



USAID
FROM THE AMERICAN PEOPLE

مشروع تعزيز تنظيم الأسرة
Strengthening Family Planning Project



Strengthening Health Outcomes
through the Private Sector

IUD Social Marketing campaign in Jordan

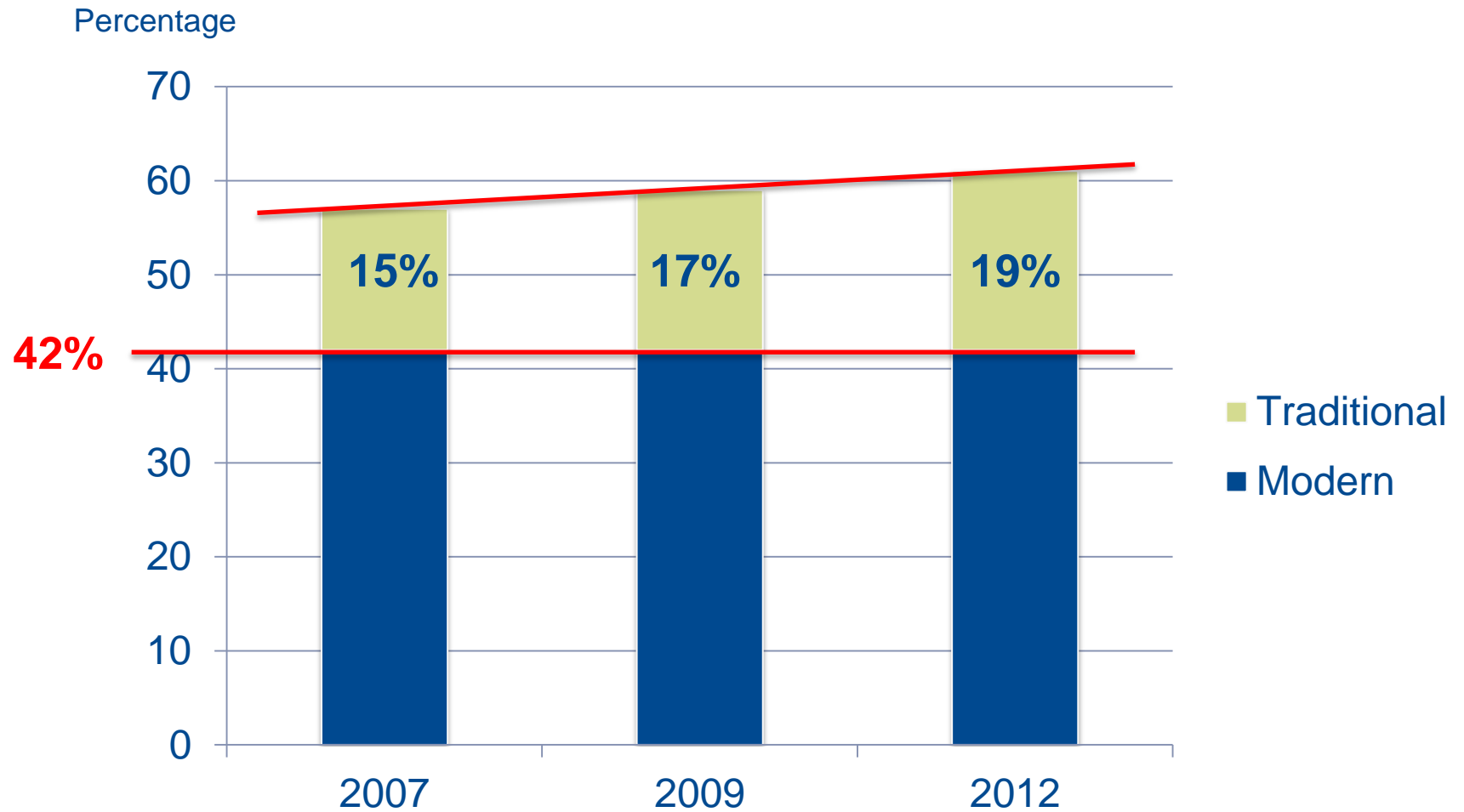
Houda Khayame
Social Marketing Manager
SHOPS Jordan



