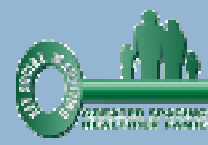


Results from donor-funded campaigns to increase contraceptive prevalence in Pakistan

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November 5, 2007



Pakistan

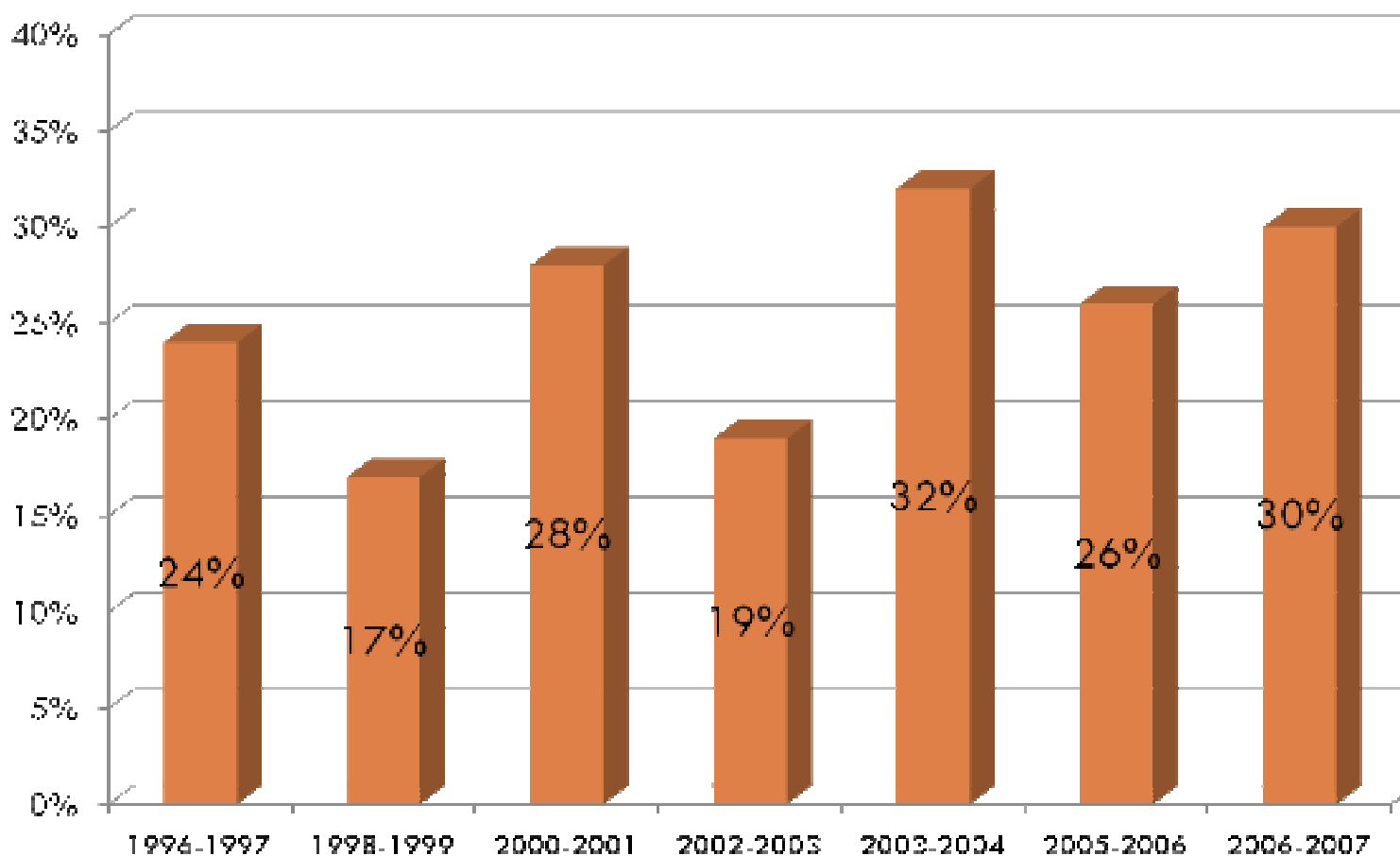
- Current population: approx. 170,000,000
 - ▣ 66% rural
- Education: no formal schooling for 65% of females 15-49
- Total Fertility Rate: 4.5 rural, 3.3 urban
- Population policy: replacement level fertility (TFR=2.1) by 2020



Sources: Population estimates from Population Reference Bureau (PRB), education & TFR from 2006 PDHS; MOPW current policy as of 10/03/07

