



The Uganda Family Planning Revitalisation Campaign:

Tackling Family Size Preferences Among Men

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Background

- Total fertility rate at 6.7 – 5th highest in the world
- 3rd fastest growing population in the world (3.2%)
- Political & cultural leaders support large families
- Children seen as a source of wealth
- Virility associated with number of children
- Issues of development, land scarcity, quality of life, social services, infrastructure
- Previous communication focused on birth spacing for the health of mothers & children
- Men see family planning as ‘women’s business’
- Partner opposition a major reason for non-use among women



Campaign Strategy

Timing:

December, 2007 – August, 2009

Communication Goal:

Smaller, healthier, more prosperous families in Uganda

Communication Objective:

By the end of the campaign, there will be an increase in the proportion of men who discuss FP with their partners because they believe it is the best way to a healthier, more prosperous life.

Slogan:

“Plan a small, manageable family for a better life”



Audiences: Who was the campaign designed for?

Primary audience:

- Sexually active men
- 18 – 35 years old
- Regardless of education level
- Living in rural areas
- Not currently using FP methods

Secondary audience:

- Women who are the sexual partners of the primary audience.
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Creative Strategy

- *Educate men on the effects of large families*
 - For their families
 - For their communities
- *Attract men with humor, drama, competition and model new behaviour*
 - Fred and Bernard—humorous mini-dramas
 - Use local examples
- *Encourage men to actively advocate for smaller families with their friends and partners*
- *Refer men to family planning services for advice*
 - Label service providers with logo

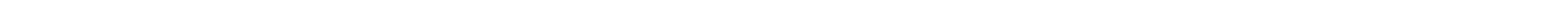


Mass Media Channels

- **Radio serial mini-dramas, talk shows & spots**
 - **Posters, billboards and road signs**
 - **Video spots broadcast in video halls**
 - **Videos & DVDs - '7 FP Methods' & 'Time to Care'**
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Billboards





Interpersonal communication channels

- **Booklets for men to use when talking to partners and friends**
 - **Flipcharts & Training Guides for community volunteers & health workers**
 - **Training for District Health Educators, Village Health Teams, CRHWs, workplace peer educators, leaders and media**
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“Men’s Challenges”





“Men’s Challenges”

- **6 Districts**
 - **Organized by district government and FP partners**
 - **Sports competition**
 - **Interactive drama skits**
 - **Population crisis presentation & quiz**
 - **Discussion and question and answer on FP**
 - **IEC material distribution & facilitation**
 - **FP counseling by providers**
 - **Prizes that encouraged couple discussion**
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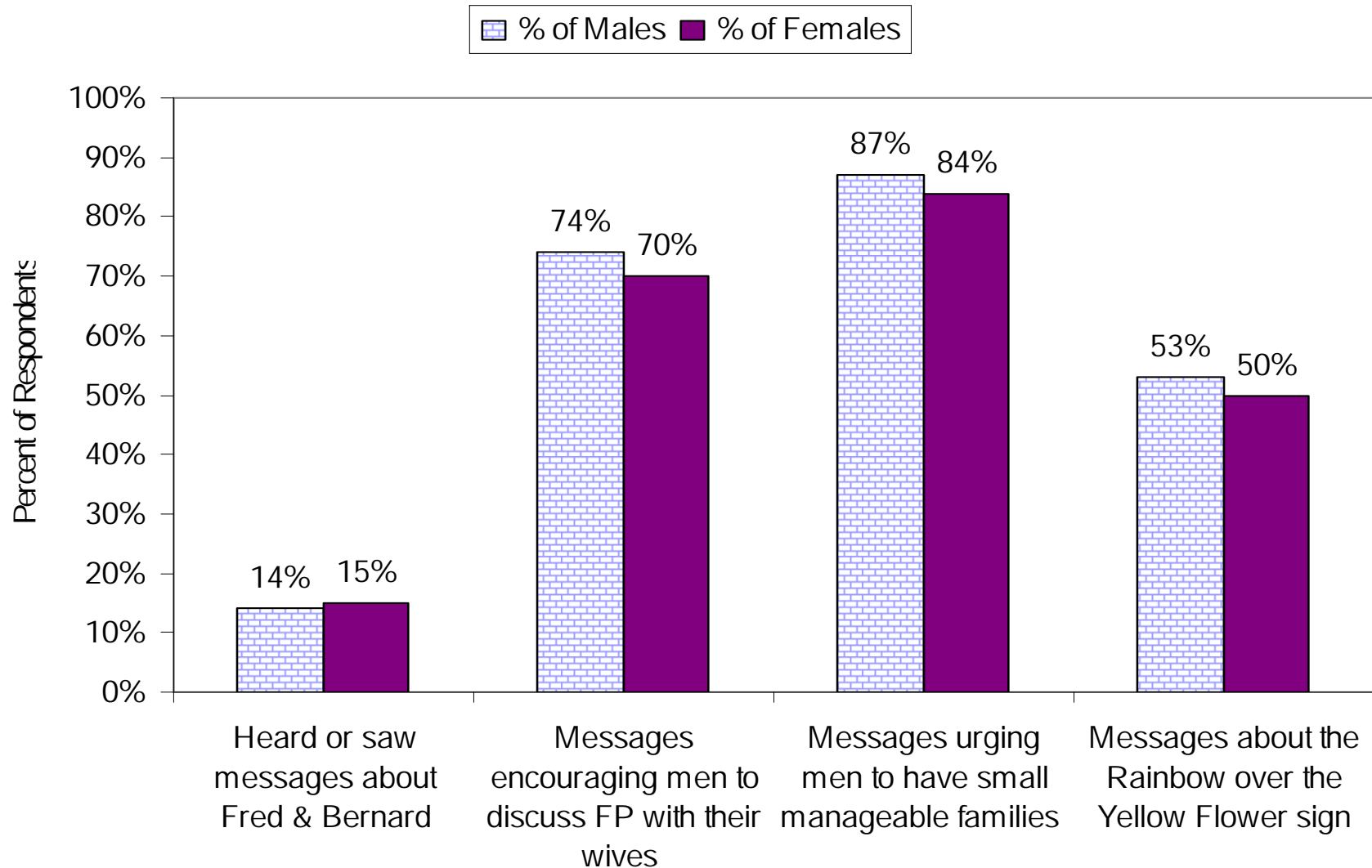
FP booklet discussion





