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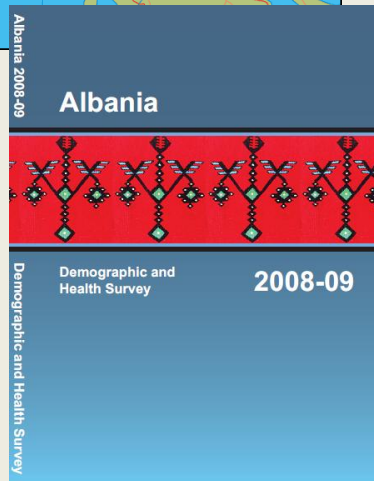


Improving Access to and Use of Modern Contraceptive Methods among Young Men and Women in Albania

Geeta Nanda, DrPH, MHS
Berengere DeNegri, PhD
Arian Boci, MPH
Joshua Volle, DrPH, MEd

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Background



- Among the lowest for modern FP method use in European region at ~11%
- Withdrawal is dominant FP method at 58%
- Widely believed that low FP use has resulted in high abortion rate

Program Description

- Objective
 - Address behaviors that encourage contraceptive use
- Specific Objectives
 - Increase awareness of modern contraceptive methods (MCM)
 - Improve attitudes toward MCM
 - Increase use of MCM
- Target audience
 - Men and women ages 18 to 35
- Program
 - Multi-component social and behavior change communication (SBCC) program: national mass media campaign and intensive peer education

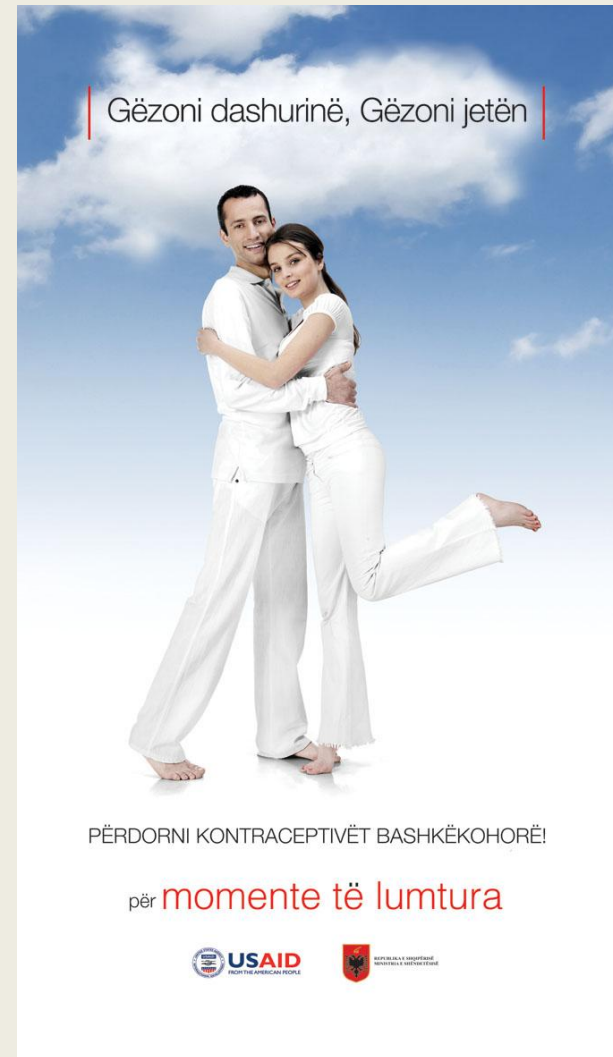
Peer Education Program

- Training of trainers
 - 10 master trainers were trained
- Training of peer educators
 - 174 peer educators trained on FP and RH topics, and interpersonal and negotiation skills
- Peer education interventions
 - In first 3 months , 4,148 students from Tirana and 573 students in Vlora received information or communicated with peer educator



FP Mass Media Campaign

- Slogan: “use contemporary contraceptives - for happy moments”
- Message: contraceptives methods are safe, effective and more reliable than traditional methods
- Channels:
 - TV spot
 - Radio spots
 - Print ads
 - Outdoor displays