Contraceptive Prevalence Rate

% of currently married women using any method

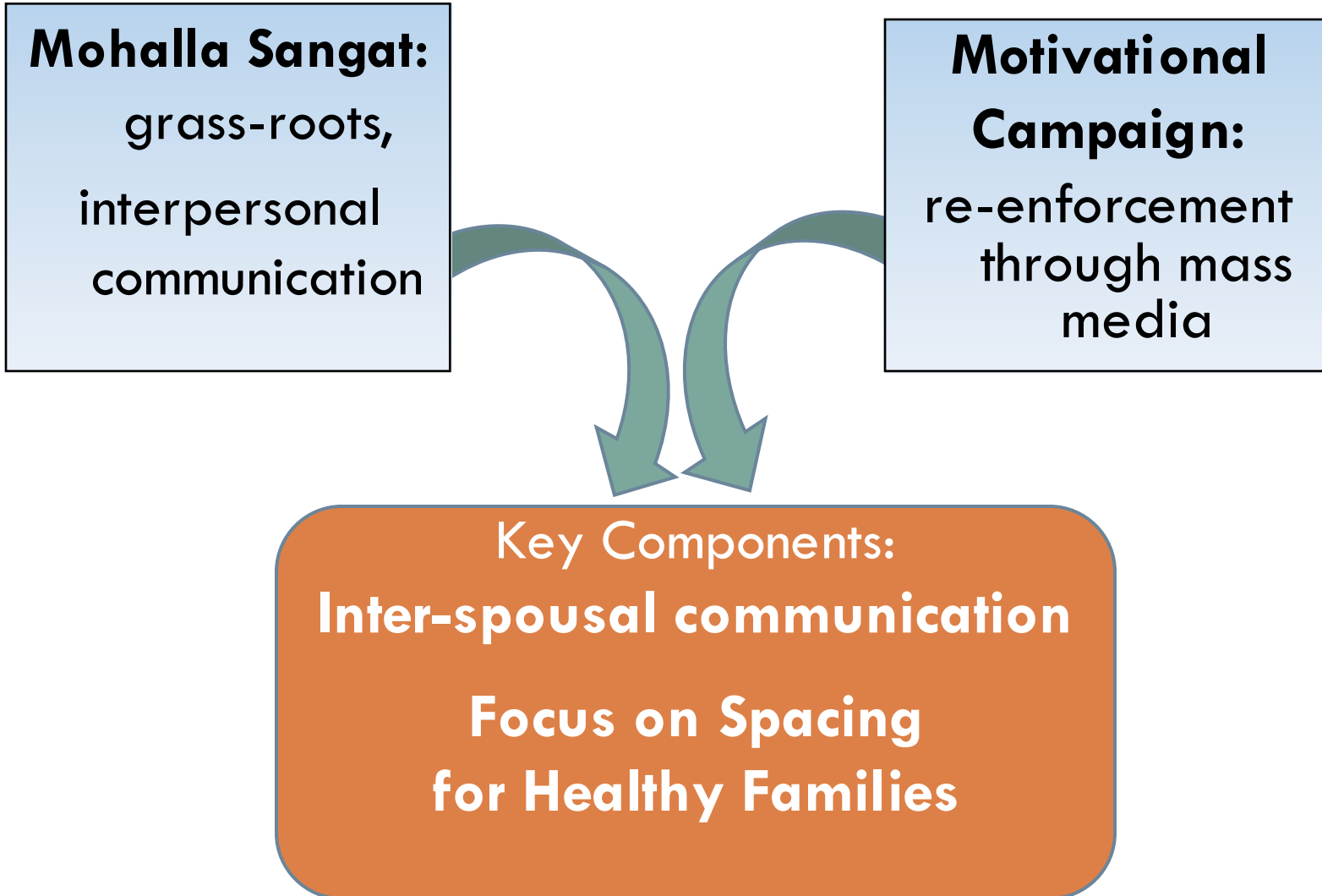


Key Social Marketing

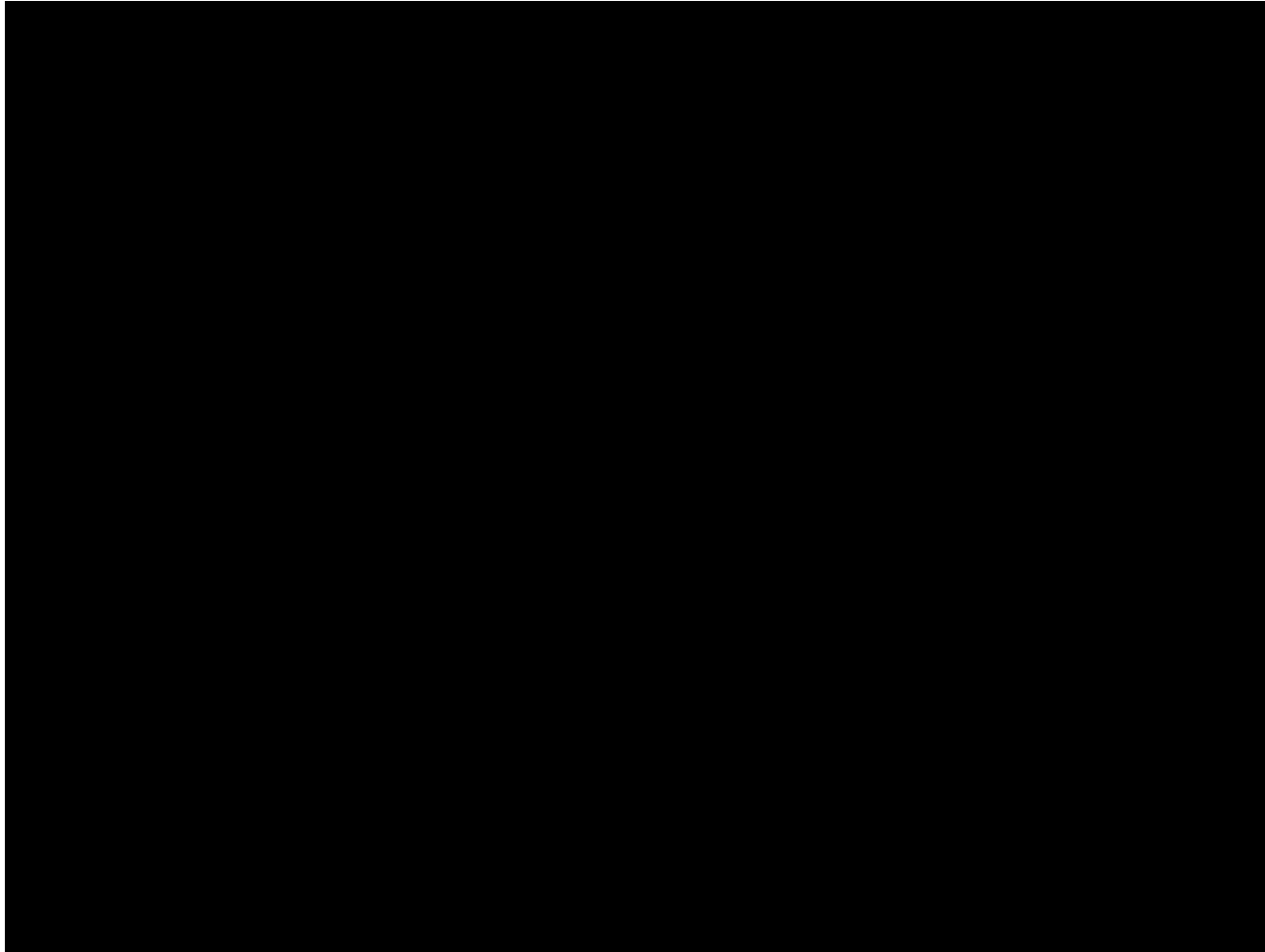
- **Mandate:** Help improve the reproductive health of women in Pakistan by:
 - Encouraging greater birth spacing;
 - Increasing use of modern contraceptive methods; and
 - Expanding the contribution of the commercial private sector in contraceptive supply and marketing
- **Unmet need:** 26-30%, only about 3% for spacing
- **Major barriers to contraceptive use:**
 - Disapproval of husband
 - Little/no inter-spousal communication
 - Fear of side effects
 - “Religion does not allow”



Two-pronged approach to behavior change



