

Understanding the Filipina woman's FP journey

Formative Research using a Human-Centered Design (HCD) Process to
Understand Family Planning Method Discontinuation in the Philippines

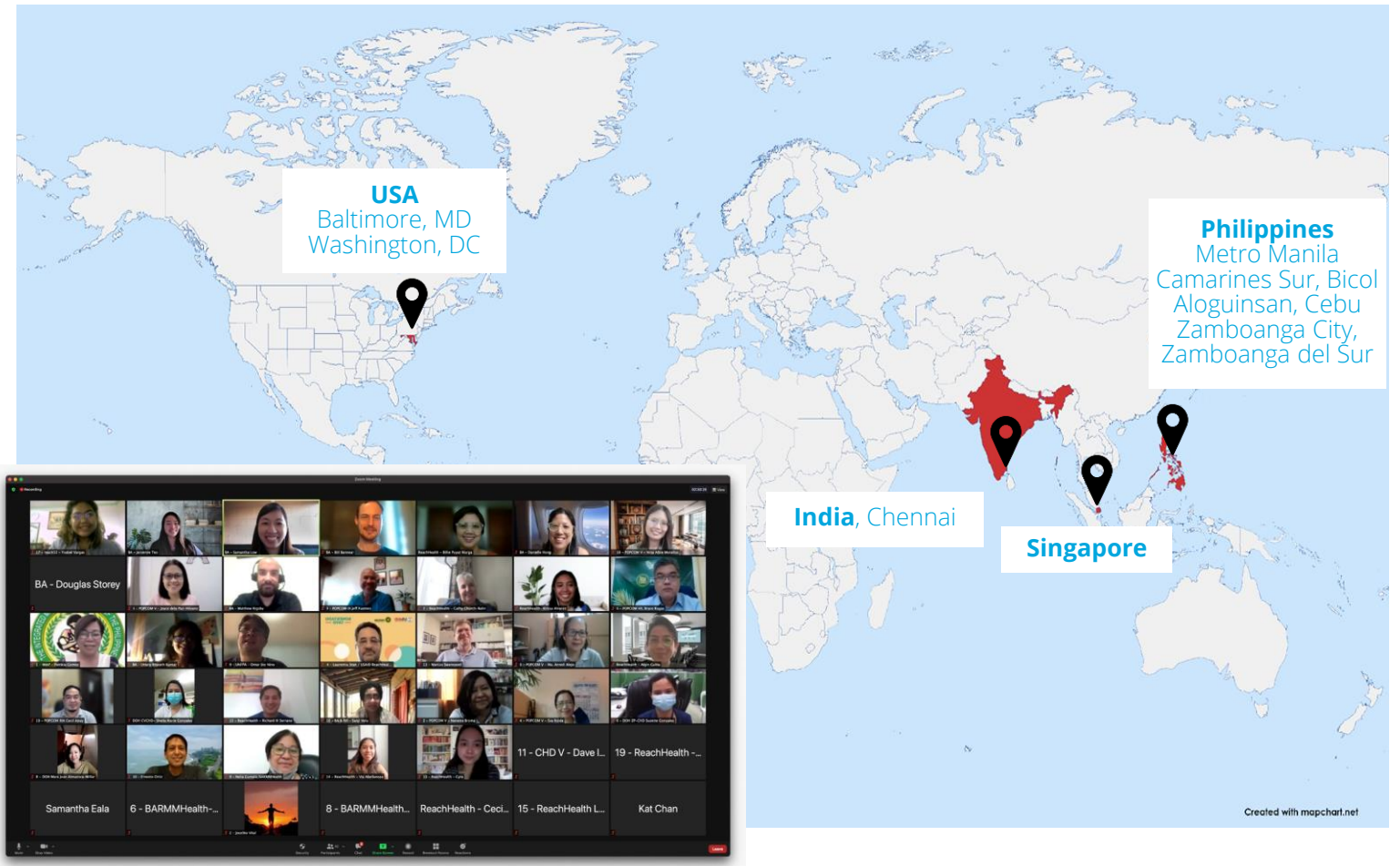
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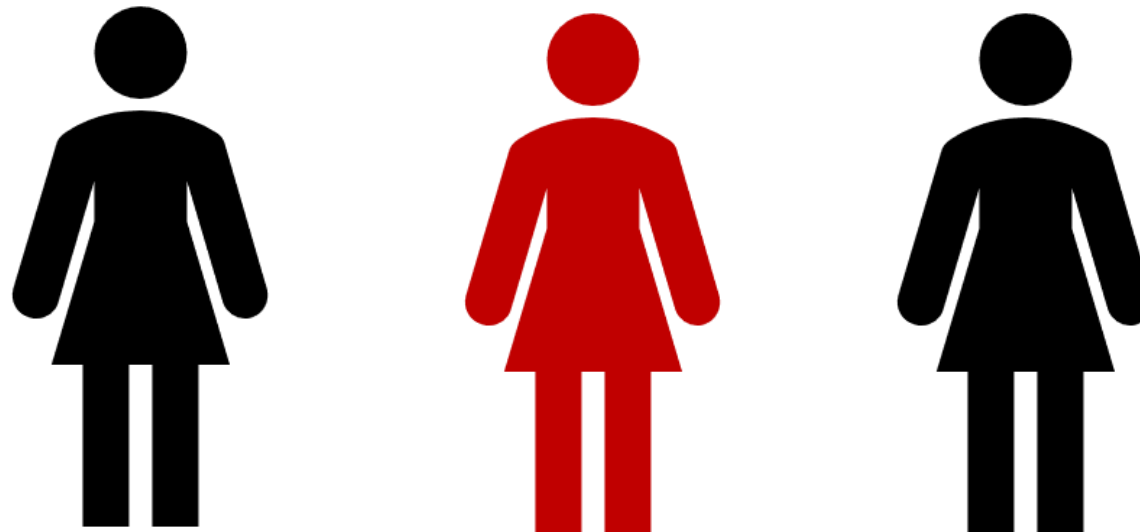
Who we are

