



# Local Approaches to Driving Sustainable Demand for Family Planning in Nigeria

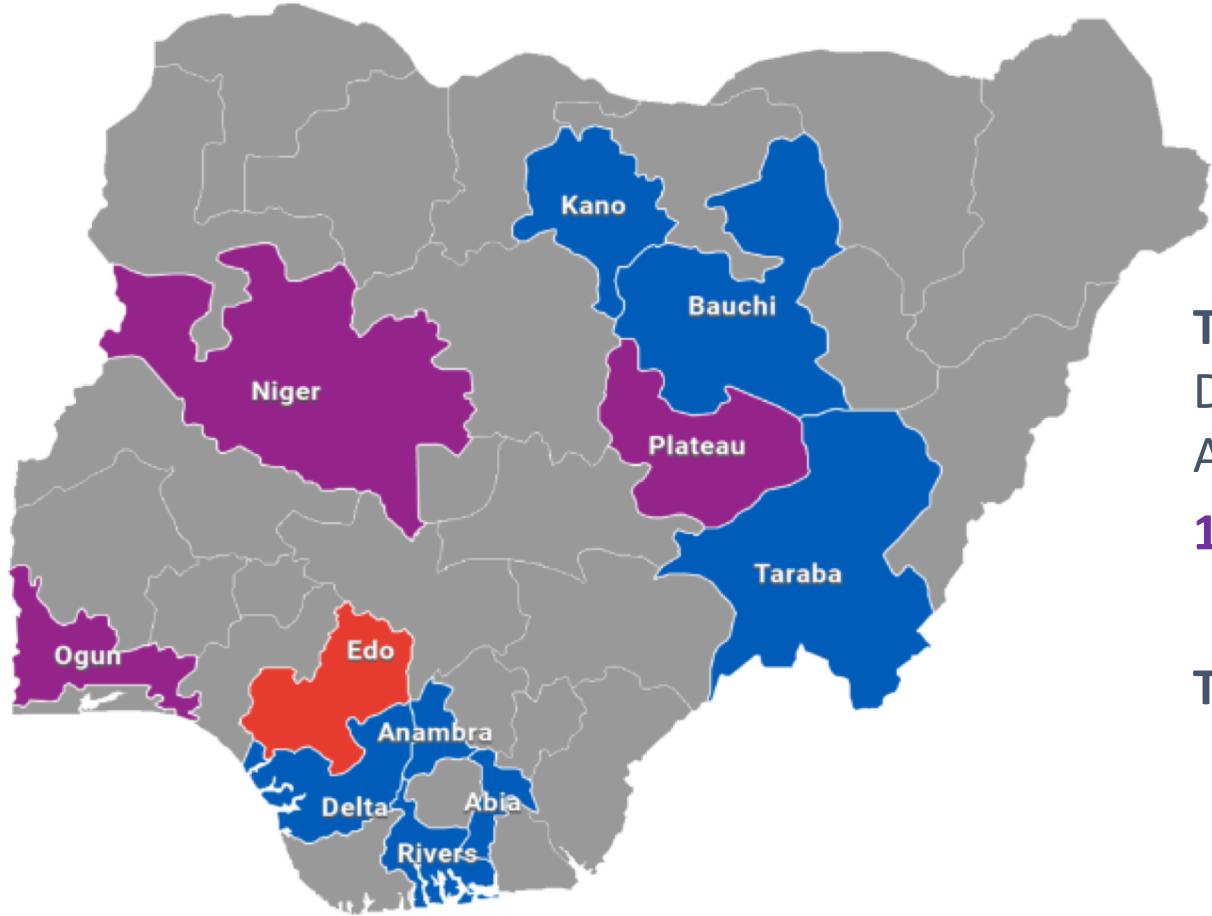
June 2020

# TCI's Shared Vision

*A “business unusual”  
approach to scaling up  
and sustaining proven  
urban reproductive  
health solutions*



# TCI Nigeria Footprint



## Nigeria Key Approaches

**TCI Package:** Advocacy, Demand Generation, Service Delivery, Research, Monitoring and Evaluation and Adolescent and Youth Sexual Reproductive Health

**11 states**

**TCI AYSRH Package:** Integrated across all the States

● TCI ● AYSRH ● TCI + AYSRH



# Objectives

In this webinar, participants will be:

- Introduced to TCI's Demand Generation Strategy
- Exposed to local approaches that can be adapted and adopted to drive demand for family planning on a sustainable basis



# Panelists



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# Vision

State-Led and  
Institutionalized Social  
Behavior Change Systems  
and Structures in Nigeria



# Strategic Thrusts



Strengthen system and capacity for state-led SBC programming



Media engagement for SBC and demand generation



Engaging and mobilizing community for increased demand





# Diffusion of High-Impact SBC Interventions in Taraba State

Mercy P. Maigoge, Taraba State Health Educator

June 2020

## Background

- In Taraba State, there is a strong focus on social mobilization in the implementation of a mix of SBC interventions
- Implementation is led by the State Health Education Unit with support from implementing partners and other stakeholders from the previous State Social Mobilization Committee
- However, implementation had a standalone approach and was not data-driven, leading to the request for the technical assistance from TCI by the State
- Five LGAs were designated as demonstration LGAs (sites) for TCI's high-impact interventions



# The Intervention

- Using family planning as an entry point, TCI worked with the State to assess the demand generation (DG) landscape
- TCI engaged policymakers in the State's Primary Health Care Development Agency on the need to transition the Social Mobilization Committee into the State SBCC Committee with an expanded membership and scope
- The State accepted the recommendation, thus setting the stage for a paradigm shift in SBC programming in the State



# Steps to Establishing a SBCC Committee in Taraba State

ToR was developed for the SBCC Committee; membership criteria was expanded to include LGA Health Educators and other key stakeholders- media and young people

A training curriculum was developed while notification of the inauguration of the Committee was sent out

During the inauguration + training, the Committee developed its workplan

A Community of Practice in form of a WhatsApp group was setup for the Committee members

Consensus was reached by the Committee to hold quarterly review meetings, in which data review and use would be a regular agenda item and feature

For more guidance on TCI's HII on Establishing & Strengthening State SBCC Committee:

<https://tciurbanhealth.org/courses/nigeria-demand-generation/lessons/state-sbcc-committee/>



# Diffusion Strategies



Inclusion of all the  
LGA Health  
Educators into the  
SBCC Committee



SBCC  
Committee's  
Workplan  
Development



Setup of a  
Community of  
Practice



# Diffusion through an inclusive SBCC Committee

- The composition of the SBCC Committee was strategically done to include LGA Health Educators from the 5 demonstration LGAs & 11 non-demonstration LGAs
- This exposed all LGA Health Educators to the HIs thus facilitating diffusion to non-demonstration LGAs
- It also enabled all of them to be involved in the development of the Committee's workplan



## Diffusion through the Committee's Workplan

- The workplan of all the LGAs was merged to form the State SBCC Committee's workplan. Focus was on:
  - **High-impact activities:** Neighborhood Campaigns; Sensitizations at Community Association Meetings, Religious Places & Indigenous Events; Compound Meetings
  - **Integration:** The LGA Health Educators identified existing health programs in their LGAs into which family planning could be integrated
  - **Leveraging:** These activities were leveraged on for family planning sensitization by the LGA Health Educators



## Diffusion through integrated mobilization

The integrated approach enabled LGA Health Educators to reach more people with family planning messages by leveraging on existing health programs, such as:

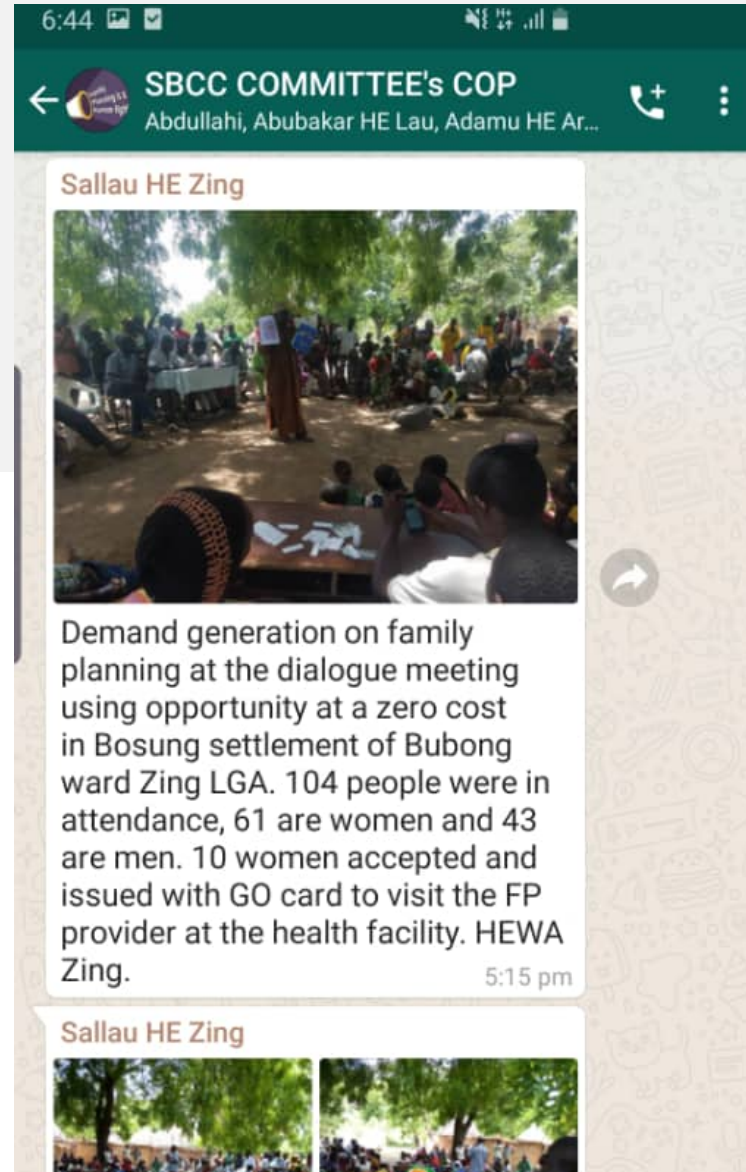
- ✓ Routine immunization
- ✓ Malaria
- ✓ Nutrition
- ✓ WASH
- ✓ Environmental Health and Hygiene
- ✓ Maternal and Newborn Child Health (MNCH)



# Diffusion through CoP

A WhatsApp group was setup by the Committee to:

- Serve as a platform for continuous education and knowledge sharing
- Enable members to provide implementation updates
- Promote and encourage coaching on data use/documentation