Mohalla Sangat: Video



Objectives of Mohalla Sangat

- Promote health benefits of spacing
- Increase knowledge of FP methods and their effective use
- Remove misconceptions, particularly on side effects
- Encourage interspousal discussion and joint decision-making
- Motivate non-users
- For current users, focus on reducing potential drop-outs

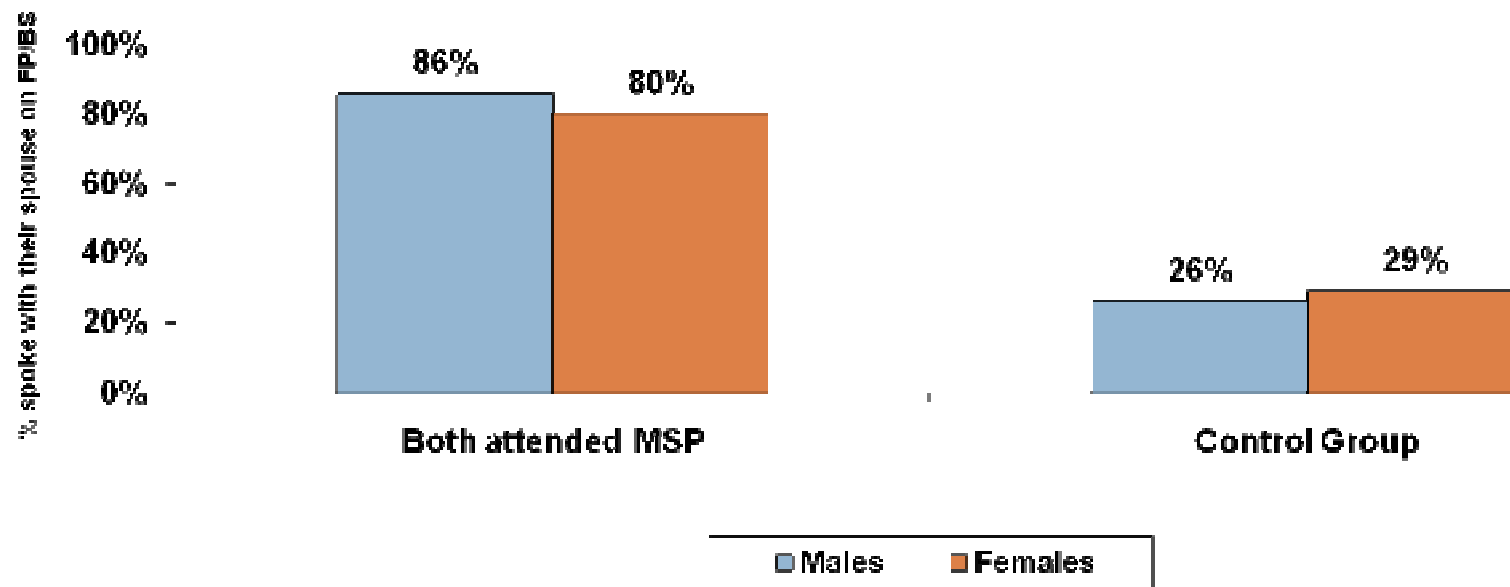


Mohalla Sanghat: Evaluation

- Conducted evaluation in 2006-7 through independent research firm
- Experimental design: non-equivalent control group
 - 780 participants in MSP (214 males) and 609 non-participants (302 males) with similar demographic profiles
 - Primary limitation: participants selected because of unmet need/interest in program

