

Pink Star: A network of obstetricians and gynaecologists to promote Multiple Micronutrient Supplements for pregnant women and to offer LARC to potential clients

Social Marketing Company (SMC) is providing Long-acting Reversible Contraceptive (LARC) services through graduate doctors under Pink Star network. Pink Star program initiated in 2013, since then it has carried out various activities to raise awareness and to increase accessibility, availability, and utilization of Intrauterine Device (IUD), Implant, and Injectable services through private medical practitioners.



Performance review meeting with Pink Star Providers

SMC implements this program in collaboration with the Directorate General of Family Planning (DGFP) and the Obstetrical and Gynecological Society of Bangladesh (OGSB). The program promote Pink Star outlets as a source of quality LARC services. To address maternal malnutrition and high prevalence of low- birth-weight baby. They also promote Multiple Micronutrient Supplements for pregnant women.

SMC provides training and ensures supply of IUD and Implant contraceptives to the doctors. Doctors who are mostly Obstetrician & Gynaecologist (OBGYN) and willing to contribute in improving women reproductive health in Bangladesh, are eligible to enroll in the Pink Star network.

In Bangladesh, IUD use rate has remained plateau over the past decade. The main factor behind this scenario is the negative image on IUD associated with side effects and complications and myths. Graduate doctors are significantly contributing to regain its image.

A branded signboard is hanged outside of the chamber of the providers. SMC promote the Pink Star outlets through distributing brochures and leaflets in the community, hanging banners and posters in the center. As part of the digital presence and promotion of the network, a website has been developed the site www.pink-starbd.net offers updated information about LARC methods, recent events of Pink Star program and nearby service delivery points for potential clients.



Signboard of Pink Star outlet



A demonstration session on insertion of LARC methods

SMC also organizes hands-on practice on IUD and Implant for OBGYNs aiming to enhance the skill of LARC administration and engagement in service delivery. Besides, technical officer from SMC provides onsite coaching at their chamber. Pink Star providers counsel on family planning, offer IUD, Implant and injectable services and promote (counsel and prescribe) Multiple Micronutrient Supplements (MMS) for pregnant women.

Pink Star providers are playing important role to integrate MMS and Calcium in Antenatal Care (ANC) services. The providers are engaged to offer pregnancy care services during Pregnant Ma Shomabesh at community level. Besides, they also act as resource persons during training session of Blue Star Programs and Green Star Programs. The responses of the program are encouraging. The graduate doctors, in many cases, are proactively discussing with their clients on various family planning methods and informing about the availability of LARC and Injectable services. It may be noted that LARC method users have slightly decreased in the country from 2.7% in 2017 to 2.1% in 2022 (BDHS).



Doctor counseling on family planning

OBGYNs are counselling their patient and creating demand for LARC services. Since inception, they have administered over 68,687 IUDs, 40,700 implants and 96,097 injectables from their outlets.



A counselor counseling on IUD and Implant

Pink Star providers are also contributing to promote MMS for pregnant women and almost all are prescribing MMS. It has been observed that:

- In most cases, providers administer IUDs during cesarean delivery or post abortion care.
- The major motivating factors for adopting LARC methods include their ability to provide long term protection and hassle free nature.
- About 90% IUD users and more than 92% Implant users were satisfied with receiving services from the Pink Star providers.



Basic training on IUD, Implant and Injectables

Pink Star provider coverage by divisions as of June 2026:

Divisions	# of Districts covered	Total Provider	Female Provider	Male Provider
Barishal	5	40	27	13
Chattogram	12	181	164	17
Dhaka	14	229	222	7
Khulna	10	108	89	19
Mymensingh	4	36	35	1
Rajshahi	7	58	58	0
Rangpur	5	22	19	3
Sylhet	5	34	31	3
Total	62	708	645	63

For more information

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