

Use of the Opportunity, Ability, and Motivation Behavior Change Framework to Generate Family Planning Demand in Rural Nepal

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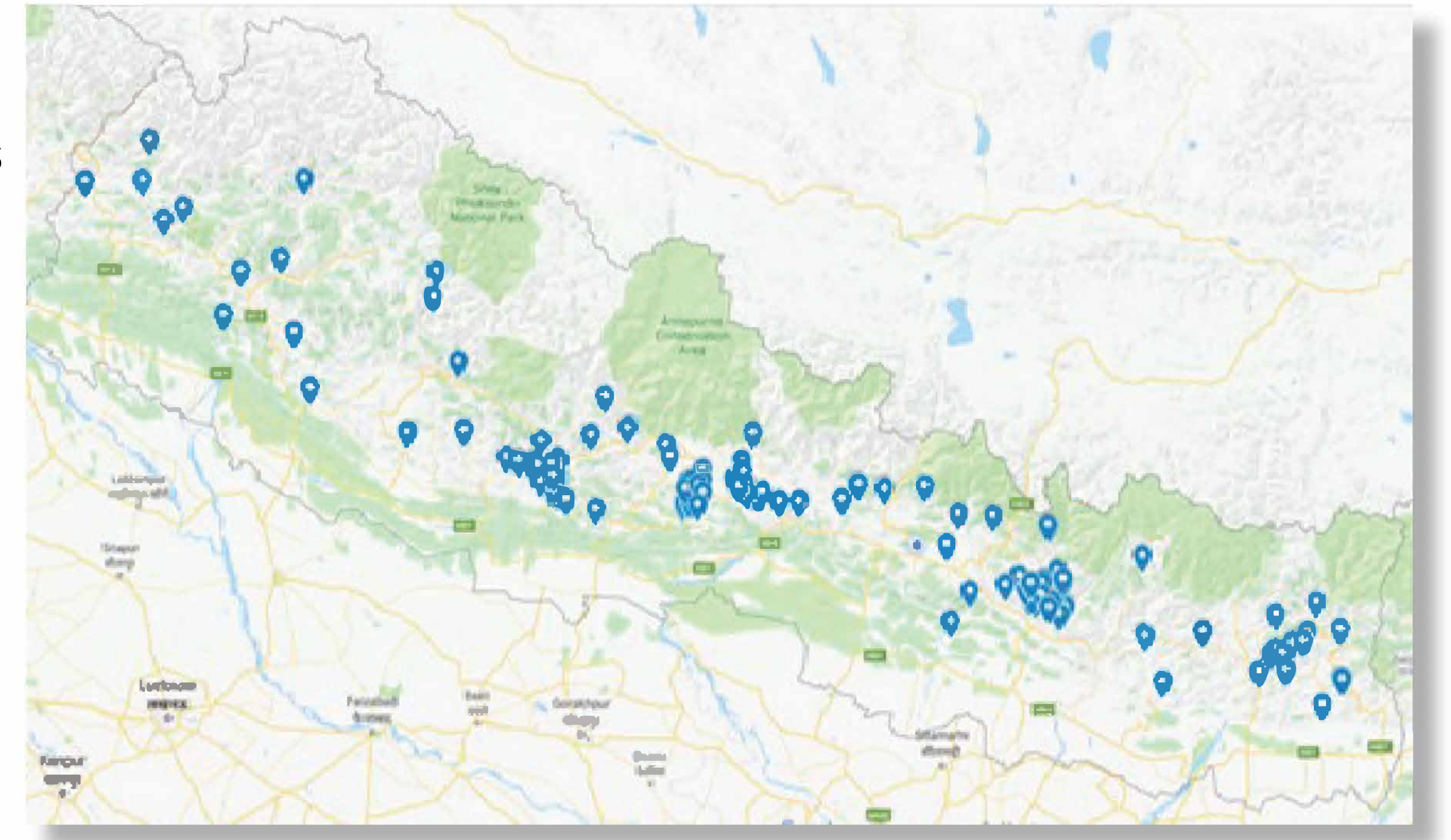
Study Overview

- The Sustaining Health Outcomes through the Private Sector Plus (SHOPS Plus) project in Nepal supports the Nepal CRS Company (CRS), a social marketing organization
- SHOPS Plus conducted a household survey in 49 districts of Nepal where CRS implements social marketing and behavior change interventions
- The study evaluated family planning knowledge, attitudes, and practices (KAP)