Program Evaluation Hypotheses

1. Exposure to university-based peer education program would increase participants' knowledge and acceptance of MCMs
2. Exposure to both peer education program and mass media campaign would have a larger effect on knowledge and use of MCM

Program Evaluation Study Methods

- Purpose: to evaluate outcome of the intensive peer education program and national mass media campaign
- Sites: University Centers selected as intervention and comparison/non-intervention sites
- Measurement: Face-to-face baseline, follow-up, and endline surveys

Peer Education Program: Intervention and Comparison Sites

University Center	February 2009 Baseline	Intervention	May 2009 Follow-up	Intervention	June 2010 Endline
Student City - Tirana	X	X	X	X	X
Engineering Dorm - Tirana	X		X	X	X
Vlora Dorm	X	X	X	X	X
Elbasan Dorm	X		X	X	X
Kamez University					X

Key Variables of Interest

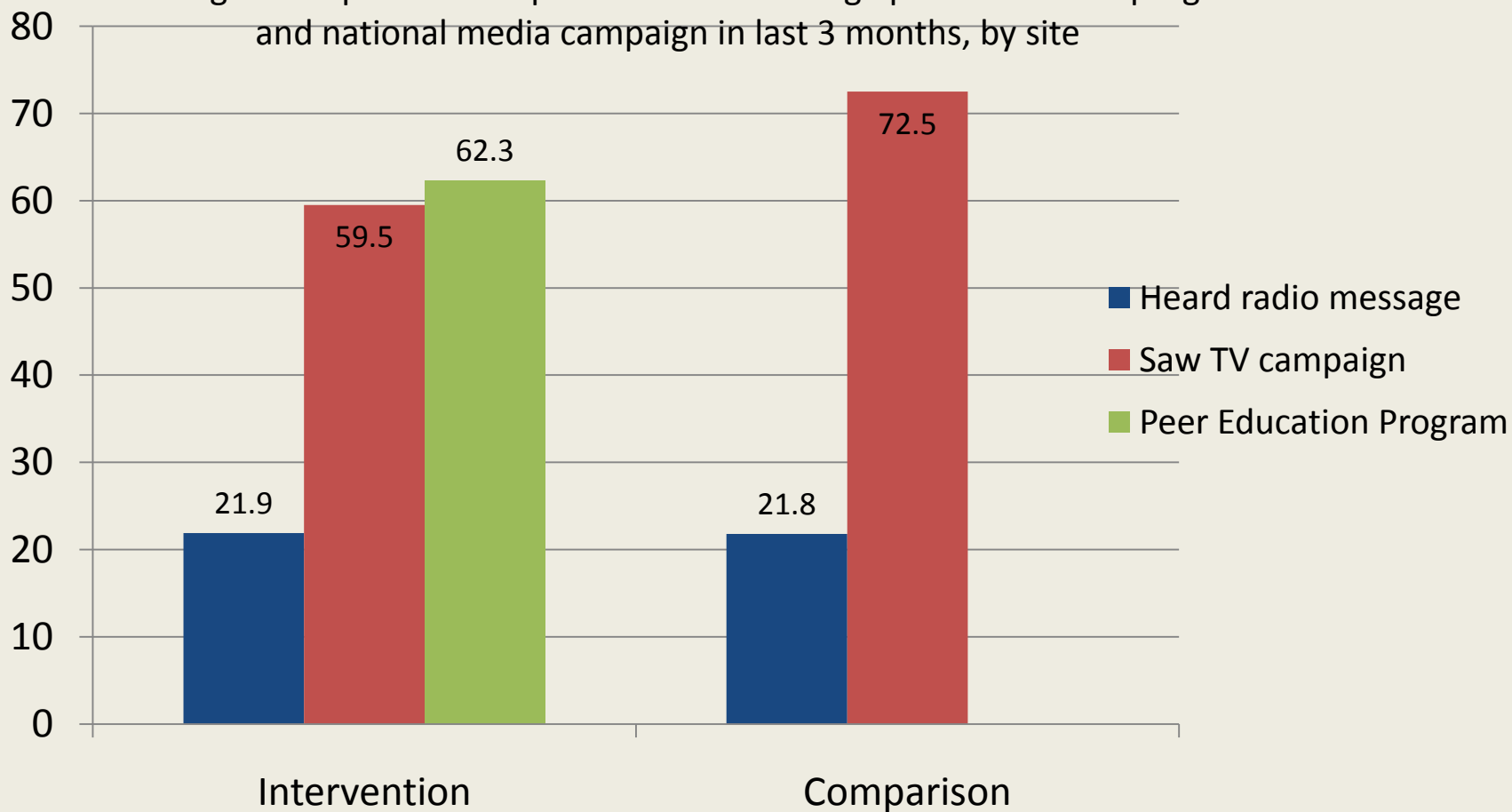
- Percent exposed to the C-Change national media campaign and peer education program
- Percent who can correctly and spontaneously identify three or more forms of modern contraception
- Percent currently using MCM
- Percent who communicate about contraception with a sexual partner
- Percent who communicate about contraception with a pharmacist

