



PBCC Results

**Promoting STM Counseling with Pharmacy Attendants
In Cambodia**

Conclusion

1.

- Behavior change doesn't have to take a lot of time.

2.

- Understand the target audience.

3.

- Address & frame benefits/barriers through individual lenses.

Mystery Client Shopper Study

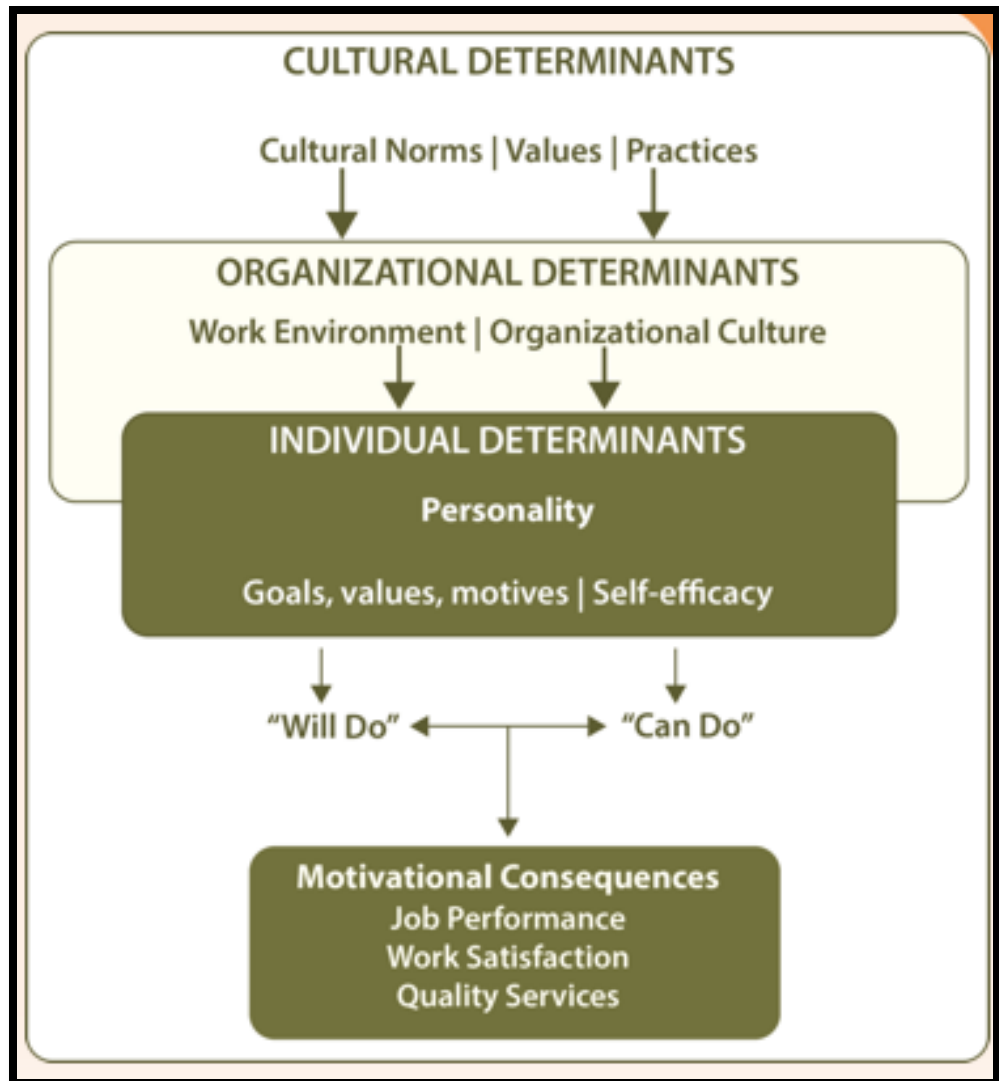
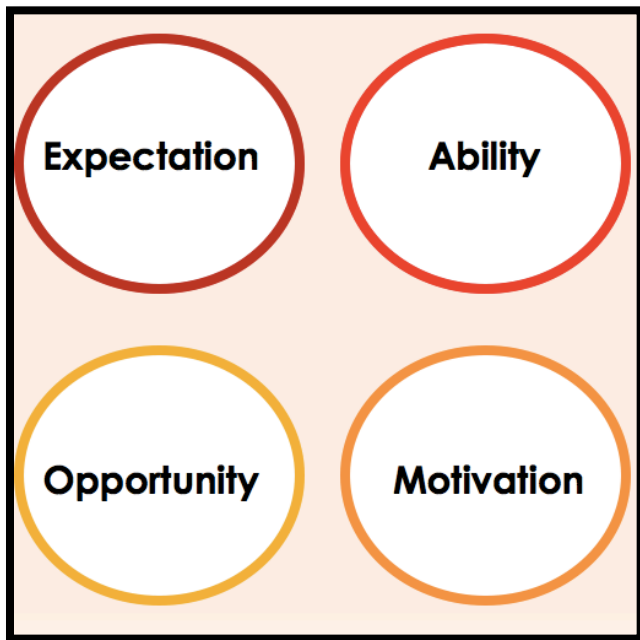


- Pharmacy counseling for OK Pill
- Pre/Post Case/Control design (N=75, 143)
- 3 months of PBCC (!!)



