



Family Planning Communication Programs in Zambia

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Outline of the Presentation

- **Policy**
- **Trend in fertility, FP use & exposure to FP messages**
- **Examples of successful communication interventions (best practices)**
- **Current national FP campaign (best practices)**
- **Lessons learned and recommendations**

POLICY

- **Government has recognized Family Planning as one of the priorities – NHSP, 2030 Vision, FNDP**
- **FP Policy objectives**
 - **Increase access to quality FP Services & expand the method mix**
 - **Strengthen integration of STI/ HIV/AIDS prevention and control in FP**

FP Services /Challenges

- **FP Services are found at Community Health Centre, 1st, 2nd & 3rd level Hospitals**
- **Challenges include:**
 - **Inadequate Human Resource**
 - **Logistics Management**
 - **Socio-cultural factors**
 - **Gender Inequalities**
 - **Infrastructure making it difficult to access services**

Fertility & FP Situation in Zambia

- **Zambia has one of the highest fertility rates in Africa**
- **Fertility is high and increasing, esp. in rural areas**
 - TFR in Zambia: 6.2 (ZDHS, 2007)
 - TFR in rural Zambia: 7.5 (ZDHS 2007)
- **While use of modern FP methods has steadily increased since 1992, much work remains to be done to increase demand for and uptake of FP**

