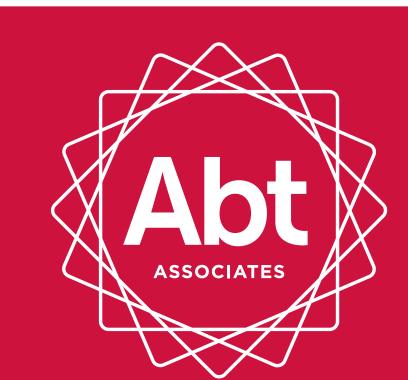




Family Planning Barriers in a High Fertility Conflict Setting: Methods and Results from a Household Survey in Afghanistan



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Background

Reach and Recall Study

- The Sustaining Health Outcomes through the Private Sector Plus (SHOPS Plus) project in Afghanistan works to strengthen the impact and sustainability of the Afghanistan Social Marketing Organization (ASMO)
- ASMO implemented a mass media advertising campaign for its oral and injectable contraception brand (*Khoshi*) between March and June 2017
- SHOPS Plus conducted a reach and recall survey after the campaign to better understand the Khoshi target group and evaluate the reach of the campaign

Khoshi Advertisement: Target group and messaging

Target Audience and Dissemination

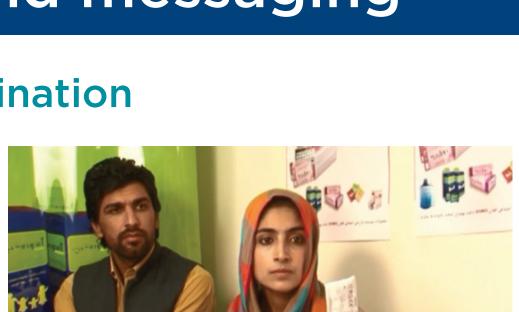
- Married men and women with children under 5 years
- Intensive broadcast (several times daily) over major TV and radio stations

Messaging

- Contraceptive use can improve a family's economic wellbeing
- Modern contraceptive methods and recommended birth spacing interval
- Correct use of oral and injectable contraceptives

Gender Dynamics Depicted

- The husband initiates the conversation on contraception
- The couple is counseled









Research Objectives

- 1. Understand media habits and contraception purchasing behaviors among women of reproductive age
- 2. Measure reach and recall of *Khoshi* advertising campaign and its influence on intention to use contraception
- 3. Identify social and behavioral barriers to contraceptive uptake to inform future marketing and behavior change campaigns

Methods

Study Design

- Household survey in 177 districts where ASMO works
- Stratified multi-stage cluster design with three levels of urbanity (metro Kabul, urban, rural)