Mohalla Sanghat results

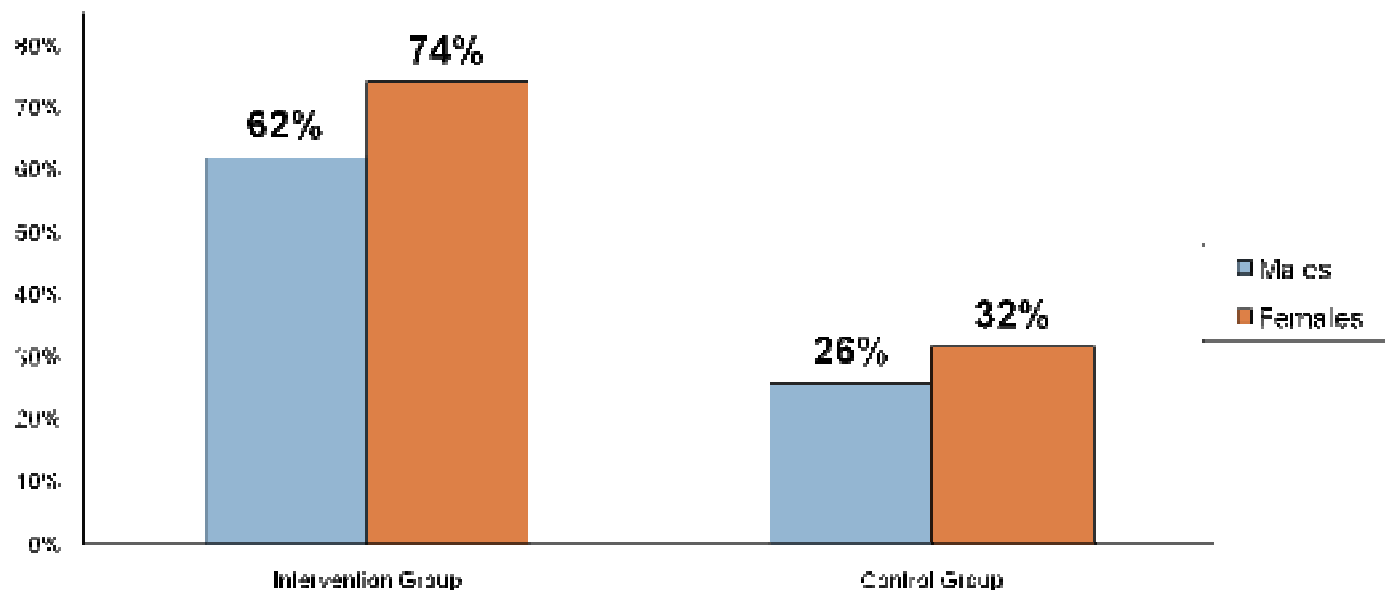
Inter-Spousal Communication on Family Planning/ Birth Spacing in past 6 months



Differences between intervention and control groups are significant at the $p < 0.001$ level even when age, education and socio-economic class are held constant

Mohalla Sanghat results

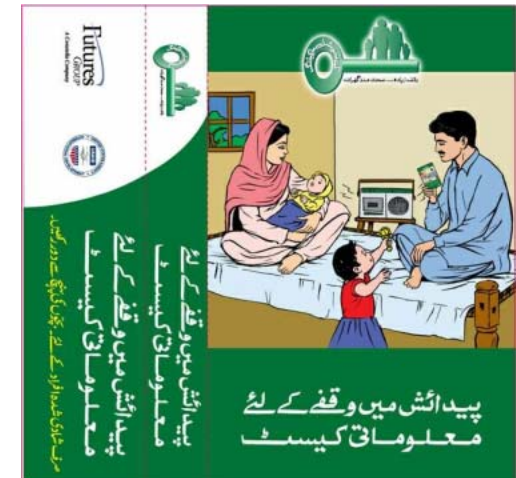
Use of Family Planning Methods After Attending Session (Control Group: Current Use)



Differences between intervention and control groups are significant at the $p < 0.001$ level even when age, education and socio-economic class are held constant

Mohalla Sangat - Summary

- Participation in the Mohalla Sangat program is associated with:
 - Increased awareness of modern contraceptive methods
 - Decreased fears of side effects
 - More positive attitudes towards FP/BS
 - Dramatically higher levels of spousal communication on FP/BS
 - Greater use of contraception
 - Increased intention to use contraception among non- users



These efforts supported by motivational campaign

Objectives of Motivational Campaign

- Promote family planning and birth spacing
- Encourage interpersonal communication between husband and wife on contraceptive use;
- Increase spacing between the births of two children by use of modern contraceptive methods
- Minimize the fears of side effects of modern contraceptive methods