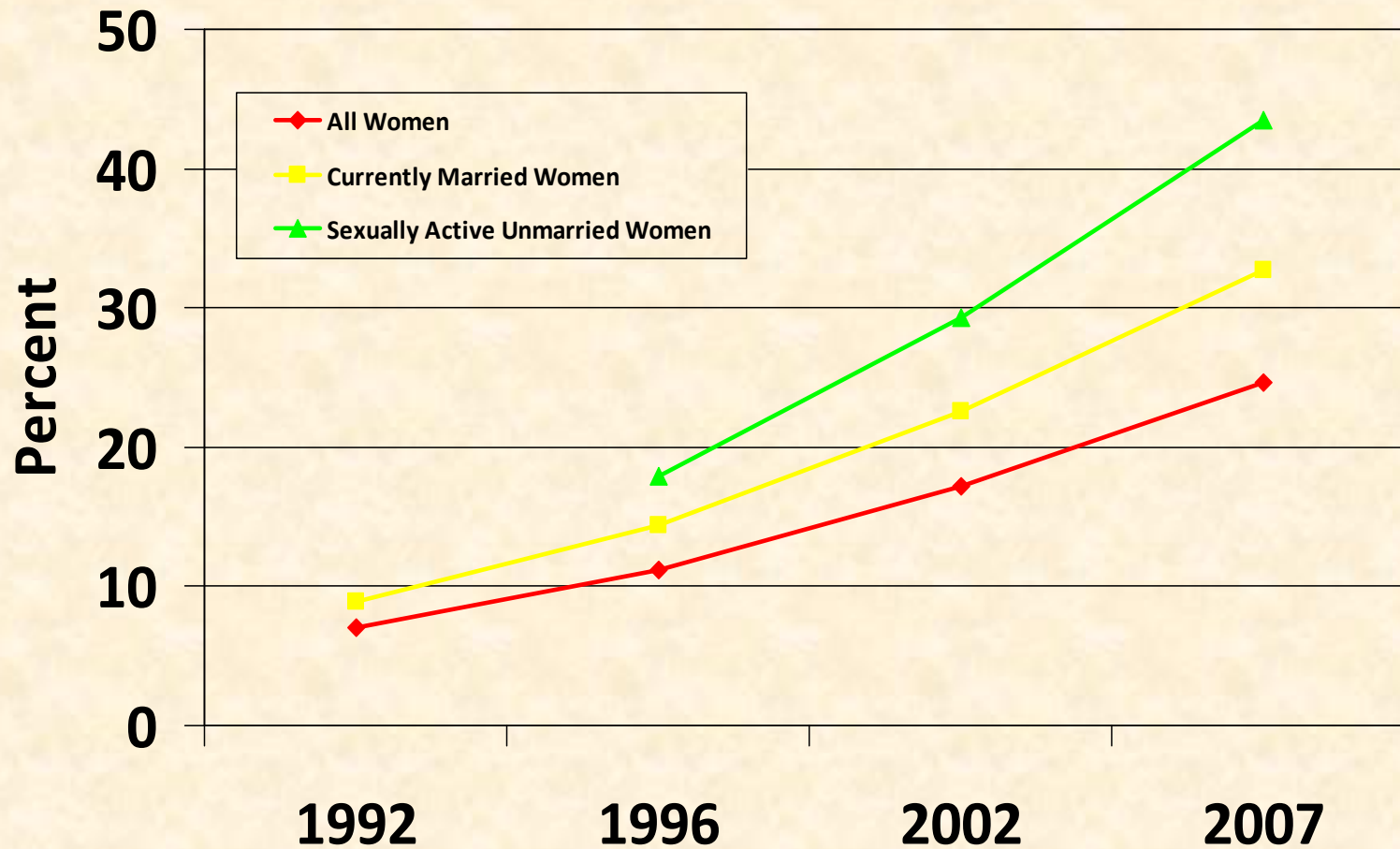
Demand Side Gaps

- Concerns regarding side effects and safety of modern methods
- Limited awareness of method choice (less than 40% of all married women have ever heard of the IUD)
- Desire for large families, especially among men
- Access and Availability esp. in rural areas



Source: ZDHS 2007

Key Indicators -Current Use of Modern Contraceptives in Zambia



Source: ZDHS 2007

Successful Communication Strategies

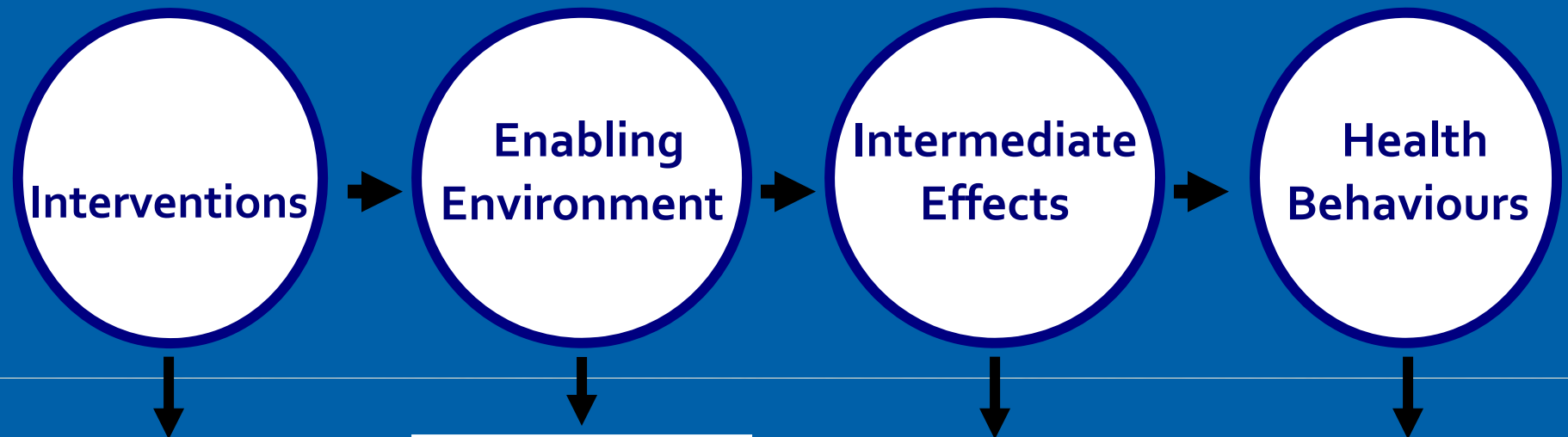
MOH in collaboration with partners have developed successful strategies:

- **Use of Multi-media edutainment model: This includes Radio Drama, print , booklets and Television drama, has captured a wider population where direct contact with people would be a challenge**
 - It has allowed a whole year round information dissemination
- **Radio which is the most common media in Zambia has popularly been used in remotest areas of the country.**
- **Print has also been successful as it has allowed personal reflection on behaviour**

Successful Communication Strategies Conts.