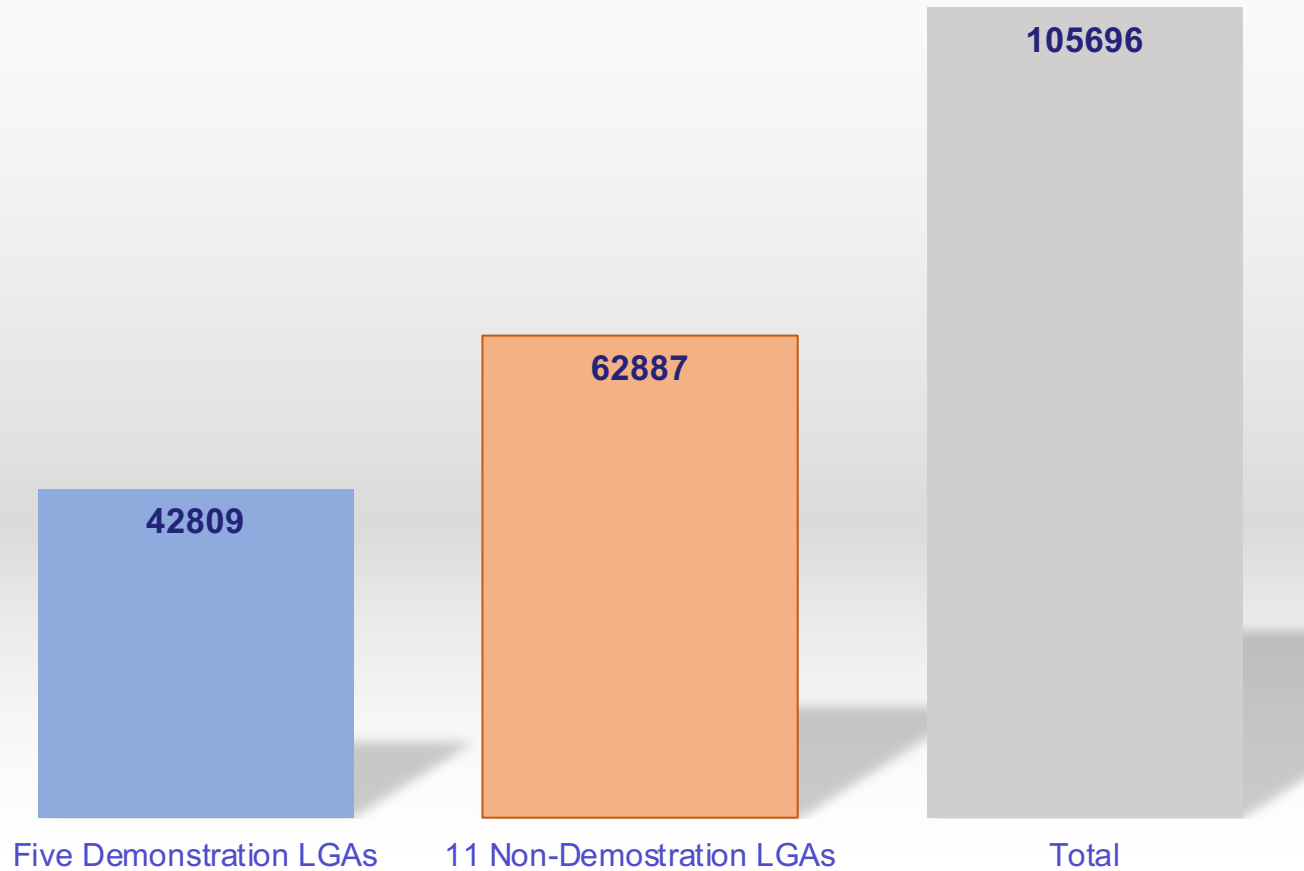


## Intervention Outcomes

- Documentation of DG-related data for family planning was non-existent prior to the intervention
- Increased sensitization on FP and increased uptake as shown in subsequent slides



