

A Diaphragm Renaissance: Sistine Chapel or Las Vegas Wedding Special?

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Developing an Advocacy Agenda

- Case Studies
- General Principles
- Diaphragm Specific

Advocacy Strategies: EC

Problem

- Inconvenient, Awkward Regimen
- Lack of Information
- Access Barriers

Advocacy Strategies: EC

Solutions

- Dedicated Product
- Product Labeling → Citizen's Petitions
- Establish Standards of Care
- Website/Hotline(s)
- Ad Campaigns
- Legislative/Policy Initiatives
- Earned Media

Advocacy Strategies: Microbicides

Problem

- No Product
- Lack of Resources
- Limited Political Will

Advocacy Strategies: Microbicides

Solutions

- Leverage private resources to mobilize federal dollars → “Looking for Mrs. McCormick”
- Build grassroots infrastructure → Global Campaign for Microbicides
- Brand concept of ‘microbicides’ with public through organizational and media outreach

Advocacy Blueprint

- Identify goals Imply villain
- Identify key audience(s), their interests and influencers
- Develop focused message(s) – “the ask”
- Establish timetables
- Educate and build networks of interested parties, including commercial entities and funders

What is the Diaphragm's Problem?

- Competition from existing safe, effective, acceptable, and cheap options
- Not one product but two
- Yesterday's method
- A risk reduction message is a complicated sell
- Background political noise
- Provider bias
- Available in theory

Web of Advocacy



Making the Case for Advocates

- Use previous consensus documents
- Develop impact data/case statements
- Develop research agenda with a clear pathway to approval and distribution
- Establish priorities (country specific)
- Create opportunities to develop equity in a product

Making the Case (cont'd)

- Don't forsake pregnancy prevention aspect of method
- Clarify and communicate the criteria used to set research/product development and introduction priorities
- Grow the pie; do not reallocate resources from other priorities
- Develop consensus regarding safety and effectiveness and guidelines for use
- Establish guidelines for procuring and introducing the method in different service delivery contexts

Creating the Buzz: Supply and Demand

- **Focus on the need not the method**
- Cultivate “go-to” organizations/spokespeople
- Use science to brief service providers/advocates/funders/friendly policymakers/media
- Tap into existing advocacy networks and opportunities in service delivery
- Conduct market/public opinion research
- Undertake legislative and policy initiatives
- Organize activist campaign → Day of action

Going Forward

- Avoid the “silver bullet” trap or “7-year itch”
- Look to successes and failures of other reproductive health technologies
- Identify the win/win with other technologies, constituencies and agendas
- Don’t let imperfect knowledge be a barrier

Questions for Discussion

- Why did the diaphragm disappear?
- Are we ready to forsake the diaphragm as a possible dual purpose method?
- Can we afford a ‘hierarchy of prevention’ message when it comes to HIV/STIs?
- How can this agenda benefit development and introduction of other technologies?
- Where to begin?
- When will we be ready for prime time?