- **TV has been popular in cities and towns and therefore has catered for audiences in urban settings**
- **Zambia has strengthened community based systems and network through mobilization of Religious and traditional leaders, youths etc. This has assisted in promoting change of harmful social and gender norms.**
- **Peer to peer education, way to reach to reach adolescents and youth**
- **National and Community Radio Programmes – rural communities have benefited well**

Model Communication Strategy Framework



- Mobilising and empowering individuals/families communities
- Engaging leaders
- Empowering youth
- Harmonising health messages

- Increased community capacity
 - Social cohesion
 - Collective efficacy
 - Conflict management
 - Leadership
 - Effective leadership
 - Individual efficacy
- Increased exposure to health messages
 - Drama
 - TV/video
 - Print materials

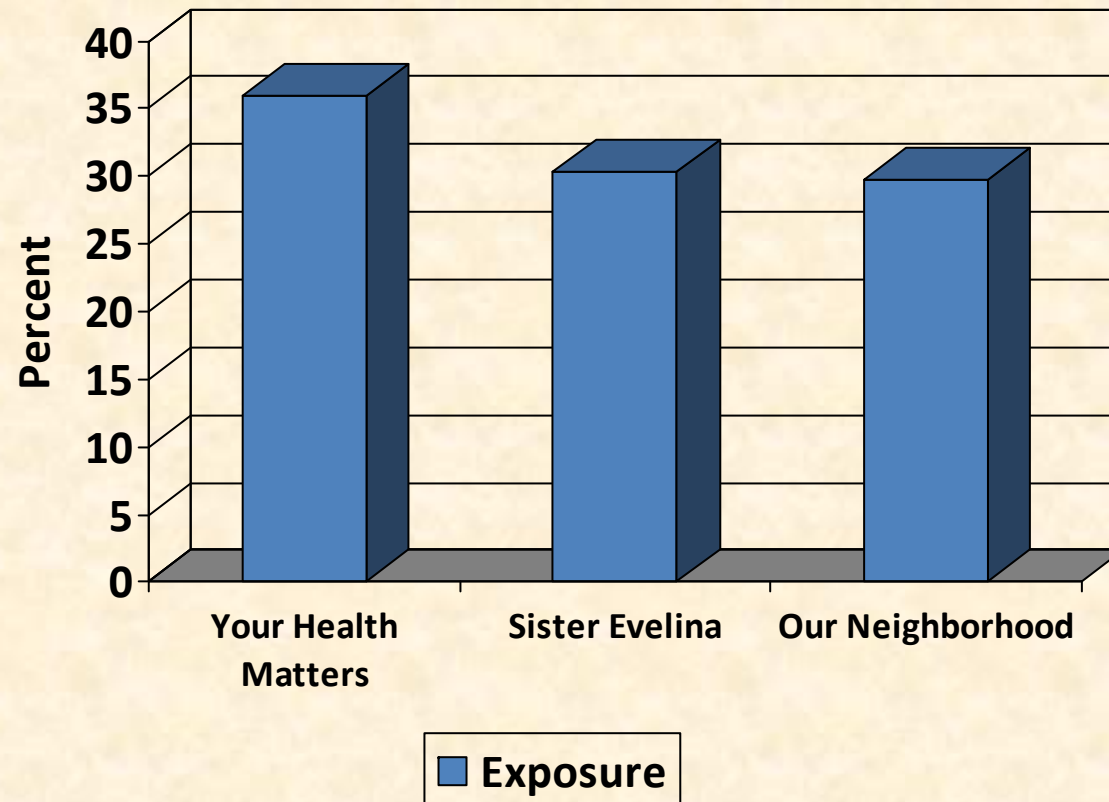
- Increased knowledge
- Reduced high risk behaviours
- Increased individual /collective efficacy for health action
- More equitable gender and social norms

- Illustrative:
- FP use
 - Birth planning
 - Delivery at a health facility
 - Exclusive breast-feeding
 - ITN use
 - HIV protective behaviours