Sampling Methods and Sites

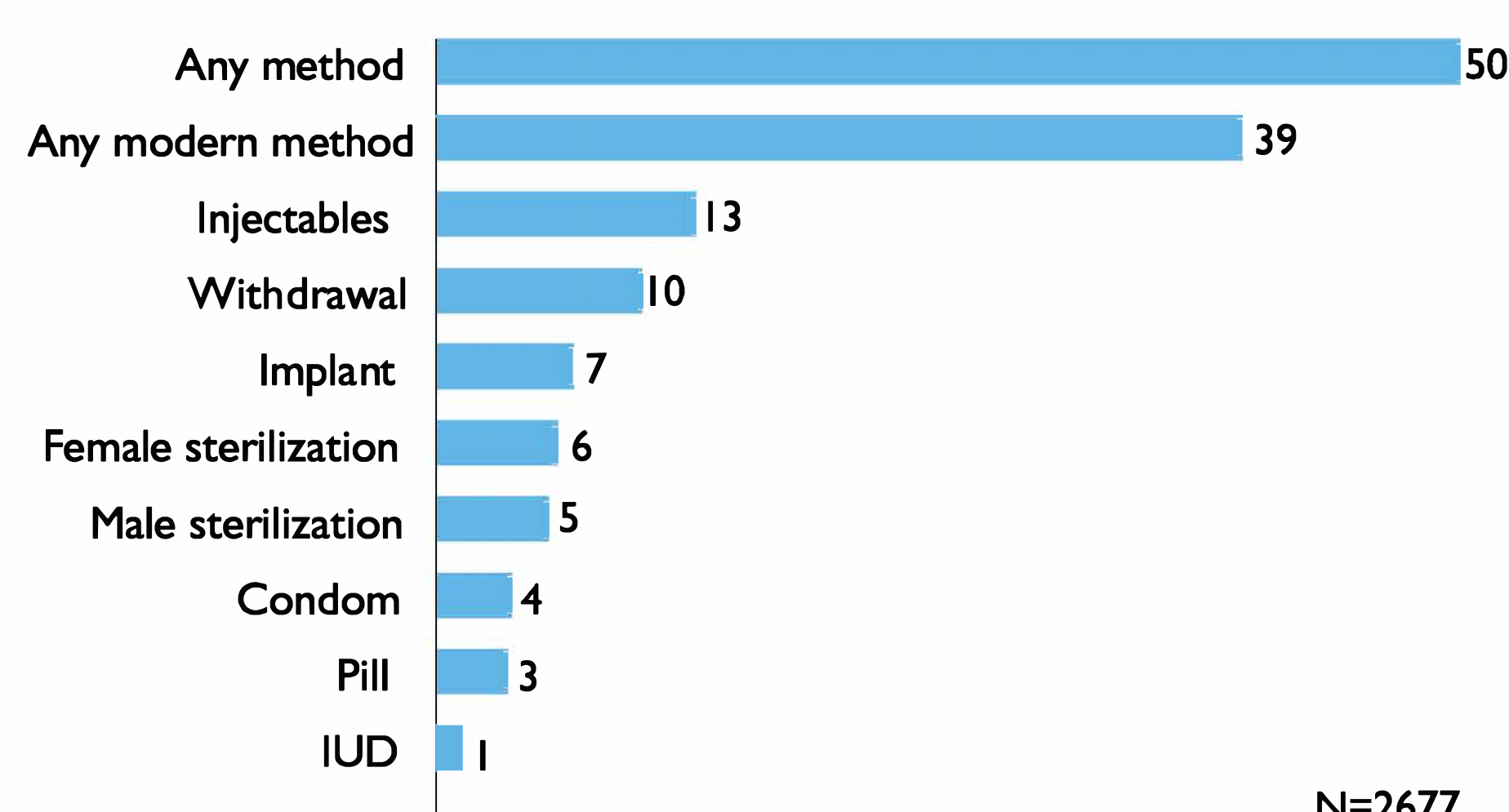
- Multi-stage cluster sample
- Developed the sampling frame based on the Nepal 2011 census
- Used probability proportional to size sampling to select 118 clusters (i.e., wards)
- Field teams conducted a comprehensive household listing in each selected cluster
- Randomly selected 27 households for sampling
- No household replacement
- Sampled women age 15-49



Findings

Among Married Respondents: CPR 50% while mCPR is 39

Percent of married women who currently use each method (Among married respondents)



Opportunity, Ability, and Motivation Framework

- Behavior change framework to examine factors that influence and impede FP uptake and use
- Framework was developed within the context of social marketing
- Focuses on mutable behavioral determinants that social marketing interventions and behavior change communication can influence

Opportunity

The person has to have the conditions for practicing the behavior to be physically available, psychologically accessible, and convenient.

