Exploring factors for the use of IUCDs among WRA in Urban Dar es Salaam

Title: FINDING THE RIGHT MESSAGES FOR THE IUCDs

Population Services International - Tanzania 2009
Overview

• Look at RH situation in Tanzania
• Understand PSI’s objectives in RH
• Explore studies undertaken by PSI to identify the best possible messages on family planning for women of reproductive age
• Present results obtained through these studies
• Highlight actions taken and their impact on usage of Family Planning methods
Background

Tanzania Demographics:

• Population - 40 mil
• Women - 51% ; Men – 49%

Reproductive Health

• CPR – 20% ; Unmet need – 22%
• Women of Reproductive Age (WRA) - 9 Million
• Contraceptive usage by method: IUCD – 0.2%, Pills 5.9%, Injectables – 8.3%
• Major barriers to usage of FP: Myths and misconceptions

• SOURCE: Tanzania DHS 2004
PSI Familia RH Objectives

• To Contribute towards increase of national CPR target (60% by 2012)

• To Promote usage of long-term methods among WRA specifically Implants and IUCD
CONCEPTUAL FRAMEWORK

Quantitative Study

Audience Profile

Communication strategy

Communication messages

Communication channels

Results

Qualitative Study
Research studies

Objectives of the research studies:

I. **Quantitative**: Determine what drives women of reproductive age to use modern family planning methods

II. **Qualitative**: Explore behaviors and decision making by WRA to use IUCD vs. other FP methods in urban Dar es Salaam
Research results

Quantitative: 3 determinants of focus:

(i) **Availability**: ensuring coverage and accessibility of family planning methods and services at the nearest health facilities or pharmacies

(i) **Attitudes**: addressing fears of non-users around safety and effectiveness of modern family planning methods

(i) **Knowledge**: providing correct information and facts about family planning methods to enable women to make an informed choice
Research results cont’d

Qualitative:

i. Beliefs to Reinforce: IUCDs are effective, safe, reversible. They are convenient, don’t interfere with sex and have minimal side effects. Socio-economic, health and emotional benefits.

“I think a woman who uses an IUCD is a woman who is focused in life because you can use an IUCD for a very long time and you will be able to do other activities. It should be a woman who wants progress in life.”

“I think the loop has minor or few side effects compared than other methods, and once you want to make love with your husband you can do that without any problems.”
ii. Beliefs to Change:

- Doubts about its effectiveness,
- Concerns with side effects like pain, cancer
- Misconceptions: strings hanging, dislodge

“I hear that once an IUD is placed inside you, you must experience some pain, also I don’t see the importance of that string which hangs after placing the loop.”

“Yes I wanted to use them [FP methods] but I lost hope because of what people say about them. People say, some of them have developed complications so this has worried me a lot.”
Qualitative research results (ctd.)

iii. Motivation to use IUDs:

- **Safe**  – few side-effects
- **Effective**  – prevents pregnancy, doesn't get dislodged
- **Easy to use**  – the insertion process is easy and not painful; convenient; “you place and you forget”

“If you look other methods have side effects: pills you have severe headaches, the injections you experience very heavy bleeding. With the pills you don’t have your periods, you just have some kind of spotting and that is really scary. But with the Loop you have your normal experience ...”
Research to action

- Target audience identified and a profile developed for an IUD non-user (Tumaini)

- Marketing plan and positioning statement for year 2009 developed

- Communication messages reinforcing the easy, safe and effectiveness of the IUCD and other family planning benefits

- Job aids and tools developed to facilitate knowledge transfer
Target audience profile

• “Tumaini”
  – 29 yrs old; married w/ 39 yr old husband
  – One (or two) child(ren); Wants three
  – Believes 4 yrs is the ideal spacing
  – Considers using FP
  – Confides in female family members
  – Source of FP Info: gets health info from the radio, tv and health facilities
  – Main problems include: relationship conflicts, lack of money, water and transport
  – Her worries: Poverty, but wants a car and a home
  – Admires confident, strong women and politicians
Communication Messages

• Using FP to ensure a successful future for her family

• Needs a reliable method, that will leave her with peace of mind

• IUCDs are safe, effective and easy to use.
  • Non-hormonal; will not interfere with her sexual life; take a few minutes to insert; once inserted, she will forget about it

• There is a trained provider available close to her
  • she can learn more about the product and the insertion process (addressing availability determinant)
Communication Channels

- **Radio drama, wall paintings, newspapers clips** reach Tumaini (and her husband)
  - with general benefits of FP and promoting idea of choice
- **Brochures and health education sessions** talk to Tumaini (and her husband) about specific methods/ IUDs
- **Health providers / counselors** talk to Tumaini (and her husband) about IUD benefits and side effects; and the insertion process
- **Satisfied users** of IUD share their experience with Tumaini (and her husband)
Results

• 12,000 women got an IUD insertion over 7 months in 10 regions

• In parallel, noticeable increase in IUD use*
  – Increase by 46% in IUD issued through the public sector supply chain channel

* At facility level, based on number of IUDs distributed through public sector channels and due to efforts undertaken by several stakeholders in the same period as well as possibly shortage of other methods
Lengo langu ni kupata shahada ya julu kwanza

Uzazi wa mpango umeniwezesha kutimiza mahitaji yote ya familia yangu

Ninapanga uzazi kwasababu watoto nilio nao wametosha kwa sasa

Mtoto kat inayc hupat