Social Marketing Program's Contributions

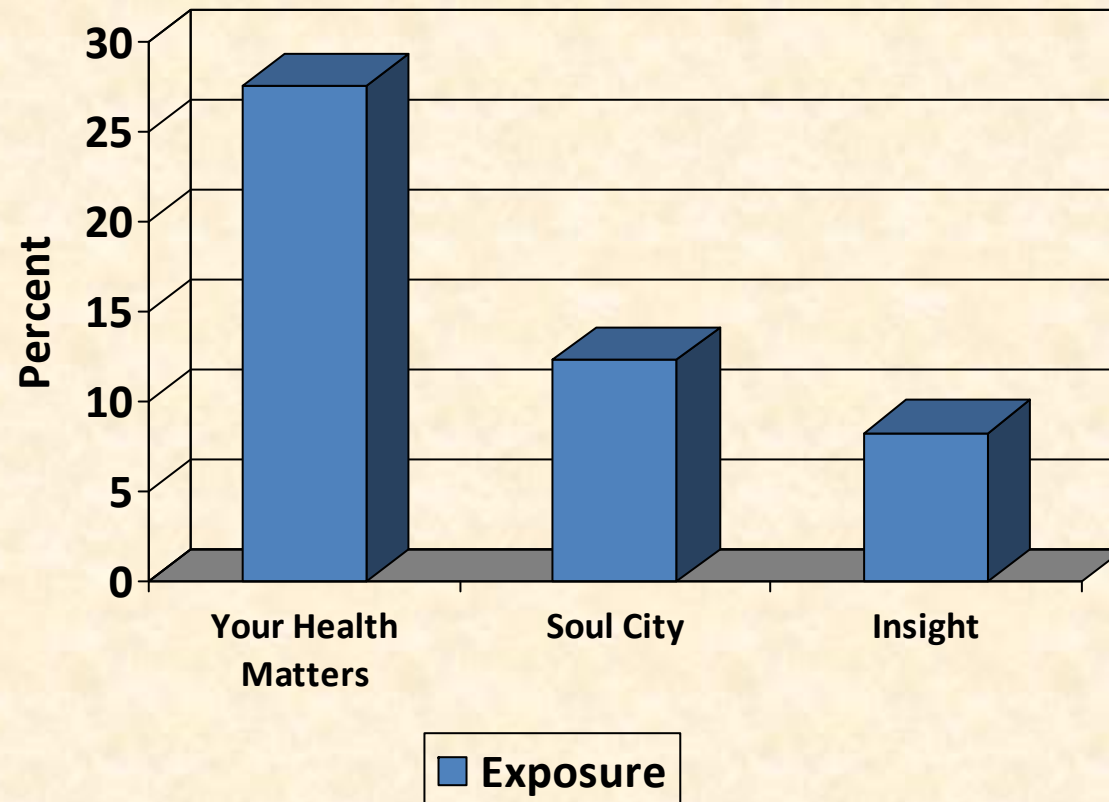
- **Branded advertising of popular contraceptive brands using allowable channels**
- **Interpersonal communication**
 - **Small group discussions with women waiting for MCH services at high volume government clinics to emphasize the benefits of the IUD, implant and other modern methods**
 - **Community mobilization using “Circle of Friends” and “Male Motivators”**
 - **Drama shows**

