Bayer Indonesia supports National Family Planning Program

Bayer Oral Contraceptive Ambassador Program

Agenda

- Bayer Indonesia Public Private Partnership with the National Family Planning and Population Board – Blue Circle Program
- Bayer Indonesia Oral Contraceptive Ambassador Program
Bayer Indonesia Public Private Partnership with the National Family Planning and Population Board – Blue Circle Program (Lingkaran Biru)

Public Private Partnership:

- M.O.U. between Bayer Indonesia and the National Family Planning and Population Board (BKKBN) since 1987
- Support BKKBN on private family planning (KB Mandiri)
Bayer Indonesia Public Private Partnership with the National Family Planning and Population Board – Blue Circle Program (Lingkaran Biru)

BKKBN launched KB LINGKARAN BIRU (BLUE CIRCLE) as a part of the National Family Planning Program

1987

2007

BKKBN re-launched KB LINGKARAN BIRU

2008

Bayer launched Oral Contraceptives Ambassador Program as part of Blue Circle Program
BAYER ORAL CONTRACEPTIVE AMBASSADOR PROGRAM
As public private partnership, Bayer initiated Oral Contraceptive Ambassador Program to support BKKBN for private access on contraception, especially oral contraception.

This program is a partnership between Bayer, BKKBN, the Indonesian Ob/gyn Association (POGI), Asia-Pacific Council on Oral Contraceptive (APCOC), Indonesian Midwives Association (IBI) in 2008.
OC prevalence in Indonesia is 13.6%, meanwhile utilization rate in private market is only 2-3%.

OC’s have additional non contraceptive’s benefit for woman.

OC’s relatively simple to use.
Objective

To provide sufficient knowledge and education on the importance of reproductive health and contraceptives as part of family planning, especially oral contraception

Who are OC Ambassadors?

Midwives as front-liners for family planning and reproductive health services
Bayer Indonesia Oral Contraceptives
Ambassador Program

Requirements:

✓ Selected and appointed from provinces or regions by the Indonesian Midwives Association together with Bayer Indonesia
✓ Having ability as facilitator and educator
✓ Able to create and execute one year family planning activities
✓ Maximum 45 years-old
✓ Member of the Indonesian Midwives Association
Bayer Indonesia Oral Contraceptive Ambassador Program

2008
Initiated by Bayer Indonesia in collaboration with BKKBN, APCOC, POGI and IBI

2008 - 2012
Total OC Ambassador: 274 midwives - 30 provinces

2013 - 2014
Bidan Delima Education Roadshow in 16 provinces (2014) for 2000 midwives and 14 provinces (2013) for 1000 midwives

2015
Bayer Sragen Family Planning Ambassador - Central Java (10 midwives and 10 Family Planning workers)
Bayer Indonesia Oral Contraceptive Ambassador Program

- 274 OC AMBASSADORS
- 30 PROVINCES
- 76,732 WOMEN REACHED
- 2,601 ACTIVITIES
  Community health education activities
- Partnership of:

2008 - 2015
Bayer Indonesia Oral Contraceptive Ambassador Program

2015: Bayer Sragen Family Planning Ambassador
Bayer Indonesia Oral Contraceptive Ambassador Program

ACTIVITIES
Thank you!