Increase spousal support and IUCD uptake

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Women’s Health Project

Empower Women in Reproductive Age (WRA)

WRA  Providers  Pharmacist  Opinion Leaders

Social Marketing

BCC  Access  Advocacy
Background - where are we coming from?

- Male is always looked upon by spouse for final consent
Campaign- “Permanent, only as long as you want”

- Couple-Centric Approach

- Highlighting reversibility of IUCD
  - Analogy of
360° Media Presence with on-ground support

5 point Mass Media strategy

**TV**
National GECs

**Press**
Vernacular Dailies

**Outdoor**
Key Sites

**Cinema**
Nearby theatres

**Radio**
Popular stations
Pathways - IUCD Adoption flow chart

1. WRA exposed to Campaign
2. Generate Interest in WRAs
   - Initiation of dialogue With Husband
   - Consent from Husband
   - Endorsement From Peer
   - IUCD Adoption

Endorsement From Peer
Measurable Results & Impacts
Methodology

- A Quantitative Study in 3 States, 680 Eligible Women per state. N=2040

- Sample was allocated based on the Population Proportion to district population

- Weighing factors were prepared based on the fraction and incorporated

- This study covered currently married women (neither women are sterilized nor their husbands are sterilized) in the age group of 18-49 years from lower and mid income group.
Measurable Results

N= 1212

- 5 years recall: 58%
- Couple communication recall: 46%

Message
Key Impacts

WRA exposed to Campaign

42%

- Discussed with Husband

8%

- Visited HC Provider to seek info

4%

- Adopted IUCD Freedom 5
We opted for “Key to Happiness”