

CYCLE TECHNOLOGIES COMMITMENT SELF-REPORTING QUESTIONNAIRE 2018



EWEC Secretariat, PMNCH, FP2020 self-reporting questionnaire to assess progress on implementation of commitments to the Global Strategy on Women's, Children's and Adolescents' Health.

COMMITMENT PROGRESS SUMMARY NARRATIVE

Cycle Technologies is a social impact company committed to helping address women's unmet contraceptive needs and reducing unplanned pregnancies. Through our Solutions for Unmet Need in Family Planning (SUN-FP) program, we will provide +10 million women globally with innovative, fertility awareness-based solutions at no cost to them by 2020.

Cycle Technologies uses the latest advancements in science and technology, to make modern, fertility awareness-based family planning solutions widely accessible to women worldwide. Innovations include CycleBeads®, Dot™ and 2Day Method™. To date, these technologies have helped meet the contraceptive needs of 6 million women around the world, including millions of women in the areas with the most unmet need for contraception.

Through technology design, outreach, education, and ongoing user support, Cycle Technologies pledges to provide women with free, proven contraceptive options. Our goal is to reach 10 million women by 2020 and specifically to reach women who have unmet need for contraception and would otherwise be at risk for an unplanned pregnancy.

SMART Objectives of your commitment (i.e., specific, measurable, achievable, realistic, time-bound)

We have the following objectives:

1. Distribute free app-based fertility awareness options to 8 million women worldwide by the year 2020 with a particular focus on those areas with the highest unmet need.
2. Complete a comprehensive efficacy study of an app-based family planning method by September 2018.
3. Conduct impact research to measure how free, app-based fertility awareness options are addressing unmet need.
4. Provide physical CycleBeads to qualified programs such as USAID and UNFPA at the lowest possible price. Specifically, work through existing health programs to distribute 2 million sets of CycleBeads to women in low resource settings with unmet need for contraception between 2017 and 2020.

Context & Justification (Please specify on what grounds/basis is the commitment made)

Globally 225 million women have an unmet need for contraception. This means that they are at risk for pregnancy, but are not using a modern contraceptive method. Each year there are also 85 million unplanned pregnancies with almost all of these – 95% - occurring to women who were not using contraception consistently at the time they became pregnant.

Fertility awareness methods, and specifically well researched, proven, easy to use methods, have the potential to reach millions of women who have unmet need with effective contraception. These options address the primary reason cited by women for not using birth control consistently – side effects. They also expand the method mix, work in a variety of cultural contexts, and can be accessed by women for free, directly through their mobile devices. Because of this, they have the potential to have a huge impact in addressing the needs of the millions of women worldwide who are at risk for pregnancy, yet are not using a modern contraceptive method.

Cycle Technologies has extensive experience in making effective, easy to use fertility awareness-based methods available widely. Research on our technologies has found that they bring new users to family planning and can reach a significant number of women who have unmet family planning need. Over 6 million women, many in the areas with the most unmet need, have successfully used these effective contraceptive options.

Recent impact studies indicate that offering these contraceptive options via mobile technology has the potential to be a game-changer. Research conducted by the Institute for Reproductive Health at Georgetown University in Kenya, Ghana, and India on Cycle Technologies' mobile application CycleBeads show that this contraceptive app can bring new users to family planning, reaches women who are at risk for pregnancy, and can be offered cost efficiently to a massive number of women through a smartphone device.

Cycle Technologies app – Dot Fertility & Period Tracker – which is undergoing the first ever full-scale contraceptive app efficacy study in 2017, was named by Women Deliver as a Top 10 Global Health App Changing the Lives of Women and Girls.

Age Group: Women of reproductive age

Theme: Women's health priorities and interventions, innovations

Geographic scope: Global

Country (select all that apply): DR Congo, Ghana, India, Jordan, Kenya, Madagascar, Mali, Nigeria, Philippines, Rwanda, Senegal, Tanzania, and United States

How does this commitment target any intersectional links relevant for the implementation of essential RMNCAH interventions, such as education systems, nutrition, transportation systems, improved sanitation facilities, etc.)?

This commitment is focused on providing women with contraceptive options that will work for them and meet their needs, thereby reducing unplanned pregnancies. Because of the ability to reach millions of women through cost-effective, widely appealing, effective contraceptive apps, this commitment will accelerate our ability to reach the aggressive goal of offering ALL women and girls the ability to manage their reproductive health.

When women are able to plan when and if they will have children, they are better able to take care of themselves and their families. This benefits the family and society in general with improved health, education, financial opportunities, etc. Therefore, reducing unplanned pregnancies is relevant for all essential RMNCAH interventions.

How does this commitment specifically related to, and advance the goals of the Global Strategy for Women's, Children's, & Adolescent Health?

Coordinated research and innovation

Start: January 2017

End: December 2020

Is this financial or non-financial or both?

Non-financial

How you intend to track and share info on progress towards implementing this commitment to the Global Strategy? For instance, an annual stakeholder report, joint reporting with other stakeholders, etc.

Cycle Technologies will provide an annual stakeholder report that will include sales data procured through the USAID Global Health Supply Chain Procurement and Supply Management project and others. Additionally, the company will provide extensive analytics on app use including new acceptors, information on previous contraceptive use, ongoing use, etc. Additionally Cycle Technologies will provide public review of all research study outcomes including contraceptive efficacy, impact, and scale-up studies.

PHOTOS, VIDEOS, TESTIMONIALS

Quotations from CEO, President:

"In order to address unmet contraceptive needs globally, we must provide a full range of contraceptive options and develop innovative solutions that truly meet users' needs." – Leslie Heyer

"Regardless of your background, gender or area of expertise, humanity needs more agents for change when it comes to women's health. We have an opportunity to work collaboratively to help ensure that the 225 million women around the world have the tools necessary to put them in charge of their reproductive lives - safely, simply, and sustainably." - Leslie Heyer

"We are working to meet women's needs with effective contraceptive options that they can access entirely through their mobile devices." – Leslie Heyer

Video:

Expanding Contraceptive Choice: Experiences from Jharkhand India:

<https://www.youtube.com/watch?v=TBNCTLLydqg&list=LLHhPaEVt1uCbH1yXfHkd1DA>

CycleBeads Testimonials:

Stories of Most Significant Change:

http://media.wix.com/ugd/4bf6d1_78b56ebf92f0445791d7307bdd7ea38c.pdf

App Testimonials:

"This is a nice one. I wish all ladies would download it. Thank you for bringing this app. It gives us an easy way to prevent pregnancy and know when my period comes." – CycleBeads Android app user Michelle C., Kenya

"Very nice app. Easy to use. I love it." – Elizabeth E., CycleBeads Android app user

“Through the years been using this app with my wife for more than three years. It never fails us even if she has irregular menstruation. Thanks for this app. – Niel Ron P, CycleBeads Android app user, India

“Great app. I have been using it to prevent pregnancy for more than a year now and it has never failed.” – Courage J, CycleBeads Android app user,

“I love, love, love this app. And so does my other half. Dot is a lifesaver. I am so thrilled to have found it. It has predicted my cycle so far like clockwork. It has really helped our communication. ” – Melissa L., Dot app user

Please provide the following information on the Government's point of contact for this update:

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