Increasing uptake of LARC methods in the private sector through community health worker (CHW) led communication strategies in Uganda

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Outline

- Background
- Program Description
- Methodology
- Key Findings
- Conclusion and recommendations
Background

- In 2008, PACE begun the Women Health Project (WHP) through ProFam, a private-sector franchise
- The Ugandan Context
  - MMR of 435 per 100,000 live births
  - CPR of 23% (18% modern)
  - Unmet need of 43%
  - TFR of 6.7 and annual growth rate of 3.2%
Program description

The WHP Goal – to reduce unintended pregnancies and MMR among WRA

- Employed the use of 147 private sector clinics recruited into the ProFam franchise
- Health provider identifies 3-5 influential and respected CHWs who are then recruited as volunteers according to the MoH guidelines
- Uses provider-led mobilization strategies to involve service providers in community mobilization efforts
- Focuses on quality, access, cost-effectiveness and equity
Role of CHWs

Community Health workers (CHWs) act as change agents, CHW Training includes—

- Basic education on a variety of FP services
- How to recognize and manage common side effects
- How to address myths and misconceptions
- Strategies for how to advocate for individual and community needs and encourage communities to seek for the services they need
A lady walks past a Abaita Medical Centre, a ProFam clinic in Entebbe
Methodology

- In 2010, an external process evaluation was conducted to evaluate the effectiveness of CHWs in increasing demand for FP services
- A representative sample yielded 3,800 respondents from 12 districts and 5 regions
  - Target population included ProFam service delivery outlets
  - Health providers
  - Trained CHWs
  - Representatives from communities within ProFam-selected catchments
Methodology cont.

- Lot Quality Assurance Sampling (LQAS) method used to collect structured interviews
- Population Based approach used to assess the community knowledge and attitudes to WHP program components
- Client exit interviews conducted with target population –participants in two clinics within selected sub-counties
Results

- Since the start of WHP in Uganda, IUD and implant insertions increased by 90% in franchise clinics.
- 43% of clients accessing LTMs had been referred to the health facilities by a CHW.
- Positive impact on ProFam provider perception of CHWs role and effectiveness in increasing FP client walk-ins.
Table 1: Findings on Provider perceptions regarding the effectiveness of provider-led mobilization strategy

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Region</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Central n=10</td>
<td>East n=14</td>
</tr>
<tr>
<td>Thinks that CHWs have been active in mobilizing people for uptake of FP services</td>
<td>70.0</td>
<td>50.0</td>
</tr>
<tr>
<td>Thinks that CHWs contribute notably to the number of walk-ins to receive FP</td>
<td>60.0</td>
<td>42.9</td>
</tr>
</tbody>
</table>
Table 2: Findings from the FP Client Exit interview on sources of FP information

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Region (Percentage, %)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Central</td>
<td>East</td>
</tr>
<tr>
<td></td>
<td>n=78</td>
<td>n=55</td>
</tr>
<tr>
<td>Was guided to this health unit by a VHT/CHW</td>
<td>48.7</td>
<td>36.4</td>
</tr>
<tr>
<td>Information source that convinced them most to come for FP at this health unit</td>
<td>I decided my self</td>
<td>48.7</td>
</tr>
<tr>
<td></td>
<td>Community health worker</td>
<td>19.2</td>
</tr>
<tr>
<td></td>
<td>Health unit health worker</td>
<td>17.9</td>
</tr>
<tr>
<td></td>
<td>Friend</td>
<td>5.1</td>
</tr>
<tr>
<td></td>
<td>Spouse</td>
<td>6.4</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>2.6</td>
</tr>
</tbody>
</table>
Lessons learnt

- Findings from FP Clients Exit Interviews suggest CHWs play an important role in the client’s decisions to take up FP services.
- CHW communication interventions should be encouraged and promoted as a viable strategy in promotion of FP technologies at the community level.
Questions?