

NEW INITIATIVES IN FAMILY PLANNING

1. Newer contraceptives >

- Antara-Injectable hormonal contraceptive - DMPA - Chhaya - OCP - Centchroman
- ASHA - all contraceptive under government of India are given a brand name ASHA
- Mission Parivar Vikas >
- To accelerate the use & awareness of family planning method in 146 high TFR

districts

3. Fixed day static approach > Sterilization services

- Twice a week - District hospital
- Weekly - Sub-district hospital
- Fortnightly - CHC • Monthly - PHC

4. social marketing > Seeks to influence social behaviour not to benefit the marketers but to benefit the target audience & general society • Examples of social marketing - installation of condom vending machines (CDM's) at petrol pumps, parks, public toilets, bus/railway stations, bars, restaurants etc.

5. Pregnancy testing kit > Nishchay kit,

At Subcentre or through ASHA

6. Home delivery of contraception (by ASHA) > • Rs. 1 (3 condom per pack), Rs. 1 (1 OCP per cycle), Rs. 2 (1 tab of emergency contraceptive pill)

7. Ensuring spacing at birth > Use of Short term IUD- Cu T 375-(5 years) • Introduction of post partum IUD insertion

• Asha gets > • Rs. 500- for delaying 1st child birth by 2 years after marriage

• Rs. 500- for ensuring spacing of 3 year after the birth of 1st child

• Rs. 1000- if couple opts for sterilization upto 2