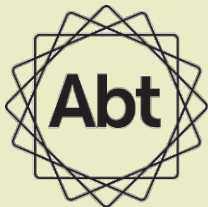


# Does Counseling Women and Couples Increase Family Planning Uptake? A Randomized Experiment in Jordan

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**Abt Associates leads the project in collaboration with**  
Banyan Global  
Jhpiego  
Marie Stopes International  
Monitor Group  
O'Hanlon Health Consulting

# Outline

- 1) Introduction
- 2) Overview
- 3) Methodology
- 4) Results
- 5) Conclusions



# SHOPS in Jordan

- A five-year project (2010-2015)
- Goal: increase access to modern FP products and quality FP services through the private sector
- **Home-based FP counseling program**, a key component of demand generation strategy
  - Started in 2005 under PSP Jordan
  - Targets married women
  - Home visits by CHWs

# Family Planning in Jordan

- High population growth (2.2 percent), modern CPR stagnant (42%)
- High use of traditional methods (19%)
- Fear of modern methods' side effects is important barrier
- Evidence that involving men in FP is important
  - 80% of women say FP is joint decision
  - Only 51% of women say husbands want same number of children
- SHOPS pilot: couples' counseling added to existing home counseling program

# Research Questions

1. What is the **causal impact** of the home-based FP counseling on FP uptake?
2. Is there a difference in impact between counseling women alone and counseling women with their **husbands**?
3. What are the **pathways** from FP counseling to method uptake?

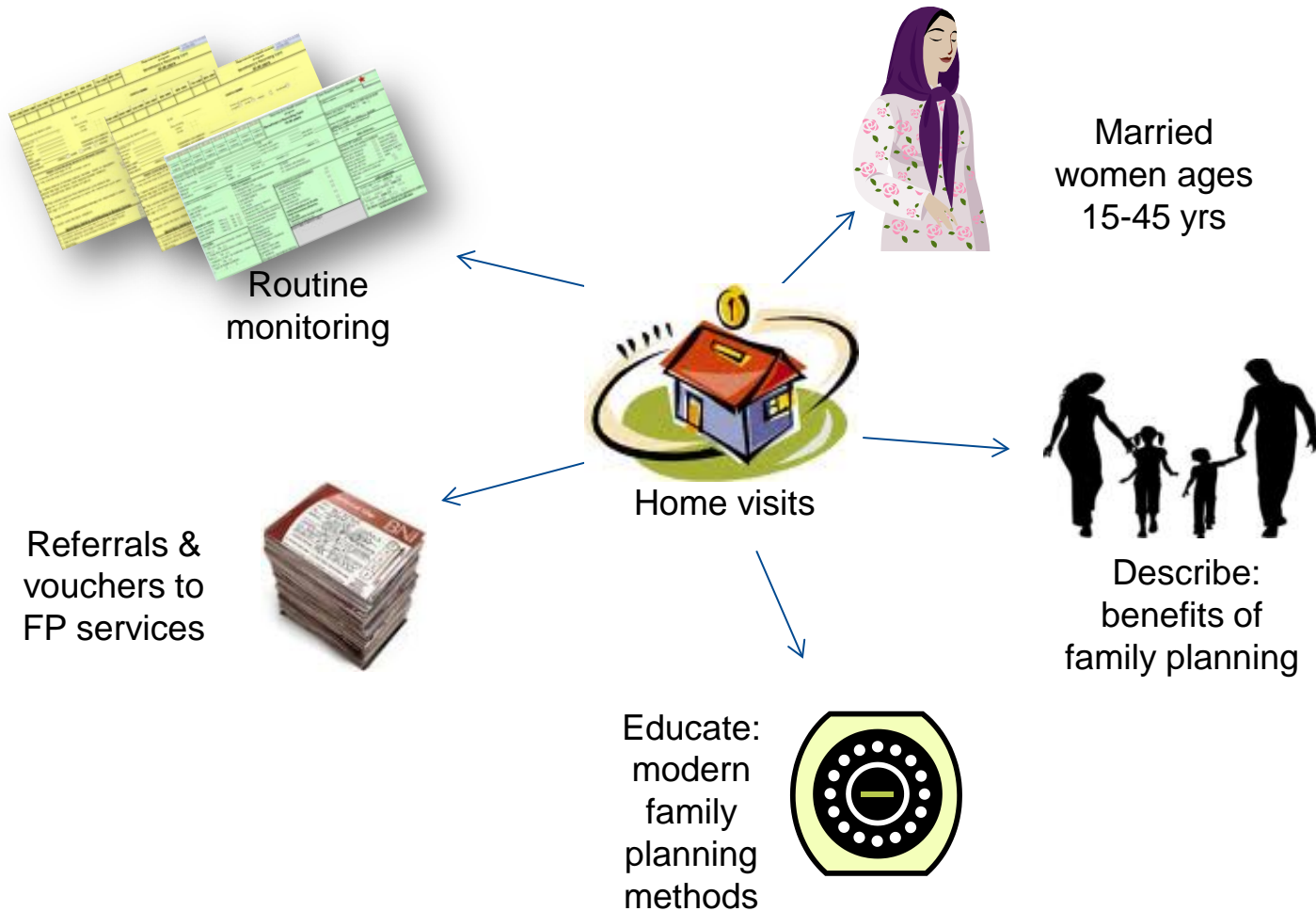
# OVERVIEW

# SHOPS FP counseling program

- **Objective:** Generate demand for FP/RH services
- **Approach:** multiple home visits
- **Target:** married women of reproductive age (MWRA)
- **Coverage:** National
- **Reach to-date:** 72% of MWRA
- **Partners:** Local NGOs
  - 120 community health workers



# The counseling approach





# Who are the CHWs?

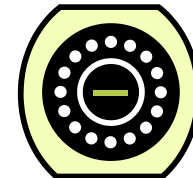
- Women hired from same community
- Trained and tested in:
  - Contraceptive technology
  - Medical screening
  - Interpersonal communication
  - Recordkeeping
- Paid monthly salary



