

# UTILIZING SOCIAL AND BEHAVIOR CHANGE COMMUNICATION AS A MEANS OF IMPROVING ACCEPTANCE AND UPTAKE OF POST-PARTUM IUD INSERTION FOR WOMEN OF REPRODUCTIVE AGE IN OYO STATE, NIGERIA

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## BACKGROUND

Oyo state is the 5<sup>th</sup> most populous state in Nigeria with a contraceptive prevalence rate of 24.5 and total unmet need for family planning of 15.2. One of the objectives of the Women's Health Project was increasing access to contraceptives in order to improve these indices.

Post Partum Intra Uterine Device (PPIUD) insertion provides an opportunity for women to have access to safe and effective long acting reversible contraceptive within 48 hours after delivery.

Despite the advantage that this method provides and the training of appropriate personnel to provide this service, uptake of the PPIUD was still very low.

To increase access to PPIUD method the Women's Health Project (WHP) trained family planning providers in selected Health Care Facilities across Oyo State, including the use of a communication campaign which was included in the training curriculum in 2015.

## METHODS/PROGRAM INTERVENTION

The Women's Health Project:

- ▶ Trained providers to increase the number able to offer services.
- ▶ Used social and behaviour change communication via an interpersonal communication strategy.
- ▶ BCC agents were assigned to conduct IPC sessions in private facilities, maternity homes and the community around the trained provider's facility and in public facilities.

## RESULTS

**Combining BCC with service delivery led to a large increase in uptake of PPIUD in Oyo state.**

- ▶ Uptake of PPIUD increased from a monthly average of 1 per facility (July 2013- July 2015) to a monthly average of 38 per facility (August 2015- August 2017).
- ▶ BCC agents reached an average of 170 pregnant women and 30 midwives monthly with information about PPIUD and about 90 of the pregnant women accepted referrals to the health facilities. This interactions raised questions and sparked healthy debates among women of reproductive age, their partners, influencers and among other health care workers who were not formerly aware that IUD could be inserted immediately after delivery. These BCC activities led to increased positive awareness about PPIUD and increase in uptake of the service.

FIG 1- A Clinical demonstration on pelvic model during PPIUD training session



## CONCLUSION

### Program Implication:

- ▶ Awareness about PPIUD insertion has been greatly increased through the use of BCC. Training of providers increased their confidence in providing IUDs after birth while the BCC component ensured that women had access to information about this contraceptive choice and were able to make informed decisions about their health. This has led to a consistent increase in number of women who are opting to take up this method of family planning.
- ▶ Training of providers for delivery of quality services is very important but this has to be accompanied by demand generation. BCC has proven to be an effective means of creating demand for services especially among poor and vulnerable women.

FIG 2- A map of Nigeria showing Oyo state, the intervention state