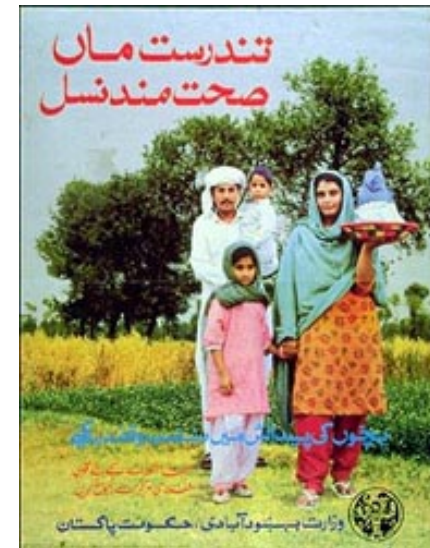
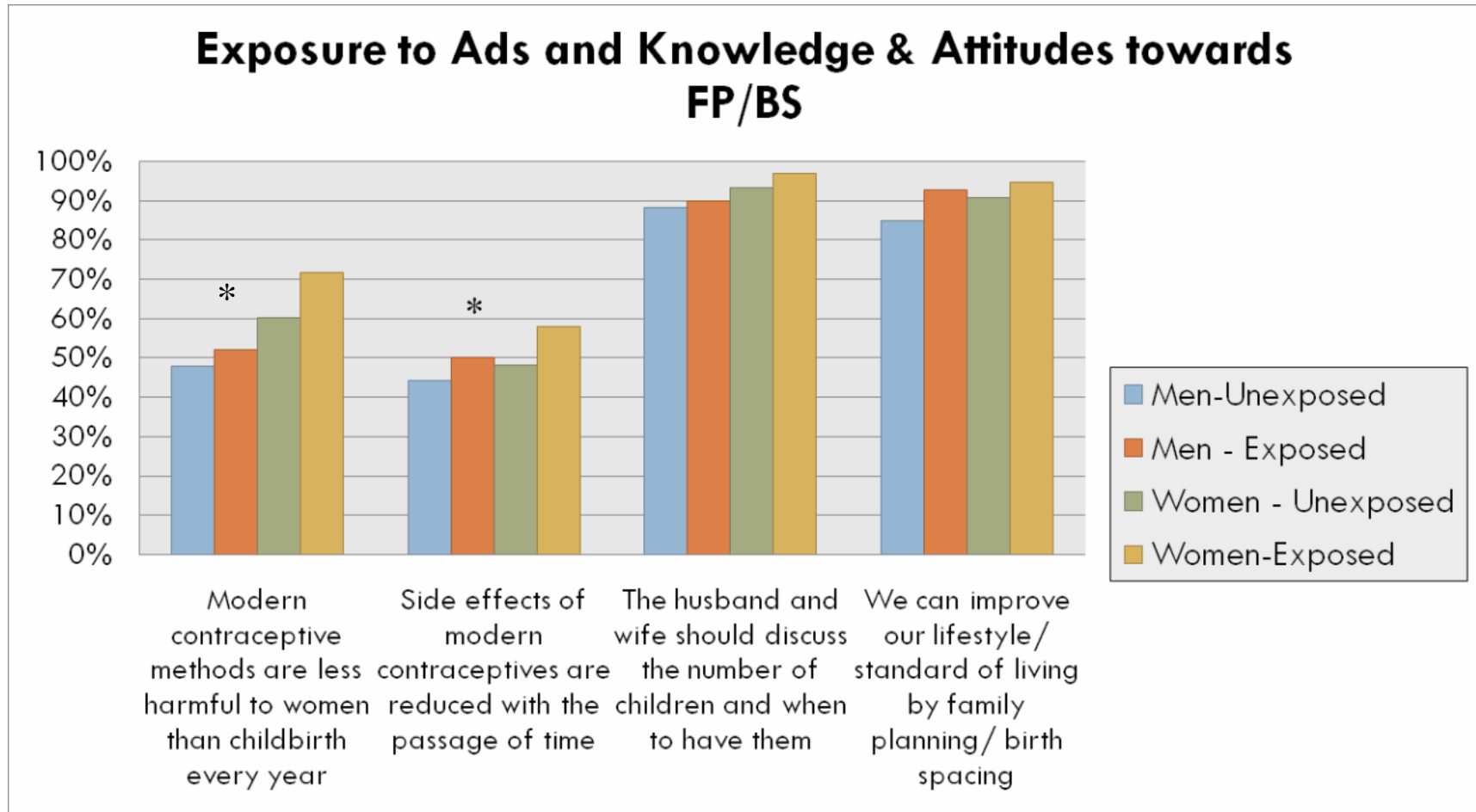