# Some unresolved questions



Home  
counseling  
visits

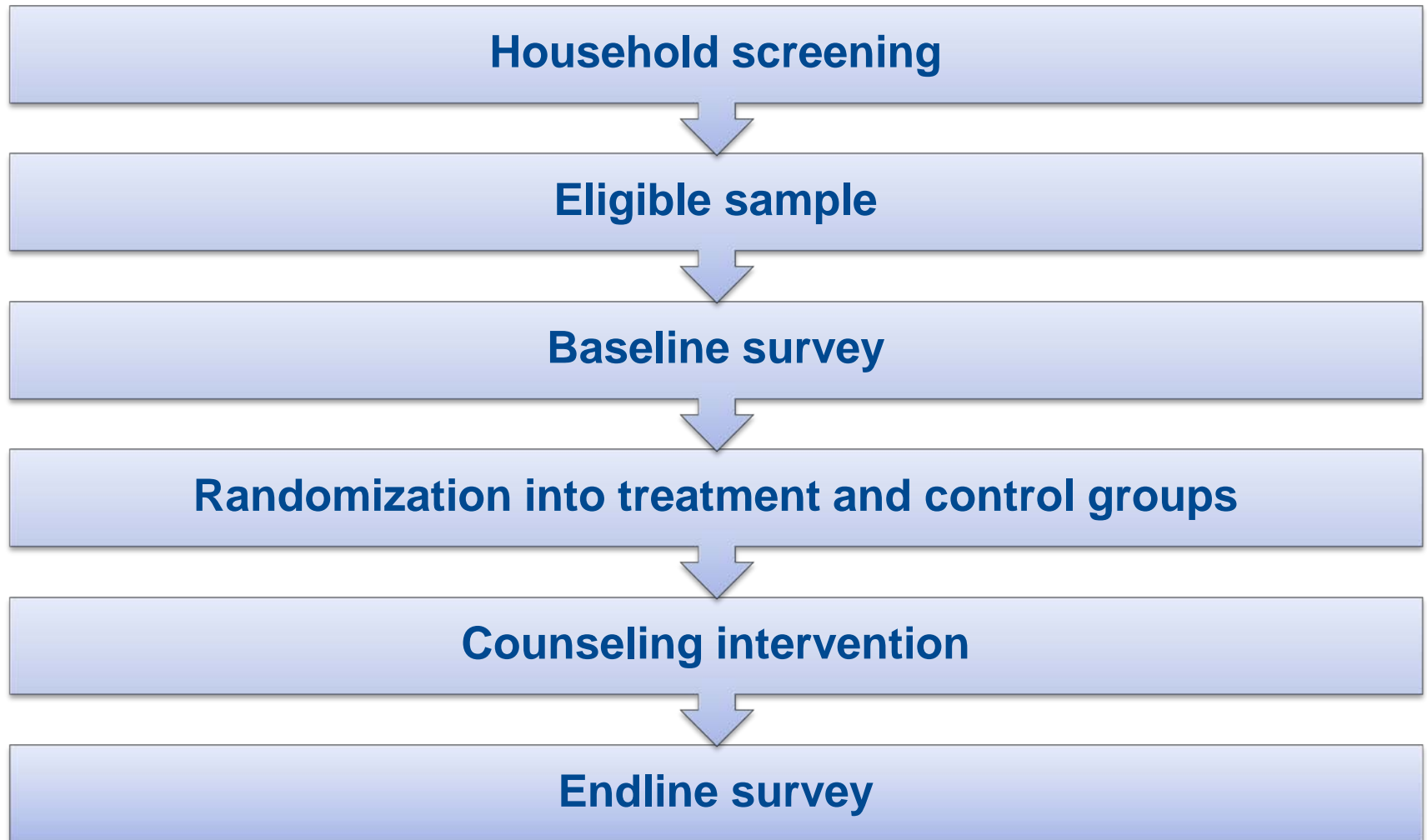


Modern  
FP uptake

- Causal impact?
- Involve husbands?
- Pathways?

# METHODOLOGY

# Study design



# Household screening to find eligible sample

- Al Hashimi neighborhood
  - Low-income, urban
  - Not part of current program
- Eligibility criteria:
  - ✓ Currently married
  - ✓ 15-45 years old
  - ✓ Able to get pregnant
  - ✓ Not pregnant
  - ✓ Not using modern FP
  - ✓ Husbands not traveling
  - ✓ Provided consent