- A multicultural and multisectoral team from different parts of the world collaborating during a global pandemic
- USAID Breakthrough ACTION and ReachHealth projects, ThinkPlace SG, the Philippines' regional Department of Health (DOH) and the regional Commission on Population and Development (POPCOM)



Why are we doing this?

1 in 3 women with unmet need are past contraceptive users based on a study on DHS data across 34 countries*



*Jain AK, et al., 2013

Why are we doing this?



A woman's family planning journey doesn't end with adopting a contraceptive method. It's only the beginning.

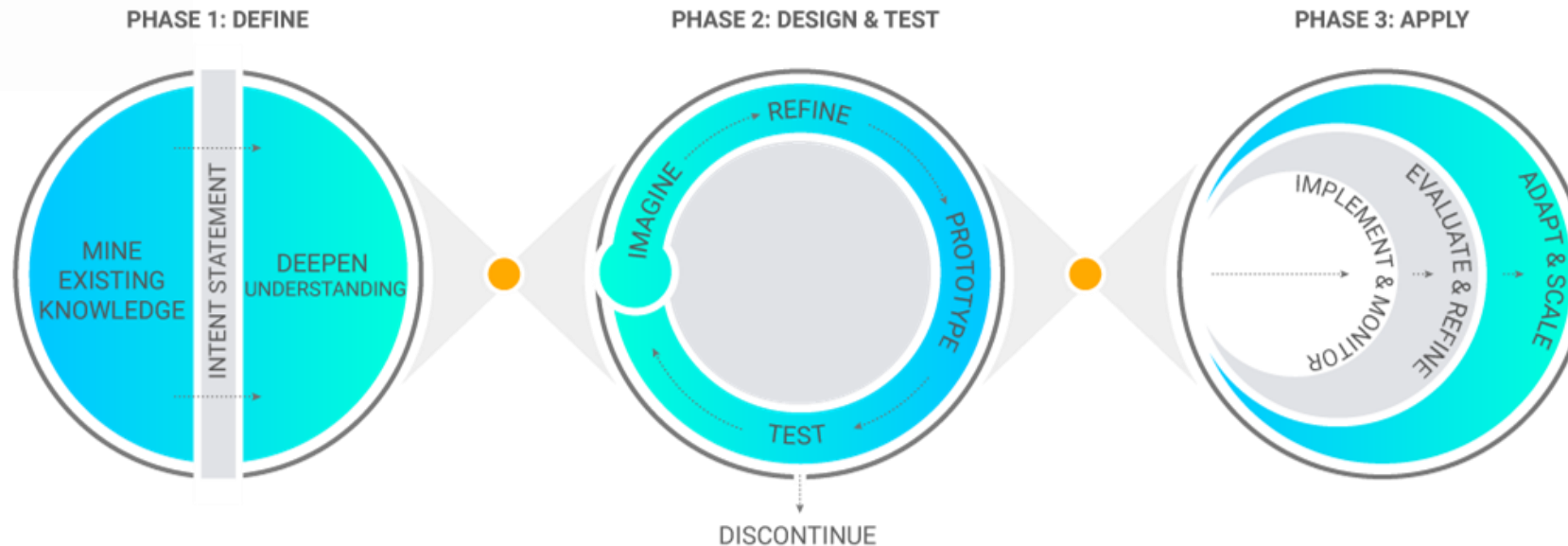
A group of women, likely in a classroom or workshop, are smiling and looking towards the right. The image is slightly blurred, focusing on the women in the foreground. One woman in the foreground is wearing a bright pink shirt and has a purple hair tie. Another woman next to her is wearing a white shirt. The background shows other women, some in white shirts, also smiling.

INTENT CENTRAL DESIGN CHALLENGE

How might we *understand the Filipina woman's contraceptive journey* and *improve the approach of healthcare providers* to lower discontinuation?