“PBCC” VISITS

- 1-on-1 visits
- Uncovering personal barriers and motivators
- Reframing benefits/ minimizing barriers



Implementation Challenges

Universe
Size

- Sheer number of pharmacies

Intervention
Quality

- They key to effectiveness



Intervention Quality



In general, if case & control are...



The same at baseline.
Different at endline.



The same at baseline.
The same at endline.



Same at base & end line.
Different at base & end line

Several promoted behaviors

Overall Best Practices

Ever use before?

Mentioned side effects?

Check for contraindications?

side effects mentioned?

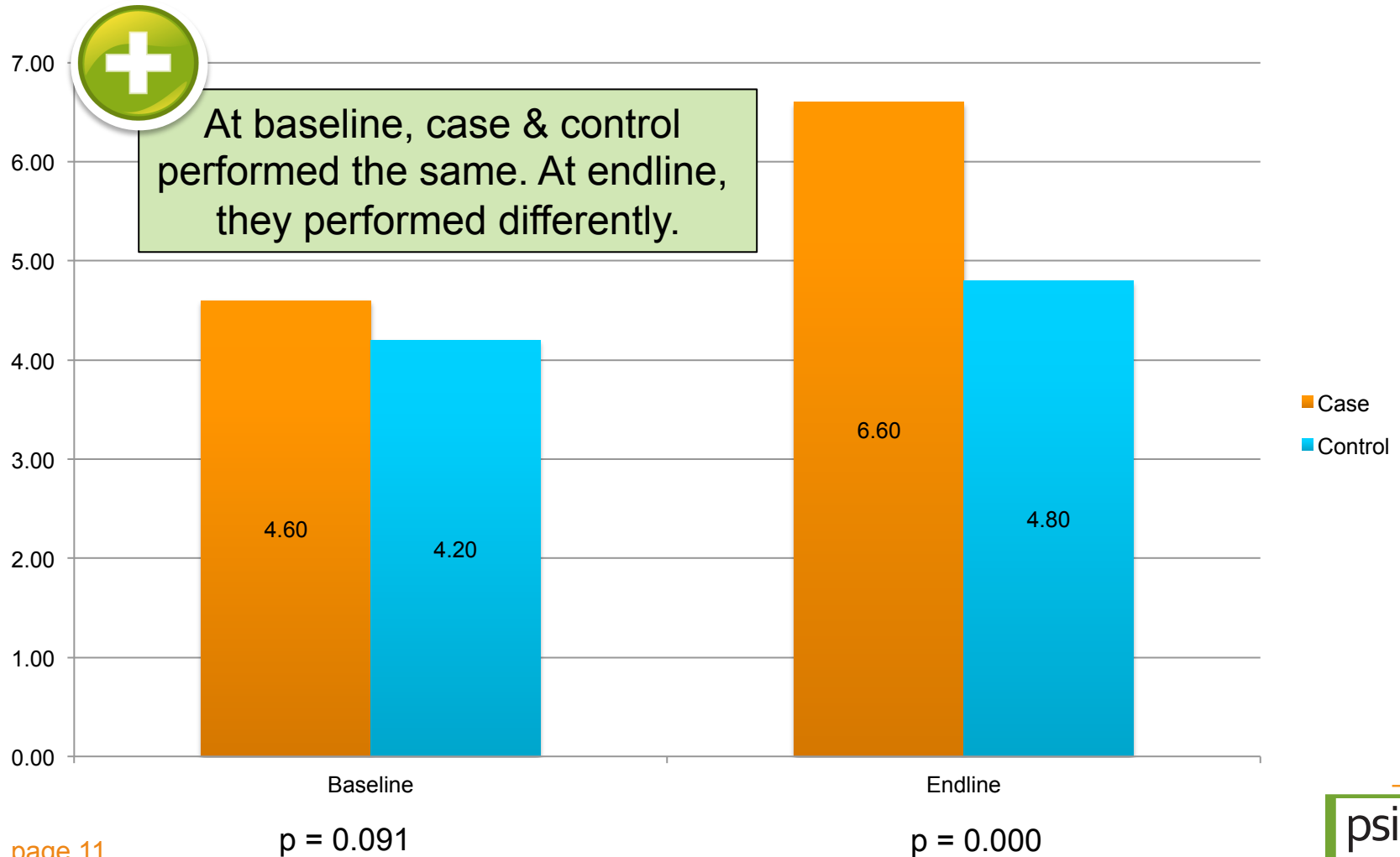
contraindications checked?