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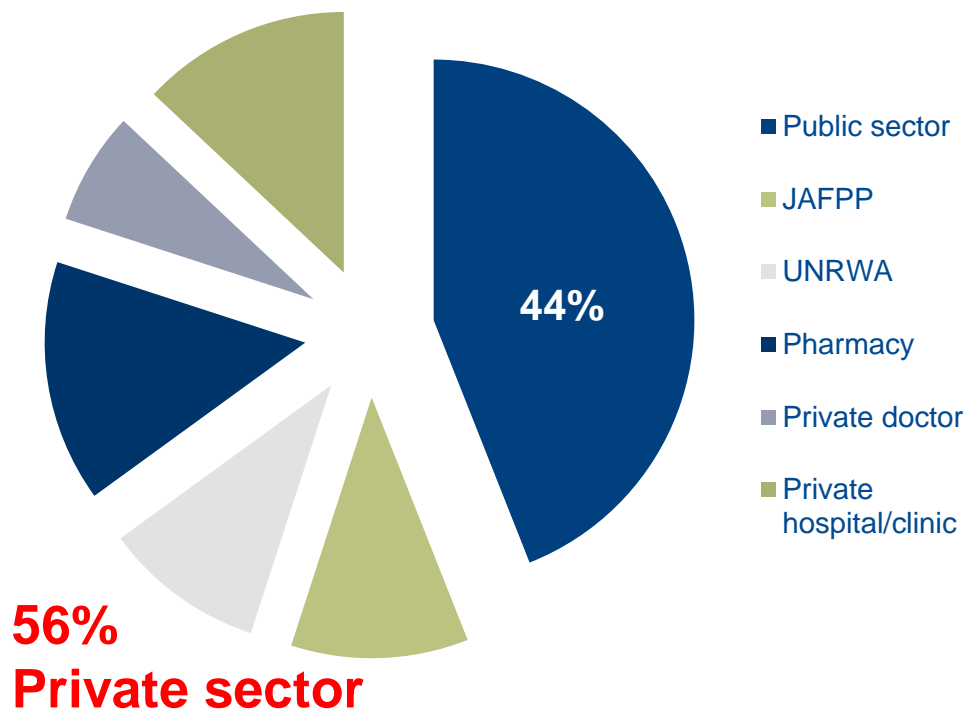
LA/PM Technical consultation
March 4, 2014

Jordan CPR (JPFHS)

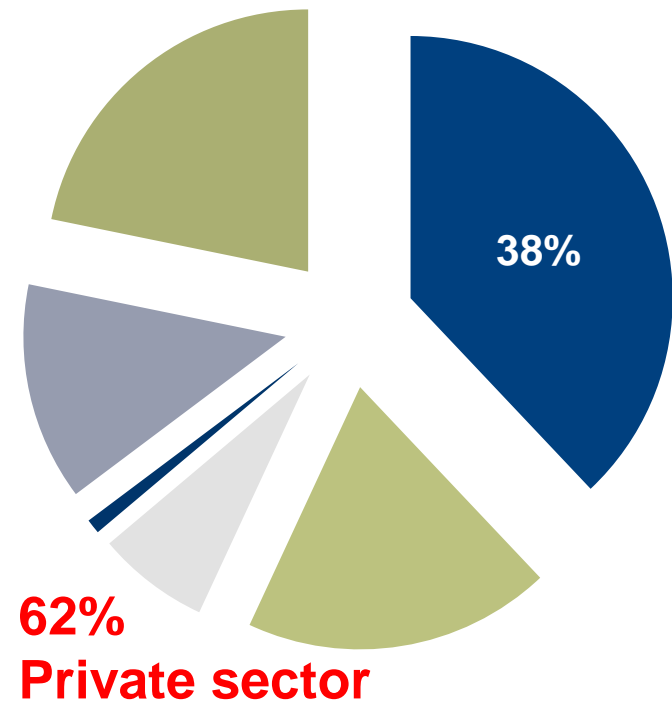


Sources of FP methods (JPFHS 2012)