Image courtesy Media/Materials Clearinghouse

Motivational Campaign: Evaluation

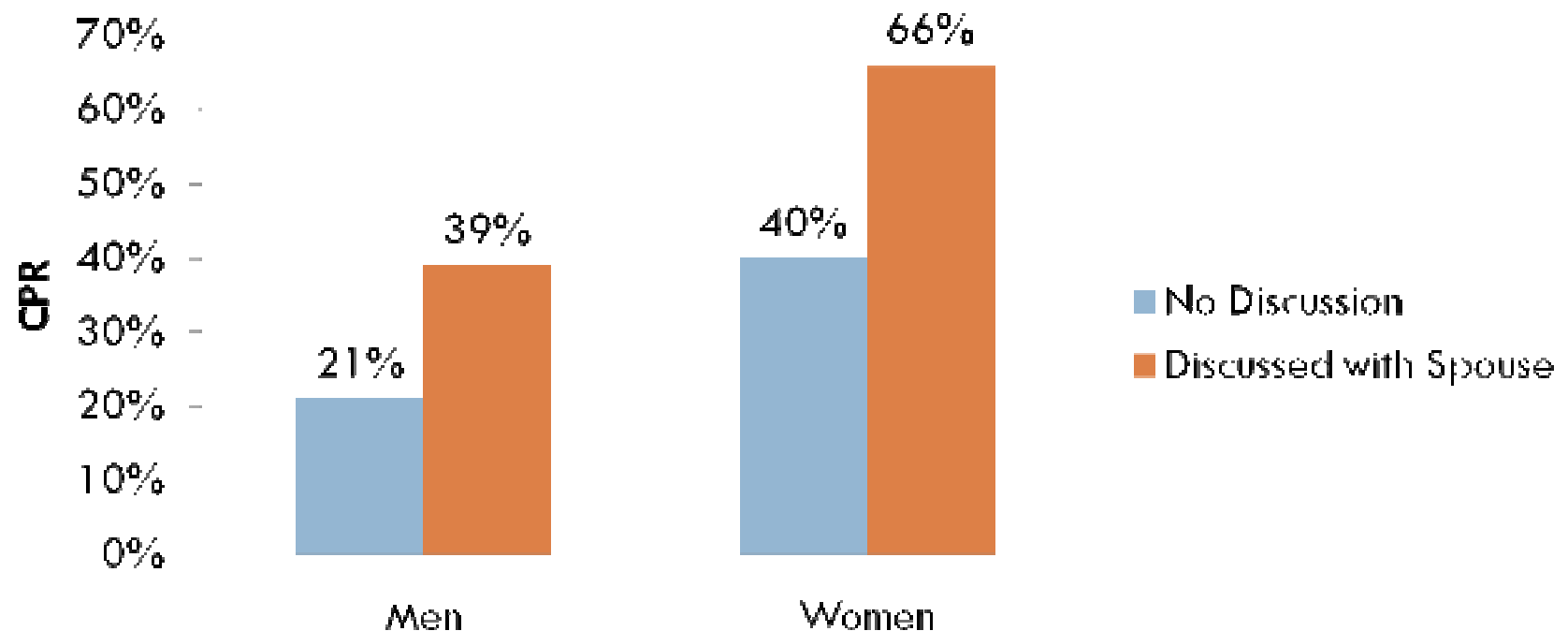
- Research conducted by independent firm in 2006
- 1 205 married men and women who had at least one child, and who watch TV at least 3 or more days per week
- Exposure to campaign determined by whether or not respondent had seen any advertisements with the tagline “*Baht karo ga to baht banay gee,*” (“Only if you talk to your spouse can you decide on birth spacing,”)
- Major limitation: People who are more interested in FP/BS (either positively or negatively) are more likely to report having seen ad

Motivational campaign results



Motivational campaign results

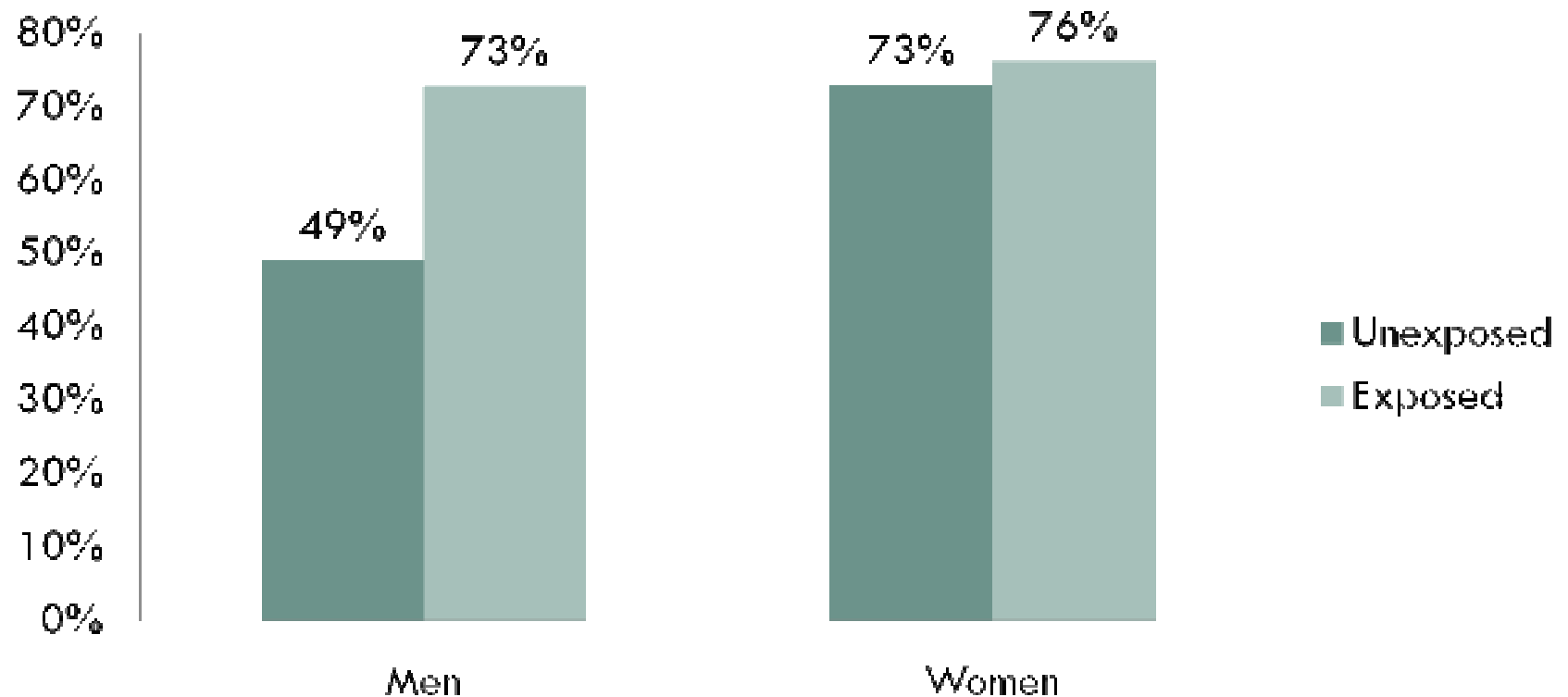
Contraceptive Use Among Men and Women who had seen a Motivational Campaign Ad