Ability

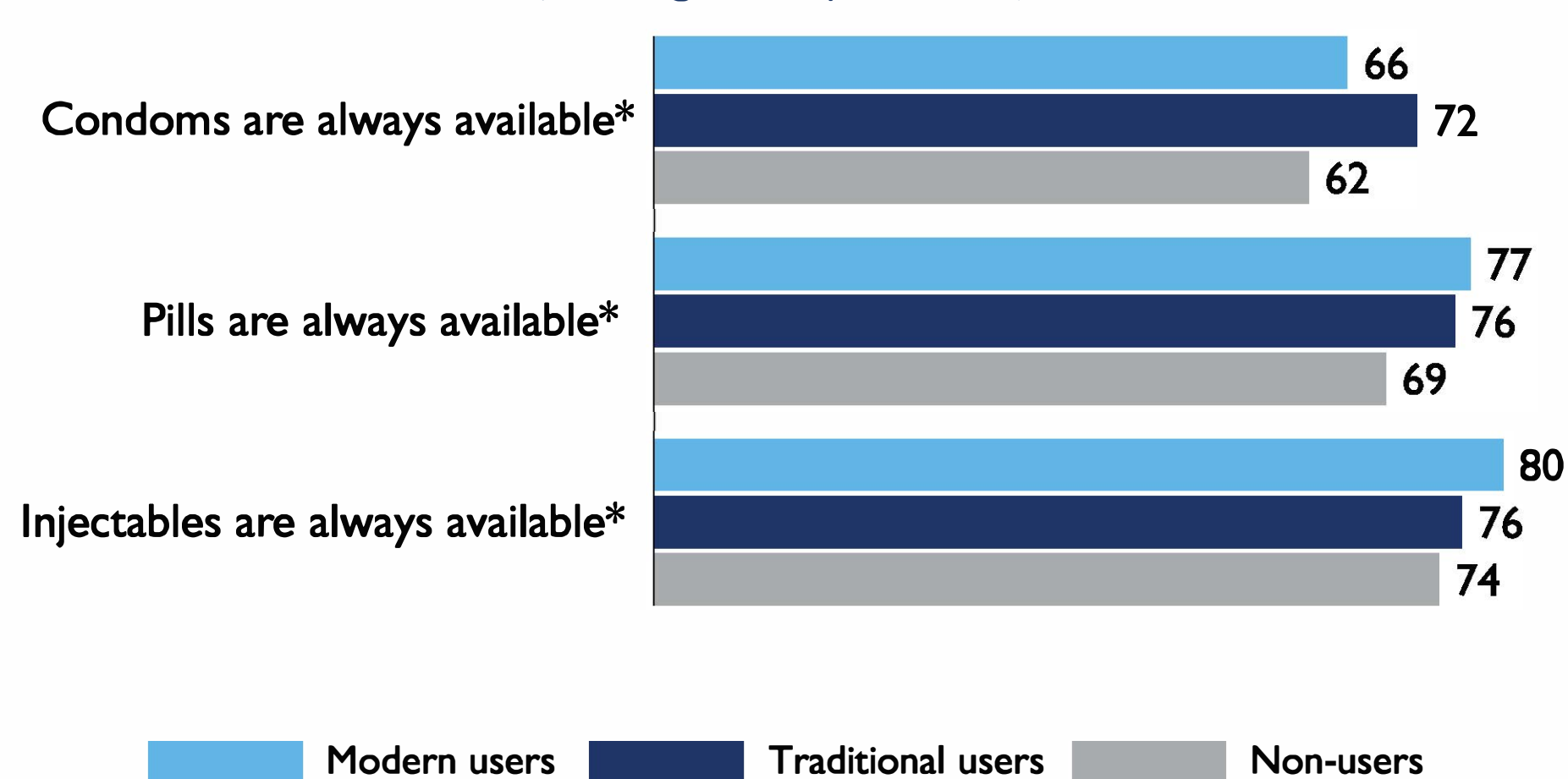
The person has to have the physical ability and/or the knowledge and skills to practice the behavior.

Motivation

The person has to have the desire or to perceive an important benefit from practicing the behavior.