Evaluation Results--2008

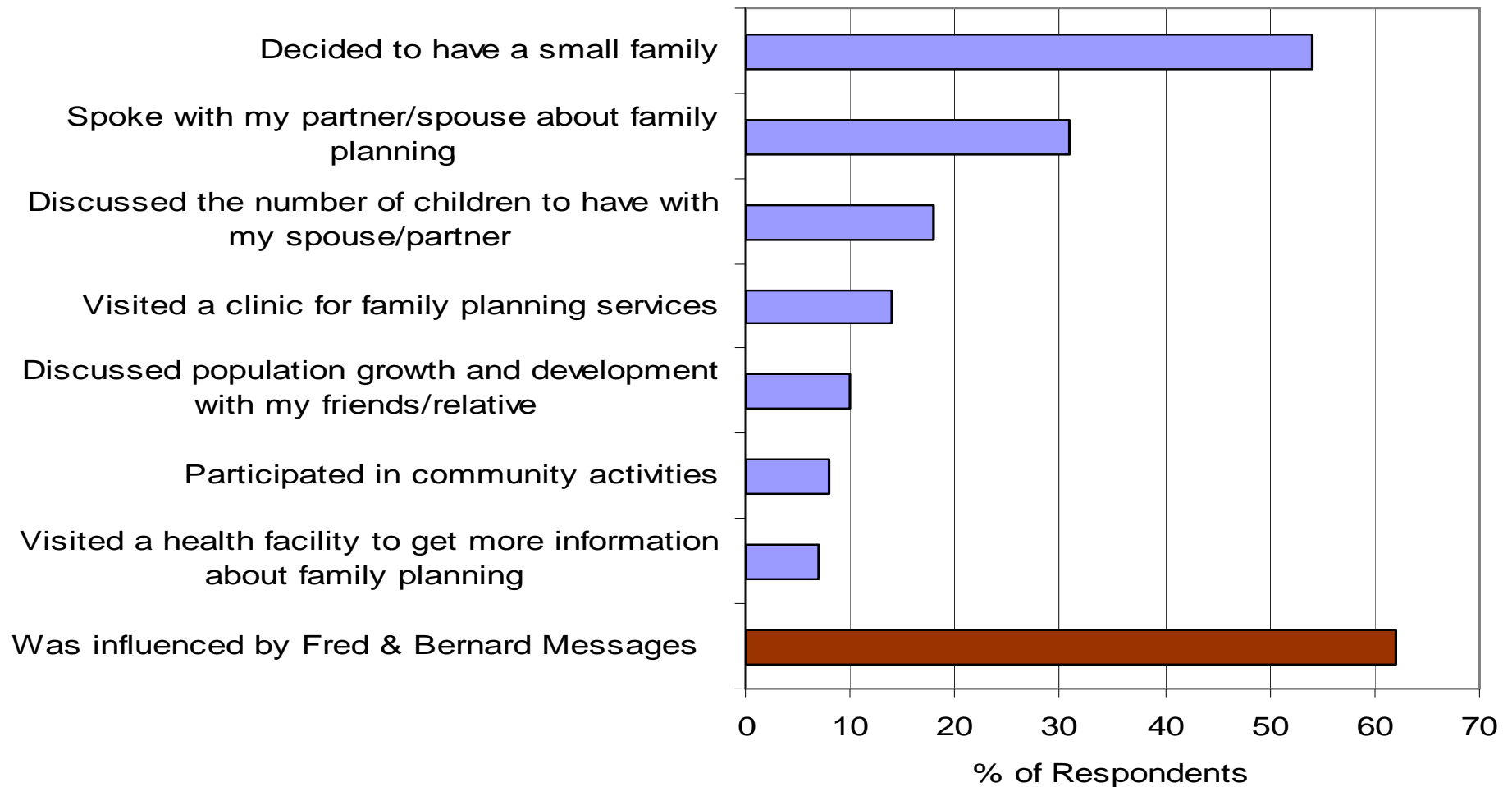
Exposure to specific FP campaign messages





Evaluation Results

Actions Taken as a result of exposure to Fred & Bernard Messages





Recommendations

- Include guidance on family size in the Population Policy
 - Incorporate population education into school curricula
 - Build high level political support for family planning for smaller family size
 - Prioritize reduction in population growth rate as a means to reduce poverty
 - Continue to communicate with men about family size and development as a means to increase FP use
 - Convince men of the safety of modern methods--many harbor the same fears as women
 - Simultaneously communicate with women who have an unmet need to increase FP use
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Partners

- Ministry of Health, Reproductive Health Division & Health Promotion & Education Division
 - Family Planning Revitalization Working Group
 - United States Agency for International Development
 - The Johns Hopkins Bloomberg School of Public Health Center for Communication Programs
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