Explained side effects temporary?

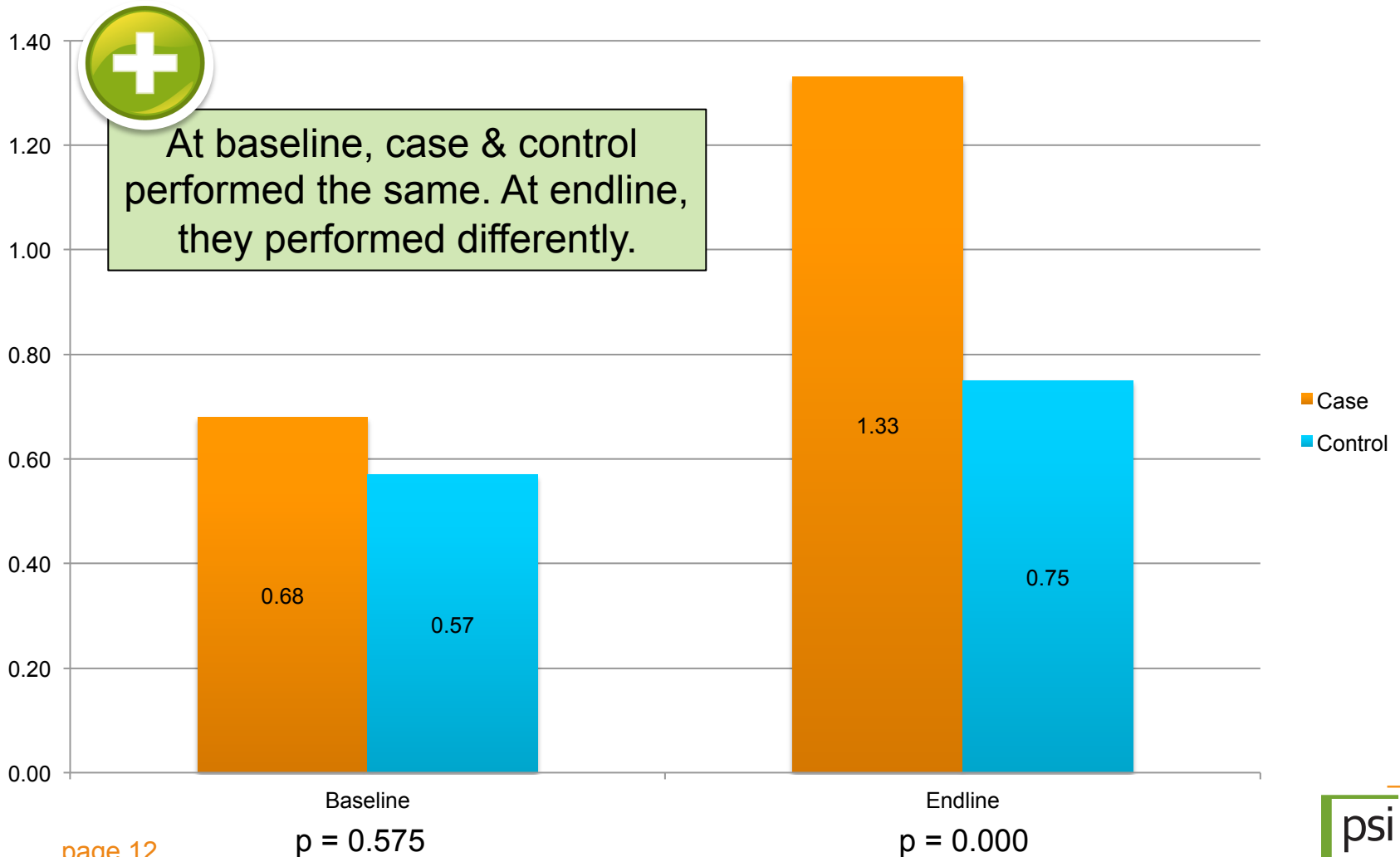
Balanced counseling for other methods

Explained how to take?

