



NIGERIA URBAN REPRODUCTIVE HEALTH INITIATIVE

Effectiveness of Family Planning Campaigns in Nigeria: the NURHI Project Experience

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BACKGROUND:

Communication campaigns can initiate, accelerate or sustain family planning behavior change. The Nigerian Urban Reproductive Health Initiative (NURHI), a comprehensive family planning program designed to increase contraceptive use in selected six urban cities (Abuja FCT, Kaduna, Ibadan, Ilorin, Benin City and Zaria) through its multipronged strategy that includes advocacy, demand generation and health system strengthening. The main objective of the project was to eliminate demand and supply barriers to contraceptive use in the target cities.

PROGRAM INTERVENTION:

The project implemented a robust service delivery strategy that integrated FP services into other maternal and child health services in facilities designated as "high volume" facilities.

- Linkages between clinical and non-clinical providers were strengthened to increase access to improved FP services.
- The strategy to generate demand for FP includes the overarching branding – "Get it Together" – with television, radio, and community-level advertising, along with a social mobilization initiative that includes entertainment education and interpersonal communication
- All program aspects guided by a Nigeria-specific ideational model for family planning, which is an index of knowledge, attitudes, perceived self-efficacy, descriptive norms and values that collectively predict contraceptive use

METHODOLOGY:

- Midterm and Endline household data from the Measurement, Learning & Evaluation Project (MLE) for the Nigerian Urban Reproductive Health Initiative (NURHI) was used for the study
- Implemented in six urban cities in Nigeria among a representative sample of women of reproductive age (15–49 years)
- A total of 16, 118 and 10,672 women were interviewed as baseline and endline respectively
- Descriptive analysis was used to compared the mid term and endline results

RESULTS/KEY FINDINGS:

Fig1: Exposure to NURHI program messages at Midterm and Endline among all women 2012, 2014

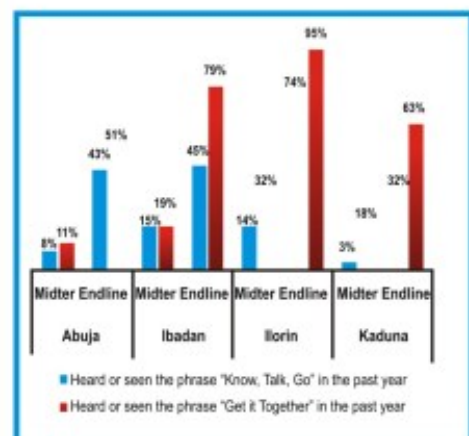


Fig 3: Modern Contraceptive Prevalence Rate (mCPR) at baseline (2010) and endline (2014) among women in union in NURHI intervention cities

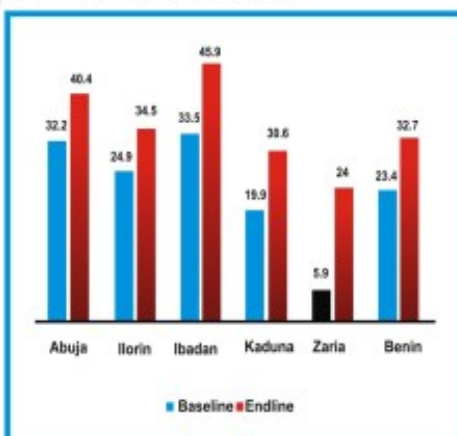
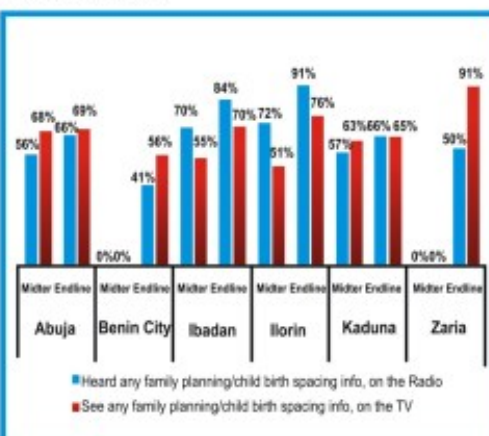


Fig2: Percent Distribution of Exposure to NURHI program Radio and TV Programs at Midterm and Endline among all women 2012, 2014



- Exposure to NURHI "Get it Together" campaign was high.
- Overall, 78% of women in the survey heard about NURHI family planning program on radio, 70% on Television and about 81% through community events.
- The CPR in all of the cities rose by 10 points over the NURHI project period
- Data show that listening to the NURHI campaign and radio program had a significant impact on the increase in contraceptive use.

CONCLUSION

Listening to the radio programs had a significant effect on ideational factors in the different cities – such as having correct knowledge about family planning, perception that religious or social leaders support family planning, perceived self-efficacy to discuss family planning with spouse, and rejection of contraceptive-related myths and rumors

PROGRAM IMPLICATIONS:

- The findings from this study have shown that multi-pronged approach to generating demand for family planning is an effective strategy to improve contraceptive use in urban Nigeria.
- It is therefore recommended that family planning campaign be intensified, especially via radio and community events in family planning programming