X^2 $p < 0.05$ (male), $p < 0.005$ (female)

Motivational campaign results

Intention to use contraception in next year among non-users



p<0.0001 for men, NS for women

Motivational Campaign - summary



- Exposure to the KSM motivational campaign appears to be associated with:
 - ▣ Increased levels of spousal conversation leading to contraceptive use
 - ▣ Improved knowledge and attitudes towards modern methods
 - ▣ Increased intention to use contraception in the future
 - ▣ Increased use of both modern and traditional methods of birth spacing

Mohalla Sanghat and Motivational Campaign seem to have resulted in contraceptive adoption

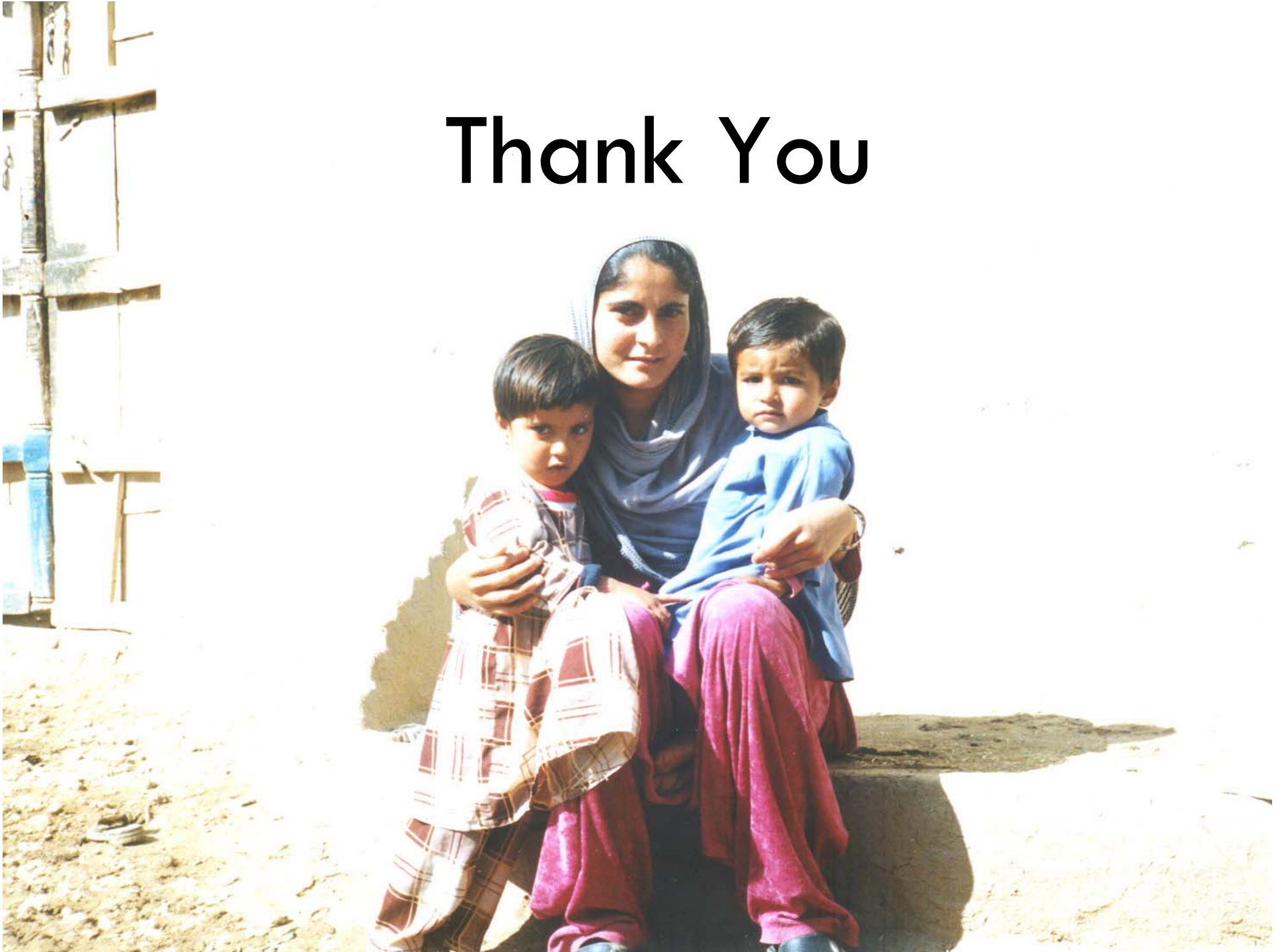
- Call to action seems to be key
- Awareness alone won't change action
- Spousal communication focus
- Men are decision-makers