# Eligible sample

**15,907**  
households  
screened



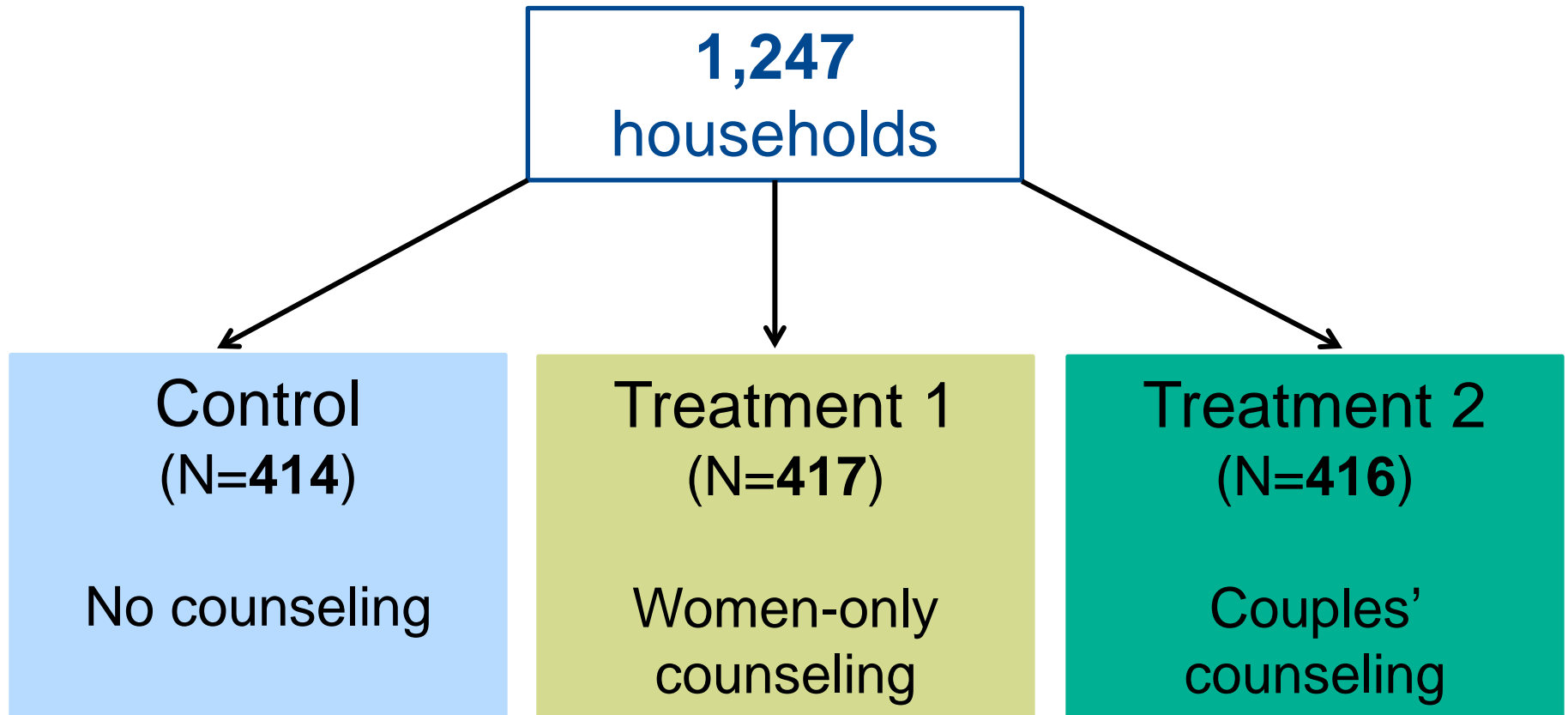
**1,247**  
eligible  
households



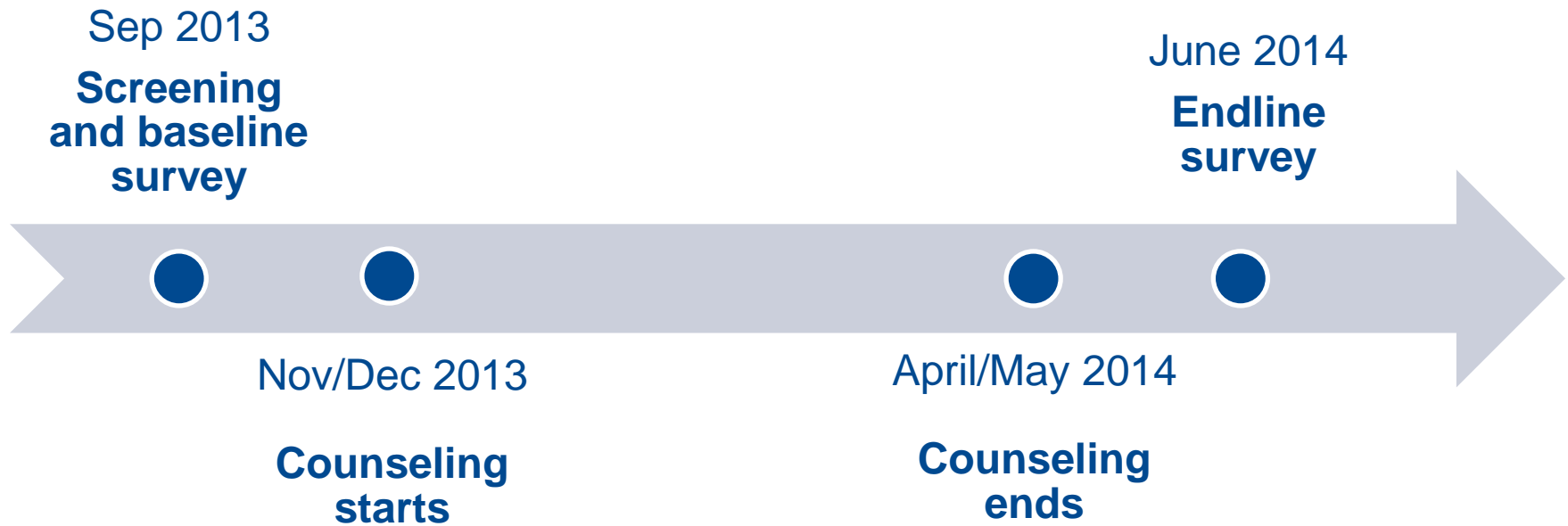
**1,247**  
women surveyed  
at baseline