Results: Respondent Demographics

Endline, June 2010					
	Student City	Engineering Dorm	Vlora Dorm	Elbasan Dorm	Kamez
Sample size	359	135	35	66	589
Male	50.1%	54.8%	42.9%	39.4%	50.3%
Female	49.9%	45.2%	57.1%	60.6%	49.7%
Mean age	21.0	20.6	20.2	19.9	21.1
Single	98.3%	99.3%	97.1%	90.9%	89.0%
Muslim	63.8%	75.6%	82.9%	89.4%	78.8%
Orthodox	17.8%	15.6%	2.9%	6.1%	8.1%
Roman Catholic	7.2%	5.2%	14.3%	3.0%	6.8%

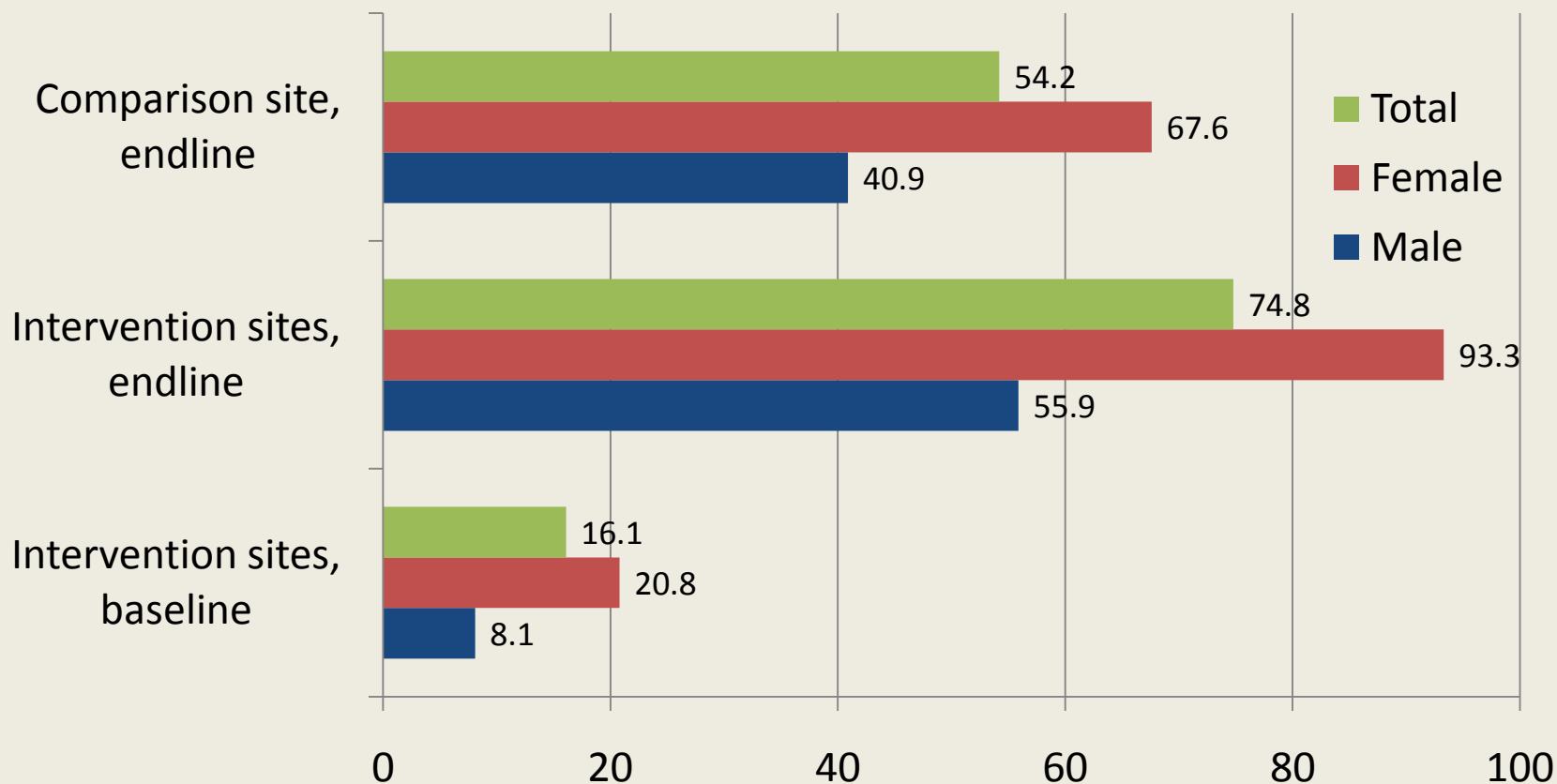
Results: Exposure to the Program

Percentage of respondents exposed to the C-Change peer education program and national media campaign in last 3 months, by site



Results: MCM Awareness

Percentage of respondents who could spontaneously name 3 or more kinds of MCM at baseline and endline, by gender and site



Results: MCM Awareness by Intervention Type

Odds that respondents could spontaneously list three or more MCM when exposed and not exposed to one or both interventions

Exposure	Lists 3 or more MCM	Odds Ratio	95% CI
Peer education program	79%	2.5	(1.8—3.4)
No peer education program	61%		
TV messages	72%	1.7	(1.3—2.2)
No TV messages	60%		
Both peer education program and TV messages	88%	4.7	(2.8—7.8)
Not both peer education program and TV messages	61%		

Results:

