



الأسرق.. تربّح البال ..Öur Health and Peace of Mind through Family Planning The Strengthening Family Planning Project in Jordan (Ta'ziz Tanzim El Usra) The Strengthening Family Planning Project in Jordan (Ta'ziz Tanzim El Usra)

Reed Ramlow, Abt Associates

Motivation/Rationale

- Local research indicates a strong need for improved family planning (FP) in Jordan
- \bullet Over $\frac{1}{4}$ of all births are mistimed or unwanted (2009 Jordan Population and Family Health Survey [JPFHS])
- Currently, 59% of Jordanian couples practice some form of FP, although only 42% use more reliable modern methods of contraception and only 8% use Oral Contraceptive Pills (OCPs) (2009 JPFHS)
- Formative research on women's perception of OCPs revealed concerns with their return to fertility, interference with breast feeding, and other side effects related to their own and their baby's health

Objectives

- To improve understanding of OCPs as a safe and effective method for couples who wish to space their children and plan their family size
- To boost market demand for OCPs among married women between 18-34 who are interested in spacing births and/or controlling their fertility



The Campaign

The campaign focused on re-positioning two types of oral contraceptive in the minds of the target audience - combined oral contraceptives (COCs) as the birth spacing pill and progesterone only pill (POP) as the breast feeding pill. The campaign had different behavioral objectives for each pill:

For COCs

- COCs are safe and effective for birth spacing and FP
- COCs reduce the risk of unwanted pregnancy
- COCs are reliable and reversible

For POPs

- POPs are safe for the mother and her baby
- POPs allow the mother to regain her health and time her next pregnancy
- POPs are reliable and reversible