# Randomization into three groups



# Timeline



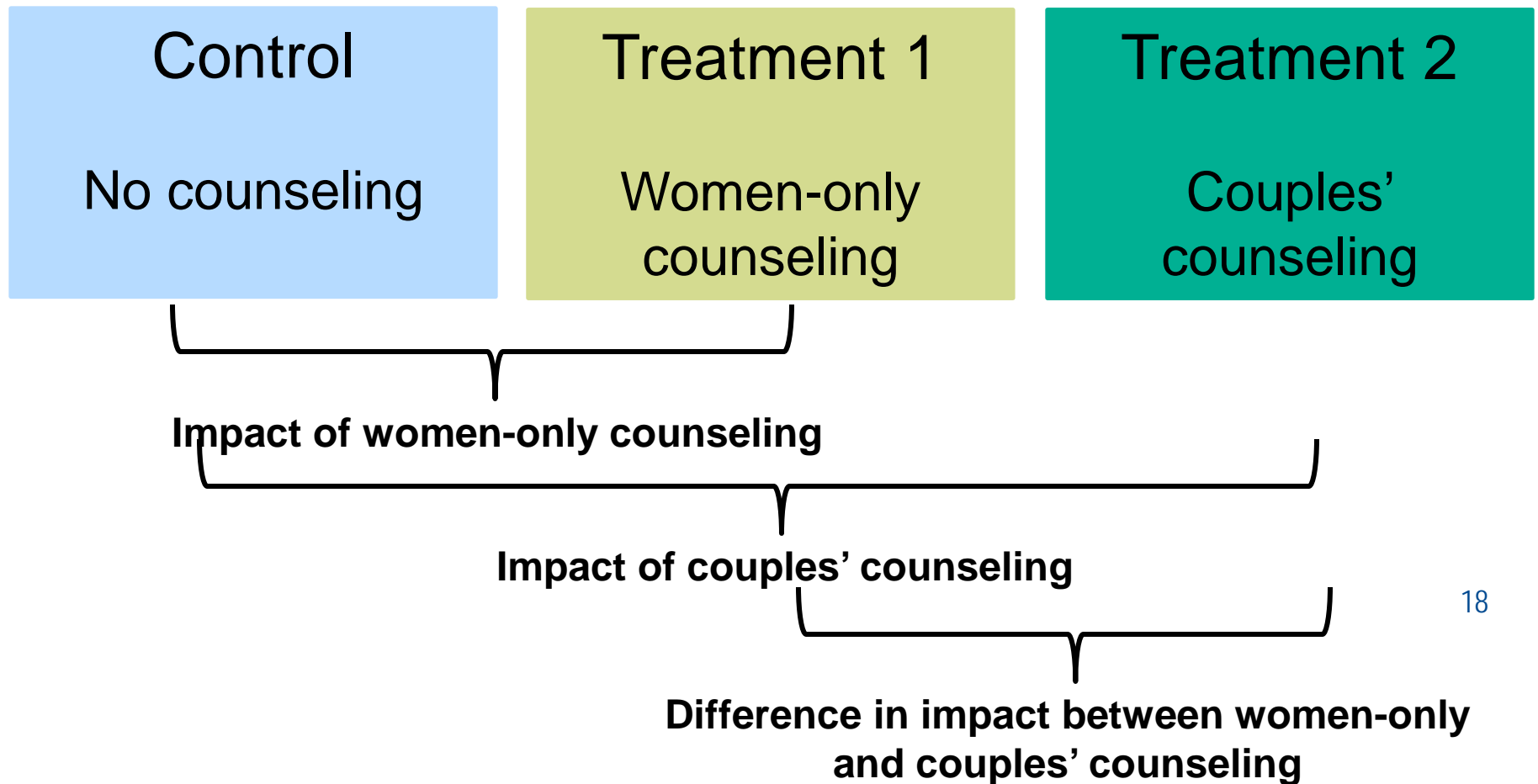


# Outcomes of interest

- Main outcome:
  - **Family planning use** (modern, traditional)
- Intermediate outcomes:
  - **Knowledge**: # methods cited, knowledge score
  - **Attitudes**: willingness to use FP, concerns about side effects
  - **Spousal communication**: talked to spouse about FP in last 6 months
  - **Fertility preferences**: # additional children desired

# Measuring impact

Comparing outcomes between groups:



# RESULTS

# **First, on implementation of couples' counseling...**

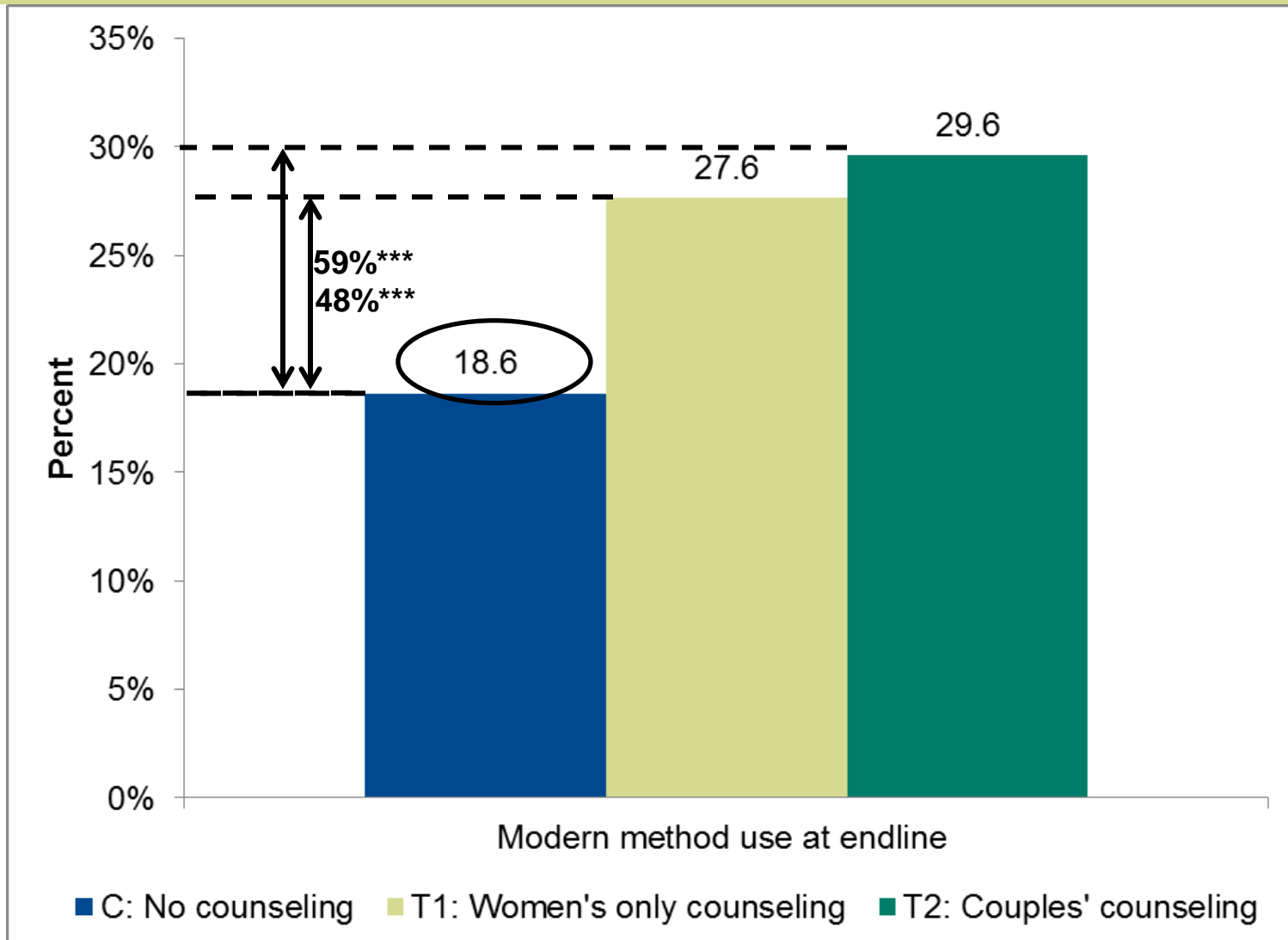
# Reaching husbands was challenging

- CHWs made appointments to reach husbands during the day
- 64% of couples in T2 completed at least one visit versus 89% of women in T1
- Mostly due to husbands in T2 not available for counseling (15%) and refusing to participate (7%)
- Magnitude of impact in T2 may be muted

# Research Questions

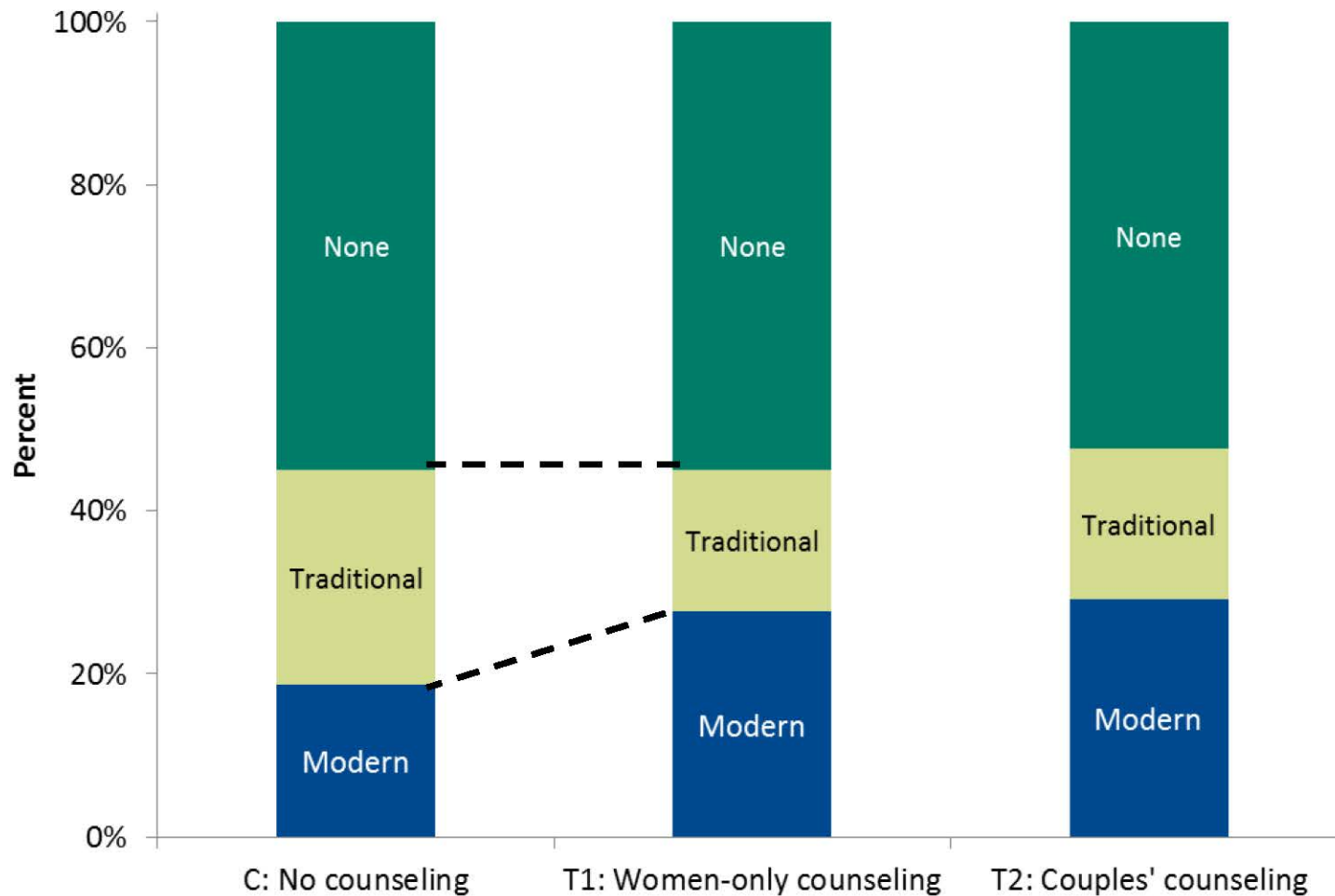
1. What is the impact of home-based FP counseling in Jordan on modern FP uptake?
2. Is there a difference in impact between counseling women alone and counseling women with their husbands?
3. What are the pathways from FP counseling to method uptake?