Top Sources of Exposure to FP Messages on Radio



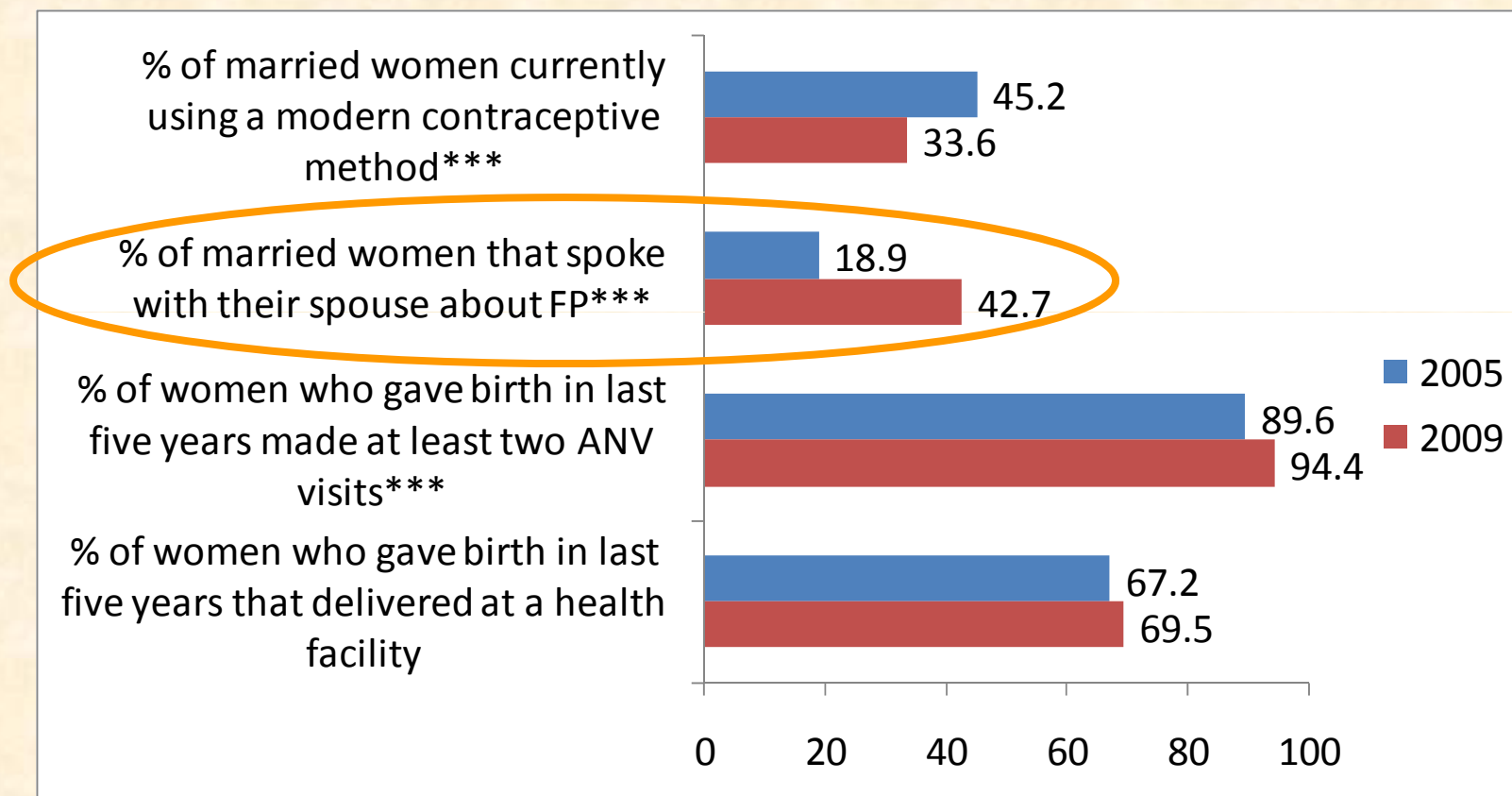
Source: ZDHS 2007

Top Sources of Exposure to FP Messages on TV



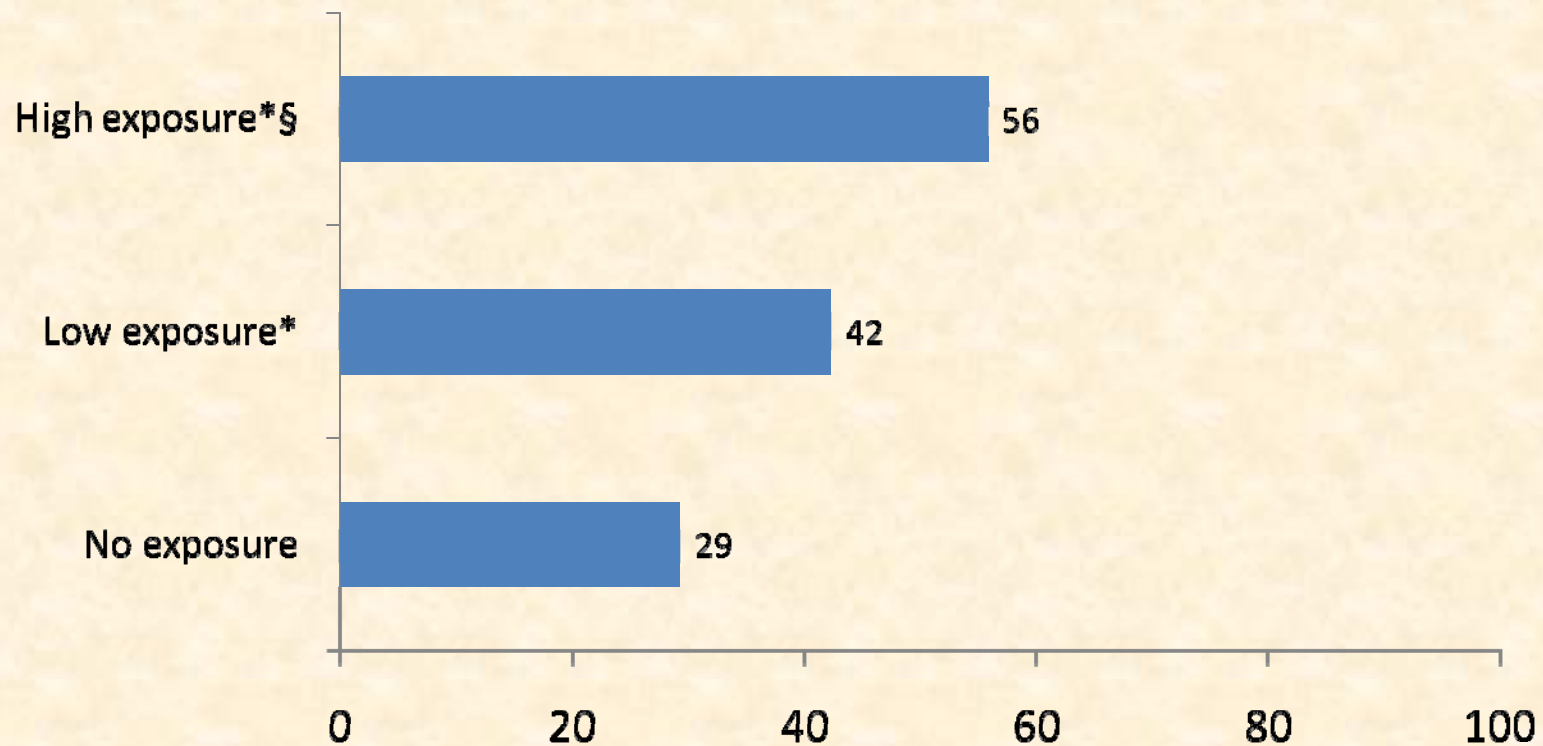
Source: ZDHS 2007

Changes in family planning and maternal health behaviors between 2005 and 2009



Sources: 2005 and 2009 HCP Endline Surveys
2005-2009 Comparison: *p<0.05, **p<0.01; ***p<0.001
Adjusted for Age, Urban, and Religion

Percent of women reporting talking to their spouse about FP in the past few months, by exposure to FP messages



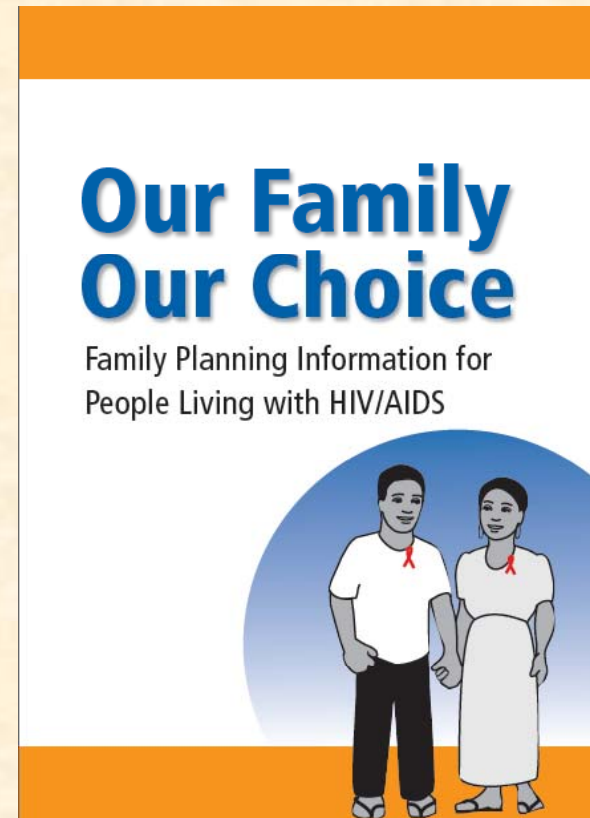
Source: 2009 HCP Endline Survey

*Different from No exposure ($p < 0.05$); § Different from Low exposure ($p < 0.05$)

Adjusting for Age, Education, Religion and Urban residence

FP Communications for PLHA

- *Our Family, Our Choice* video for clinic waiting rooms
- Discussion guide
- Take home booklets for clients



New National FP Campaign

- 4 TV & 4 radio spots in English + 7 Zambian languages
- Take home booklets for clients
- “Ask me about family planning!” buttons for providers
- Launched August, 2009



Recommendations

- **Community mobilization supported by multimedia communications (radio, print, television, community drama) has improved couple communication about family planning**
- **Strong partnerships enable message harmonization, production of high quality materials, consistently applied community approaches and stronger campaign reach**
- **Male Involvement in Family Planning Promotion**
- **Social Marketing of contraceptive products increases demand for and uptake of FP**
- **improve community based such CBDs and Peer Education activities through training, support, and enhanced local resources**



**Family planning for a happy,
healthy family!**

Acknowledgements

- **Health Communication Partnership (HCP)**
- **Planned Parenthood Association of Zambia (PPAZ)**
- **Society For Family Health (SFH)**
- **United Nations Population Fund (UNFPA)**
- **UNICEF**
- **World Health Organisation (WHO)**