Our Guiding Process – The SBC FlowChart

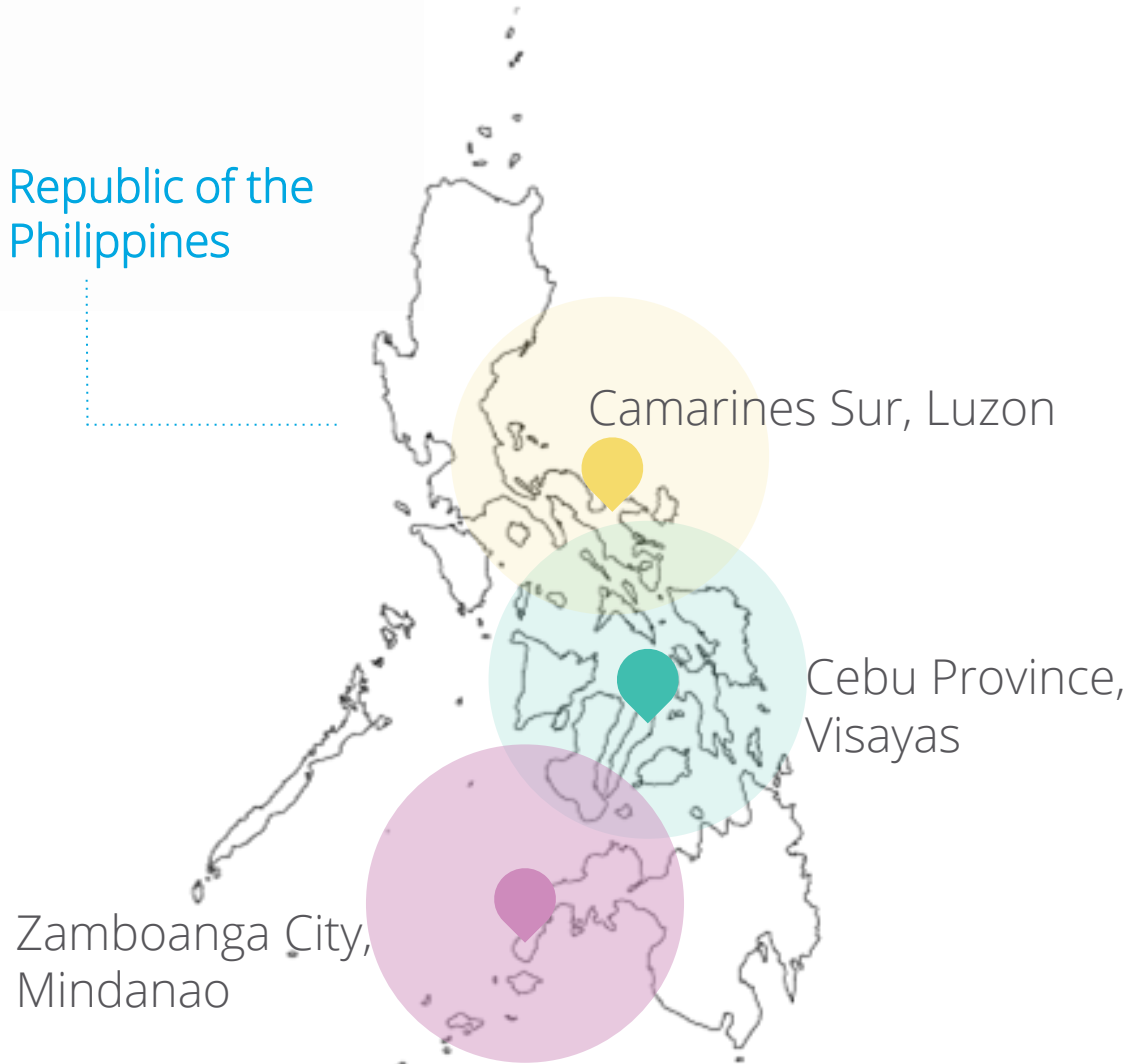
A process of divergence and convergence, iteratively exploring broadly, then deciding how to act in order to address a specific design challenge.



Three key phases: (1) Define, (2) Design and Test, and (3) Apply linked by transitional stages where the strategy is developed and refined.