# Positive impact on modern FP uptake



\*\*\* Difference is statistically significant

# From traditional to modern methods

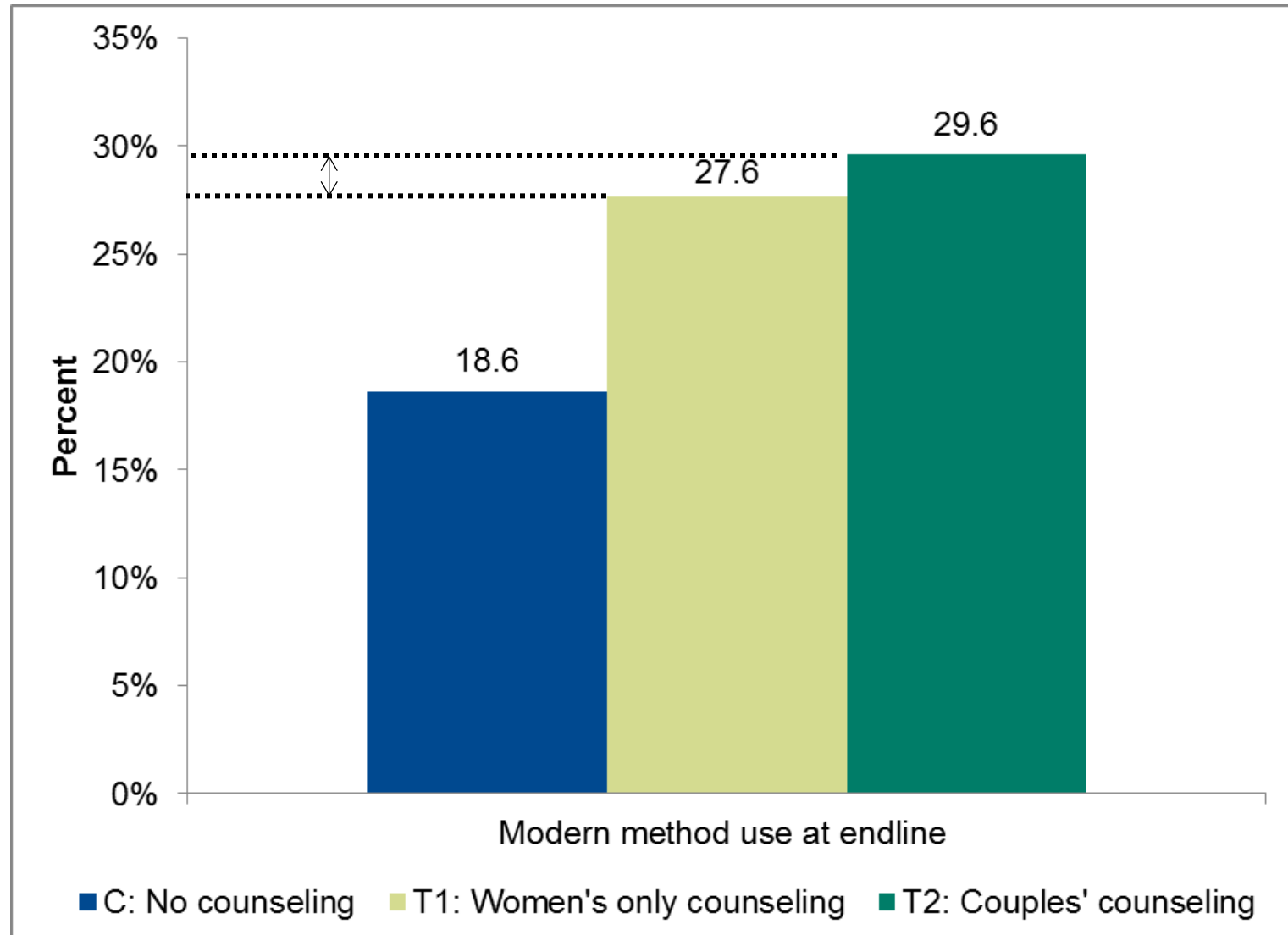




# Research Questions

1. What is the impact of home-based FP counseling in Jordan on modern FP uptake?
- 2. Is there a difference in impact between counseling women alone and counseling couples?**
3. What are the pathways from FP counseling to method uptake?

# Difference in uptake between women-only and couples' counseling not significant



# Research Questions

1. What is the impact of home-based FP counseling in Jordan on modern FP uptake?
2. Is there a difference in impact between counseling women alone and counseling couples?
3. What are the pathways from FP counseling to method uptake?

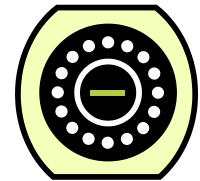
# Pathways from counseling to uptake



Home  
counseling  
visits



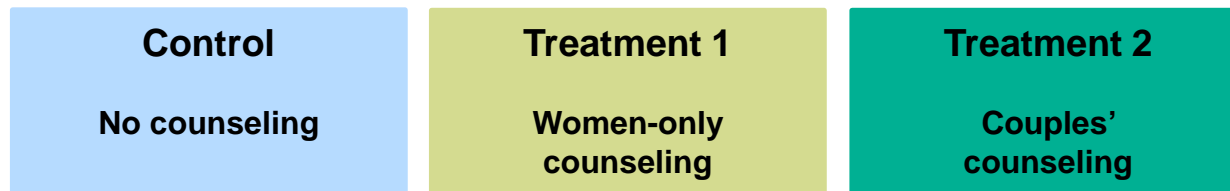
- Knowledge
- Attitudes
- Communication
- Fertility preferences





Modern  
FP uptake

# In what follows...

- Intermediate outcomes as reported by women and men in the endline survey
- Outcomes in each of the 3 groups:



-  = positive change in T1 or T2, compared to C
-  = negative change in T1 or T2, compared to C
- \* = Difference between C & T1 or between C & T2 is stat. significant
- ^ = Difference between T1 & T2 is stat. significant

# Knowledge: # modern methods cited

	Control No counseling	Treatment 1 Women-only counseling	Treatment 2 Couples' counseling
♀	3.5	3.8 ↑*	3.9 ↑*
♂	2.1	2.5 ↑*	2.6 ↑*

Positive spillover: spousal communication?