## Number of Persons Reached with FP Messages, July 2019-April 2020

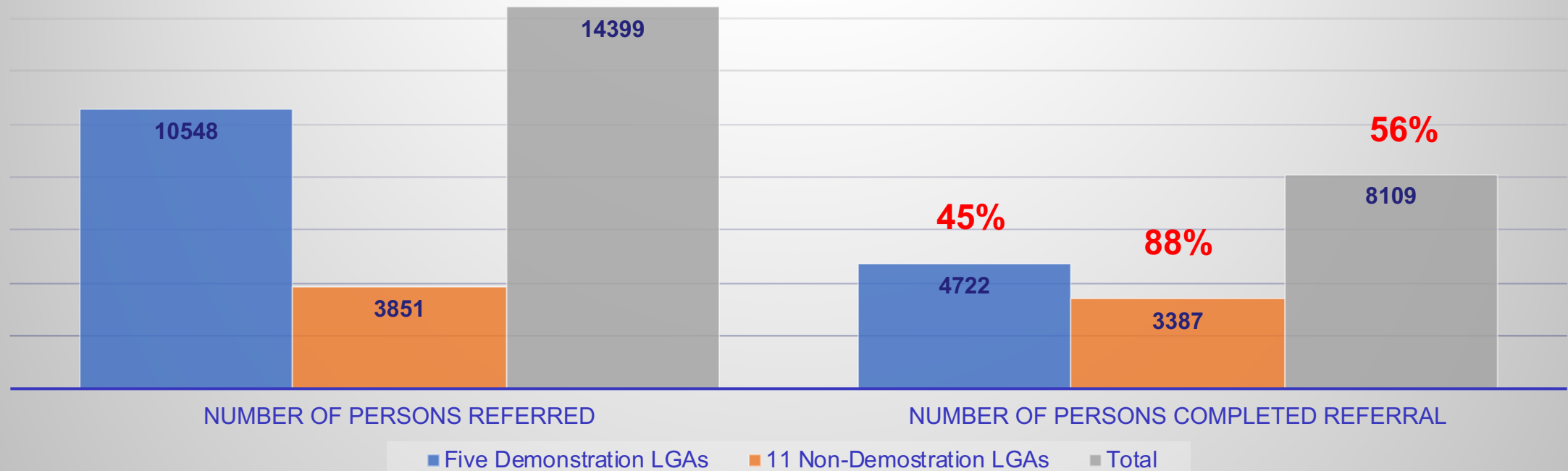


**Number of People  
Reached with FP  
Messages via  
Social  
Mobilization  
Activities in  
Taraba State**

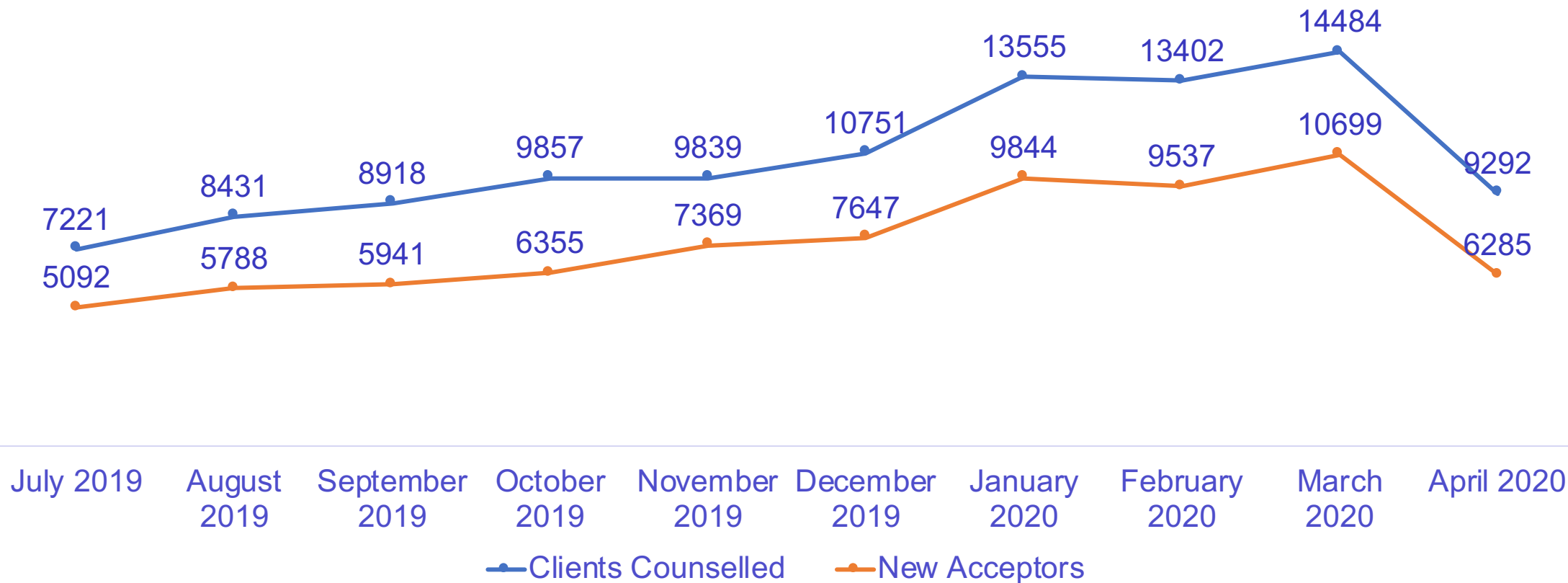


# Conversion Rates: Number of Completed Referrals

## Social Mobilization Results Across Taraba, July 2019-April 2020



# Trends of Family Planning Uptake (July '19-April '20) as a result of Social Mobilization Activities



For more guidance on TCI's HII on Strengthening Social Mobilization Efforts:  
<https://tciurbanhealth.org/courses/nigeria-demand-generation/lessons/social-mobilization/>

# Key Learnings

- Expansion/inclusion of all LGA Health Educators in the SBCC Committee facilitated rapid diffusion of the high-impact interventions, which is a key step to sustaining demand for FP
- Integration of FP sensitization into relevant health programs at LGA and community levels is also a key facilitator of sustained demand for FP
- The setup of the WhatsApp group as the Committee's Community of Practice provides an avenue for knowledge sharing. Beyond that, it also provides an avenue for LGA Health Educators to give updates on their activities in pictures and video clips, thus stimulating healthy competition and further diffusion of best practices