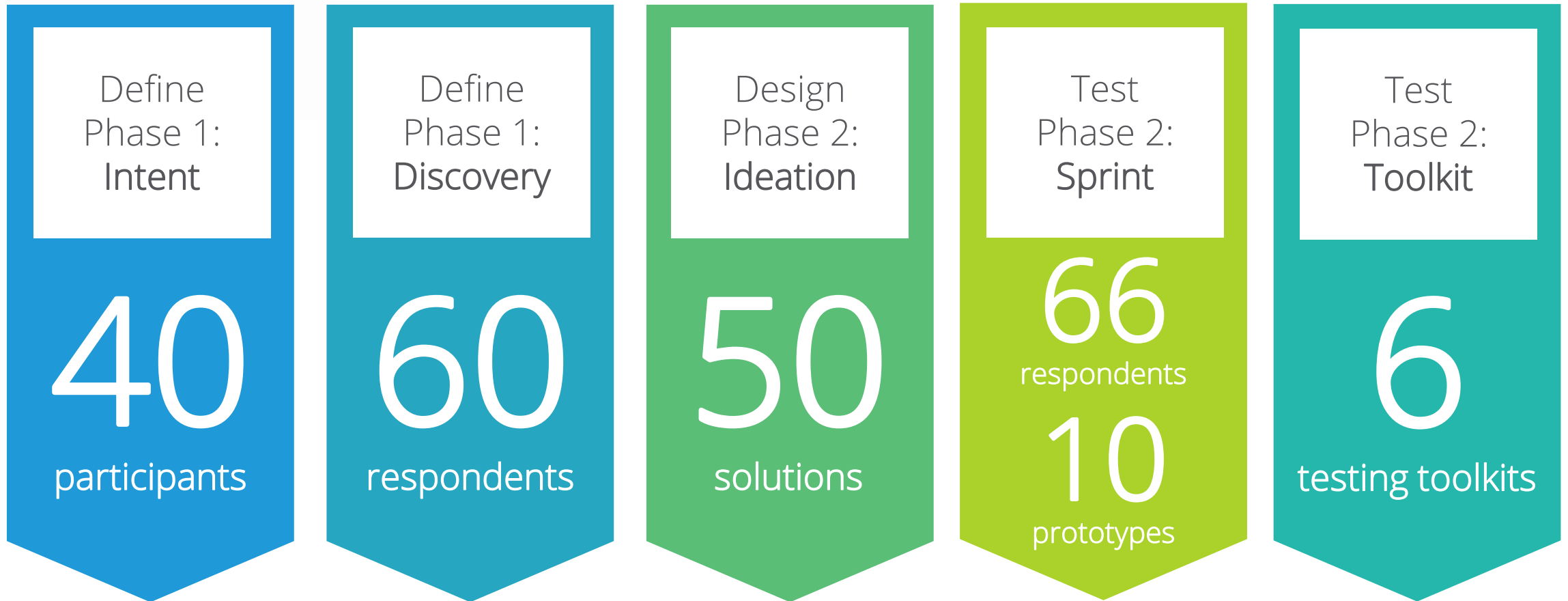
Where we went

Republic of the
Philippines



- Represented each island group in the Philippines
 - Mix of urban area and rural areas, Christian and Muslim areas
- Local core design team from regional POPCOM, ReachHealth field staff and researchers