\* Difference between C & T1 or C & T2 is statistically significant

^ Difference between T1 & T2 is statistically significant

# Knowledge: K score

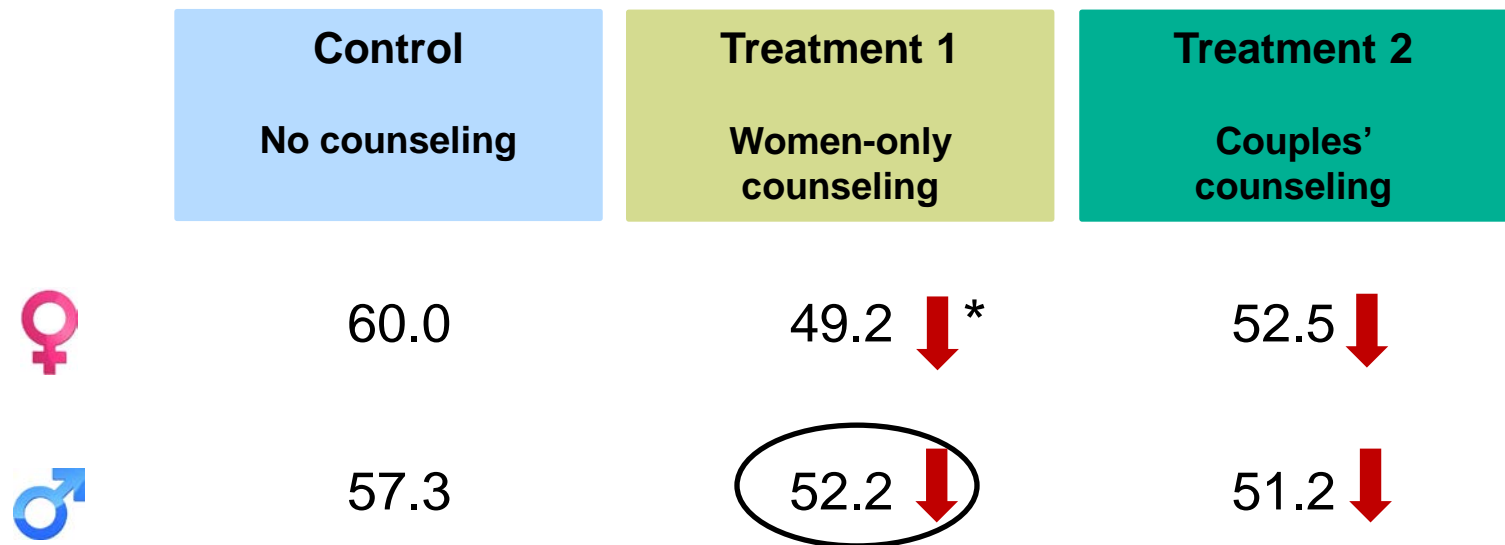
	Control No counseling	Treatment 1 Women-only counseling	Treatment 2 Couples' counseling
♀	10.8	10.7	11.0 ↑
♂	6.3	6.7 ↑	7.2 ↑ <sup>*^</sup>

Positive spillover

\* Difference between C & T1 or C & T2 is statistically significant

^ Difference between T1 & T2 is statistically significant

# Attitude: having concerns about side effects



Positive spillover

However, concerns still high despite counseling!

\* Difference between C & T1 or C & T2 is statistically significant

^ Difference between T1 & T2 is statistically significant



# Attitude: willing to use modern methods

	Control No counseling	Treatment 1 Women-only counseling	Treatment 2 Couples' counseling
♀	72.9	74.7 ↑	80.0 ↑*
♂	72.5	75.1 ↑	81.7 ↑*^

\* Difference between C & T1 or C & T2 is statistically significant

^ Difference between T1 & T2 is statistically significant



# Communicated with spouse on FP methods

	Control No counseling	Treatment 1 Women-only counseling	Treatment 2 Couples' counseling
♀	35.6	38.3 ↑	44.0 ↑*
♂	29.2	42.1 ↑*	41.2 ↑*

\* Difference between C & T1 or C & T2 is statistically significant

^ Difference between T1 & T2 is statistically significant

# Fertility preferences: # addl children desired

	<b>Control</b> No counseling	<b>Treatment 1</b> Women-only counseling	<b>Treatment 2</b> Couples' counseling
	1.0	0.9	1.0
	1.1	1.1	1.2

\* Difference between C & T1 or C & T2 is statistically significant

^ Difference between T1 & T2 is statistically significant

# CONCLUSIONS

# Summary (1)

- **Strong positive impact** of counseling on modern FP uptake (48-59% increase)
- Substitution **away from traditional** methods
- Positive impacts on **knowledge, attitudes**, and spousal **communication**
- Counseling women alone had **positive spillover effects** on husband's knowledge and attitudes – driven by increase in spousal communication
- Concerns about **side effects** persist.

# Summary (2)

- No **detectable added impact on uptake** between counseling women alone and counseling couples
- Magnitude of the impact in the couples' counseling group diluted by **lower participation rates** among husbands
- However, added impact of couples counseling on ***men's knowledge*** and ***willingness to use*** modern FP
- Fertility preferences unaffected by counseling

# Key take-aways

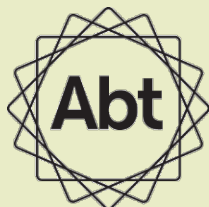
- Strong evidence that systematic one-on-one home counseling is effective in changing FP behavior
- Target traditional method users
- Adequately address persisting concerns about side effects
- Home-based couples' counseling challenging to implement
- Given promising results, consider other ways to reach men



# THANK YOU

Comments and suggestions:  
[Marianne\\_El-Khoury@abtassoc.org](mailto:Marianne_El-Khoury@abtassoc.org)

[www.shopsproject.org/jordan](http://www.shopsproject.org/jordan)

