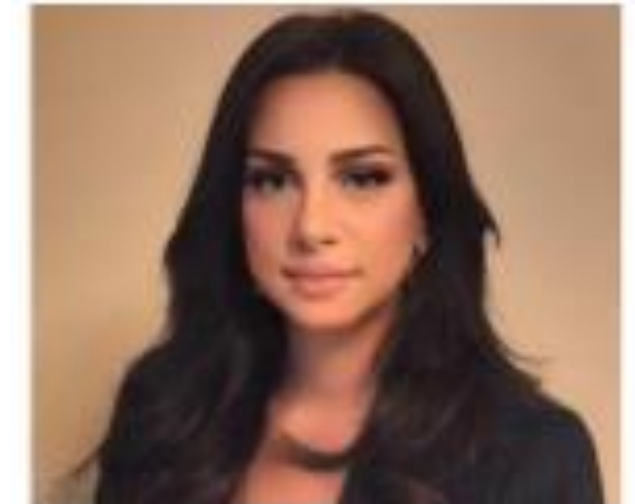
Publication: Healthshots.com
Doctor quoted: Dr Shobha N Gudi Senior Consultant, Obstetrics & Gynecology, Manipal Hospital, Bengaluru
Reach: 1,45,80,290
Key Message: Highlighting the impact of unplanned pregnancies and abortion on women's health

Her Promise: Advocating for Women Reproductive Rights at the Right Platforms

Noha Salem, Organon's global Women Policy Lead, participated in W20 Summit (Chennai, June 2023) alongside Smriti Irani, Minister of Women and Child Development to talk about the role of family planning in global efforts to achieve gender equality



Smriti Irani, Minister of Women and Child Development, Govt. of India



Noha Salem,
Global Women's
Policy Lead,
Organon & Co.

Partnered with JHPIEGO, USAID, and TATA Tea to increase access to contraception in India

- India makes 22% of the world's tea, 52% of which comes from Assam where women constitute about 60% of the workforce. The tea workers are one of the most marginalised communities in Assam with unsafe working conditions.
- The **maternal mortality rate (MMR)** in the tea gardens of Upper Assam is 404, a rate higher than anywhere else in the country.
- One of the reasons contributing to high MMR of Assam is large **number of unplanned pregnancies and unmet needs** for family planning services.
- Short-acting oral contraceptives require repeated health care visits, leading to inconsistency, improper use and unintended pregnancies. **There is limited use of long-acting reversible methods, only 2.1%, because of social and personal barriers among young girls.**



Assam's world-famous tea gardens are deadly for pregnant women

Her Power: Engaged with Key Women Storytellers To Build Visibility around #ImplanonNXT



**Ekta Batra, Anchor and
Associate Editor Research,
CNBC TV 18**



**Anju Ghangurde,
Executive Editor,
Scrip/Pink Sheet**



**Kavita Bajeli Dutt,
Senior Journalist , The
New Indian Express**



**Sohini Das, Deputy
Corporate Editor,
Business Standard**

Health dept to pilot contraceptive implants, injections in 4 Karnataka districts

The subcutaneous injection Antara will be piloted in select health facilities in Mysuru and Yadgir.

DHNS

Last Updated 06 August 2023, 05:20 IST

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ASK THE ANALYST

EMAIL

How Organon Expects To Steer Its Women's Health Engine In India

07 Apr 2022 | INTERVIEWS



by Anju Ghangurde

@ScripAnjuG | anju.ghangurde@informa.com

Executive Summary

Organon commercial director and lead for the South Asia Region, Anjan Sen, lays out how the Merck spin-out expects to scale up activities in markets like India. A mix of new products, targeted repurposing efforts and access-driven pricing are part of the strategy that could potentially see the company double its presence in the region.

SAFE MOTHERHOOD

Let's talk about family planning

Equitable access to contraceptive care is at the heart of women's wellbeing



DR SHANTHA KUMARI SEKARAN

Contraception is not just an effective tool for family planning, it also plays a pivotal role in averting maternal mortality and ensuring a woman's health. The World Health Organization says it is vital to prevent unwanted pregnancies to reduce maternal mortality (death during pregnancy and childbirth). And family planning is recognised as an important pillar of safe motherhood. A Union Health Ministry report points out that if the current unmet need for family planning can be fulfilled over the next five years and coupled with the availability of safe abortion services, it will help avert nearly 35,000 maternal deaths and 1.2 million infant deaths.



couple to suit their contraception needs, lifestyles and preferences. To avert pregnancy for a short period various temporary modern contraceptives are available. These include condoms and pills. Couples who wish to prevent pregnancy for longer can choose long-acting reversible contraceptives. Some innovative options include injectables, intra-uterine devices and sub-dermal implants.

Enabling ecosystem

Due to socio-cultural barriers, women often shy away from seeking information on contraceptive methods and understanding their benefits. Women need an enabling ecosystem that respects their choices and enables them to adopt a contraceptive method appropriate for them. The way forward is to engage in open conversation with one's partners and health service providers on the choices available. Consciously choosing a contraceptive method with the objective of family planning improves how couples live. This, in turn, impacts the family's overall quality of life and contributes to the community and society.

The writer is President, Federation of Obstetrics and Gynecological Societies of India (FOGSI). Views are personal.



Family planning: Government plans newer approaches

By Iffath Fathima / Updated: Aug 4, 2023, 06:00 IST



The new contraceptives are said to empower women and give them more control over their reproductive health

Department to run pilot project for new contraceptive methods pilot in 4 districts; methods include subdermal single-rod implants, subcutaneous injectables

The Department of Health and Family Welfare (HFW) is coming forward with the implementation of newer contraceptive methods under the National Family Planning Programme, which can also help reduce the number of unintended pregnancies and

provide access to family planning services. In Karnataka, four districts—Bengaluru, Mysuru, Yadgir, and Bidar—are chosen for the pilot to be carried out for the effective implementation of the project.