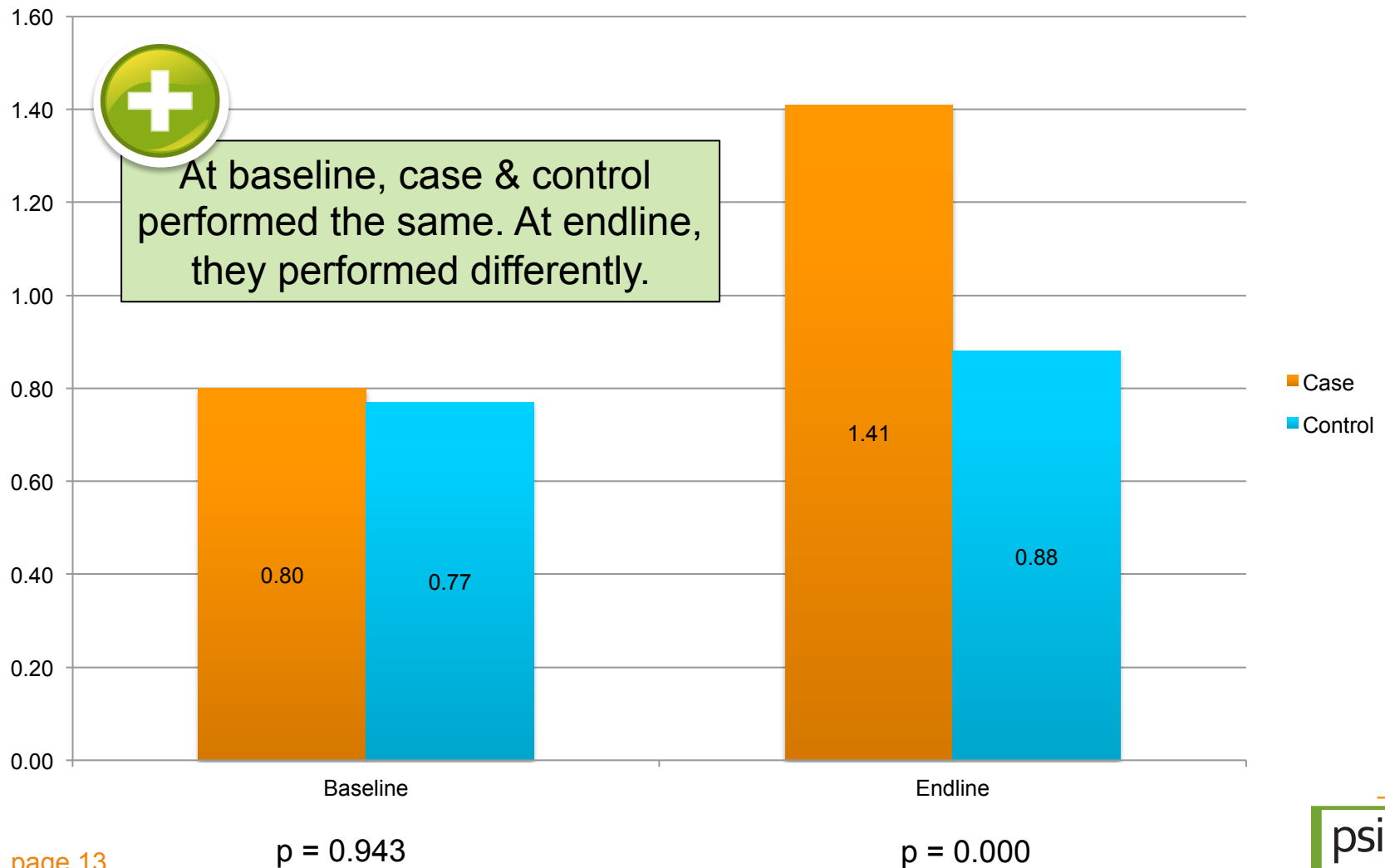
Composite Score of Best Practices (out of 9)