Opportunity: Perceived availability of contraceptives is lower among non-users

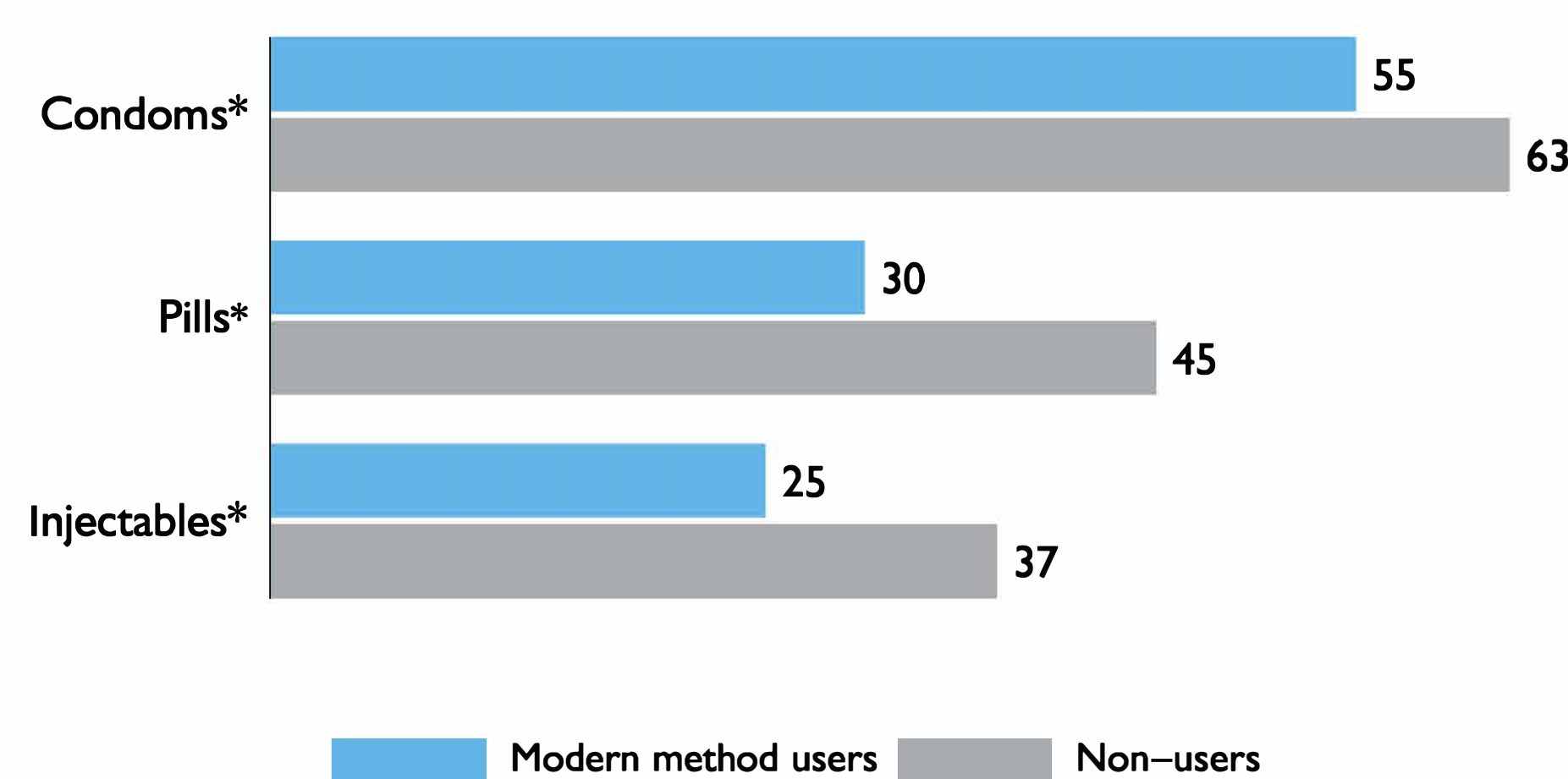
FP Availability: Percent who agree with each statement by type of user (Among all respondents)



Modern users N=1003; Traditional users N=343; Non-users N=1947
* Difference is statistically significant (p<0.05). See notes for which differences are significant.

