



# Increasing Intention to Use Family Planning for Spacing via a Multi-Channel Social and Behavior Change Campaign: Findings from Parents Fiers in Guinea

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## Background: Maternal mortality in Guinea

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INS and ICF (2018)




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## Background: Use of any method of contraception

INS and ICF (2018)



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## Background: Parents Fiers integrated health campaign


**Primary audience:**  
Parents of children under five

**Health areas:**

- Family planning for birth spacing
- Routine child vaccination
- Male engagement in their family's wellbeing
- COVID prevention at health facilities



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## Communication channels

- Radio spots
- Interactive radio programs
- Billboards
- Facebook/social media
- Audio spots via mobile phones



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## Study purpose

- Assess the recall of Parents Fiers content
- Identify dose of exposure, by type and number of communication channels
- Assess behavioral intention, including intention to use family planning for birth spacing.



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## Methodology: Interactive Voice Response (IVR) survey

- **Sample:** Mobile phone database
- **Variables of interest:**
  - 3-month recall of campaign content
    1. Vaccination of young children or family planning
    2. Father's role in family's health and well-being
  - Number of communication channels of exposure
  - Intention to use family planning to space pregnancy
- **Analysis**
  - Chi-square
  - Multi-variate logistic regression



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## Results: Recall and reach

- Over 75% of participants had heard or seen messages about family planning for spacing or vaccination in the last 3 months
  - Radio = 57.0%
  - Mobile phones = 44.4%
  - Posters/billboards = 44.1%
  - Facebook/social media = 40.3%



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## Results: Intention to use family planning for spacing

- No statistically significant difference by gender ( $p=0.69$ ) or geographical region ( $p=0.14$ )



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## Results: Intention to use family planning for spacing

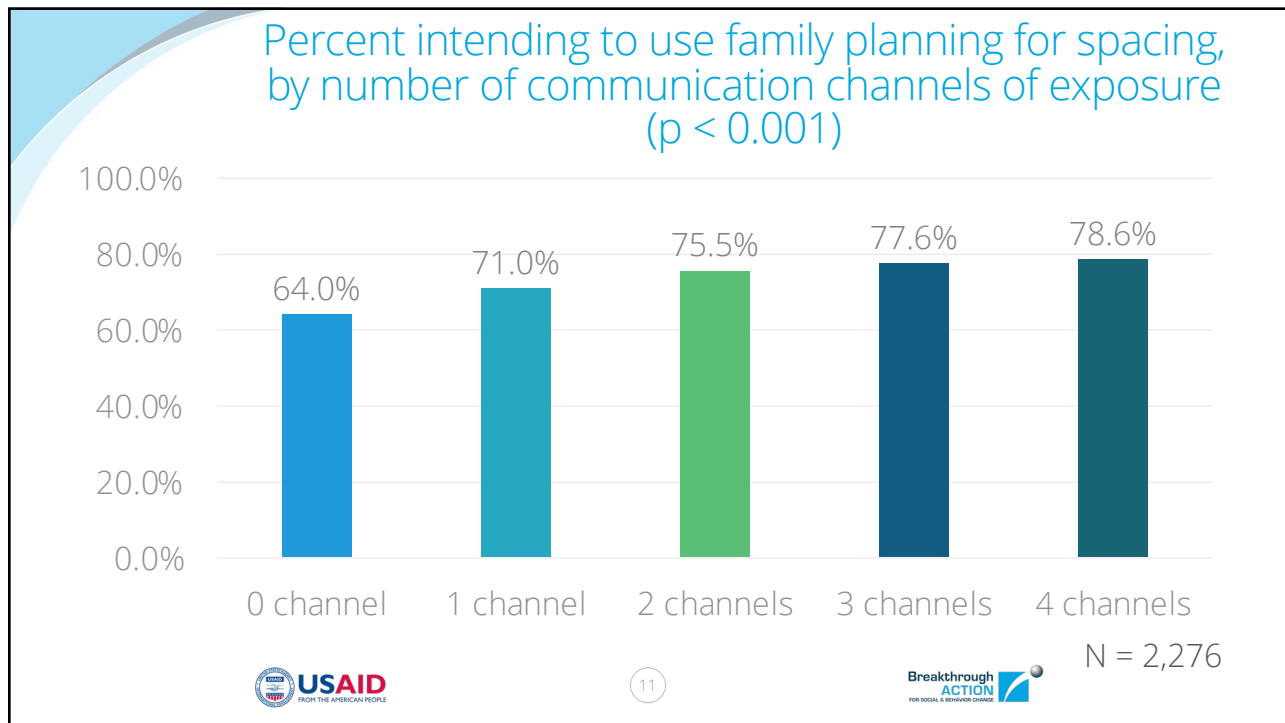
- **73.3%** of individuals who had seen/heard about vaccination/family planning in the last 3 months
- vs.
- **64.7%** of those who did not report exposure in last 3 months ( $p<0.01$ )



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Association between intention to use family planning for spacing, by number of communication channels reported, among current/future parents of children under age 5

(N = 1,876)

	Odds Ratio	95% Confidence interval	p-value
No exposure	Reference group		
Heard/saw messages, 0 channels reported	1.10	0.77-1.57	0.581
1 channel reported	1.32	0.96-1.79	0.084
2 channels reported	1.53	1.12-2.09	0.007
3 channels reported	2.18	1.52-3.14	<0.001
4 channels reported	2.04	1.37-3.02	<0.001

Logos: USAID FROM THE AMERICAN PEOPLE, Breakthrough ACTION FOR SOCIAL & BEHAVIOR CHANGE

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## Discussion

Limitation	Strength
<ul style="list-style-type: none"> <li>Survey instrument needed to be short in length with simple single-response questions</li> </ul>	<ul style="list-style-type: none"> <li>Recall question regarding male engagement content yielded similar percentage to recall of other campaign messages</li> </ul>



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<ul style="list-style-type: none"> <li>IVR technology is not generalizable</li> </ul>	<ul style="list-style-type: none"> <li>IVR administration reduces literacy demands and was a feasible way to collect data during COVID</li> </ul>



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<ul style="list-style-type: none"> <li>Inability to conduct a second round of IVR</li> </ul>	<ul style="list-style-type: none"> <li>One round of data collection did provide useful learning to the project to inform the second round of the campaign</li> </ul>



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## Conclusion



- The vast majority of study participants recalled campaign content, regardless of region and gender
- Dose-response findings highlight the value of multi-channel social and behavior change campaigns




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- Hamet Sow and the Viamo team


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## Thank You

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## Reference

- National Institute of Statistics (INS) and ICF. (2018). Demographic Health Survey Guinea 2018. Conakry, Guinea, and Rockville, Maryland, USA : INS and ICF.



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