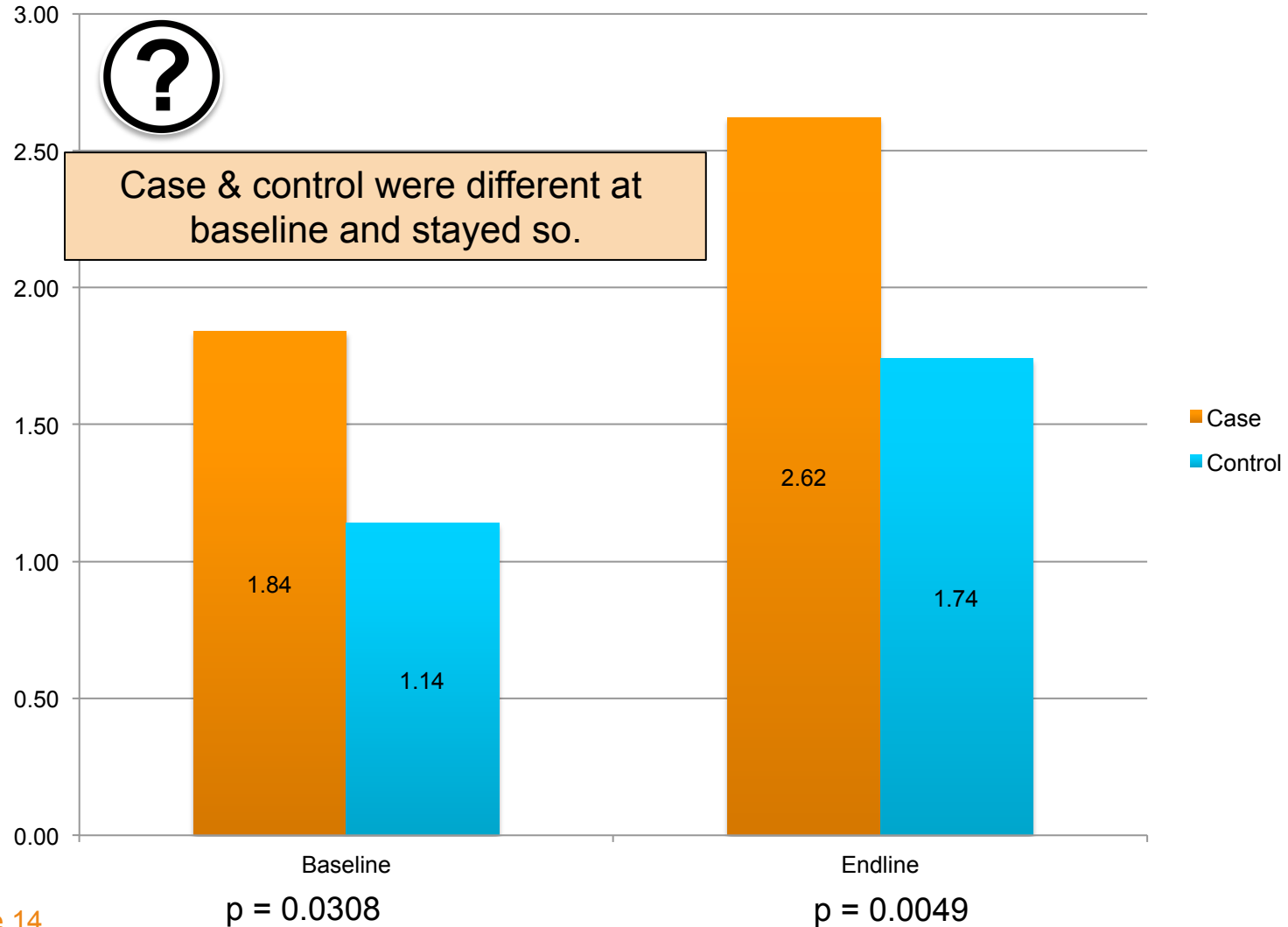
Asked If She Ever Used OC's Before (out of 2)



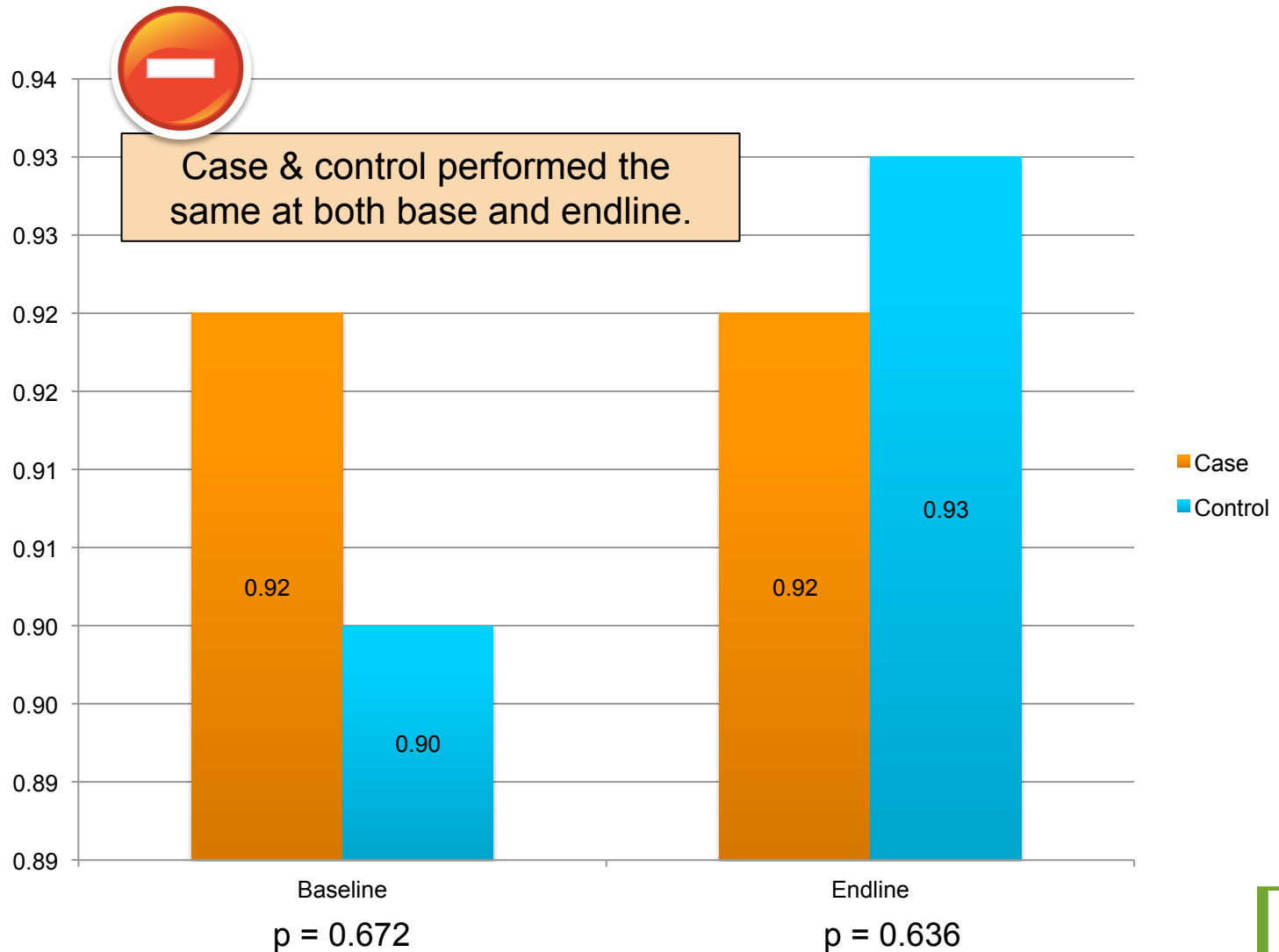
Checked for Contraindication (out of 2)