All modern methods



IUD



Discontinuation due to side effects/health concerns

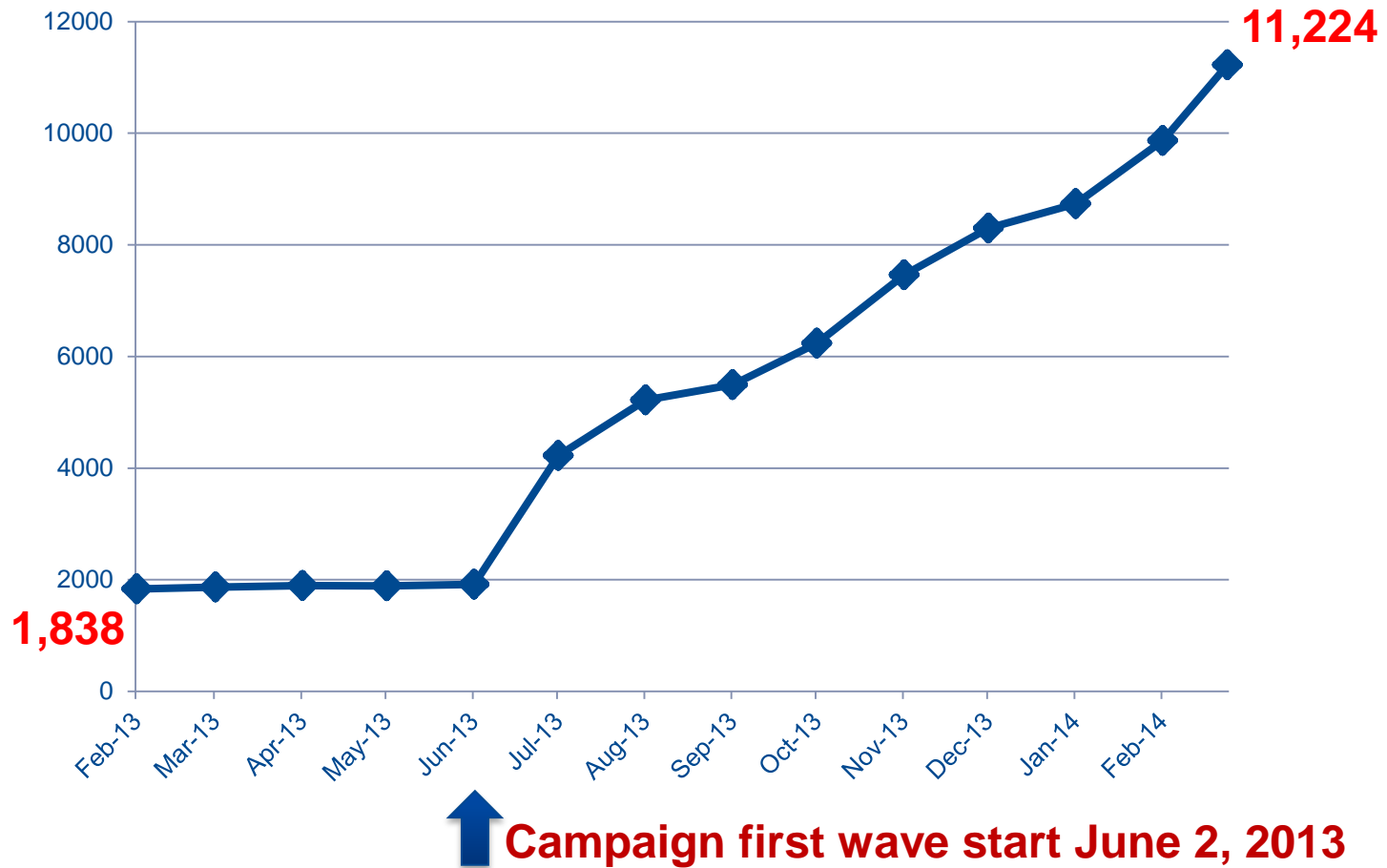
%	JPFHS 2009	JPFHS 2012
Pill	21.3	16.2
IUD	7.5	5.6
Injection	47.4	28.3
Male condom	5.8	2.5

