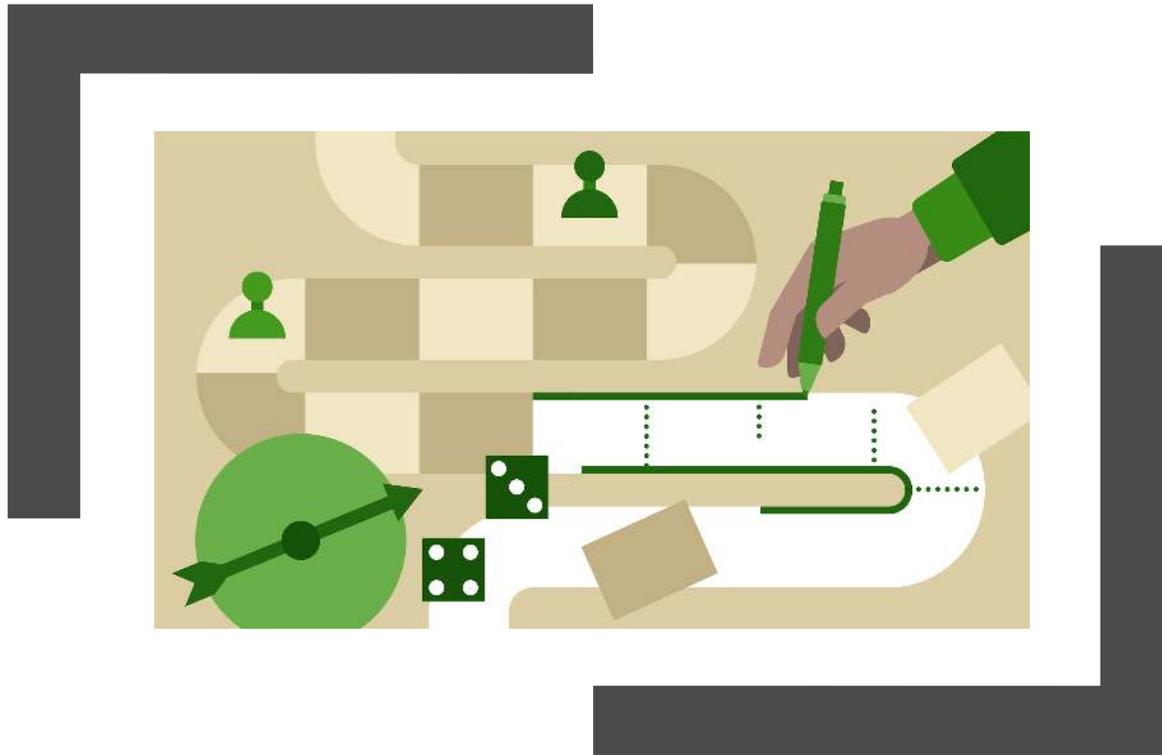




**Examining the relationship between media exposure to targeted family planning messages and resulting ideational characteristics of women in Kano and Ogun states, Nigeria.**

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# Outline



- Introduction
- Objectives
- Methods
- Results
- Conclusion



# Introduction



A significant number of people are exposed to media in Nigeria.



Media remains a platform for information sharing and dissemination on a wider scale. Therefore, media engagement is critical in FP program.



Ideation reveals that people's actions are influenced strongly by their beliefs and perceptions thus the need to target these in improving FP uptake.



# Ideation Model

Ideation is the concept that people's actions are influenced strongly by their beliefs, ideas and feelings (*"ideational factors"*) and that changing them can change behaviors, including contraceptive behavior.



The more positive ideational factors a person holds, the greater the likelihood that the person will adopt the desired behavior. There is a **dose-response** relationship between ideational factors and contraceptive use: **the more positive predictive factors, the more use increases.**

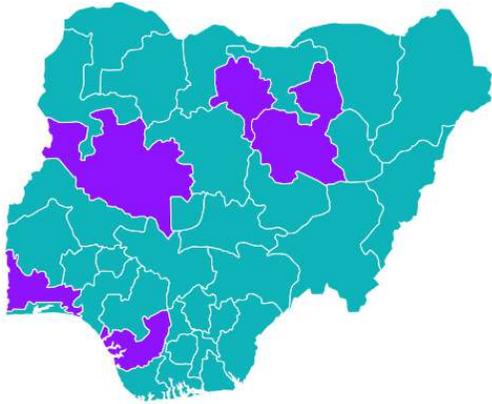


# Objective

Assess how exposure to the FP media messaging on radio affect the ideational factors of women around FP use



# Methods



- A cross sectional survey was conducted to assess exposure and associated changes in ideation around Contraceptive use among WRAs in Kano and Ogun States in December 2017.



Specific ideational factors which include spousal discussion on FP, personal advocacy, self-efficacy and rejection of myths and misconception were examined among a total of 2229 women of reproductive age (WRA).



Data collected was analyzed using STATA version 14.0 and multivariate logistic regression was conducted adjusting for demographic variables



# What did we find?



# Results

1

Compared to those that were not exposed, females that were exposed to FP radio spots are more likely to be able to confidently initiate discussion about family size with their spouses in Ogun State.

2

Females exposed to FP messages are more likely to be able to confidently initiate discussion about family size with their spouses in Ogun and Kano States.

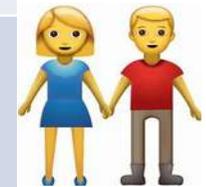
3

Exposure to radio and personal advocacy is highly significant in both States; women who are exposed to FP messages on radio are twice as likely to refer friends and relatives for FP service in Ogun.



# Regression results of ideational factors measured

Variable	Ogun	Kano
	OR (95% C.I)	OR (95% C.I)
<b>Variables</b>		
<b>Spousal communication about family size</b>		
Did not discuss(RC)	1.00	1.00
Discussed	1.59 (1.18, 2.14)***	1.54 (1.01, 2.36)
<b>Spousal communication about FP</b>		
Did not discuss(RC)	1.00	1.00
Discussed	1.65 (1.22, 2.25)***	2.25 (1.54, 3.26)***
<b>Perceived self-efficacy for contraceptive use</b>		
Low (RC)	1.00	1.00
High	1.32 (1.01, 1.71)*	0.81(0.57, 1.14)
<b>Personal Advocacy</b>		
	2.11 (1.56, 2.84)***	1.00
		1.66 (1.35, 2.03)***
<b>Myths and Misconception</b>		
Rejected no or few myths (RC)	1.00	1.00
Rejected most myths	1.13 (0.86, 1.48)	1.34 (0.96, 1.87 )



# Conclusion

- Exposure to targeted FP radio messages has a high significant effect in influencing the ideation of women towards initiation of FP discussion with their spouses and boosts the ability to refer friends and relatives for FP service .
- The use of media is a low hanging fruit for increasing contraceptive prevalence rate in Nigeria and should be prioritized in FP programming.
- Effective media engagement should be considered in program design.



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