Press Release

International Conference on Family Planning (ICFP) 2016: Bayer Supports Family Planning through Public Private Partnership program

- Cooperation between PT Bayer Indonesia and the National Population and Family Planning Board (BKKBN) on the Private Family Planning Program and Oral Contraceptive Ambassador Program.
- BKKBN is implementing the Nawacita by revitalizing strategy of family planning program through Kampung KB Program and Mental Revolution based on family.
- Bayer support family planning program globally in joint projects with the United States Agency for International Development (USAID) and non-governmental organizations such as the United Nations Population Fund (UNFPA) and Bill & Melinda Gates Foundation.

Nusa Dua, Bali, 27 Januari 2016

The National Population and Family Planning Board (BKKBN) committed to a partnership with all stakeholders to support the program for Population, Family Planning and Family Development (KKBP)K both local and international. One of BKKBN partners is PT Bayer Indonesia.

As one of Bayer's commitment for healthcare and better life, Bayer consistently provides support to meet the needs of contraception. Align with the ICFP 2016 theme: Global Commitments, Local Actions, Bayer supports family planning programs in over 130 countries providing access to modern contraceptives for women worldwide. Bayer doing this in in joint projects with the United States Agency for International Development (USAID) and non-governmental organizations such as the United Nations Population Fund (UNFPA) and Bill & Melinda Gates Foundation. In Indonesia, PT Bayer Indonesia have been continuing the cooperation with BKKBN since 1987 for Blue Circle Program (KB Lingkaran Biru) and together with BKKBN, the Association of Obstetrics and Gynecology Indonesia (POGI), Asia Pacific Council on oral Contraceptive (APCOC), the Indonesian Midwives Association (IBI), Bayer initiated to establish an Oral Contraceptive Ambassador (OC Ambassador) program in 2008. This shows the importance of the Public
Partnership Program to support government programs on family planning and the burden of government in the financing of contraception.

According to data IMS Q2/2015, OC prevalence in Indonesia is 13.6%, meanwhile utilization rate in private market is only 2-3%. This data shows that it is necessary to increase the use of oral contraceptives as a method of contraception that is easy to use and provide non-contraceptive benefits for women.

Ashraf Al-Out, President Director PT Bayer Indonesia said: "Since 1987, Bayer collaborates with BKKBN on the Blue Circle Program (KB Lingkaran Biru). In this program, Bayer also conduct continuous education through the Oral Contraceptive Ambassador (OC Ambassador) program. This program was successfully done by having 274 OC Ambassadors since 2008 – 2015, and could reach 76,732 women with 2,601 public education activities for family planning programs, especially the use of oral contraception. Bayer is the market leader for oral contraceptive in Indonesia and we fully support the Indonesian government's program and effort in revitalizing family planning in the country through the Public Private Partnership program. In this regard, Bayer collaborates with the Indonesian government to provide information and educate the public – especially the women of Indonesia – about the importance of reproductive health and contraception. When the women of Indonesia make the right and informed choice for their own and their families' health, they help secure the overall health and wellbeing of the nation."

On the national family planning revitalization effort, head of BKKBN, dr. Surya Chandra Surapaty, MPH, Ph.D said “this year’s ICFP in Indonesia is an important milestone in our effort to revitalize the national family planning program. We need to escalate the public's awareness on the importance of family planning. We can feel that programs on population, family planning and development are lacking the impact and therefore, we need to escalate the overall effort in the national program for Population, Family Planning and Family Development (KKBPK). We also see that the national family planning program should support the implementation of the 9 national development goals (nawacita), especially for the third goal, which is to develop Indonesia from the outer area inward. For this, BKKBN is determined to develop family planning villages (Kampung KB) as a new family planning model. We will also focus on the 5th goal, which is on improving the quality of life. For this, BKKBN will have a family approach, starting with the first 1,000 days of life followed by development for under-fives, then for teens including counselling, then finally for elderlies. For the 8th goal, we shall focus on improving a family-based national character so that we have stronger family values". Moving forward, BKKBN will continue to place partnership with the highest priority to ensure success for the national family planning program and that the private sector is hoped to be able to contribute in developing the family planning village program.

According to the Indonesia Demographic Health Survey Data (SDKI) 2012 for national – it shows 58 percent of married women aged 15-49 years using modern contraceptive methods. Among modern family planning method that is used, injectables are the most widely used contraceptive married women (32 percent), followed by birth control pills, nearly 14 percent.

As a Bayer's commitment globally in helping the developing countries to contraceptives access, Vice President Corporate Commercial Relations, Bayer HealthCare, Klaus Brill said:“Bayer has
always taken our social responsibility as a leading supplier of hormonal contraceptives very seriously. For fifty years – and in more than 130 countries – we have been supporting family-planning programs which ensure that women all over the world can use modern contraceptives regardless of their income. In January, 2013, Bayer, together with Bill & Melinda Gates Foundation collaborated to make its long-acting reversible contraceptive implant. When fully implemented, this program will avert more than 28 million unintended pregnancies between 2013 and 2018, and, ultimately, prevent approximately 30,000 maternal deaths. In total, the program will save an estimated US$250 million in global health costs.

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