IUD campaign

- Mass media
- PR
- “Edutainment” Lectures
- Public, private clinic and community merchandising
- Social Media

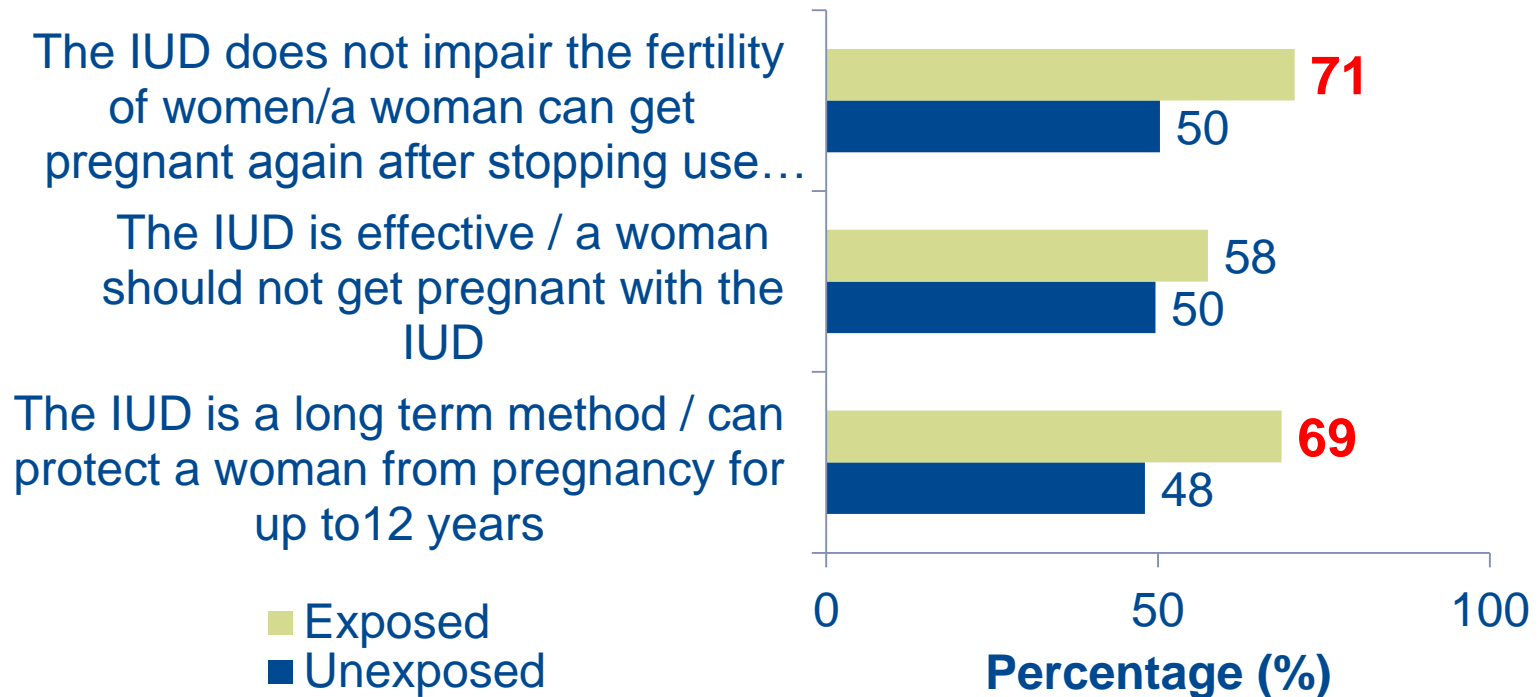


Facebook page “Likes”