Similar efforts could work in other countries with limited host-country support

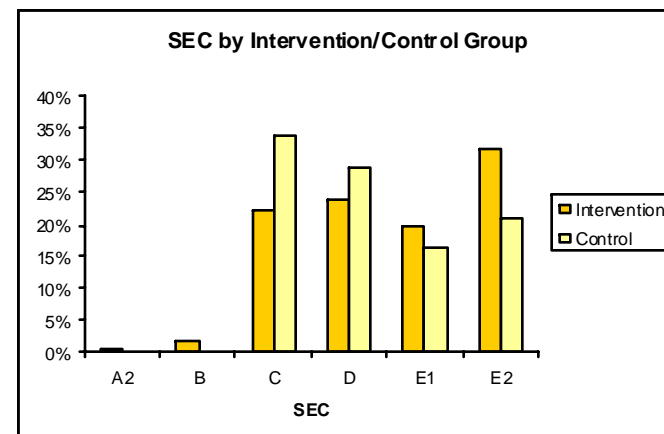
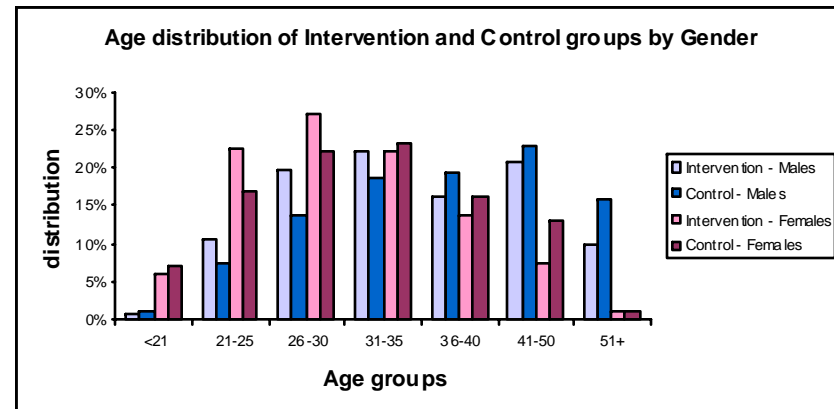
- Lessons learned:
 - ▣ Know your audience
 - ▣ Use your allies
 - ▣ Understand how to express limitations to donor(s) and host country
- Similar grass-roots, evidence-based efforts that address barriers could be used for other programs, with or without mass-media support

Thank You



Demographics: Mohalla Sangat

- Mean age:
 - Males: IG 37, CG 39
 - Females: IG 31, CG 32
 - Both genders significantly younger in IG
- Education level
 - Males: education levels among CG/IG not significantly different
 - Females: CG females have marginally higher education levels than IG
- SEC
 - Distribution of SEC is different in intervention and control groups
- CPR
 - IG CPR: 48.8% prior to attending program
 - CG CPR: 29%



Demographics – Motivational Campaign

	Men		Women	
	Exposed	Unexposed	Exposed	Unexposed
Sample (n)	116	607	142	340
Mean Age	33.7	33.74	29**	31**
Spouse's Mean Age	28.59	29.36	36	35.15
Education				
Illiterate	10.34%	19.77%	28.17	39.41
Up to 5 class	11.21%	10.71%	23.24	17.06
5-9 Class	40.52%	31.47%	16.20	16.76
Matric/O Level	29.31%	26.03%	19.72	18.24
A level +	8.62%	12.03%	12.68	8.53
Spouse's education level				
Illiterate	28.45%	42.34%	13.38	12.35
Up to 5 class	25.00%	19.93%	8.45	9.12
5-9 Class	12.93%	14.99%	24.65	26.18
Matric/O Level	33.62%*	22.73%*	35.21	39.41
A level +	0	0	18.31	12.94
Mean Years of Marriage	9	10	11.64**	9.74**
Mean Number of Living Children				
	2.9	3	3.32	3
SEC level				
C	29.3%	25.5%	21.1%	30.3%
D	25%	31.1%	42.3%	32.4%
E	45.7%	43.3%	36.6%	37.4%

* p<.05, ** p<.01