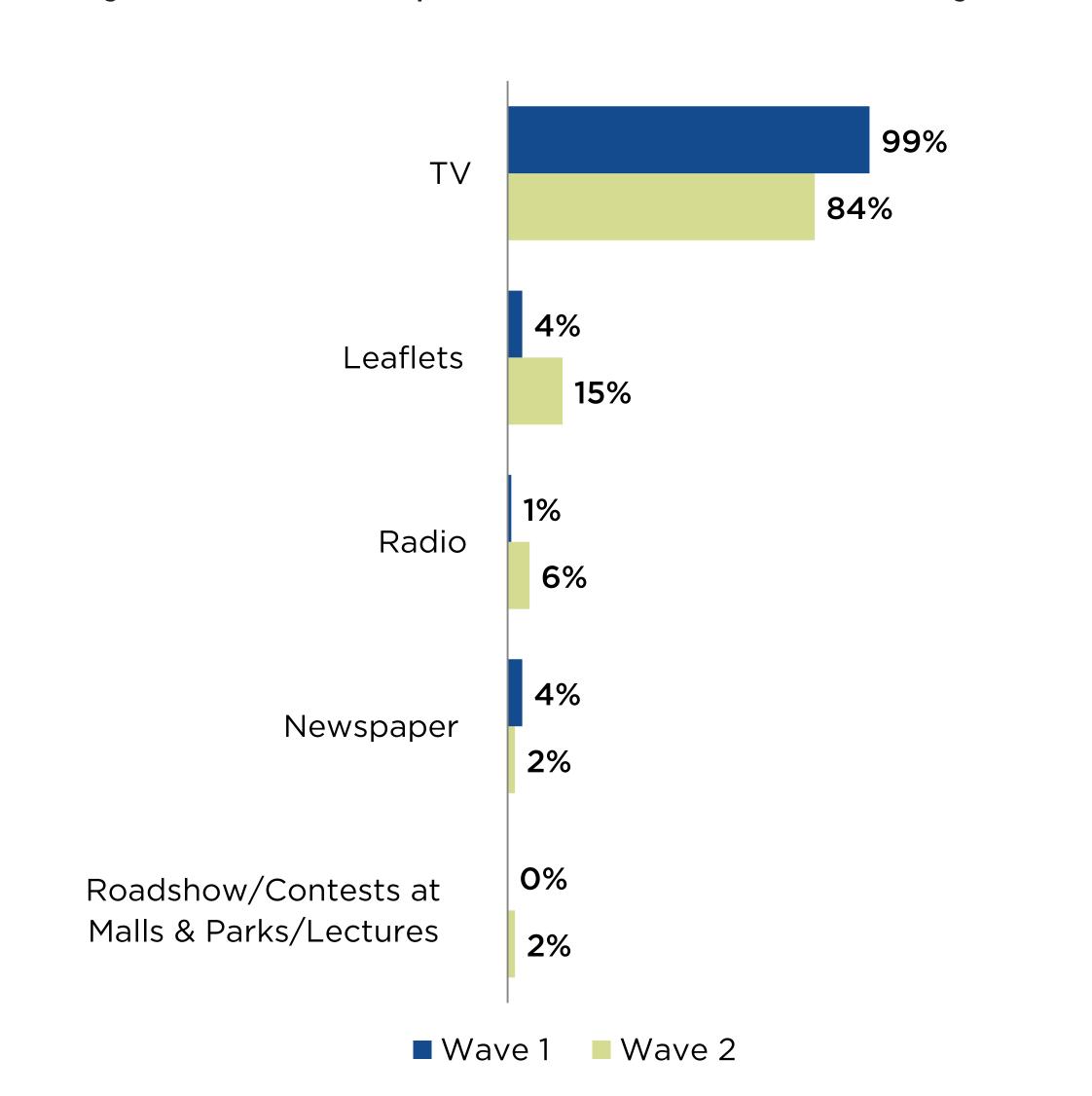
Campaign elements included

- Community outreach program in urban centers and in Palestinian refugee camps. Over 30,000 women reached to date
- A Facebook page that provides information on OCPs. Includes quizzes, interactive features, and posts from other campaign elements
- Ads on TV, radio, newspapers, and outdoor billboards
- Appearances of doctors and FP experts on TV and radio talk shows
- Print materials available in over 1,400 pharmacies and in nearly 160 private clinics



Where this Campaign Has Been Seen, Read, or Heard

The campaign ran in two waves; February 2012 – May 2012 and September 2012 – February 2013

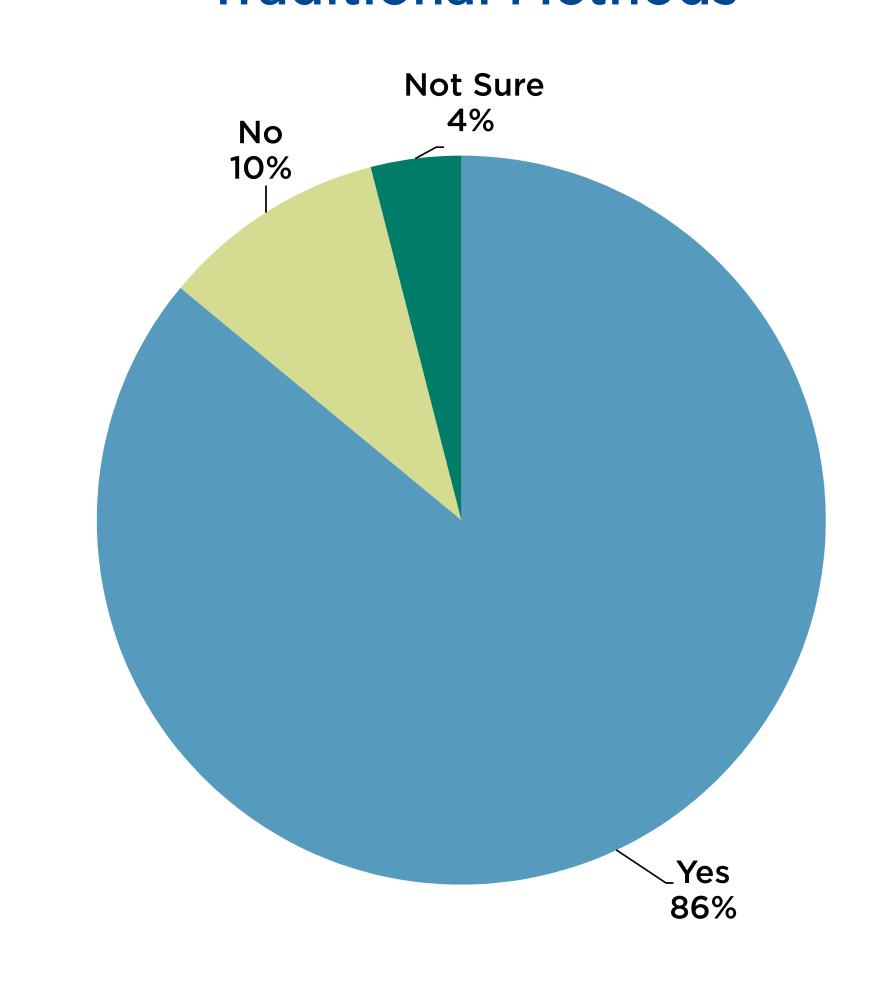


Numbers from the Campaign Facebook Page

Indicator	Number
The number of impressions seen of any content associated with the page. (Total count)	474,808
The number of people who have seen any content associated with the page. (Unique users)	68,904
Viral reach	54,070
The number of stories created about the page	18,600
Organic reach	16,497
Number of likes	1,896

Percentage of People Who Agreed that Modern Family Planning Methods are More Effective than **Traditional Methods**