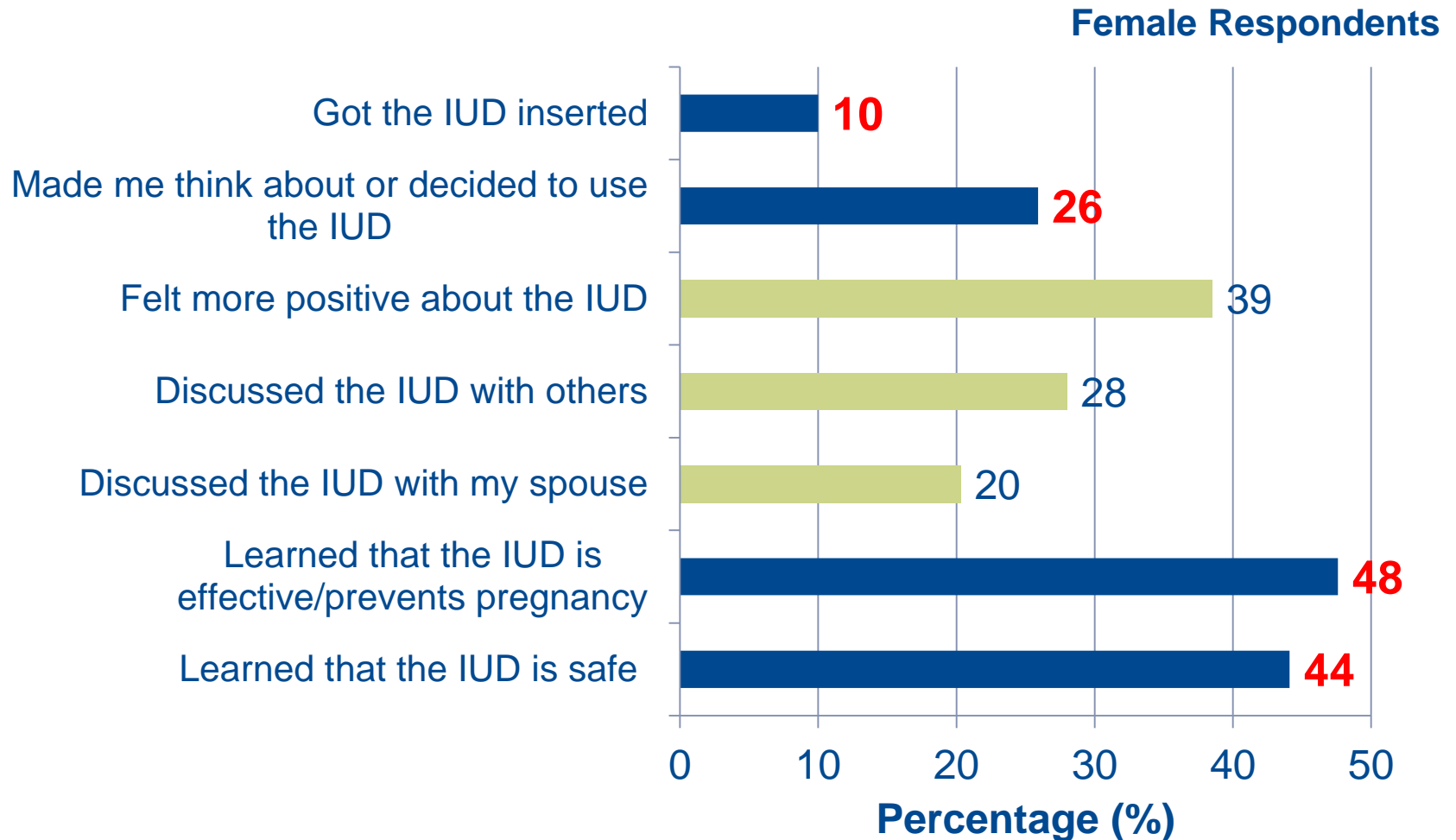


Amman Omnibus Survey (3 months post wave one)

