

Institutionalizing proven-to-work (PTW) family planning models into existing structures: The NURHI-NYSC partnership.

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Background

Sustainability of proven-to-work (PTW) family planning intervention models can only be achieved by strengthening existing structures to effectively institutionalize and own them. However, achieving sustainability requires strategic partnership with the intended institutions; as this will strengthen their transition into having the required capacity to own and expand the spectrum of the PTW models.

The Nigerian Urban Reproductive Health Initiative (NURHI) is a family planning project that piloted and developed proven-to-work packages of interventions that centers around stimulating demand for family planning services in its phase 1(2009 - 2014).

In its second phase (2015 - 2020), the project has a mandate to scale-up its intervention to new geographies; maintain its gains; and institutionalizing its PTW models into existing structures.

Objective

The objective of this paper is to highlight the potentials in the media platforms of the Kaduna NYSC corps members' editorial board as a viable medium for family planning demand generation based on the NURHI PTW model.

Methodology

The NURHI demand generation model institutionalization is in two tiers: Integration of FP messaging centered around male involvement into the NYSC's Kaduna Corpers radio platforms; and, the stimulation of its members as volunteers for mobilizing men/women of reproductive age in communities.

Ten volunteer corps members were trained and mentored to include a 15-minute, live studio discussion program; "Go Men Go" into their weekly "Kaduna Corpers" program. The 13-episode live programs are aired on 4 radio stations (Capital FM, Supreme FM, Liberty FM, Kada FM) in Kaduna state.

For quality assurance, a discussion guide and performance monitoring plan was developed. The team also documents and reviews off air dubs of aired programs for informed adjustment.

Results

Since inception of the partnership (April 2016), four hundred and ninety-five (495) minutes of the Go-Men-Go program have been aired. The volunteers' six weeks of community mobilization reached 485 men and women. Of the 160 women referred for family planning services, 34% completed their referral by showing up for FP service.

Conclusion

The National Youth Service Corps is a fertile platform for replicating PTW models. Family planning programs can leverage on the NYSC camp ground "editorial board" platforms on participating radio stations in States, Nationwide".

Preferred Presentation Mode: Oral