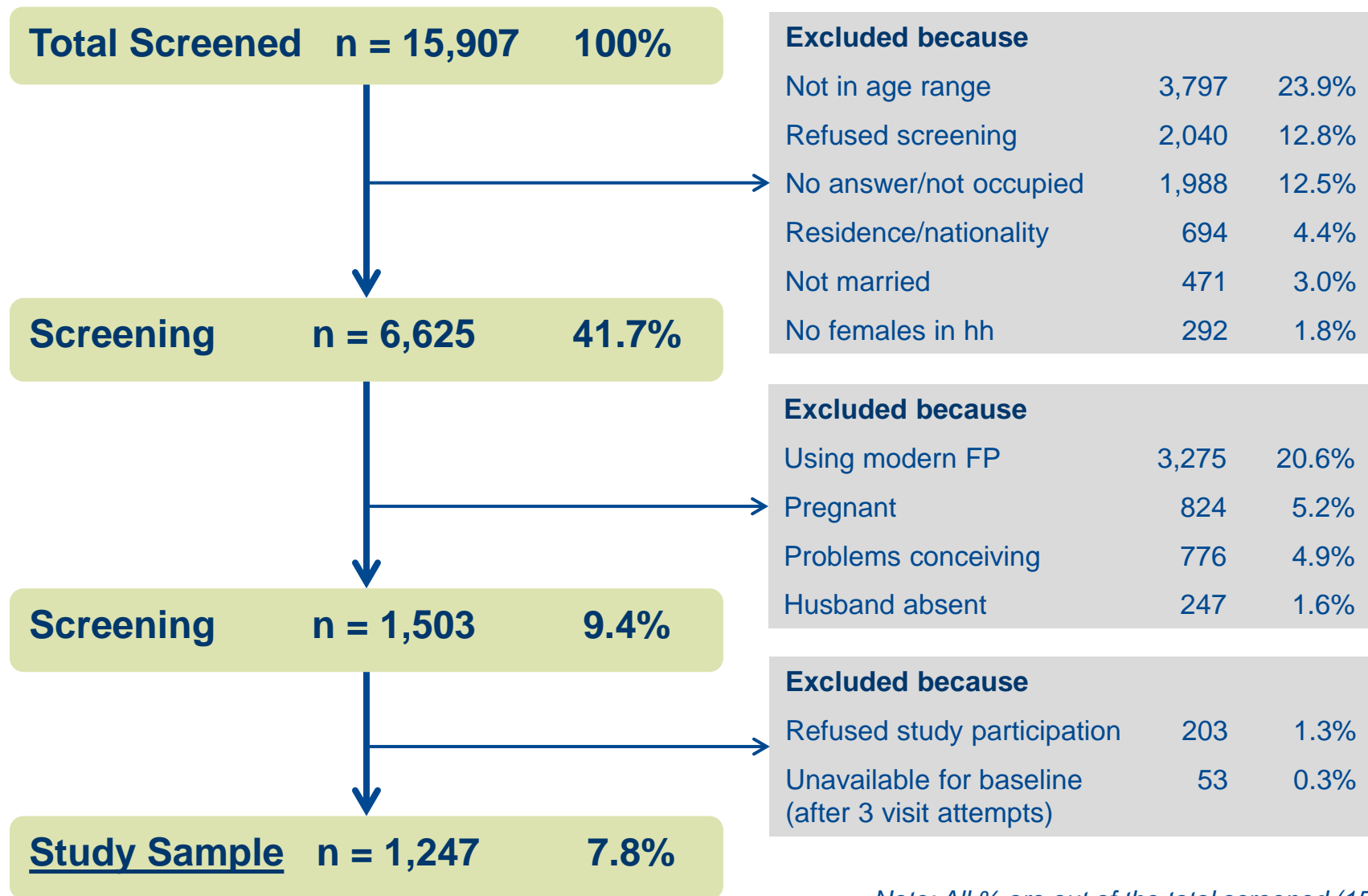


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Additional slides

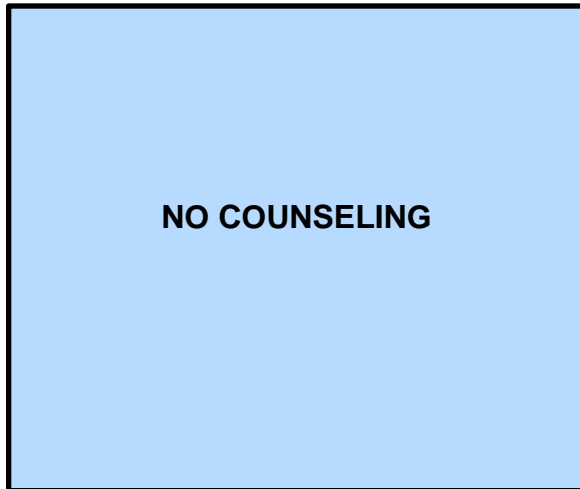
# Screening



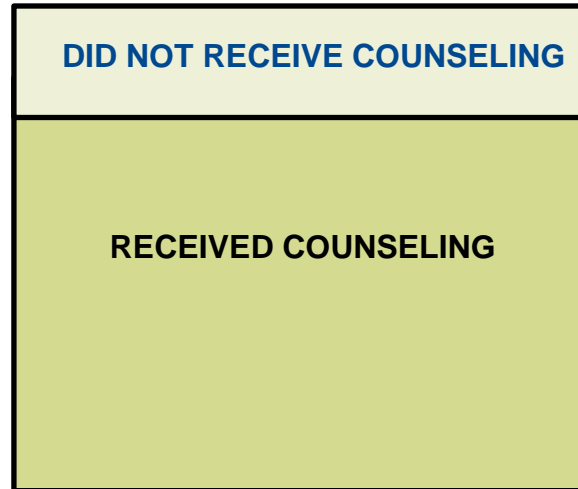
Note: All % are out of the total screened (15,907)

# Implications of non-compliance

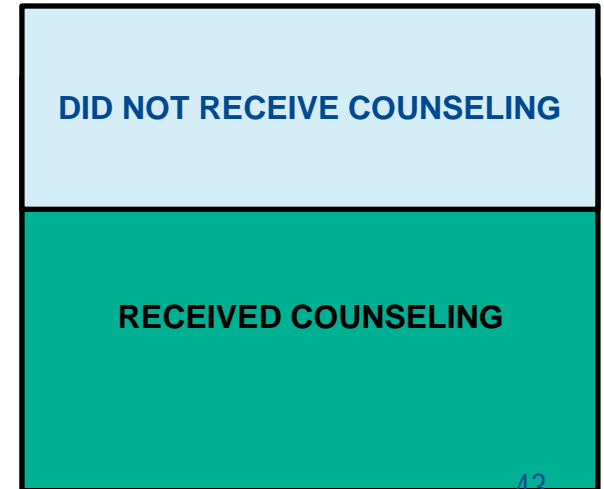
Control  
No counseling



Treatment 1  
Women-only  
counseling



Treatment 2  
Couples' counseling



# Counseling visits

- **Screening visit:**
  - Identify married women, reproductive age, fertile
- **First visit:**
  - Traditional users, non-users, pregnant, breastfeeding
  - Modern users: gauge satisfaction with current method
- **Follow-up visits:**
  - Non-users (up to 8 visits)
  - Traditional users (up to 4 visits)
  - Modern method adopters (1 visit)