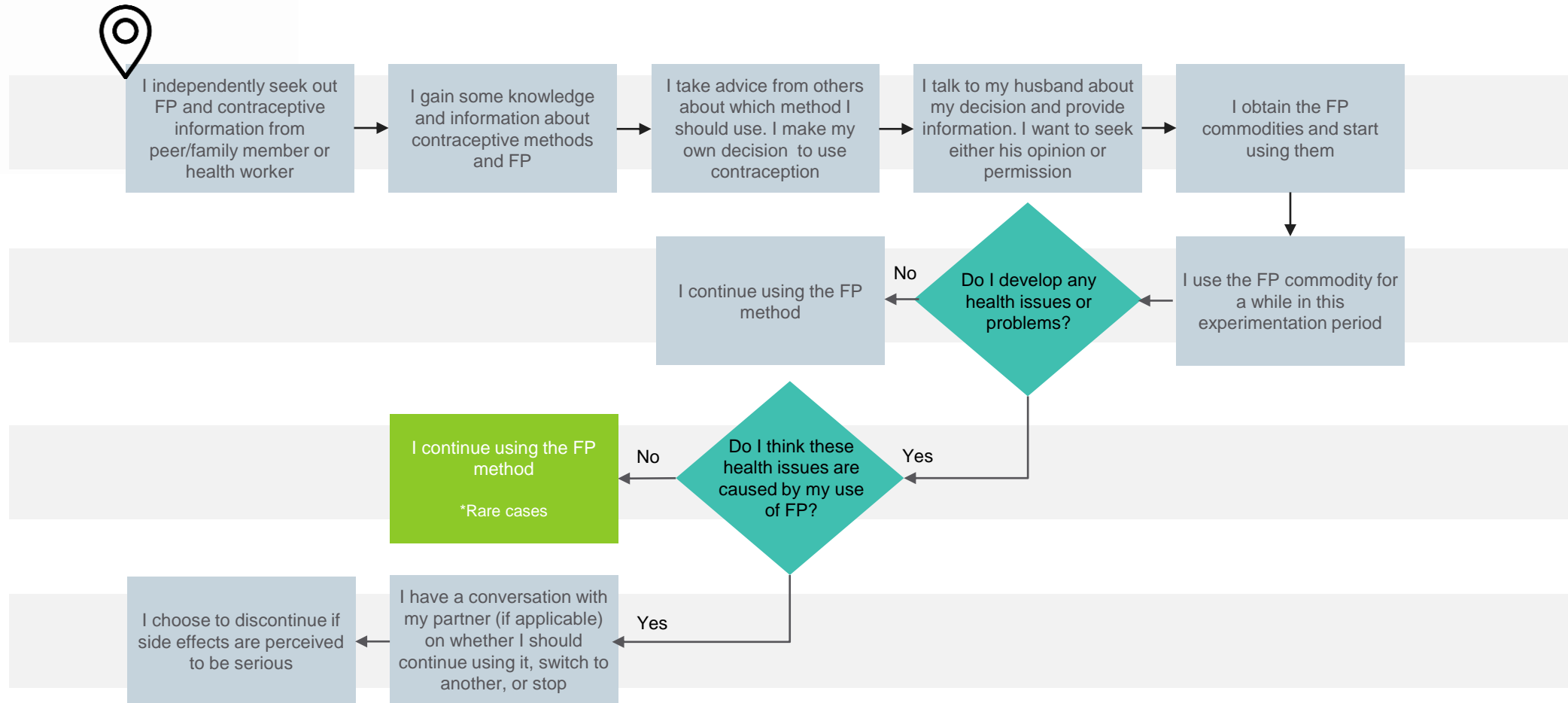
Study in Numbers



Themes and Insights from the Discovery Research

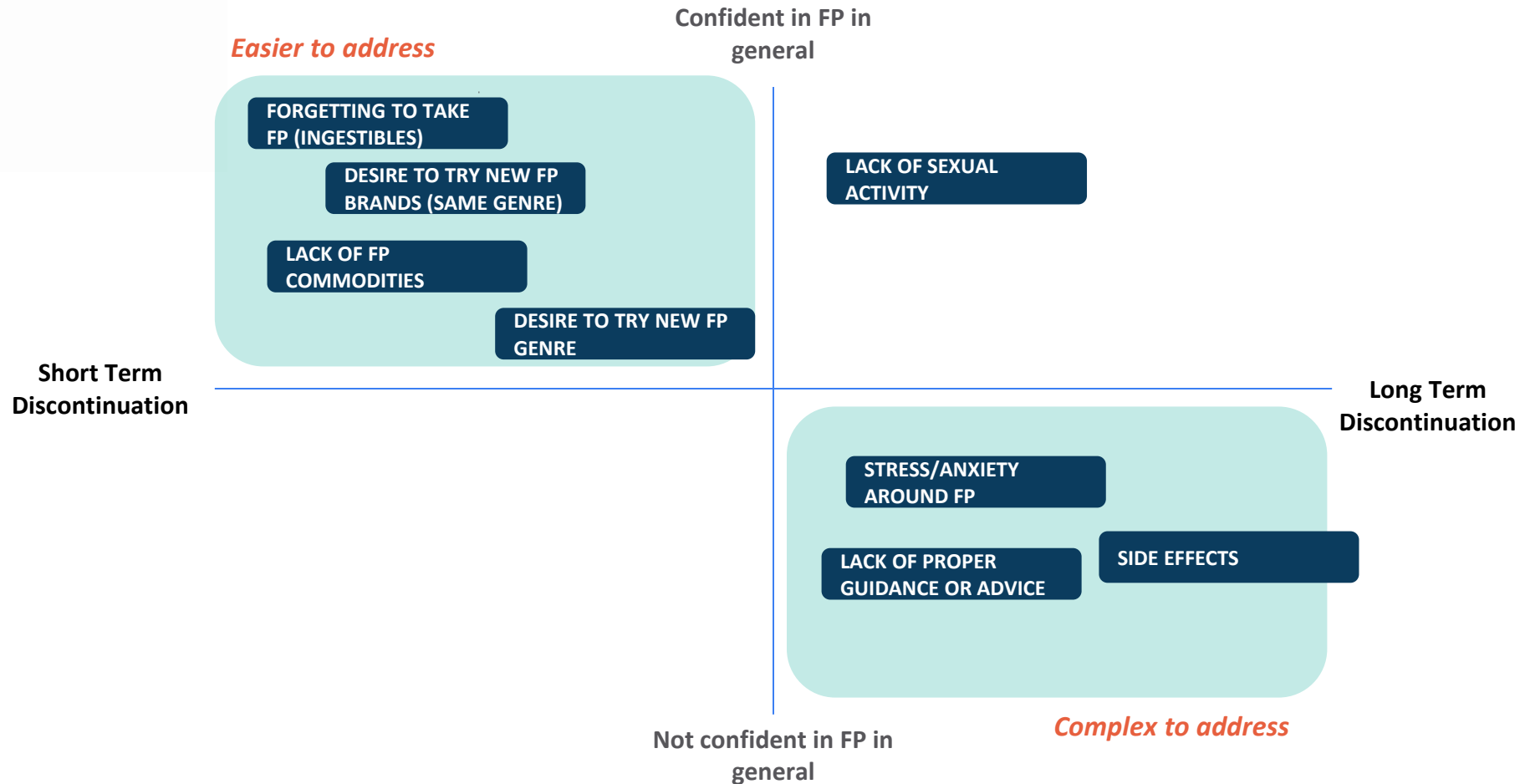
Diving deeper into a woman's FP journey

What are the key decision points before discontinuing?