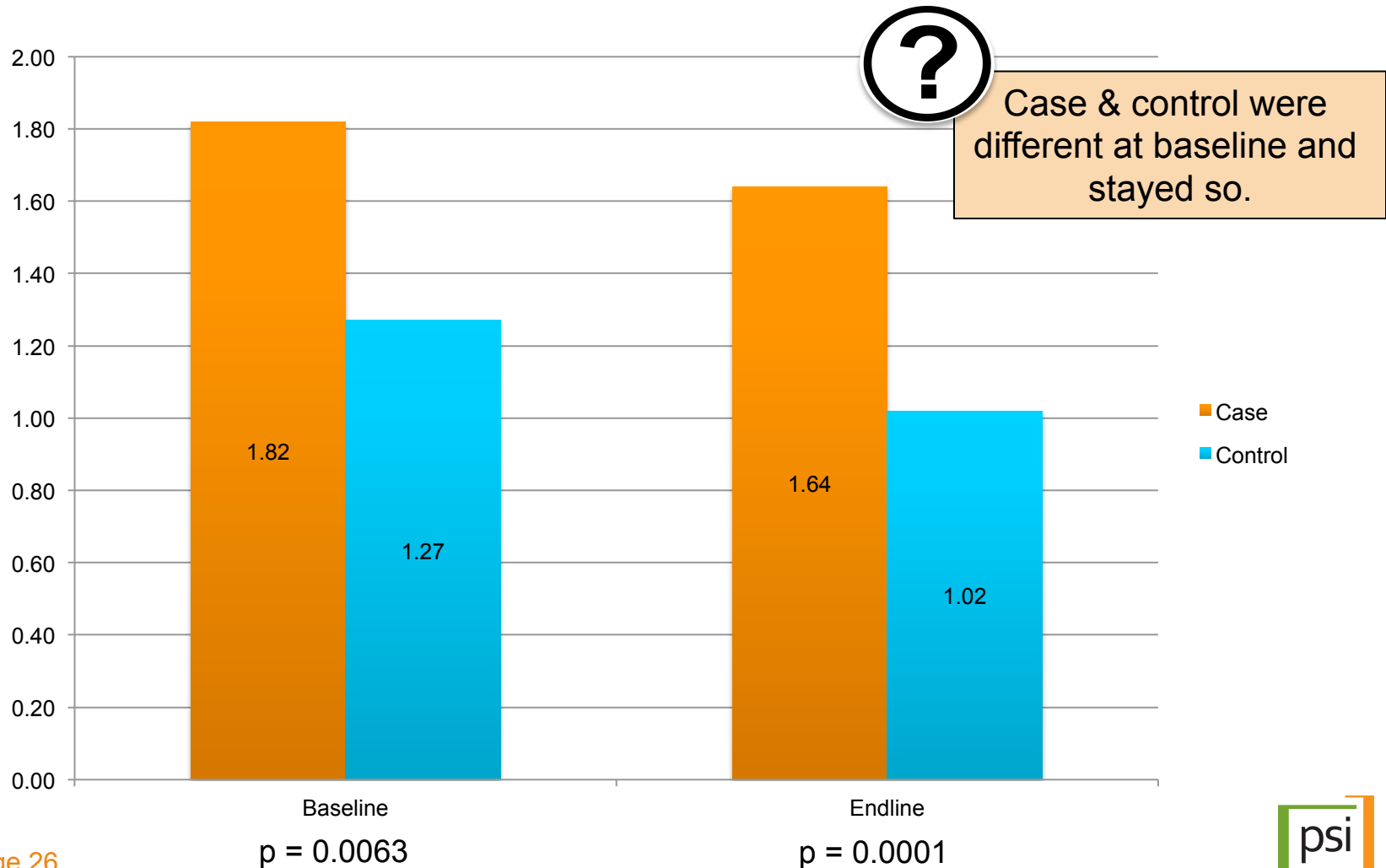
Contraindications Checked For (out of 11)



