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What is the level of acceptance of IUCDs among women of reproductive age in Uganda?

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Background

- Modern CPR is 26% (Demographic Health Survey, 2011)
- Unmet FP need is 34%
- Public (54%) and private (44%) sector are key sources of FP
- LARC use is only 2%

Addressing the market gap
Programme for Accessible health Communication and Education (PACE)

- Total market approach & Universal health coverage
  - ProFam social franchise
  - Public sector to increase the CPR and improve choice.
Research Objectives

- To improve understanding about current perceptions towards IUCDs among WRA

- To generate evidence to improve supply side interventions such as the ProFam social franchise and public sector support.
Main questions

- What opportunities exist in the environment that support acceptability of IUCDs? (availability, social norms)
- Do women have the knowledge, self-efficacy and social support to adopt use of IUCDs?
- What are the women attitudes, beliefs and outcome expectations related to IUCDs?
Methods

- Exit interviews
- **Areas**: 59 of 118 sub counties selected probability proportional to size in 29 of 112 districts
- **Sites**: 2 public and 2 private facilities = 282

- Women: 10 at public and 5 at private
- Structured face to face interviews of 1,505 WRA - April-May 2014
Measurement

- Yes/No – True / False: Awareness and knowledge

- Likert scale (5): Perceptions on availability, beliefs, attitudes, norms etc.

- Analysis: Proportions produced with categorization of those who strongly agree and agree versus the rest.
RESULTS
Opportunities: Availability and Social Norms

% of women who agree to statements on IUCD:

- In this community many women use IUCDs
- IUCDs are available at facilities nearby
- IUCDs are always available at Profam clinics

In this community many women use IUCDs
Knowledge, social support and self-efficacy

% of women who agree to statements related to IUCDs

- Injectables & Pills > 85%

- Already aware of IUCDs
- Partner encourages me to use IUCDs
- I would not feel embarrassed to ask for IUCDs from a facility
Perception and myths

% of women who agree to statements about IUCDs (%)

- IUCDs is an effective contraceptive method for women
- IUCDs are safe
- IUCDs are a good method of FP
- IUCDs can’t damage the womb
- IUCDs Don’t reduce sexual pleasure
Method of FP intend to use in next 12 months (%)

- IUCD: 5%
- Implants: 22%
- Injectables / pills: 34%
- Don’t intend to use: 39%

N=1505
Are IUCDs acceptable?
Knowledge contribution / importance

PACE addressed the following issues in order to provide more choice to women:

Key communication messages and channels

Radio and Inter personal communication (IPC)
- awareness and knowledge about IUCDs
- perceived availability

Providers & Satisfied users as IPC
- Inaccurate beliefs & attitudes about IUCDs
THANK YOU!

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