



**THIS  
THANKSGIVING,  
WE'RE THANKFUL  
FOR MEN**  
[AROUND THE GLOBE]  
**WHO ARE  
ENGAGED IN  
FAMILY  
PLANNING!**

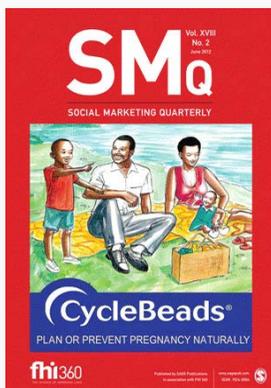


Expand family planning choices  
Advance gender equality  
Involve communities

November 2012

## Social Marketing Quarterly features IRH Case Study

In the search for solutions to the global burden of unmet need for family planning, one opportunity is to offer methods through the private sector, extending access beyond the traditional, public



health system. Social marketing, and it has significantly improved access to a variety of health commodities around the world, including contraceptives.

With the support of our partner, **PSI**, CycleBeads® have successfully reached

women in need of family planning through social marketing. Results from a new peer-reviewed article demonstrate the potential for selling CycleBeads, the visual tool used with the Standard Days Method®, through pharmacies in several countries across Africa. The article documents the evidence for this proven private sector strategy and offers guidance to those seeking to include CycleBeads in their social marketing program.

"The Potential for Social Marketing a Knowledge-

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Now available in French & Spanish: *Forecasting Guide for New & Underused Methods of Family Planning*

English | French | Spanish  
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A FORECASTING GUIDE FOR  
NEW & UNDERUSED METHODS  
OF FAMILY PLANNING

What to Do When There is No Trend Data?



Based Family Planning Method" was authored by Justine Kavle, Maxine Eber, and Rebecka Lundgren and published in *Social Marketing Quarterly* (SMQ), an international peer-review journal produced by FHI360. SMQ featured CycleBeads on the cover of this quarter's journal. |

[READ](#)

## NEW Peer-Reviewed PUBLICATIONS

1

### Assessing the effect of introducing a new method into family planning programs in India, Peru and Rwanda

Results from this study, published in the *Reproductive Health Journal*, show that demand for the Standard Days Method is evident in countries with different levels of contraceptive prevalence. The method attracts couples new to family planning, and introducing it into services can increase overall contraceptive prevalence.

| [READ](#)

2

### Female Genital Cutting and other Intra-vaginal Practices: Implications for TwoDay Method Use

Published by the *Journal of Biosocial Science*, this paper examines the implications of female genital cutting (FGC) and other intra-vaginal practices on offering the TwoDay Method. | [READ](#)

3

### Engaging Men in Family Planning Service Delivery: Experiences Introducing the Standard Days Method (SDM) in Four Countries

The *World Health & Population Journal* recently published a new paper on the impact of male involvement on family planning programs in four countries, and especially the role that SDM plays in requiring cooperation of the male partner. SDM has provided an opportunity to test innovative strategies to engage couples in family planning. View the full paper here. | [READ](#)



## UPCOMING EVENT

### Georgetown University hosts CUGH Conference March 14-16, 2013



Georgetown University hosts the 4th annual conference of the Consortium of Universities for Global Health (CUGH) on March 14-16, 2013.

This conference, titled "[Global Health: Innovation | Implementation | Impact](#)" brings together over 1,000 members to examine cutting-edge issues in global health.

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