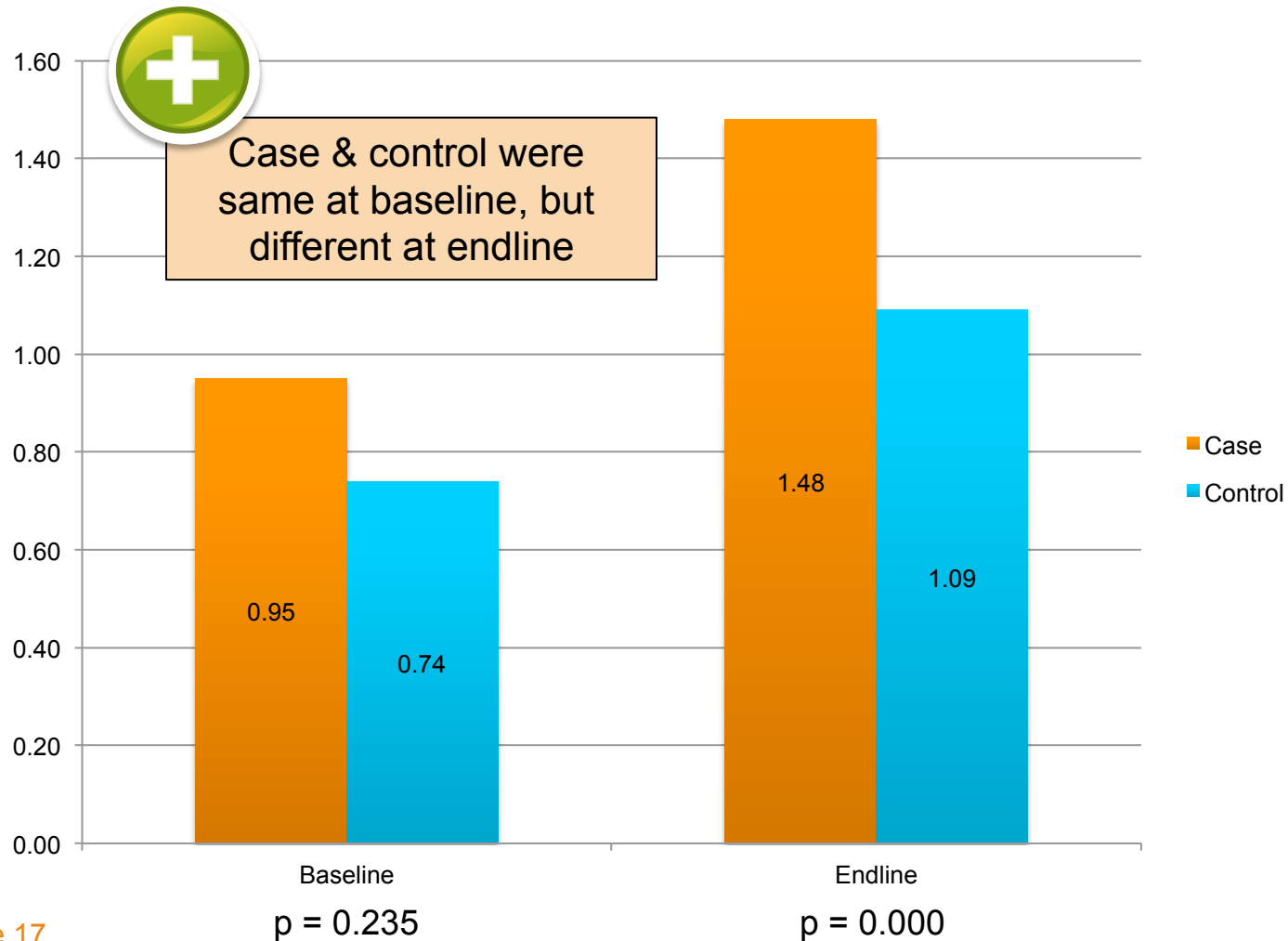
Balanced Counseling w Other Methods (out of 1)