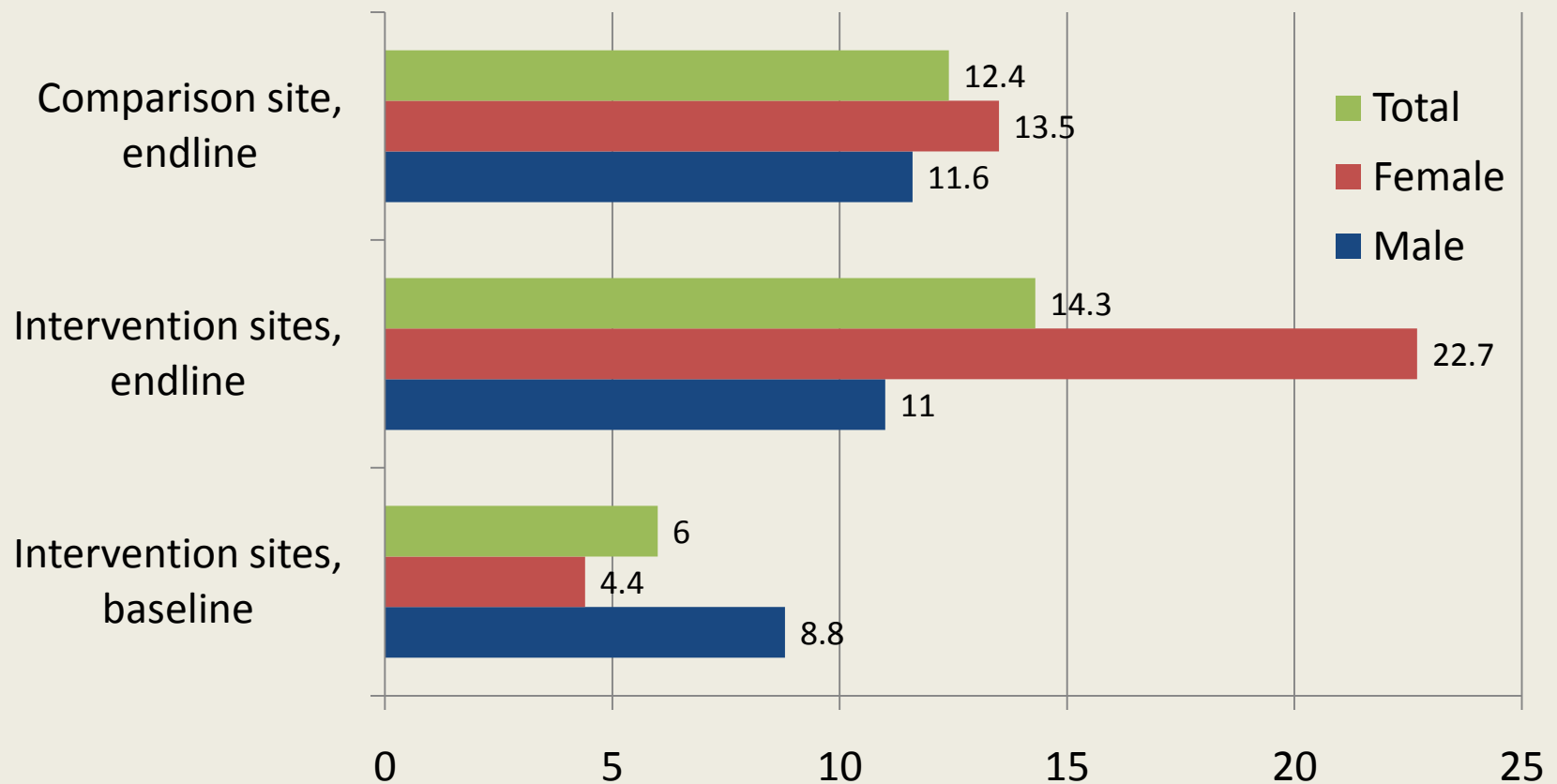
Communicated with Sexual Partner

Talked about avoiding pregnancy with a sexual partner in past 3 months, by gender and site (%)

