

Seeking Breakthroughs in SBC at the Intersection of Family Planning and Intimate Partner Violence: *Audience Segmentation in South Sudan*

6th International Conference on Family Planning
Pattaya City, Thailand
November 15th, 2022



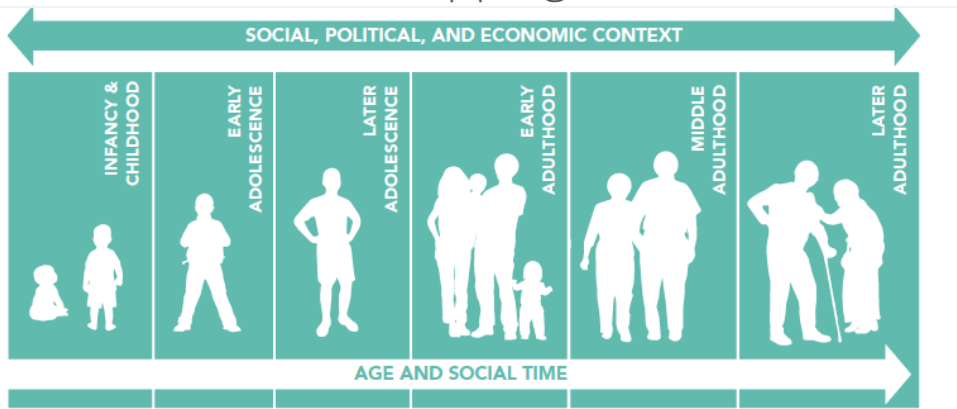
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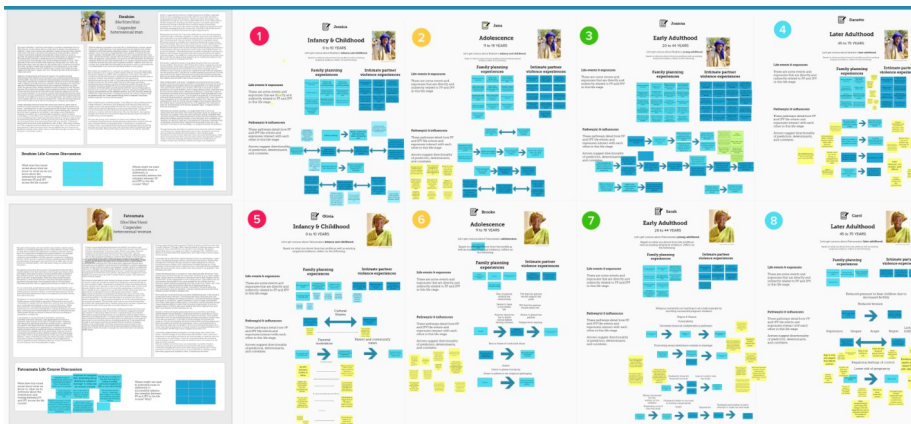
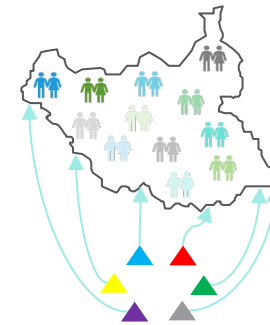
Global expert consultation (2021)

Life course mapping exercise



Adapted from Figure 1 in Understanding the male life course: Opportunities for gender transformation: Background paper. (2020). Institute for Reproductive Health for the U.S. Agency for International Development (USAID). <https://irh.org/resource-library/male-life-course-opportunities/>

Led to the application of SBC at the intersection of FP and IPV / GBV via audience segmentation in South Sudan



Context of the young women's FP and GBV segmentation in South Sudan

Using a previously collected dataset throughout South Sudan, segmentation of **nulliparous women in South Sudan** was conducted regarding their usage of family planning (FP) and to better understand how gender-based violence (GBV) could influence FP behaviors

Behavioral objectives:

1. Increase young women utilization of contraceptives and family planning services
2. Improve providers understanding of young women's needs and experience for FP services
3. Increase providers awareness of how GBV influences FP services

Data analyzed



898 single women 15-49



355 single women 15-24



2019 (year of the survey)



1 FP indicator

Women 15-24 years who are currently using any MMC



7 GBV indicators

Including Wife beating and Child Marriage



Data limitations

The dataset for women aged 15-49 was highly skewed toward single women (92%). We restricted our study to nulliparous women aged 15-24 to ensure we work with a representative population

Four segments stood out from our analysis

We built the following segments based on the **key drivers, biases and behaviors** of each segment

Open Strugglers (36%)

"I believe women rights, I'm aware of FP, but contraceptives can be hard to access in my community"

Advantaged Adopters (30%)

"I'm ready to have children and I understand how FP help me achieve my goal"

Restricted Traditionalists (17%)

"I'm well aware about FP but I cannot have it without getting permission"

Skeptical Adventurers (23%)

"Having a child is probably many years away from me, I don't have a strong opinion and haven't thought about FP"

Segment specific FP counseling cards for young women (≤ 24 years old)

Key elements

The counseling tool comprises three core elements, which are adapted to the South Sudan context:

- Profiling questionnaire
- Gender-based violence specific counselling messages
- Segment specific counselling cards

Counseling steps

The counseling tool follows a five-step process:

1. Preliminary Questions

Establish context and better understand the client's background, and build rapport

2. Profiling Tool

Ask five specific questions within the profiling tool to determine a client's segment

3. General FP Messages

Turn to the key general FP messages page and deliver these messages to all clients, regardless of segment

4. Tailored Questions & Messaging

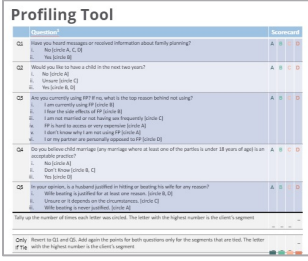
Ask specific questions to understand the barriers and drivers of client behavior and specific discussion points with corresponding visuals for the client

5. Gender-Based Violence Discussion Card

When relevant, discuss with the client about GBV and on how to manage the situation

Tool overview

Profiling tool



Profiling tool

Instructions

1. Start with Q1 on the Profiling Tool and continue until Q5
2. For each question, circle the letters (i.e., A,B,C,D) that correspond to a client's response. Choose the client's response that best corresponds to the particular options
3. After Q5, tally the number of times each letter was circled. The letter with the highest number of responses is the client's segment

Note: Only if there is a tie, proceed to the only if tie section, follow the instructions, and retally

Segment-specific counseling card


3

Discuss social pressures and challenges they face' and suggest ways to mitigate these pressures and challenges

* Example: family and community opposition to FP use

Advantaged Adopters

Counseling visual for the client



Counseling cards: Use case & channels



Via facility-based
FP providers

Points of integration at the facility level

- Integrated into existing provider / counseling job aids
- Integrated into the training curriculum at the national level



Via community
health workers

Point of integration at the community health worker (e.g., Boma) level

- Integrated into existing community health worker cards / job aids

Considerations for scaling

- Literacy rates vary by region / area and some cards may need to be fully pictorial



Thank You

For more information, please contact:

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