Respondents who agree with IUD-related statements, by exposure



Self-reported effect of the IUD campaign

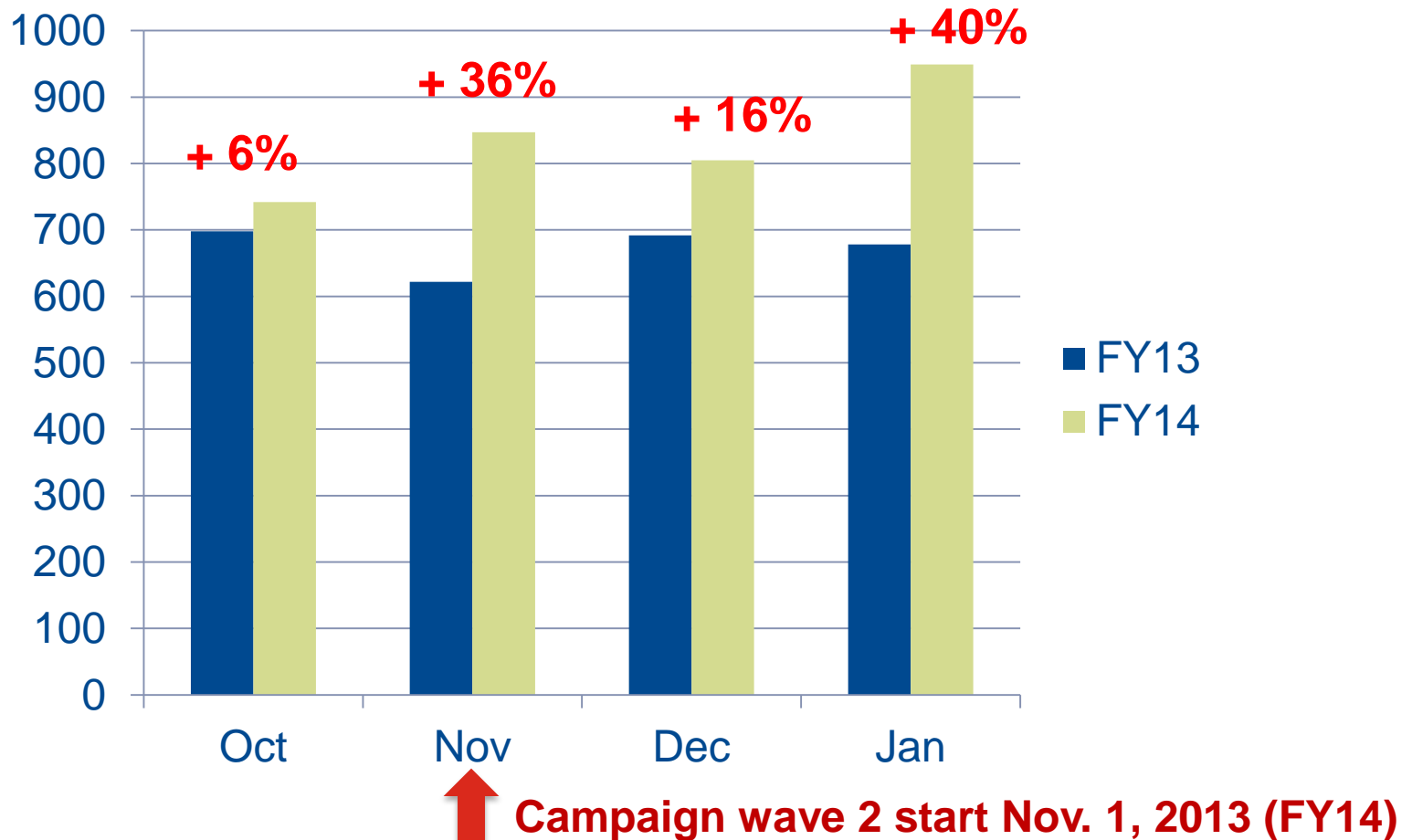


Method uptake following IUD “edutaining” lecture

After 1-hour exposure to FP messages

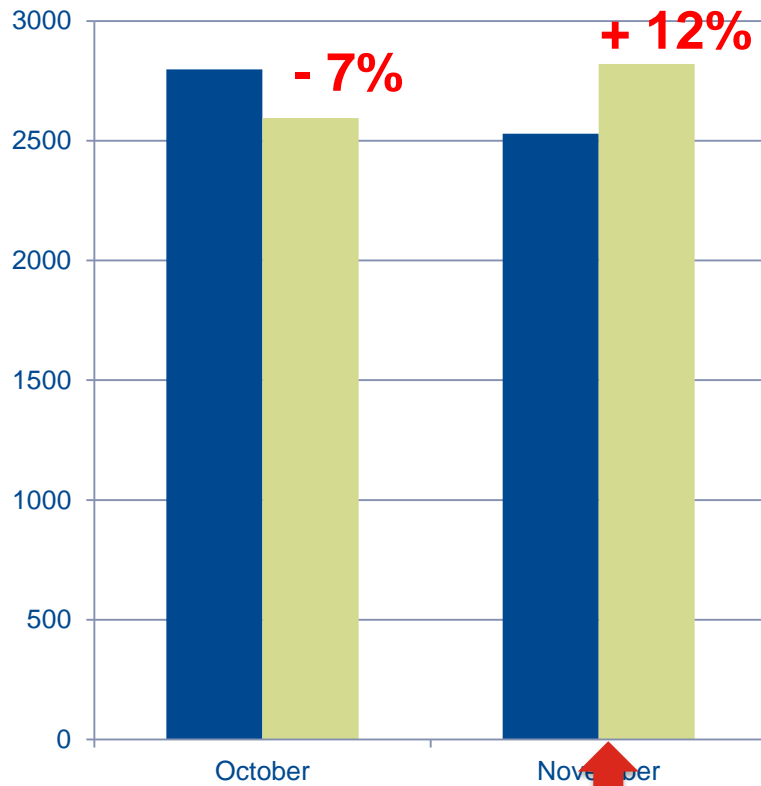
- **16.5%** of women who received a voucher (any method) used a method through a private doctor
- **12.6%** of women who received an IUD voucher had an IUD inserted through a private doctor

IUD insertions / NWDs

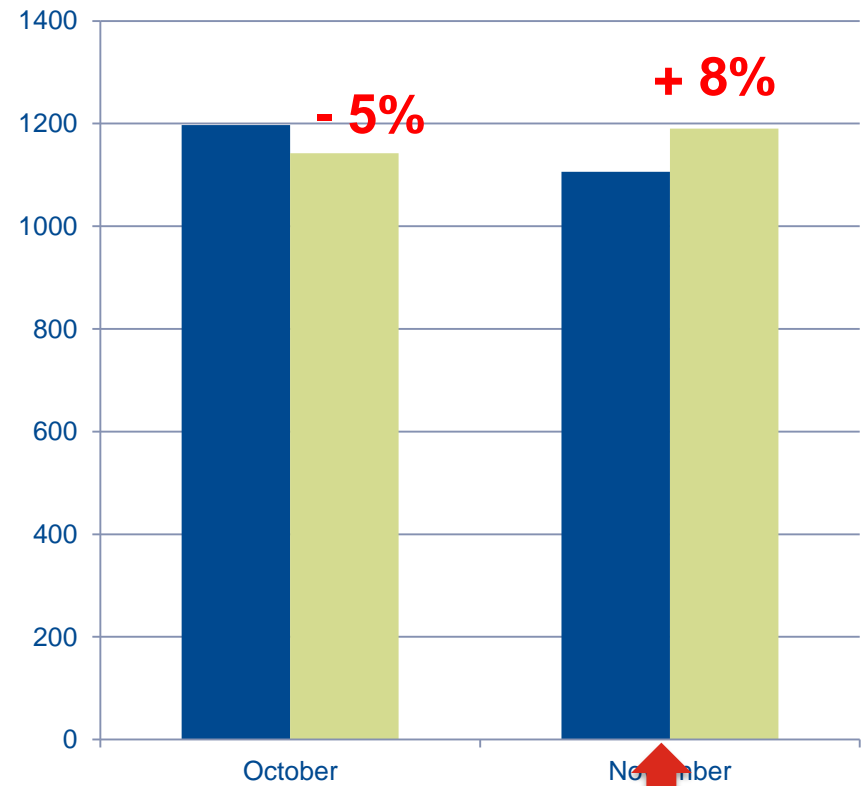


IUD insertions / MOH and other public

All public, RMS and NGOs



Ministry Of Health



Campaign wave 2 start Nov. 1, 2013

Success factors

- Integrated components increase campaign efficiency
- Participating service providers strengthen message credibility
- Participation of private providers increases FP use through private sector
- Visible FP methods on mass media show real size and shape, and reduce fears
- Effective community outreach contributes directly to method use
- Involved country stakeholders ensure favorable environment



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