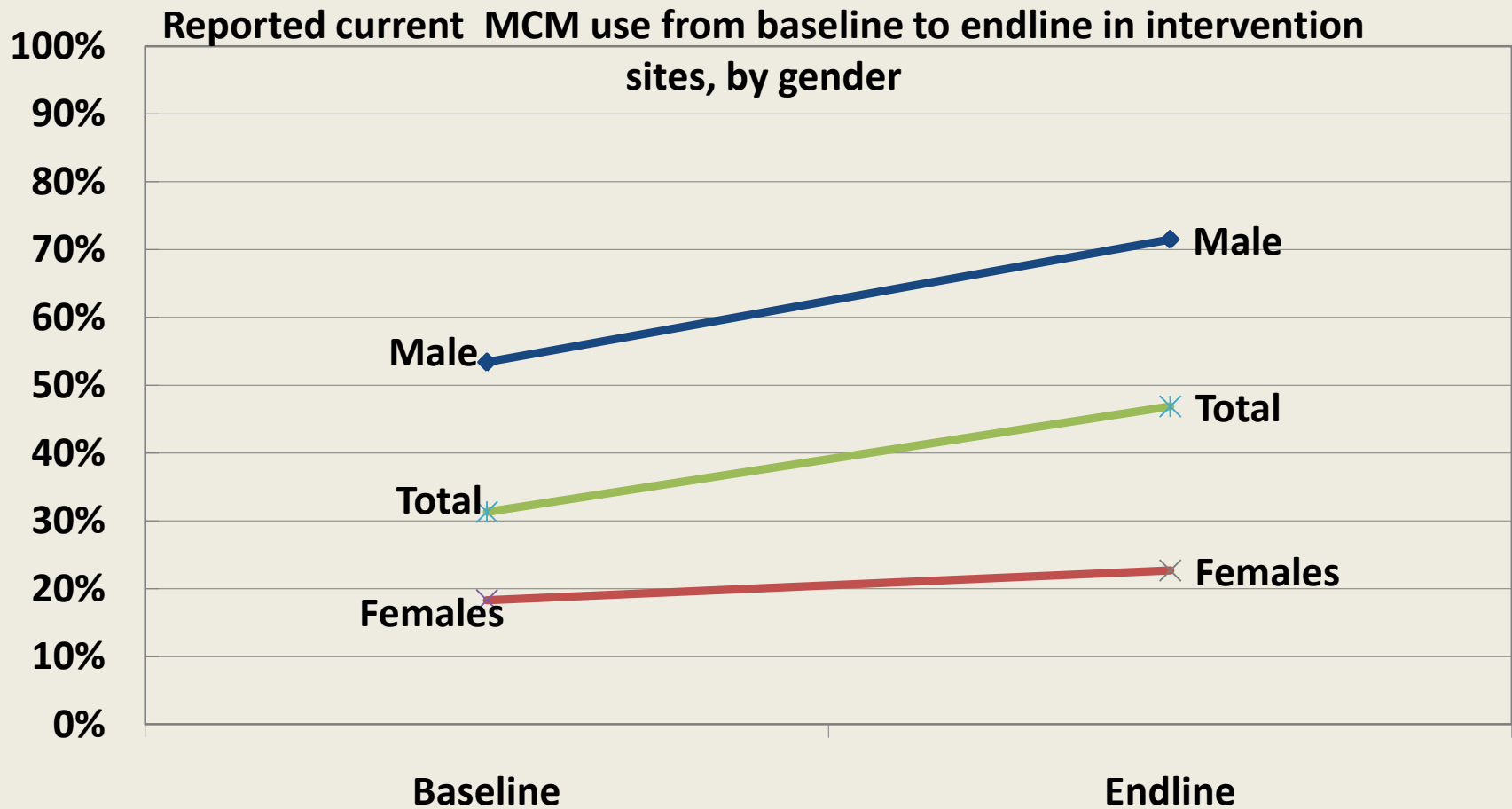
	Baseline – Intervention Sites	Endline – Intervention Sites	Endline – Comparison Site
Male	29.2%	51.6%	47.7%
Female	21.3%	60.0%	40.4%
Total	24.2%	54.0%	44.8%

Results: Communicated with a Pharmacist on MCM

Percentage of respondents who talked with a pharmacist about MCM in past 3 months, at baseline and endline, by gender and site



Results: Current Use of MCM



Results:

Use of MCM by Intervention Type

Odds that respondents were currently using MCM when exposed and not exposed to one or both interventions

Exposure	Used MCM	Odds Ratio	95% CI
Peer education program	60%	1.9	(1.4—2.5)
No peer education program	44%		
TV messages	53%	1.5	(1.2—1.9)
No TV messages	44%		
Both peer education program and TV messages	57%	1.6	(1.1—2.2)
Not both peer education program and TV messages	46%		

Conclusions

- At endline, clear differences in MCM awareness and behavior between intervention and comparison sites
- Significant improvements in MCM awareness and behavior in intervention sites from baseline to endline
- Participation in either the peer education program or national media campaign increased both awareness and use of MCM
- Exposure to both interventions increased awareness even further

THANK YOU

For more information, contact:
Geeta Nanda / Berengere DeNegri
gnanda@aed.org / bdenegri@aed.org
<http://www.c-changeprogram.org/>

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