



Promoting Sexual and Reproductive Health: A Rights Based Approach: Colombia's Derechos Convertidos en Hechos

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**International Conference on Family Planning
Kampala-Uganda, 15-18 November, 2009**

DERECHOS CONVERTIDOS EN HECHOS?

This is a right-based program designed to implement the national SRH strategy responding to the need to improve SRH of women, men, and youth

- High risk sexual behaviors among youth without protection against unwanted pregnancy, STIs, or HIV (low contraceptive use, low condom use)
- High teen age pregnancy
- High Maternal mortality
- High sexual and domestic violence
- Low utilization and quality of RH health services, particularly for youth and displaced by conflict

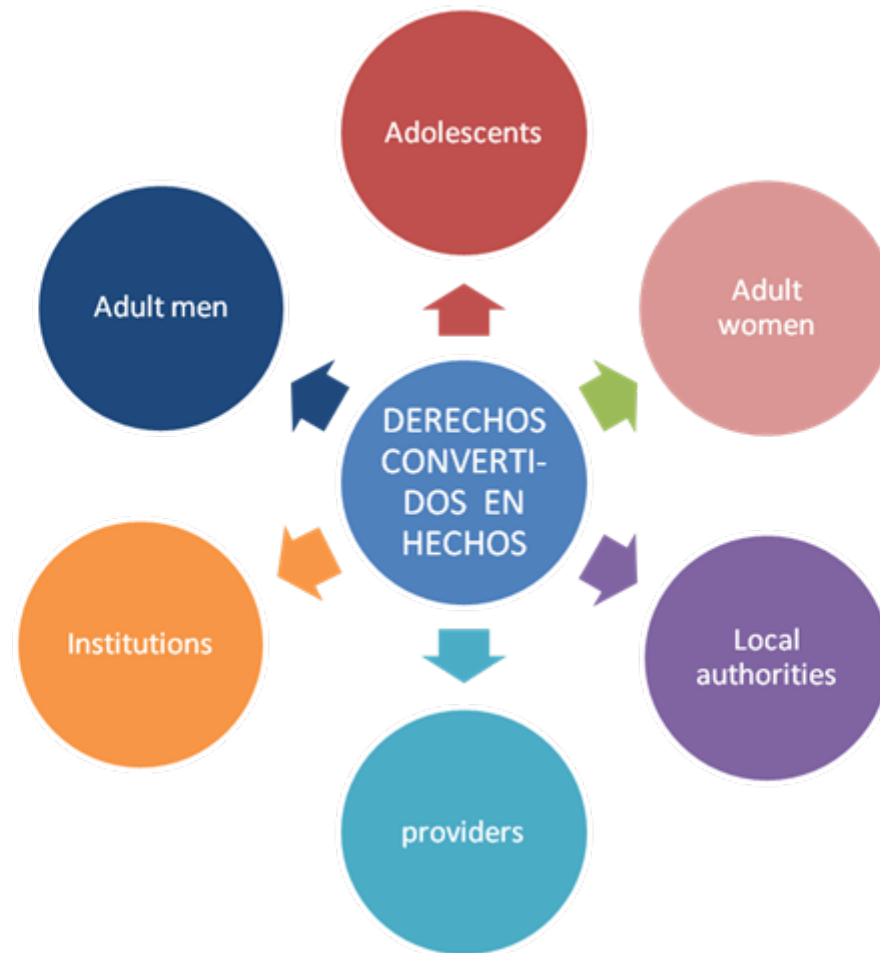
DERECHOS CONVERTIDOS EN HECHOS?

- **By promoting rights and accountability, coupled with capacity building, program aimed to Expand the Provision of quality Information and services** in each of the components of the national SRH policy:
 - *Making pregnancy safe, increase utilization of family planning, HIV prevention, prevention of STIs, prevention of cervical cancer, prevention of sexual violence.*

DERECHOS CONVERTIDOS EN HECHOS

- The program strategy included:
 - **Intensive exposure to multi-media Mass communication campaign on all aspects of SRHR**
 - **Conducting Community level social mobilization**
 - **Increasing Availability and quality of health services:**
assessment and training of service providers
 - **Awareness raising and mobilization of political support among public authorities**

Targeted Groups in 6 departments: Antioquia, Atlántico, Bolívar, Huila, Risaralda, Valle del Cauca



Main messages of Derechos Convertidos en Hechos

- Know your rights, take matters into your hand
- Know how to protect yourself and your partner: take responsibility
- Communicate with your partner, talk about sex before you do it, be frank
- Denounce sexual and domestic violence
- Demand information and health services
- Contact us for services and information