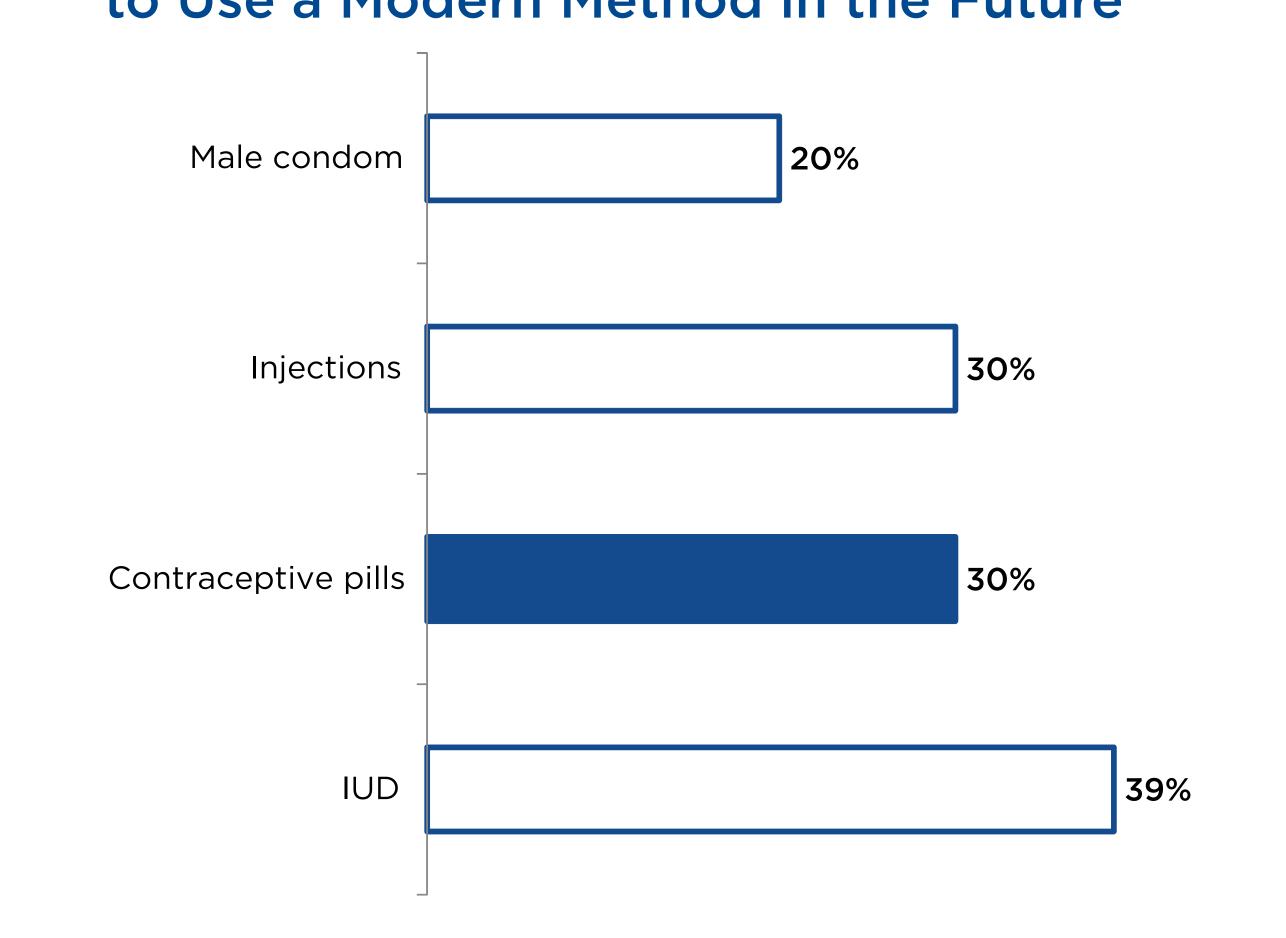
Results



Percentage of People Who Agreed with the Following Statements

Statement	%	Statement	%	
Campaign tackled the most common and important FP topics	87%	Is relevant to me as a woman	92%	
		Most people would find easy to follow	90%	
It definitely made me want to try OCPs	65%	Makes me feel happier or more comfortable		
Will make people reconsider their habits related to FP	89%	about changing my current beliefs and behavior when it comes to FP	81%	
		Is different from other health related	80%	
Campaign corrected my misunderstanding of OCPs	87%	awareness campaigns		
nformative in terms of OCPs	87%	The campaign showed that modern OCPs are much better than the old ones	83%	
Told me something new about OCPs	85%			
	Total numb	er of respondents: 801		

"Never Users" of Contraceptive Methods Who Intend to Use a Modern Method in the Future



Impact of Campaign on Pill Sales in Private Pharmacies