Two new contraceptive methods for women in the pipeline

Sub-dermal implant and subcutaneous injection will be started in government-run health centres in Bidar, B'loru, Mysuru and Yadgir as pilot project

Published: 10th July 2023 08:23 AM | Last Updated: 10th July 2023 08:23 AM



purpose only.

Karnataka Health Department has decided to add two new contraceptive under the National Family Planning Programme ahead of World ated on July 11. Dr Chandrika BR, State Deputy Director (Family hat four districts from Karnataka have been selected under a pilot ose.

High-level interactions between Organon Commercial Lead, Southeast Asia Andreas Daugaard Jorgensen **and leading Indian media like:**



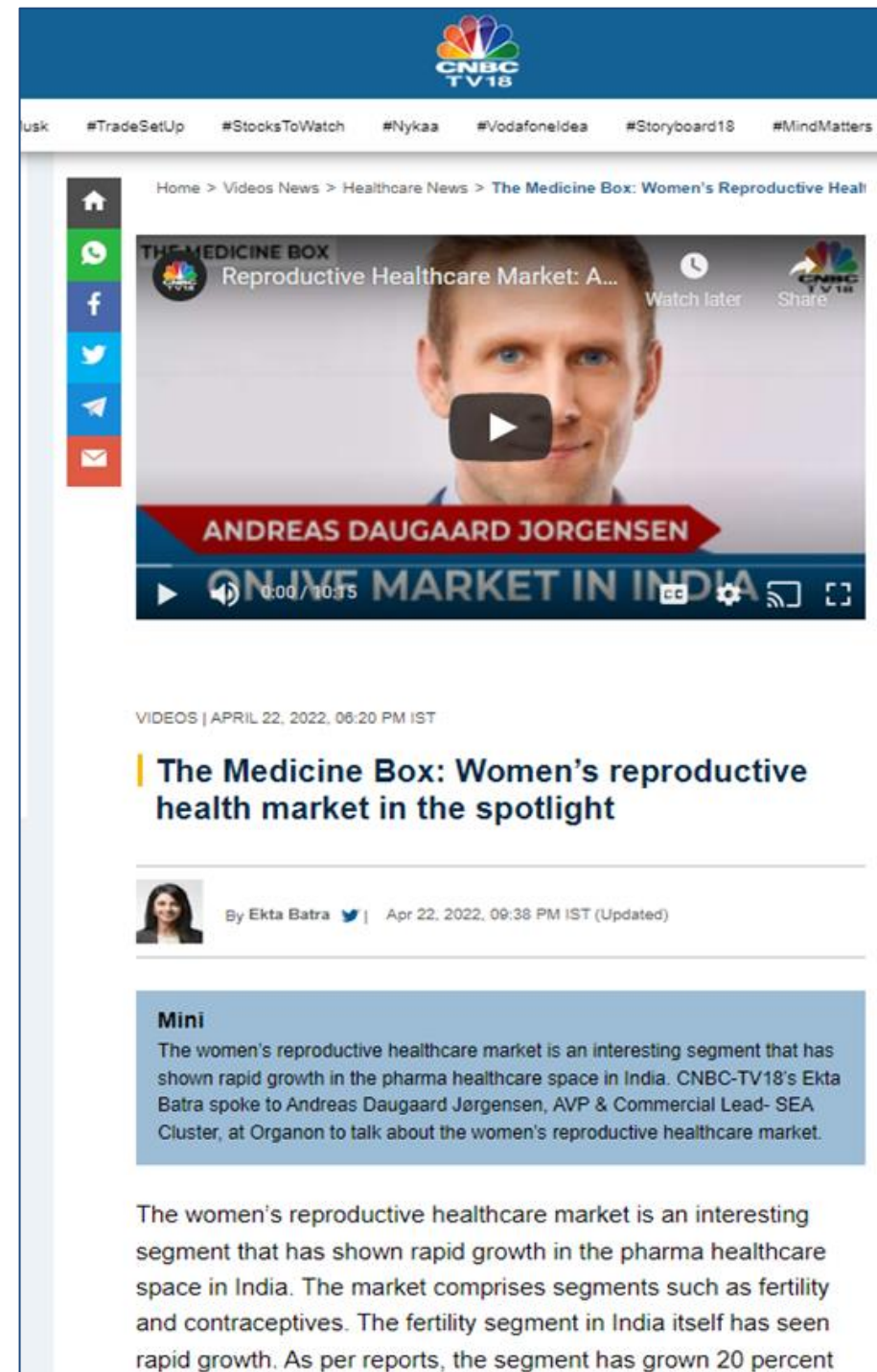
Harbinder Narula, CEO, BW Healthcare and Wellbeing



Joe Mathew, Deputy Editor, Fortune India



Viswanath Pilla, Assistant Editor, Economic Times



- CNBC-TV 18 (The Medicine Box)
- Fortune India
- BW BusinessWorld
- The Economic Times
- MINT
- Business Standard
- The Financial Express

A look at our achievements so far:

Secured partnership with Govt of India for the inclusion of Implanon NXT (a highly safe and effective contraceptive implant) and roll out in India's family planning program and its phased roll out in 10 states.

Educated **50 MN readers** on safe contraception options via KOL-led advocacy

Collaborated with Family Planning Association of India (FPAI) and Federation of Obstetricians, Gynecological Societies of India (FOGSI) for earned media opportunities; op-eds in CAT A publications



Organon recognized as the **'Emerging Healthcare Brand of the Year'** at the esteemed **2nd ASSOCHAM Healthcare Summit and Awards 2023** held in India.

Saved the best for the last!