# Community Theatre: Bauchi Experience

June 2020

# Background

- Community theatre is a form of entertainment commonly found in local Bauchi communities. It is usually scripted with local content, presented in the form of drama during social events and community drama nights.
- Actors involved in the performance are community members, given that the drama groups are domiciled within the community, for example:
  - Yanke-Yanke Drama group in Bauchi LGA
  - ANDA Production in Katagum LGA
  - Idon Mikiya Drama group in Alkaleri LGA
  - Duniya Bakisan Gwaniba in Toro LGA
- These events have large followership, usually attended by a variety of community members - - housewives, husbands, young people and traditional and religious leaders



# Determining if Community Theatre is the Right Intervention

- Community theatre is not only used as a form of entertainment but also as an entertainment education tool, which is a TCI high-impact intervention (HII)
- It is a strategy used to address key ideational factors (such as religion, culture, social norm, peer influence) that influence positive behavior change among community members
- Community theatre was identified during the mapping of existing community-based structures to sustain family planning messaging in Bauchi state



For more guidance on TCI's HII on Leveraging & Strengthening Community Theatre:  
<https://tciurbanhealth.org/courses/nigeria-demand-generation/lessons/community-theater/>



# Strategy



- Identify existing community theatre/drama groups
- Review their activities
- Conduct a 2-day training on family planning messaging and visibility
- Provide periodic coaching and technical support on media presence and visibility, documentation and sustainability



# Implementation

- Hold a pre-planning meeting with the community chiefs (sarkin)
- Determine the objective of the performance and write and pre-test the script
  - For example: To encourage uptake of family planning services by addressing religious and social biases
- Carry out awareness-raising and community mobilization activities by town announcers and community mobilizers prior to the event
- Identify data sources to evaluate the effectiveness of the intervention
  - For example: Obtain data on family planning service uptake in facilities near the performance prior to and after the performance to track trends
- Hold the performance



# Outcome

A total of 15 public statements were made in support of FP by religious and traditional leaders during & after the community theatre

This sparked a ripple effect as some of these leaders (Sarki and the Chief Imams) were speaking for the first time publicly in support of family planning after the drama performance:

***“to tackle insecurity and crime in our communities, we must give birth to the number of children we can comfortably take care of, if not adopt child birth spacing”***

**--Serkin Bayan Fada**





## Outcome

The drama sparked discussion among married people (spousal communication) and friends within the communities (peer support) which created a wave of positive perception of women and has led to uptake of family planning services in at least two communities -- Tirwun and Bayan Fada.



Learn more about how community drama sends new clients for FP services in Bauchi:

<https://tciurbanhealth.org/community-drama-sends-new-clients-for-family-planning-services-in-bauchi-state-nigeria/><sup>27</sup>