Opportunity: Shopkeeper stigma may be a barrier to voluntary uptake

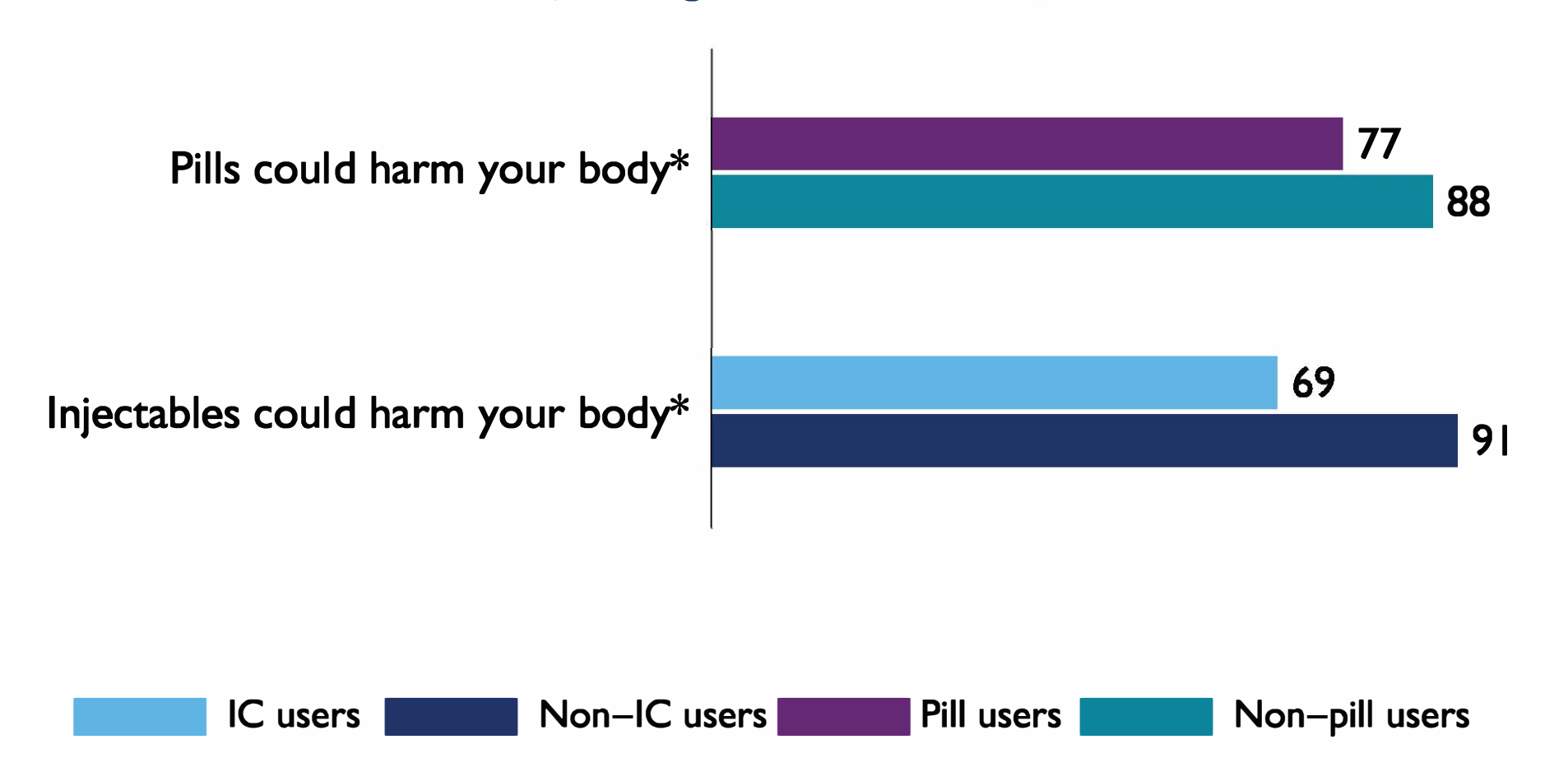
FP Availability: Percent who agree with each statement by type of user (Among modern method and non-FP users)



Modern users N=1003; Non-users N=1947
* Difference is statistically significant (p<0.01)

Motivation: Non-users less likely to report that injectables are effective or easy to use

Motivation: Percent who agree with each statement (Among current FP users)



Pill users N=113; Non-pill users N=1253; Injectable users N=273; Non-injectable users N=1093
Note: Non-users are excluded
* Difference is statistically significant (p<0.001)

Increase Perceived Availability Among Non-users

- Non-FP users have significantly lower perceptions of method availability compared to wealthier and current users
- CRS should invest in point-of-sale (POS) materials to directly communicate product availability
 - Retail outlet surveys showed that POS materials advertising CRS products are lacking

Shopkeeper Bias: Empower Consumers

- Perceived shopkeeper bias was reported particularly among non-users and unmarried women
 - Younger married women also reported this, but to a lesser degree
- Communication campaigns can portray consumers purchasing contraceptives from a shopkeeper with confidence
- Emphasize that there is no shame in purchasing and using contraception

Communicate that Risks of Hormonal Methods Are Low and Rare

- Non-pill and non-injectable users are significantly more likely to report that these methods will cause health problems
- Mitigating these concerns and messaging the benefits of these methods may help increase product uptake
- Messaging could also leverage this concern to promote non-hormonal, modern methods (e.g., condoms)