Application of the Postpartum Family Planning Message Guide in Liberia

September 14, 2011
Presentation Overview

1) Overview of the PPFP Message Guide
2) Background on MCHIP FP/Immunization Integration Activities in Liberia
3) The Liberia Context
4) Message Development Activities in Liberia
5) Assessment Findings
6) Key Messages and Materials
7) Lessons Learned
The PPFP Message Guide

Contents include:

1) Introduction to Postpartum Family Planning
2) Nine Key PPFP Behaviors
3) Barriers and Enablers for Key Behaviors
4) Creating Behavior Change Communication Messages
5) Case Studies about Making PPFP Messages Part of Other Health Programs
MCHIP FP/Immunization Integration Activities in Liberia

The approach:

- Use of routine immunization contacts at fixed facilities for vaccinators to provide one-on-one family planning messages and referrals

- Will be piloted at total of 10 health facilities in Bong and Lofa counties

- In each county, one hospital outpatient department and four clinics
Liberia Context

IMMUNIZATION
- Program is rebuilding
- DPT3 Coverage at 64% *(WHO/UNICEF 2009)*
- Liberia’s national immunization schedule calls for children to be vaccinated at birth, 6, 10, and 14 weeks and 9 months of age
- Problems with access and drop-out but high demand

FAMILY PLANNING
- Program is rebuilding
- CPR currently 11% *(2007 DHS)*
- Latent demand but relatively low knowledge levels
- Contraceptive supply issues
- No national community based program
Birth-to-Conception Spacing Among All Ever-Married Women Aged 15-49, All Non-first Births in the Last 5 Years

41% of pregnancies occur too soon!


N of non-first births=4,318

< 6 months
6-11 months
12-23 months
24-35 months
36-47 months
48-59 months
60+ months
Message Development Activities

1) Initial stakeholders meetings and site visits
2) Assessment of key immunization and family planning behaviors and barriers/enablers in focus sites
3) Message and materials development workshop
4) Pre-testing messages and materials
5) Revision & printing
6) Training of health facility staff
FP/Immunization Assessment

- **Aim:** To inform the message & materials development process for the FP/immunization integration activity

- **Visited 4 Health Facilities – Two in Bong & two in Lofa (2 Hospitals and 2 health clinics total)**

- **In each site, conducted:**
  - Interviews with FP providers
  - Interviews with vaccinators
  - Interviews with facility in-charge
  - FGD with mothers with children less than 1 year
Assessment Findings FP Uptake

Perceived Benefits:
• Improved health for mother and infant
• Economic stability
• Allows mother to finish schooling (for adolescent mothers)

Barriers:
• Norms around sex & FP use before baby walks
• Partner opposition
• Side effects
• Cost
• Stock outs
• Lack of knowledge about family planning
Key Messages Identified

• Sister/Ma, since you are already here at the clinic, maybe you also want to go for family planning.
• Family planning can help you put space between your children and it is good to use even before the baby starts walking.
• It will give you time to rest and be strong to care for your baby.
• Baby ma who come here for vaccine are going for family planning and they don’t pay money for it.
• Remember to come back for your child’s next vaccine on ___ date.
Materials & Key Considerations

• Materials developed include:
  - Job Aid for vaccinators
  - Poster
  - Leaflet

Key considerations:
  - Simplicity and ease of use
  - Use of local terminology
  - Literacy levels of health workers and clients
  - Promotion of immunization within FP messages
Pre-testing Materials
Lessons Learned

• The PPFP message guide can serve as a helpful starting point to inform PPFP message development.
• Key barriers to FP uptake (stigma around FP use “before the baby walks,” partner opposition, lack of knowledge) can be addressed through targeted BCC messages.
• Field testing of materials revealed opportunities to simplify and clarify messages.
• Integrated programming allows opportunities for messages to reinforce and strengthen BOTH family planning and immunization services.
Thank you!

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