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

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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

<table>
<thead>
<tr>
<th>University Center</th>
<th>February 2009 Baseline</th>
<th>Intervention</th>
<th>May 2009 Follow-up</th>
<th>Intervention</th>
<th>June 2010 Endline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student City - Tirana</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Engineering Dorm - Tirana</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Vlora Dorm</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Elbasan Dorm</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Kamez University</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th></th>
<th>Endline, June 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Student City</td>
</tr>
<tr>
<td>Sample size</td>
<td>359</td>
</tr>
<tr>
<td>Male</td>
<td>50.1%</td>
</tr>
<tr>
<td>Female</td>
<td>49.9%</td>
</tr>
<tr>
<td>Mean age</td>
<td>21.0</td>
</tr>
<tr>
<td>Single</td>
<td>98.3%</td>
</tr>
<tr>
<td>Muslim</td>
<td>63.8%</td>
</tr>
<tr>
<td>Orthodox</td>
<td>17.8%</td>
</tr>
<tr>
<td>Roman Catholic</td>
<td>7.2%</td>
</tr>
</tbody>
</table>
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

- **Intervention**
  - Heard radio message: 21.9%
  - Saw TV campaign: 59.5%
  - Peer Education Program: 62.3%

- **Comparison**
  - Heard radio message: 21.8%
  - Saw TV campaign: 72.5%
  - Peer Education Program: 62.3%

Legend:
- Blue: Heard radio message
- Red: Saw TV campaign
- Green: Peer Education Program
Results: MCM Awareness

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

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comparison site, endline</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>54.2</td>
<td>40.9</td>
<td>67.6</td>
</tr>
<tr>
<td>Intervention sites, endline</td>
<td>74.8</td>
<td>55.9</td>
<td>93.3</td>
</tr>
<tr>
<td>Intervention sites, baseline</td>
<td>16.1</td>
<td>8.1</td>
<td>20.8</td>
</tr>
</tbody>
</table>

Intervention sites, baseline
# Results: MCM Awareness by Intervention Type

<table>
<thead>
<tr>
<th>Exposure</th>
<th>Lists 3 or more MCM</th>
<th>Odds Ratio</th>
<th>95% CI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peer education program</td>
<td>79%</td>
<td>2.5</td>
<td>(1.8—3.4)</td>
</tr>
<tr>
<td>No peer education program</td>
<td>61%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV messages</td>
<td>72%</td>
<td>1.7</td>
<td>(1.3—2.2)</td>
</tr>
<tr>
<td>No TV messages</td>
<td>60%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Both peer education program and TV messages</td>
<td>88%</td>
<td>4.7</td>
<td>(2.8—7.8)</td>
</tr>
<tr>
<td>Not both peer education program and TV messages</td>
<td>61%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Results:
Communicated with Sexual Partner

<table>
<thead>
<tr>
<th></th>
<th>Baseline – Intervention Sites</th>
<th>Endline – Intervention Sites</th>
<th>Endline – Comparison Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>29.2%</td>
<td>51.6%</td>
<td>47.7%</td>
</tr>
<tr>
<td>Female</td>
<td>21.3%</td>
<td>60.0%</td>
<td>40.4%</td>
</tr>
<tr>
<td>Total</td>
<td>24.2%</td>
<td>54.0%</td>
<td>44.8%</td>
</tr>
</tbody>
</table>

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

- **Comparison site, endline**
  - Total: 12.4
  - Female: 11.6
  - Male: 13.5

- **Intervention sites, endline**
  - Total: 14.3
  - Female: 11
  - Male: 22.7

- **Intervention sites, baseline**
  - Total: 8.8
  - Female: 6
  - Male: 4.4
Results: Current Use of MCM

Reported current MCM use from baseline to endline in intervention sites, by gender

Baseline | Endline
--- | ---
Male | Male
Female | Female
Total | Total

Baseline: 0%
Endline: 100%
### Results:
#### Use of MCM by Intervention Type

<table>
<thead>
<tr>
<th>Exposure</th>
<th>Used MCM</th>
<th>Odds Ratio</th>
<th>95% CI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peer education program</td>
<td>60%</td>
<td>1.9</td>
<td>(1.4—2.5)</td>
</tr>
<tr>
<td>No peer education program</td>
<td>44%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV messages</td>
<td>53%</td>
<td>1.5</td>
<td>(1.2—1.9)</td>
</tr>
<tr>
<td>No TV messages</td>
<td>44%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Both peer education program and TV messages</td>
<td>57%</td>
<td>1.6</td>
<td>(1.1—2.2)</td>
</tr>
<tr>
<td>Not both peer education program and TV messages</td>
<td>46%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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:
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http://www.c-changeprogram.org/
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