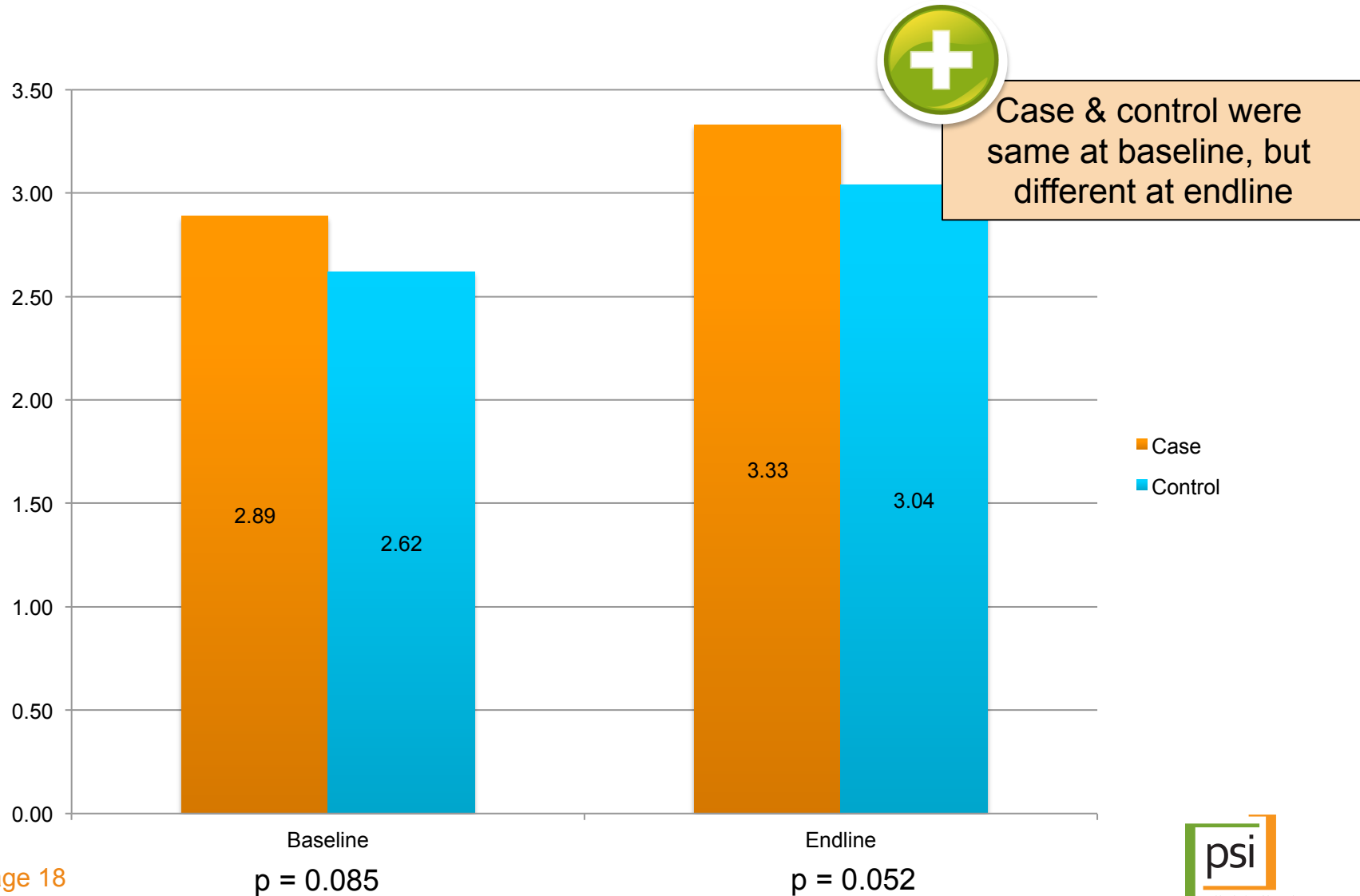
Side Effects Mentioned (out of 7)



Explained Side Effects Are Temporary (out of 2)



Score For Explaining How To Take (out of 5)



In Summary



Overall Best Practices



Ever use before?



Check for
contraindications?



contraindications
checked?



Balanced counseling for
other methods



Mentioned side
effects?



side effects
mentioned?



Explained side
effects temporary?



Explained how to
take?

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Thank You!