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CONVERTIDOS EN
HECHOS**



Exige a los servicios de salud información y métodos anticonceptivos

NO TE MUERAS DE AMOR



Ministerio de la Protección Social
República de Colombia

**DERECHOS
CONVERTIDOS EN
HECHOS**

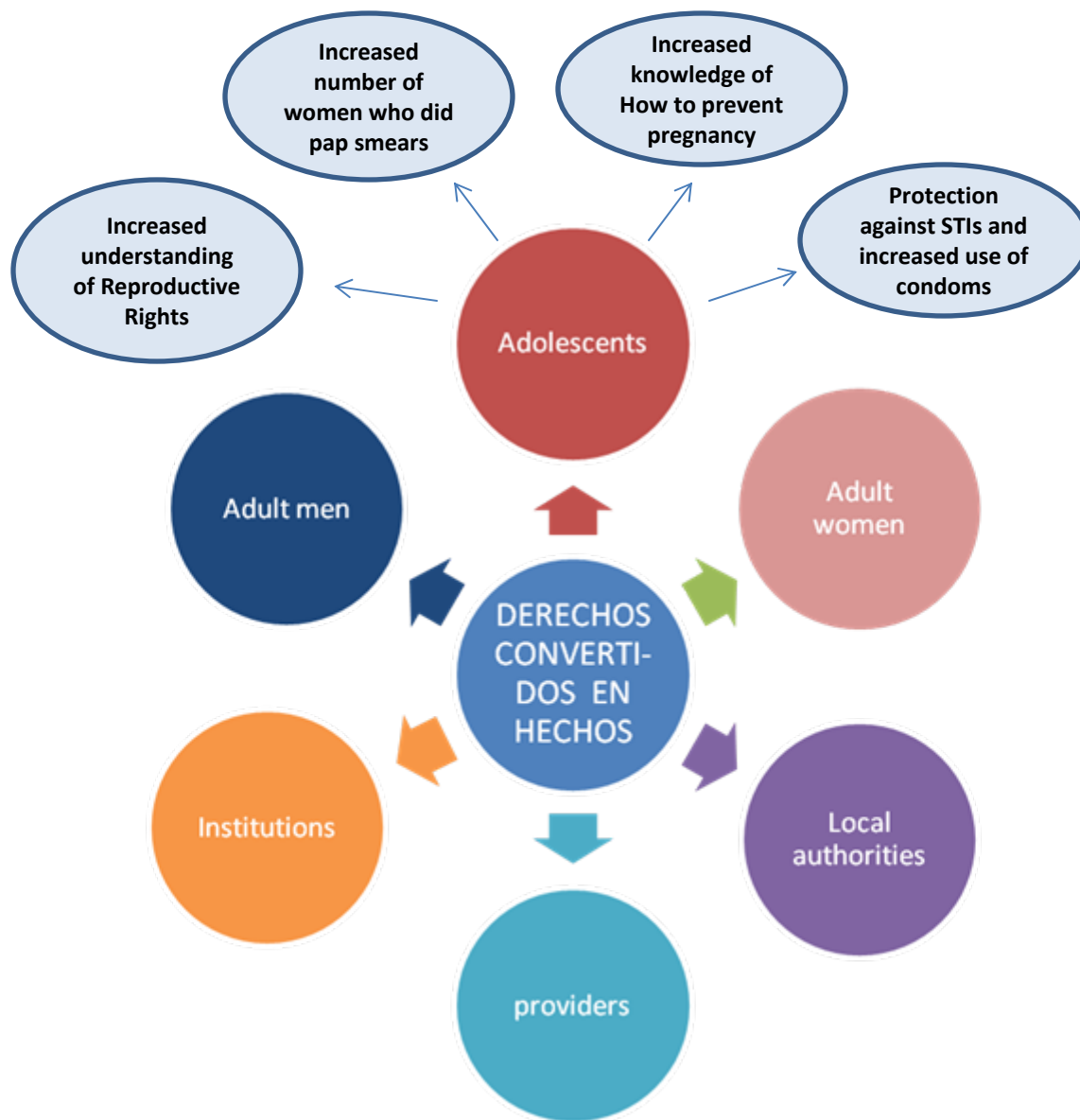


Exige a los servicios de salud información y métodos anticonceptivos

Methodology for studying impact

- To evaluate the impact of the multi-media strategy of the program, a pre-post survey questionnaire was conducted among target population (3809 final survey, 4657 baseline) Total of groups health administrators and providers (1100 in each survey)
- Qualitative data were obtained through Focus group discussions with service providers, Indepth interviews with 110 public officials in the different municipalities
- The evaluation was conducted by an external group selected on basis of an RFP

