Social Change for Family Planning: Measuring the Link

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Why social change and family planning?

- What are the connections between social norms and individual behavior?

- Which social norms or social factors relate to reproductive health behaviors or outcomes?

- What can we do about changing those social factors – especially gender?
Social Change for Family Planning Results

- Rwanda, Kenya, and Ethiopia
- Social Analysis and Action Approach
- Lessons learned from ISOFI and Innovations Projects
FP-Social Change Results Framework

FP Use

Family Planning Outcomes: Demand, Access, Quality
Social Norms Outcomes: Gender and power at the household level,
Community norms around fertility and gender

Strategies to improve FP demand and services
Strategies to challenge social and gender norms
Common Indicators - examples

- Contraceptive prevalence / Unmet need
- Prevalence of myths and misconceptions
- Gender equitable attitudes
- Women’s decision making – earnings, FP, mobility
- Perceived and reported social norms – gender and fertility
- Women’s participation in community action
Data Collection Methods – Baseline Survey

Quantitative Household Survey
- Stratified random sample of 600 women and 300 men in each country
- Questions cover earnings, decision-making, fertility preferences, FP experience, knowledge/misconceptions and attitudes, and perceptions of community norms
- Likert scales for gender attitudes and dominance among married couples

Qualitative Data Collection
- 2 purposively selected communities per country
- 3 qualitative tools – focus group, social mapping, pile sorting
Qualitative – Social Mapping

- Community map identifying sources, barriers, and enhancers for FP use
Qualitative – Pile sorting

- Sorting exercise around household chores, decisions, and gender characteristics
- Data provide additional information around gender and social norms
- Separated by gender
## Key Findings Across Countries—Fertility

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Ethiopia (N = 292 / 591)</th>
<th>Kenya (N = 284 / 581)</th>
<th>Rwanda (N = 296 / 598)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desire &gt; 7 children</td>
<td>M – 25%</td>
<td>M – 19%</td>
<td>M – 0%</td>
</tr>
<tr>
<td></td>
<td>W – 39%</td>
<td>W – 10%</td>
<td>W-5%</td>
</tr>
<tr>
<td>Last pregnancy mistimed</td>
<td>M - 26%</td>
<td>M - 20%</td>
<td>M- 31%</td>
</tr>
<tr>
<td></td>
<td>W - 34%</td>
<td>W - 45%</td>
<td>W- 41%</td>
</tr>
<tr>
<td>Current FP use</td>
<td>M - 38%</td>
<td>M - 29%</td>
<td>W - 13%**</td>
</tr>
<tr>
<td></td>
<td>W - 31%</td>
<td>W - 32%</td>
<td></td>
</tr>
<tr>
<td>Prefer more sons than</td>
<td>M - 39%</td>
<td>M - 41%</td>
<td>M- 39%</td>
</tr>
<tr>
<td>daughters</td>
<td>W - 34%</td>
<td>W - 24%</td>
<td>W- 39%</td>
</tr>
</tbody>
</table>
Other Quantitative Findings

• There is significant approval for family planning (80 – 98%) use except in adolescents (Ethiopia) and among newly marrieds (all)

• Women reported generally less equitable gender attitudes than men (except Rwanda)

• Women reporting more equitable gender attitudes and men reporting more power within their relationships, adjusted for other social variables, were significantly more likely to be using FP
Qualitative Findings

Complex and varied – social norms lagging behind actual attitudes and practices

- People cite economic and lack of land as reasons for FP to achieve ideal family size but otherwise say large families are “better” for social and historical reasons.

- Fear of abandonment motivates women’s compliance with traditional gender roles and FP

- Disagreement on the acceptability for unmarried girls having access to FP

- Men and women tended to agree on responsibilities for household chores, but women tend to report they are more involved with family decision making than men report they are.
Conclusions

• Significant preference for large families, and more sons, despite economic difficulties

• Unmarried sub-groups may not have access to FP

• Significant associations between gender attitudes of both women and men and reported couple FP use

• Significant differences between men and women in the gender attitudes and concerns they express.

• People indicate that social norms around fertility may be less open to FP and small families than individual attitudes would suggest
Implications for programming

• Plan for gender and social change interventions as part of FP programming

• Special strategies for men and women, and to reach unmarried women or youth who may otherwise be excluded by norms and attitudes.

• Further exploration needed to understanding influence of involvement in social groups, interaction between social norms and individual attitudes and behavior, and deeper understanding of decision making dynamics.
Thank You!