



## **Increasing Access to Family Planning Services in Jordan**

### **Video Transcript**

The contraceptive prevalence rate for modern methods is 42 percent in Jordan, but it [has] remained flat during the last 10 years. And it contrasts with the very high level of awareness among married women in Jordan regarding family planning methods. Mostly—95 percent of women know about these methods but this doesn't lead them to use, necessarily. The private sector is an important source of family planning as it serves 54 percent of married women, and [the] SHOPS project is working closely with private sector providers to close the gap between awareness and use.

The goal of SHOPS project in Jordan is to increase use of family planning services based on three main objectives. [The] first objective is to increase access to family planning services. [The] second one is to improve the quality of these services. [The] third objective is to generate demand for these services.

The SHOPS project is partnering with four NGOs, a network of 220 private physicians, the national association of pharmacists, and [is] now launching a new initiative with private insurance to include family planning services in the insurance scheme.

The project has been also implementing on the demand side large-scale, integrated social marketing campaigns based on multiple components to reach not only the level of awareness and knowledge, [but] also to provide in-depth information, which is the necessary step to shift from hesitation to use.

The campaigns have been based on mass media component[s]—on TV, radio, and print—social media, public relations, outdoor advertising, materials—informational materials—and a large community outreach component again. Because this is in the field, in the outreach that we can really get in touch with women and provide them with the information they need to reduce fears and misconceptions.