

Plucking the “low hanging fruits”: Understanding the characteristics non-users who intend to use FP in Lagos state

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Background

Intention to use is a major proximate determinant of contraceptive use. For a woman to use FP, she must first intend to use. In Lagos use of modern contraceptive is 26.4%. Lagos state has a critical role to play in Nigeria's effort to achieve its FP2020 commitment of achieving a Contraceptive Prevalence Rate (CPR) of 36% by 2018. According to the Nigeria family planning blue print, Lagos state is expected to be at 75% in 2018 if Nigeria is to achieve this goal.

In order for Lagos state to achieve this target, “low hanging fruits” such as non-users of FP who intend to use need to be a major target audience. Understanding the characteristics of this group and their media consumption habit will help develop sensitive interventions that will increase CPR in Lagos state.

Objective

The objective of this paper is to understand the characteristics of non - users of FP in Lagos but who have intention to use.

Methodology

Data for this paper was from the 2013 NDHS. A sample size of 422 non users of contraceptive methods with intention to use in Lagos state. Independent variables such as age, parity, education, socio-economic status, religion, marital status and media consumption habits associated with this segment of non - users was examined using descriptive statistics.

Results/Key findings

The results showed that women within the age of 25-34 years constitute the highest proportion (55.5%) of nonusers with intention to use. Women aged 35years and above have the least intention to use (21.5%). As parity increases, the intention to use a contraceptive among non - users decreases. The proportion of multiparous intenders with 3-5 children is 28.4%.

Women with secondary and tertiary education were more likely to have the intention to use compared to their counterparts with primary/no education. Socio-economic status did not seem to matter with intention to use FP in future. Among all intenders, about three-quarters are Christians while other are Muslims. The findings also showed that intenders are more likely to be married or in union (72%). About three-quarters of the women that are exposed to TV and close to two-thirds of the women exposed to radio have intention to use FP methods in the future.

Conclusion

For a woman to use FP, she must first, intent to use. Intention to use cuts across all age group and wealth tertile. The results showed that majority of women who intend to use have at least secondary education and majority of women who intend to use are married/cohabiting. These results showed that demand generation activities that targets tipping points for these group of intenders need to be implemented. Also, since majority of women intending to use are in union and mostly multi-parous, FP programs need to target integration points such as antenatal care, immunization clinics with possible information that will drive change to use.