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## **PRESS RELEASE**

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### **LAUNCH OF THE EXPANDED SOCIAL MARKETING PROJECT IN NIGERIA AND COMBINATION 3**

**ABUJA** -- The United States Government, through the United States Agency for International Development (USAID) is partnering with the Society for Family Health, Nigeria, Association for Family and Reproductive Health, BBC World Service Trust and Population Services International to implement a new project; the Expanded Social Marketing Project in Nigeria (ESMPIN). This project is a 5-year \$56.3 Million USAID funded project that began in April 5, 2011. The ESMPIN Project aims to improve the health of women and children in Nigeria primarily by increasing the use of modern family planning methods and secondarily by increasing the use of child health products. To achieve this, the project will increase access to family planning (FP), reproductive health (RH) and child health products; increase use of health products and practice of healthy behaviors; generate support from all sectors for social marketing as an important part of a total market approach; and assess the viability of local manufacture of key health products.

ESMPIN is a national program with 15 priority States namely, Akwa Ibom, Bauchi, Delta, Edo, Jigawa, Kaduna, Kano, Katsina, Kebbi, Lagos, Ogun, Oyo, Rivers, Sokoto and Zamfara. The project complements the USAID-Funded Targeted States High Impact Project (TSHIP) in Bauchi and Sokoto States; USAID's Maternal and Child Health Integrated Program (MCHIP) which is strengthening emergency obstetric care and FP, with a focus on long-acting methods and Strengthening Private Sector Family Planning and Reproductive Health in Nigeria project among others.

Overall, the project proposes to act as a spur in Nigeria's FP effort in three significant ways: 1) Direct provision of over 23 million couple years of protection (CYPs) over the life of the project; 2) Growing the overall market for family planning in Nigeria by generating increased demand; and 3) Pushing to increase the use of medium and long-acting methods that are currently in low demand and that suffer from many myths, misconceptions and barriers to use.

Specifically the project is expected to; Increase access to affordable, high quality Family Planning & Child Survival health products through the private sector; Increase knowledge, attitudes and practices regarding Family planning & Child Survival health issues; Strengthen collaborative partnerships with private health providers so that social marketing programs are widely understood and supported; Enhance the capability of the commercial/private sector in Nigeria to manufacture high quality, affordable products for social marketing in Nigeria.

USAID/ESMPIN is supporting the Federal Government of Nigeria by expanding choice of child spacing methods. This includes the introduction of a new brand of low dose oral contraceptive known as ***Combination 3*** into its FP products portfolio. The introduction of this low dose pill will contribute to Nigeria's efforts in achieving the Millennium Development Goals relating to the reduction of child mortality and improved maternal health.

The United States Government supports Nigeria's efforts in good governance, democracy, health, agriculture and education and has been a committed partner in Nigeria for decades. The Expanded Social Marketing project is evidence of the increasing commitment of the American People to improving maternal and child health care in Nigeria.

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*The ESMPIN Project is managed by the Society for Family Health, Nigeria.*