Summary of findings

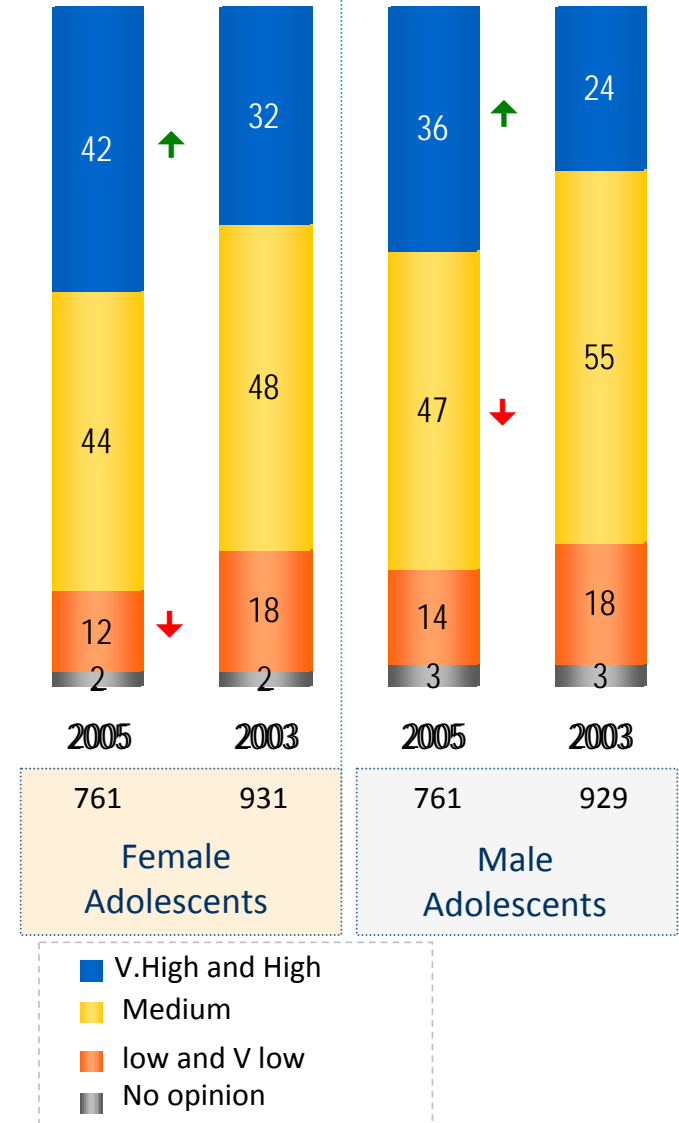


Summary findings

Significant Increase in knowledge of Reproductive Rights

Knowledge of Reproductive Rights

%

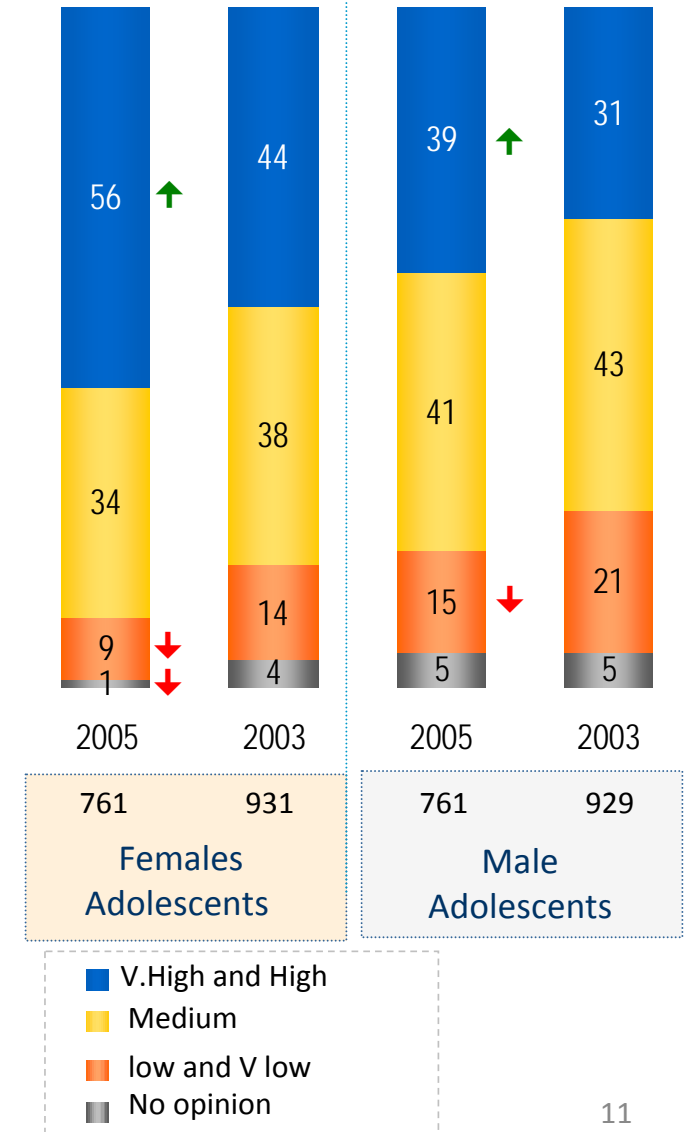