Understanding the factors leading to discontinuation

Short term discontinuation VS long term discontinuation



A woman's community of influence

Her go-to channels for information and support



Confirmatory
influence

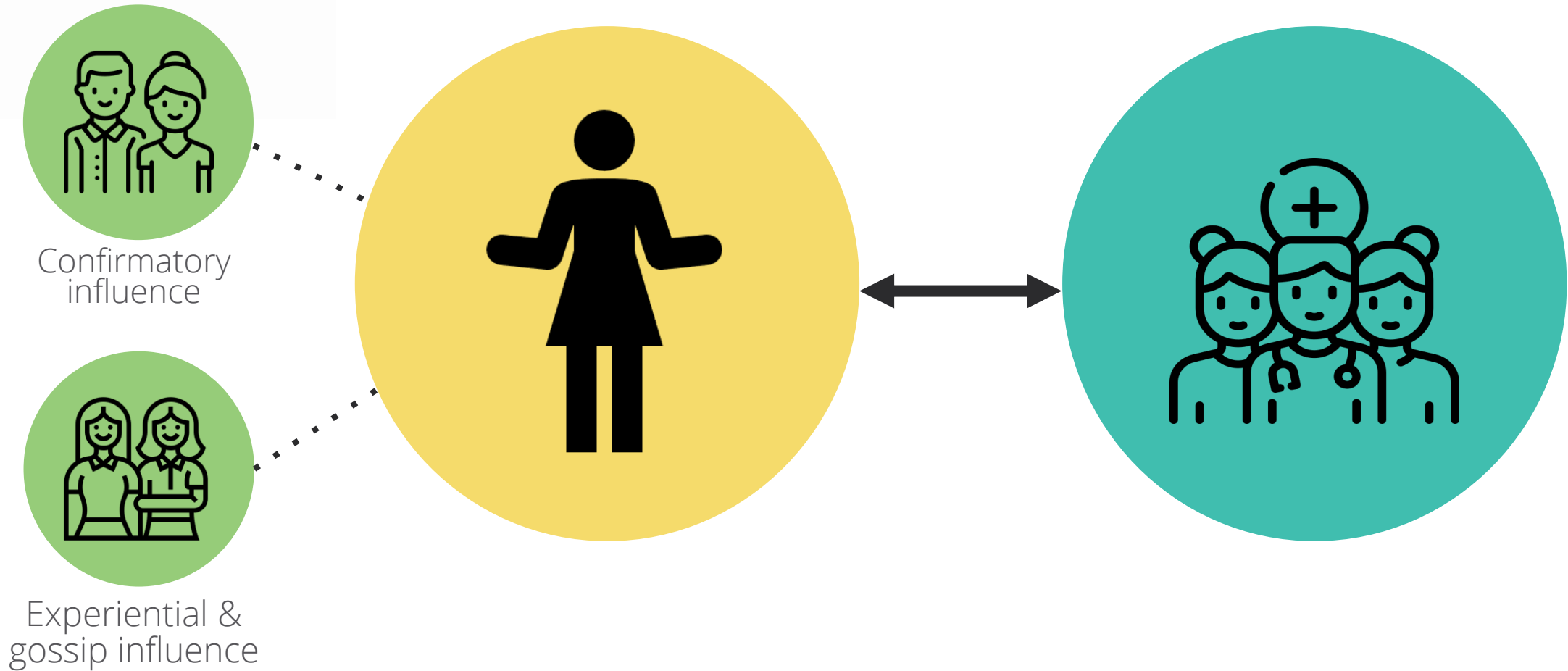


Experiential &
gossip influence



Strengthening the user-provider relationship

for easy access to expertise and commodities



Testing Prototypes in the Design & Test phase

10 prototypes developed from 50 ideas generated

for 3 user groups: 1) Users, 2) Influencers and 3) HCPs

A: Awareness & Confirmation

A1

'Should I Trust'?
Checklist

A2

Busting Common
Beliefs in the
Community

A3

Anonymous Boxes -
Answered by HCPs

B: Trialability & Experimentation

B1

My FP Book (Individual
Case Booklet)

B2

Let's Talk About Family
Planning
(Conversational Cards)

B3

'Switching is Normal'
Comms Material

B4

'Anytime Anywhere' DIY
Checker

C: Consistency & Support

C1

'Speakeasy' Remote
Consultation

C2

Trusted and Credible
Peer Support Network

C3

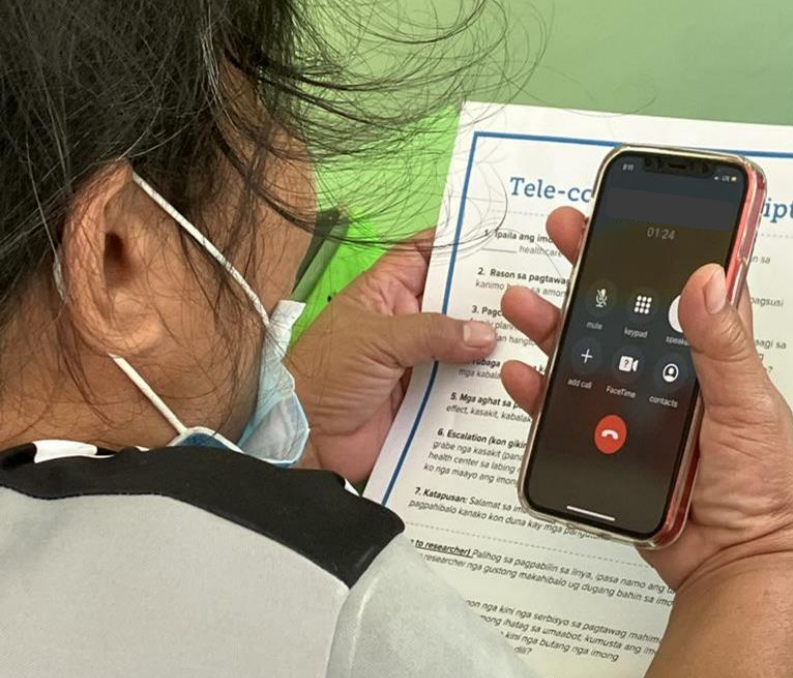
'Check Your Bias'
Mirror

Methods used: Key informant interviews, intercept interviews, observations

Prototypes cater to the following needs:

- Enable clients to identify their concerns
- Provide easier channels to communicate between provider-client
- Increase skills of HCWs to:
 - discuss preferred versus available methods
 - discuss side effects with clients before they are ready to quit and offer alternatives
 - address concerns without offending clients who have deep-seated beliefs

Teleconsultation Script



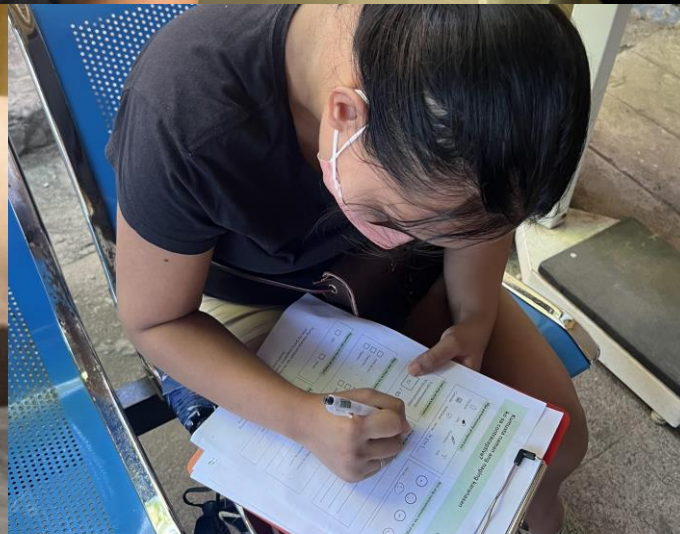
Anonymous Family Planning Question & Answer Box