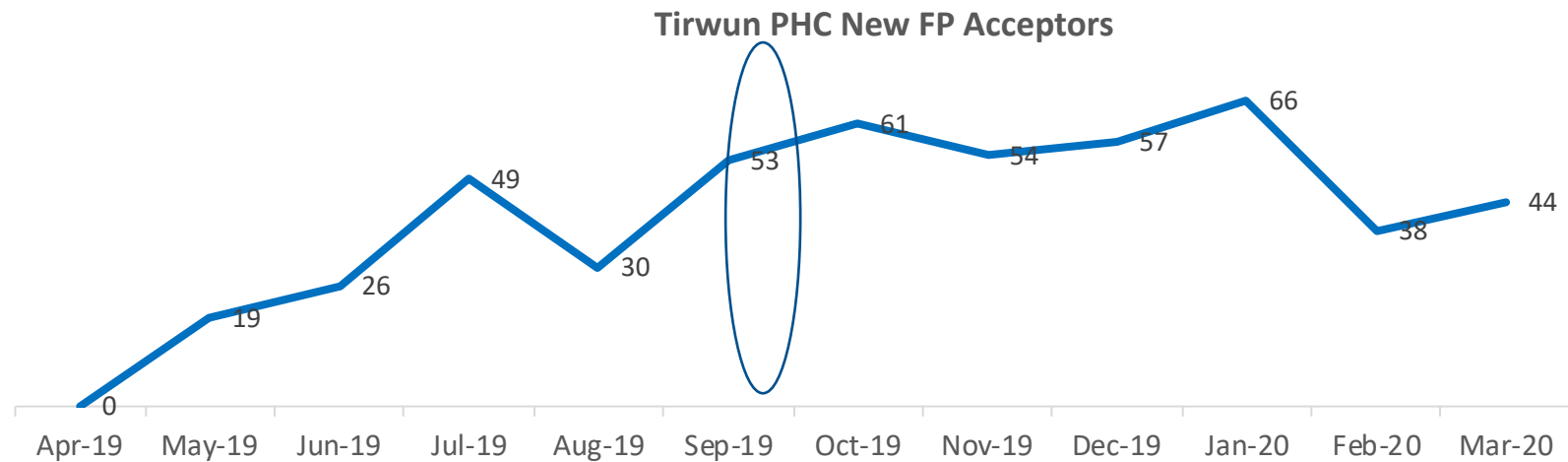
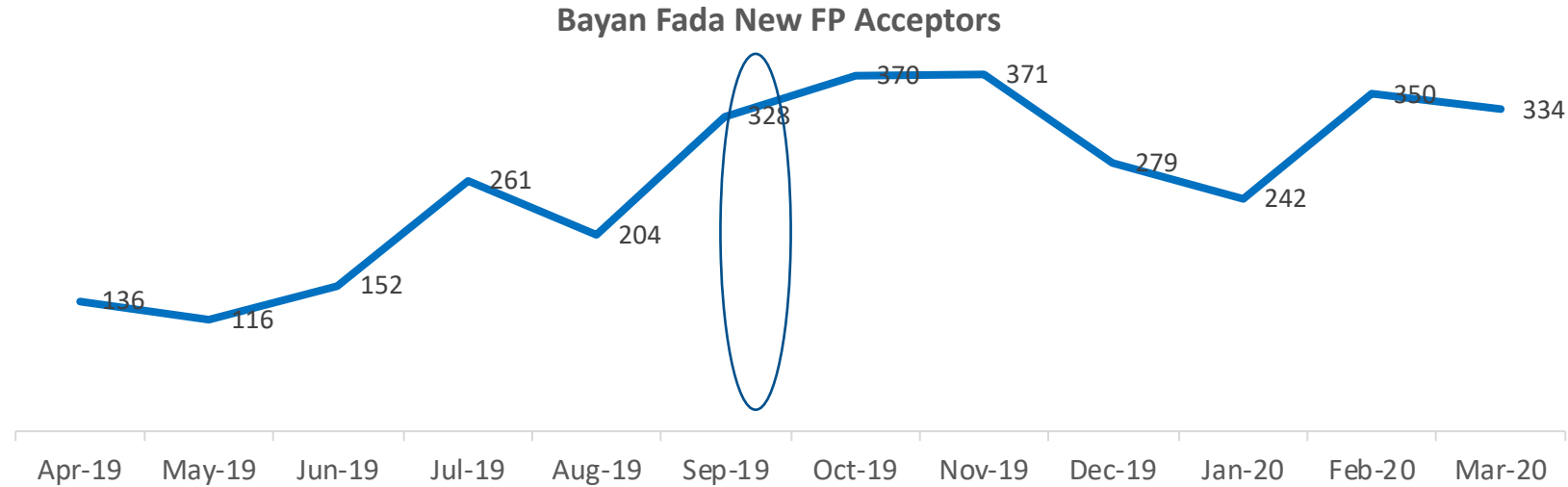


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# Outcome

More influential champions speaking out publicly: *“Child birth spacing is the way to keep our women alive.”* - Sarkin Tirwun

# Data from Tirwun and Bayan Fada Primary Health Care: Facilities in the Catchment Area of the Drama Performances



Data Source: NHMIS DHIS2



# Sustainability

- The drama groups conduct sensitization for other programs, such as WASH, nutrition, etc.
- Private organizations and individuals engage the drama groups for sensitization on different projects, such as vesicovaginal fistula.
- Quarterly family planning magazine undergoing final phase for launching, produced by Yanke Yanke drama group.
- The Bauchi state partners work with these drama groups for sensitization on other PHC services and have officially included drama groups as a strategy for community sensitization.



# Conclusion

The increase in FP uptake in both facilities shows that community theatre is a viable strategy in achieving and increased family planning uptake in facilities in Bauchi State, thereby contributing positively to increase in mCPR in the State.



**Thank you!**