Summary findings

Significant Increase in Knowledge on how to prevent pregnancy

Knowledge how to prevent pregnancy

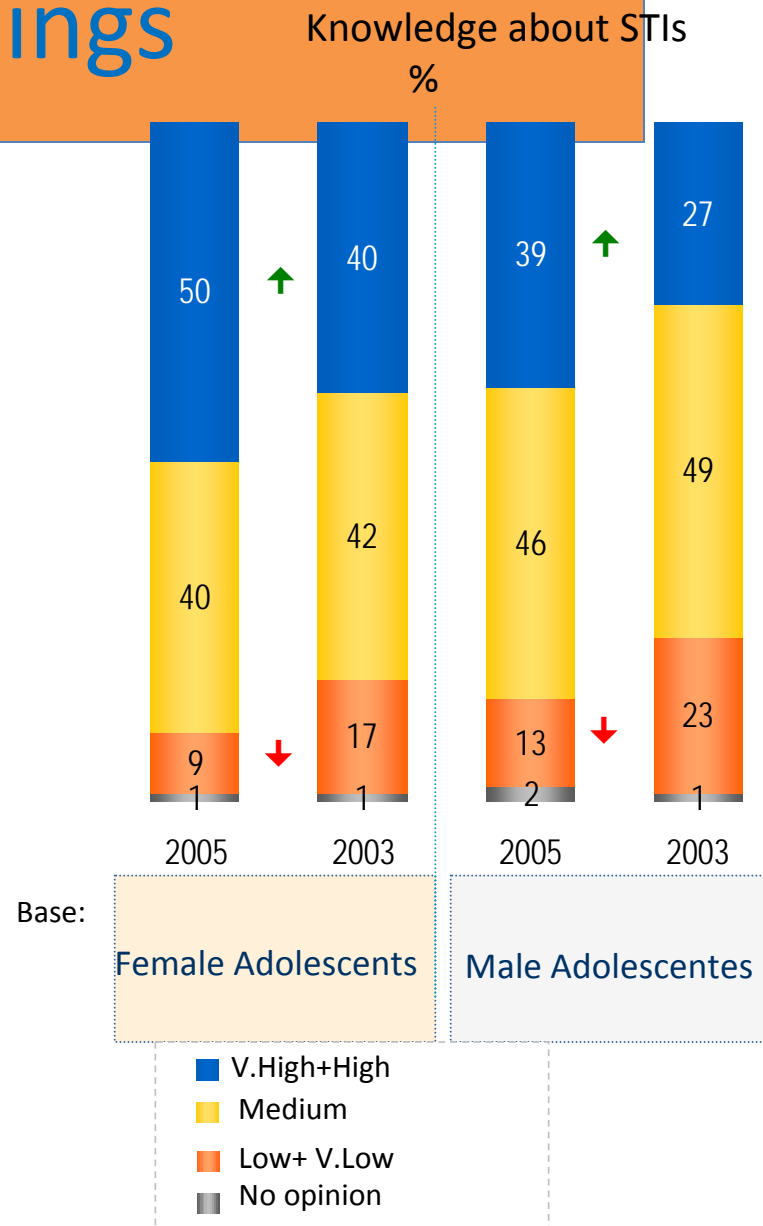
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Summary Findings