Conversation Cards



Busting Common Beliefs Card



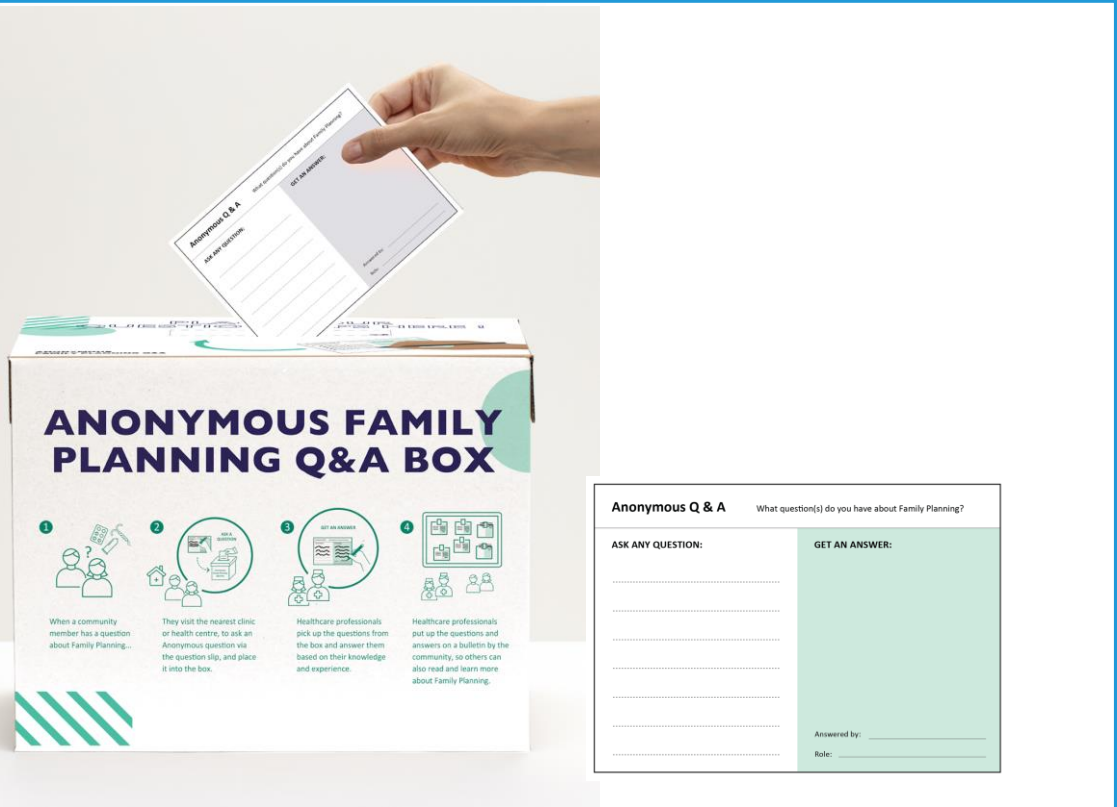
Anytime, Anywhere Symptoms Checker

Revised Prototypes

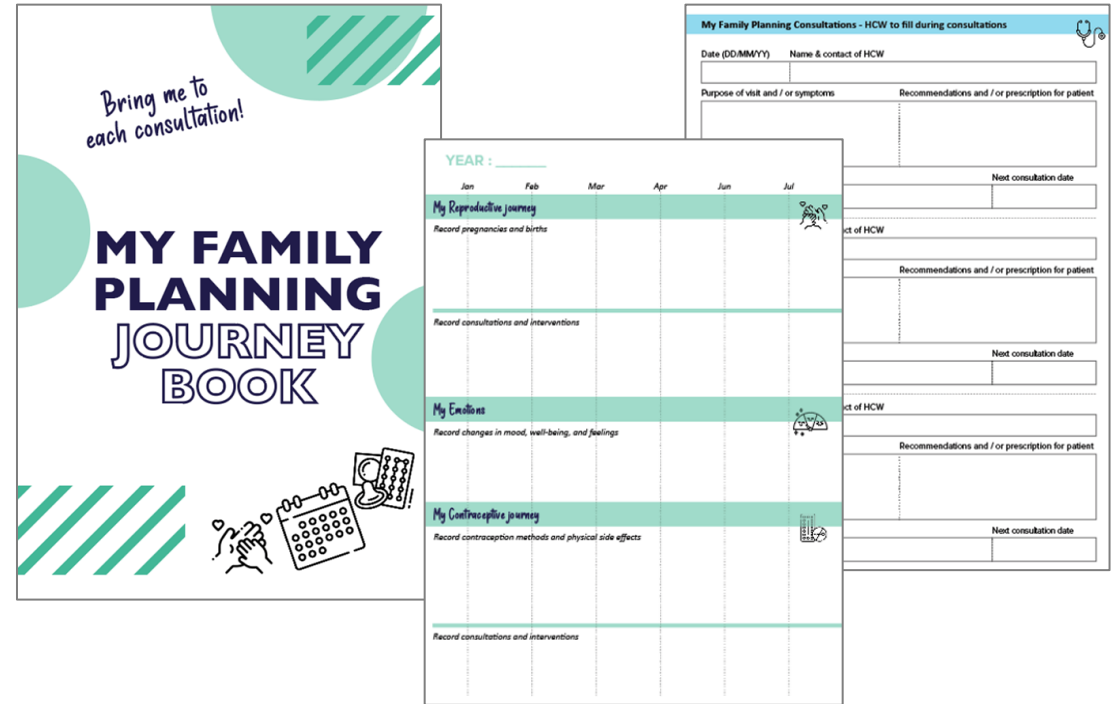
for testing toolkits

Revised prototypes for the Prototype Testing Toolkit

To be shared with stakeholders to adapt to their own country context



Anonymous Box & Bulletin Board



My Family Planning Journey Book

Revised prototypes for the Prototype Testing Toolkit

To be shared with stakeholders to adapt to their own country context

360 HEALTHCARE
Co-training tool for Family Planning

USAID FROM THE AMERICAN PEOPLE

Breakthrough ACTION FOR SOCIAL & BEHAVIOR CHANGE

Reassurance

When a patient experiences side-effects linked to her contraception use, such as weight gain, spotting, nausea or headaches, what do you tell her ?

Could you do something differently ?

Each participant should answer.

16

HCP Co-Training

USER ASKS

When did we decide to start using family planning?

Why did we decide to do so?

PARTNER ASKS

Have you ever switched methods?

Why and how was it like?

ASK EACH OTHER


Other than each other, where/who else can we go to, to find support for family planning matters?

(i) For professional help
(ii) For moral support.


Couple's Night Game

Revised prototypes for the Prototype Testing Toolkit

To be shared with stakeholders to adapt to their own country context



Are you experiencing pain or discomfort due to contraception?



COME TO OUR EVENT
TO TALK ABOUT FAMILY PLANNING

Date & time: Location:

Contact the following numbers for more information:

Normalizing side effects & switching



Switching worked for me!
#Let'sTalkContraception

Switching worked for me!
#Let'sTalkContraception

Switching worked for me!
#Let'sTalkContraception

Conversation Starter Social Media Stickers

Key Takeaways for programmers

Key Takeaways

- It's all about side effects. They are a barrier to initial use and to continued use.
- There are limited means to support clients during their FP use and they are often not encouraged to return if they have a problem.
- Providers need more support to effectively prevent discontinuation

Key Takeaways on the Prototypes

- Tools and approaches that are easily integrated into the current workflow are more easily accepted
 - Instead of asking “How can we scrap it?” think more about “How can we tweak it?” and “what would work for your context?”
- Our clients know what they need—we have to listen to them.

Let's continue to put women at the center of their FP journey.



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Thank You

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[Link to the presentation: https://breakthroughactionandresearch.org/wp-content/uploads/2022/11/Understanding-the-Filipina-Womans-FP-Journey.pdf](https://breakthroughactionandresearch.org/wp-content/uploads/2022/11/Understanding-the-Filipina-Womans-FP-Journey.pdf)



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