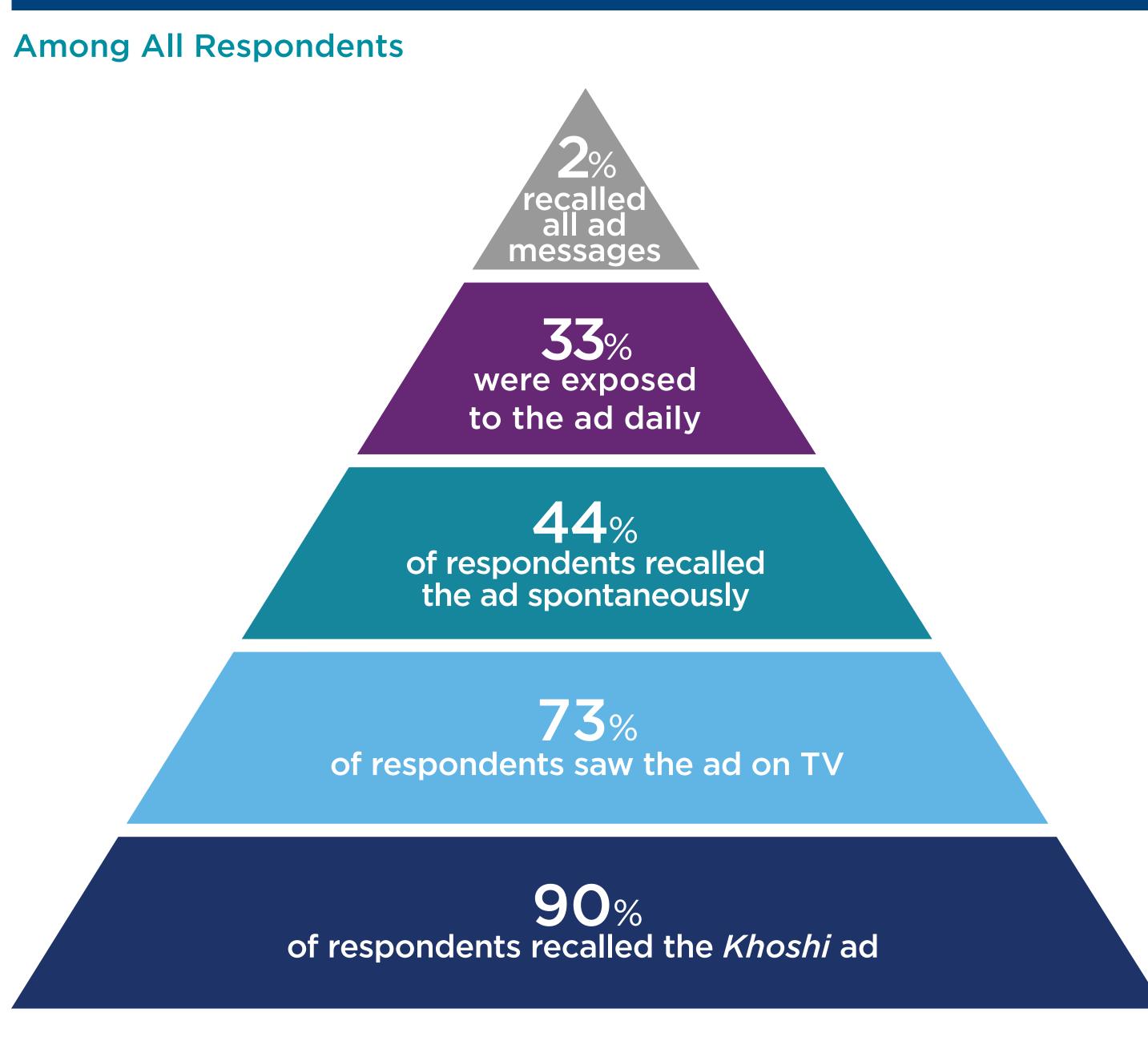
Sample

- Population estimates from the Central Statistics Office used to allocate the sample using probability proportionate to size
- Households selected using a random walk methodology
- Final sample included 1,140 currently married women aged 18-39 and 1,198 currently married men whose spouse is aged 18-39

Methodological Limitations

- Security precautions in Afghanistan preclude the ability to conduct a household listing in each cluster for random household
- Field teams can only spend 1-2 days in each cluster to protect their safety
- Accurate and updated maps and population data are not available, which makes rigorous sampling more challenging

