Outreach Negotiation Counseling (ONC) – A technique to increase Male Involvement in Family Planning

By: Manuela MURTHI
PH Researcher
MA in Development
ALBANIA
### Albania Family Planning, Data

- **Total Population:** 3,069,275
- **Total Fertility Rate:** 1.6
- **CPR Modern Methods:** 11%
  - *male condom:* 4%
  - *female sterilization:* 3%
  - *pill:* 2%
- **Traditional Methods:** 59%
- **Unmet Need for FP:** 13%

*Source: AL DHS 2008-2009*
A case of impact of introduction of Family Planning, Dibër Prefecture

% of rural areas with FP service delivery point

Contraceptive prevalence (CPR)

<table>
<thead>
<tr>
<th>Location</th>
<th>Dibër</th>
<th>Mat</th>
<th>Bulqize</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dibër</td>
<td>0.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mat</td>
<td>14.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bulqize</td>
<td>11.3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Contraceptive prevalence (CPR): Dibër 5.9, Mat 11.8, Bulqize 10.8
The qualitative research was designed to elicit:

1. the reasons for choices;
2. factors about abortion that could account for its underreporting;
3. feelings, experience and thoughts about contraceptive methods that could not be revealed by survey methodology;
4. the effect of gender roles on method use;
5. the range and feelings about marital relationships and their relation to family planning.
Formative Research: Key Findings

- Withdrawal used by almost all: provided maximum intimacy, but not complete satisfaction
- To husbands, withdrawal expressed self-mastery, competence, wife’s trust in him, intimacy
- To wives, withdrawal expressed intimacy, trust in their husband
- Men knew about withdrawal and condoms, but learned about other methods from wives; wives knew only a little more than their husbands
- Hormonal contraceptives were feared as causing cancer, weight gain, and unspecified health problems for women
Suggested TIPs behaviors to test

1. Read info on FP and discuss with the spouse

2. Go with the spouse at the facility to get FP counseling

1. Choose a modern methods

BEHAVIOR CHANGE STRATEGY
Developed the intervention to address every barrier that is feasible to change, to support the motivations, and to promote the feasible “improved” behaviors
Husbands have a major and determining role in the decision of fertility.

All modern female methods were associated with harm to the woman’s body.

Both husband and wife are crucial in family planning decisions but most men do not want to discuss family planning outside the couple so that “community mobilization” should take the form of face-to-face communication through outreach from a healthcare professional or through encouraging couples to visit a facility rather than through use of community events.
Implementing BCC Activities

- **FP TV Spots**
  - Rural Spot
  - Urban Spot
  - Testimonial spot

- **TV Programs**
  - Call in-show
  - Top Show on contraceptives

- **Community outreach face to face communication approach (ONC)**
Analysis of Behavior – Man

BCC Strategy

Ideal behaviors: Discuss family planning with wife
Current behaviors: Some discuss FP with wife
Feasible behaviors: Discuss FP with wife
Greatest barriers: Presence of others in the household makes it difficult to have privacy for discussion
See no need for discussion
Greatest motivations: Want to prevent pregnancy
Part of intimacy of marriage
Communication: TV spots showing husband and wife discussing FP
Contest for couples on FP knowledge
Techniques’ elements

Outreach Negotiation Counseling Pilot Program

- Information provided and behaviors negotiated are tailored according to each client’s individual needs

- Negotiation is essential (and all the other supportive counseling skills)

- Continued home visits (for negotiation and support)

- Individual or couple-based approach

- Conducted by nurse-midwives (qualitative research shows that people want to listen these information by medical doctors or nurse-midwives)
Tools used

- Outreach Negotiation Counseling Curriculum
- Negotiation Counseling Cards
- Fertility History Card/Behavioral Commitment Form

Monitoring activities: Negotiation and LMIS register data
Intervention’s results two intervened areas Contraceptive users
New Accepters coming out from ONC Process

- Diber: 35
- Fier: 44

- Diber: 65%
- Fier: 56%
Overall statistics - encouraging, but decreased from the first ONC introduced

- The large proportion of women who changed their behavior - encouraging.
  - ONC is conceptualized as an ongoing process.
  - Constant development need:
    - Supervision and data collection and follow-up activities
    - Train the Nurse and midwives (FP + ONC)
    - IEC materials distribution
    - Partnership and collaboration with other Family Planning actors.
ONC Steps

The negotiator: establish rapport and purpose of visit then

1. Asks questions to learn the person’s or couple’s fertility desires and current family planning behaviors.

2. Asks pleasant, non-threatening questions to learn a little about the couple, their relationship and constraints.

3. Based on the couple’s fertility desires, situation, and interest, provides information about family planning methods and answers the person’s/couples’ questions
Steps

4. Based on what the person/couple has said and what that person or couple wants, picks a new or modified behavior and proposes to the couple/person that they or he try out the new behavior during the coming week.

5. **Negotiate** with person/couple what behavior the to try during the coming week.

6. Records the behavioral commitment.

7. Returns in a week to learn how the person or couple did with the behavior.

8. Proposes another behavior that will get the person or couple closer to modern family planning use.
ONC Data collection and Supervision

<table>
<thead>
<tr>
<th>No. of villages</th>
<th>No of Communes</th>
<th>Total of Male undergoing to second behave change through ONC</th>
<th>Total of Male undergoing to third Behave change through ONC</th>
<th>Total of Male/Couples resulting new accepters as result of ONC</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>8</td>
<td>65%</td>
<td>31%</td>
<td>40%</td>
</tr>
</tbody>
</table>

From the total number reached through ONC 16.3 % refused to continue the next steps of negotiation while 53.7% continued the process to be followed from village nurse/midwives.
DIBER Contraceptive use rate nearly doubled
Thank You

Albanian Family Planning