OK product packaging and consumer information insert designed specifically for the Cambodian audience after extensive PSI in-house marketing research.
Who is PSI?
As a non-profit organization, PSI is the leading Social Marketing organization in the world, with projects in more than 45 countries. PSI markets and promotes products related to family planning, AIDS prevention and maternal and child health. Promotional and educational campaigns motivate the use of these products and stimulate behavior change. PSI also works to develop and strengthen local industry and trains local counterparts in public health and social marketing.

What is Social Marketing?
Social Marketing is one of the most effective ways to improve the health and quality of life of low-income people worldwide. As practiced by PSI, it involves selling needed health products and services at affordable prices, motivating their use, and promoting related healthful behavior. In so doing, it creates supply as well as demand.

The products and services are sold, rather than given away, so that people will value and use them. The prices are low enough to be affordable to economically disadvantaged target populations. Products are branded and attractively packaged, and are procured with donated funds or obtained directly from donors.

How is PSI Active in Cambodia?
Since late 1993, PSI has been in the forefront of HIV prevention in Cambodia through its effective sales and marketing of Number One condoms. In September 1997, PSI Cambodia added a second socially marketed product to its portfolio, OK oral contraceptive. OK is the brand name given to the well-known oral contraceptive, Microgynon, manufactured by Schering of Germany. Cambodian consumers can now purchase this contraceptive product designed with their needs in mind for easy use, attractively packaged, with simple and clear instructions in Khmer and sold at an affordable price.

Cambodia's need for birth spacing is compelling. At 5 children per woman, it is estimated to have the highest fertility rate in SE Asia. Recent studies indicate that there is a strong desire on the part of Cambodian families to have greater choice in spacing their children for the health and welfare of the mother, the children and the family as a whole. OK provides an easy and affordable option to couples who want to use a modern birth spacing method.

OK is imported and marketed locally by PSI. By harnessing existing private sector infrastructure, such as pharmacies and clinics, PSI is able to achieve widespread distribution to low-income consumers at easily affordable prices and at convenient locations. Distribution and marketing of OK is endorsed by the Ministry of Health as a complement to the public sector facilities currently providing birth spacing services in Cambodia. OK is available in many areas that can not be easily reached by the public health system.

PSI has carried out a vigorous campaign to inform the public and the health care sector about the advantages of oral contraceptives. OK has been promoted on radio and television as well as through special events for the public. Consumers can now expect their local pharmacies and other health service providers to provide them assistance and information about OK birth spacing pills due to PSI's ongoing training program.

This report highlights some of the key events and activities that have made OK's first market year so highly successful.

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OKLAUNCH

PSI officially launched OK brand Microgynon oral contraceptive onto the Cambodian market on 26 September 1997. Guests enjoyed a blend of Khmer traditional dance and an introduction to PSI’s marketing strategy for OK. Guests included other stakeholders from the Cambodian government, media, local and international NGOs, the donor community, and medical professionals from the commercial sector.

As testament to the effective cooperation between the Cambodian Ministry of Health and PSI, Dr. Eng Huot, Director General for Health, provided opening remarks to kick off the launch ceremony. The MOH and PSI have forged a solid collaboration partnership providing a solid foundation upon which to build a successful oral contraceptive social marketing program.
USAI DS financial support of core operational costs and the donation of 200,000 cycles of Microgynon by pharmaceutical manufacturer Schering AG, assured the critical elements required to implement the project. Donor enthusiasm for the project is pictured here as USAID staff members (Srey Pov Tep and Rica Aquino) visit the information table at the launch.
OK SALES

PSI sales staff has direct and consistent contact with retailers in pharmacies and health clinics; a crucial link between the product and the user. OK outlet stickers are placed in prominent view to attract consumers and inform the public where they can purchase it. Over 140,000 cycles of OK have been marketed during the past year.

Village women in Kratie Province show their enthusiasm for birth spacing products made available at the community level at an affordable price. NGOs have requested partnership activities with PSI based on strong community demand for birth spacing information and products. The market combination of OK oral contraceptives and Number One condoms creates an effective product choice for reproductive health care in Cambodia.
OK TRAINING

Over 500 health care providers have been trained in basic birth spacing counseling by PSI staff in the 7 provinces of Kampong Thom, Kampong Cham, Battambang, Siem Reap, Kandal, Prey Veng, Kampong Chhnang and the municipalities of Sihanoukville and Phnom Penh. Participants include pharmacists, drug sellers, government hospital and clinic staff, midwives, other ministry representatives (education, agriculture, rural development), and NGOs. Role-plays during training allow drug sellers to practice their new communication skills in discussing sensitive subjects with consumers.

PSI detailers have worked assiduously with health care providers in their shops and clinics to increase their capacity to transmit accurate birth spacing information regarding oral contraceptives usage to consumers. Direct visitation reinforces the training and broadens the catchment to include drug sellers unable to attend PSI’s formal sessions.
Curious crowds gather at a provincial "mini-launch" attracting thousands during evening events in Battambang and Kampong Cham. It is an effective means to reach Provincial populations through an engaging and entertaining medium of popular music and Khmer Theater interwoven with birth spacing messages. Ministry of Health officials at both the national and provincial levels consistently endorse these events.

As part of OK's IEC strategy, puppet theater has proven to be a popular medium in Cambodia for young and old alike. Dialog among puppet characters allows sensitive subjects concerning reproductive health to be discussed in a non-threatening manner to induce behavior change and encourage discussion. Messages are reinforced after the play through question and answer sessions with the audience.
Popular entertainers are used effectively to endorse products and messages. Here Yuthara Chhany and Chorn Chan Leakhena pose for a shot for the annual PSI calendar. Other well-known Khmer artists were used for the OK TV spot as well as the vocalist for the OK song played on the radio and at promotional events.

The Cambodian Water Festival provides an excellent venue to reach a significant sector of the population with birth spacing information. As Phnom Penh doubles in population for several days, Cambodians visiting from the provinces have an opportunity to become familiar with the OK name brand as well as purchase it and receive instruction at the PSI sales booth. PSI sponsorship of a women’s OK boat team blends the traditional with the modem needs of Cambodian families.
OK RESEARCH

PSI has conducted extensive research with our target audiences to assure that our information and messages are well understood by the consumer. Here a focus group is being conducted with women who are new users of OK to gather information on their perceptions of OK.
Sales by Month for OK

![Bar Chart]

- January 1997: 15,148
- February 1997: 13,602
- March 1997: 12,282
- April 1997: 12,488
- May 1997: 10,136
- June 1997: 16,470
- July 1997: 12,378
- August 1997: 2,012
- September 1997: 10,153
- October 1997: 10,193
- November 1997: 10,031
- December 1997: 11,048

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Total Cycles Sold: 146,805

Market Stall: 925 (0.6%)
Brothel: 179 (0.1%)
Hospital: 3,510 (2.4%)
NGO: 10,596 (7.2%)
Other: 2,724 (1.9%)
Pharmacy: 128,675 (87.7%)

OK Sales by Outlet Type

Total Cycles Sold: 146,805


- NGO: 10,596, 7.2%
- Hospital: 3,510, 2.4%
- Other: 2,724, 1.9%
- Market Stall: 925, 0.6%
- Brothel: 179, 0.1%
- Hotel: 148, 0.1%
- STR Vendor: 48, 0.0%
- Pharmacy: 128,675, 87.7%