Khoshi Campaign Reach and Recall



Campaign Influence on Intention to Use Contraception

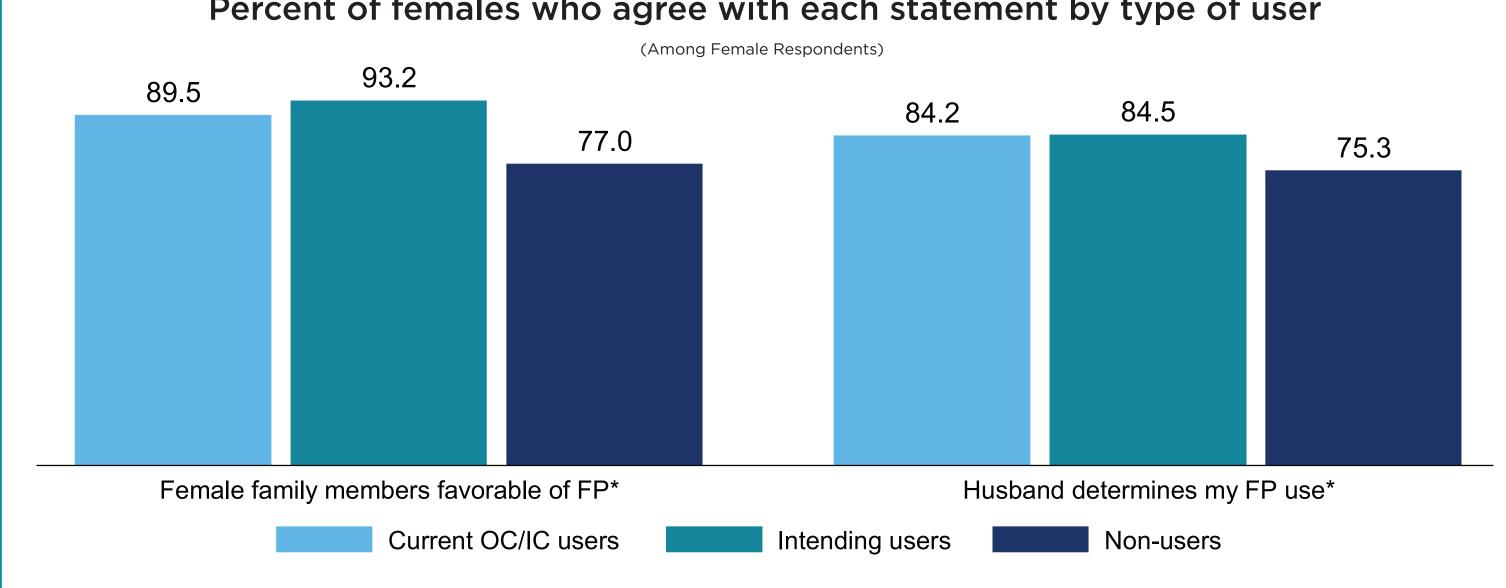
- We did not find any statistically significant relationships between recall of the ad and intention to use oral or injectable contraceptives
- Why would this be?
- Campaign messages did not resonate with nor motivate the audience
- Too many messages?
- Ad did not effectively or innovatively communicate the messages?
- Messages were unrelated to non-users contraception concerns?

Barriers to Family Planning Use

Contraception Decision-making

- Husbands are a key determinant for whether or not women use family planning
- Lack of support from female family members is a barrier among non-users

Percent of females who agree with each statement by type of user



Spacing Perceptions and Misconceptions Limit the Relevance of Khoshi Advertising

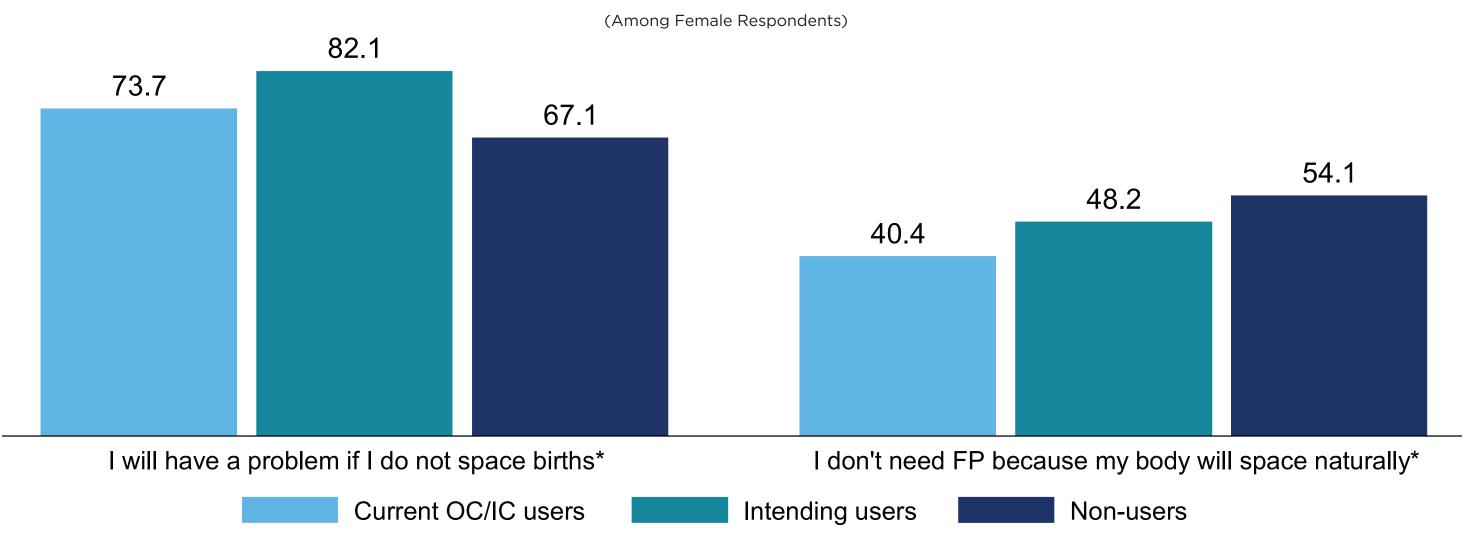
Non-users of oral and injectable contraceptives are less convinced of the need to space:

May be less familiar with the risks of closely spaced births

Respondents who refused to answer or provide 'don't know' response are excluded (n=1085 and 1088

May be more confident in the body's ability to space births naturally

Percent of females who agree with each statement by type of user

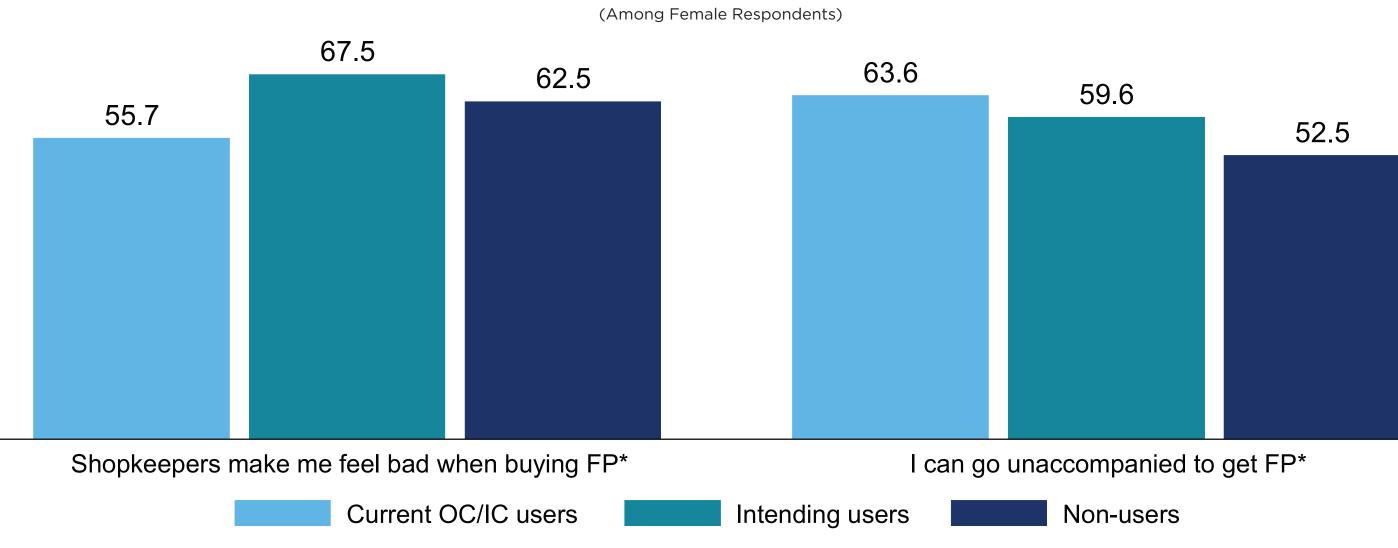


*Results are statistically significantly different across user types

Contraception Access and Purchasing

- Many women, especially non-users, depend on males to obtain contraceptives
- Negative shopkeeper attitudes may discourage women, especially new users, from buying contraceptives

Percent of females who agree with each statement by type of user



Respondents who refused to answer or provide 'don't know' response are excluded (n=970 and 1032)

Recommendations to Increase Contraceptive Uptake and Acceptability

For women who intend to use oral or injectable contraceptives

 Target shopkeepers to reduce stigma and improve negative point-of-purchase attitudes

For women who do not intend to use oral or injectable contraceptives

- Target mothers-in-law to increase their support for modern contraceptive use
- Develop messaging regarding the importance of birth spacing and need for FP to achieve spacing

For both groups above

- Continue targeting husbands as key influencers and purchasers of contraceptives
- Empower women to feel confident when purchasing contraceptives regardless of shopkeeper attitude

For more information, please visit www.shopsplusproject.org or contact: Tess_Shiras@abtassoc.com





