

#LoveMyLevo



OUTCOMES

World Contraceptive Day 2021

Ghana, Nigeria, Kenya, Congo, Malawi, Zambia

Objective

Promote top-of-mind awareness of Levoplant™ as a contraceptive option among women of reproductive age.

What do you think about the organization and preparation of the training?

"It was one of the best because things were in order and the supervisors were friendly and accommodating."

How was the experience of performing the supervised Levoplant™ insertions?

"It was very easy during insertion. It was good practice. Surgical techniques were used. Users were comfortable during insertions."

Do you feel that you have received enough information about today's procedure and the product itself?

"All clients felt that they had received sufficient information about the procedure and the method and had chosen the method on their own consent. A few women added that they had other concerns after the interviews, and there were more rumors that were corrected before they left the facility."

01 TRAINING

DKT WomanCare allocated support toward Levoplant™ trainings in countries where the product is commercialized. Our team made sure to provide the best possible support without interfering with partners' common practices. We provided training and marketing materials when requested, and shared questionnaires to support post-training assessment knowledge.

Objectives:

- ✓ Increased awareness around the implants method and Levoplant™ characteristics within local communities and medical actors
- ✓ Provided HCPs with implants insertion and removal skills
- ✓ Supervised insertion for women who were seeking access to contraceptive methods for free



5

Training sessions

90+

HCPs trained, both doctors & midwives

620

Women received their implants for free

"We sincerely thank Woman Care for trusting us and choosing the DRC to organize this session on Levoplant™ and believe that such a campaign will not stop here."

- DKT RDC





03 SOCIAL MEDIA

We collaborated with influencers to spread the word around Levoplant™ and World Contraceptive Day in collaboration with local marketing agencies. We briefed them to share content on their social media related to Levoplant™ before September 26 to create awareness. They then shared a picture of themselves in the strong arm pose with the heart-shaped temporary tattoo applied on their upper arm at the implant's insertion site. To generate a "buzz," they all used the #LoveMyLevo hashtag when posting the picture.

Objectives:

- ✓ Leveraged social media to portray the decision to use Levoplant™ as a decisive, heroic moment where that woman takes bold action to achieve her ambitions
- ✓ Open up dialogue with women thanks to the trustful relationship between influencers and their audience
- ✓ Create a visually strong branding that encourages women to be our ambassadors

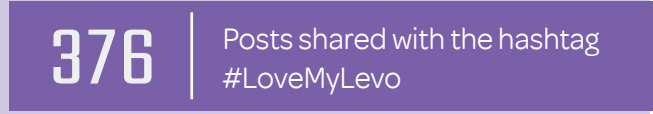
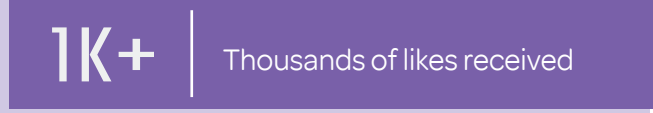
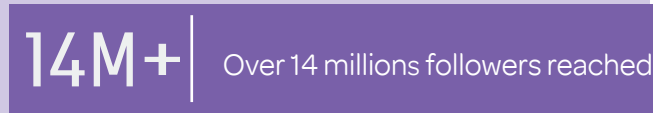
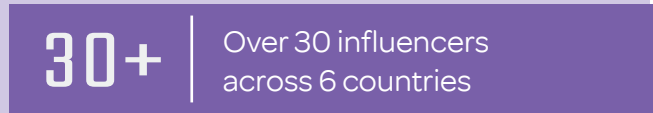
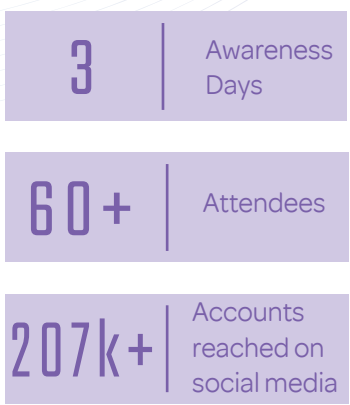
02 AWARENESS DAY

DKT WomanCare supported a session in three countries to sensibillize local community to the contraceptive methods mix while emphasizing on Levoplant™. Both female and male attendees have been highly enthusiastic to learn more about this method and would recommend it to their entourage.



Objectives:

- ✓ Increased awareness around the contraceptive methods mix and the implants
- ✓ Answered questions from the audience and debunked myths
- ✓ Collect feedback from local community and assess their knowledge about the implants method and Levoplant™



“Followers greatly resonated with the strong arm pose with a majority leaving a strong arm emoji in their comments. The brand was also appreciated in the comments for spearheading the conversation on contraceptives as it was a hushed topic with no one on the social media space speaking about it so boldly and educating the masses on its importance.”