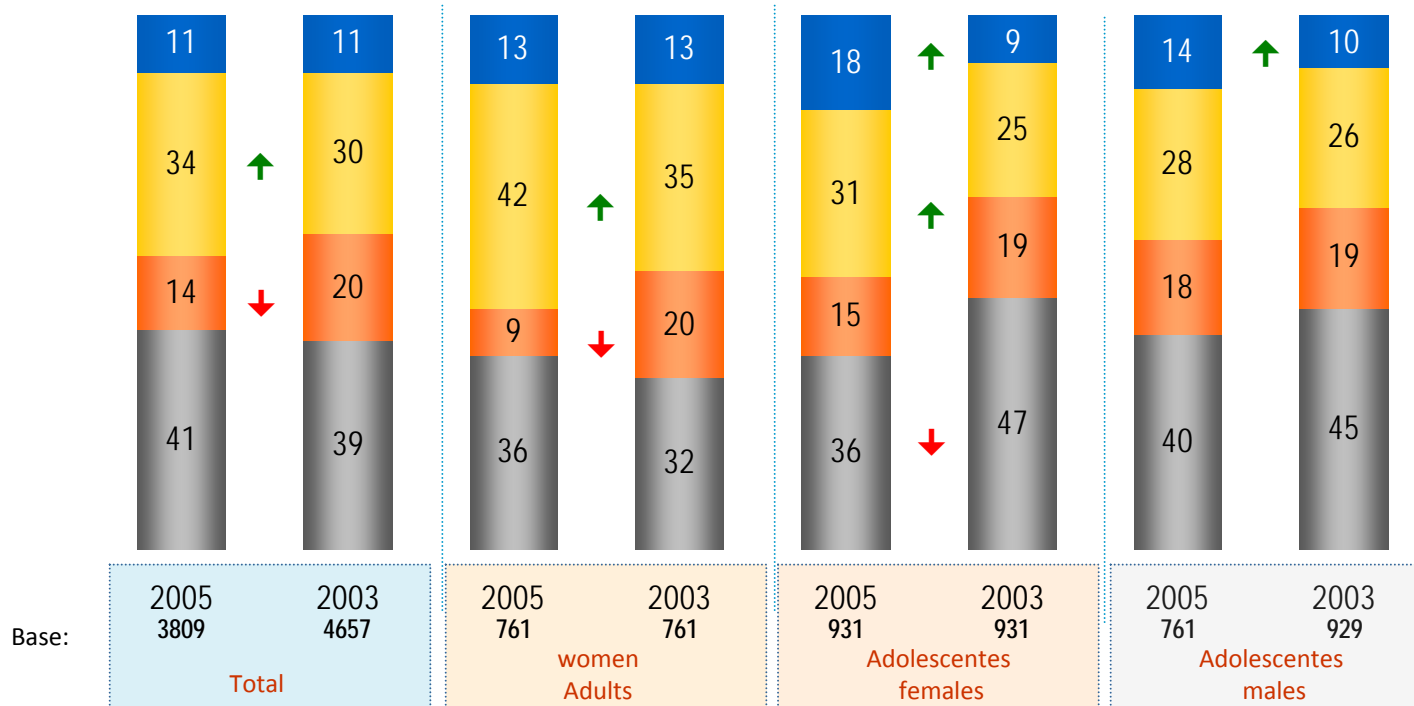
Significant Increase in the number of adolescents who know how to protect themselves from STIs

Significant increase in number of adolescents who said that Condom is the only method to prevent STIs

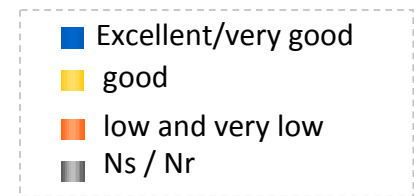


Users assessment of quality of care

% ↓ ↑ Significant difference from baseline 2003



Significant positive change reported in quality following the campaign and training



SRH & RIGHTS approach: Why does it Work in Colombia?

- **SRR are well defined in the national SRH policy**
- **There exists an elaborate legal framework for rights in general, including SRH rights**
- **The legal framework underlines the state's responsibility to protect and promote rights to information and services**
- **Each of RR Policy and Legal Framework holds Health institutions accountable to make information and services available**

SRH & RIGHTS approach: Why does it Work in Colombia?

- **The national government itself promoted and invested in the use of the RR campaign to Empower youth to exercise their rights and to reduce their risk behavior and vulnerabilities.**
- **The RR campaign empowered youth; Empowerment gave them options and enabled them to take matters into their hands: protect themselves and partners, Demand Information and Services from health institutions and providers**
- **The implemented RR framework also created an enabling environment and strengthened the support networks at all levels and with multiple actors across sectors**
- **It was culturally acceptable, tested for cultural acceptability**

Lessons Learned

Communication on Rights:

- **Empowers youth and motivates them to seek information and services**
- **Builds providers understanding of youth needs and their commitment to provide information and services**
- **Enhances the quality of care by increasing responsiveness and options**

Lessons Learned

- **The RR approach was extended to Human Rights:**
- **Engaged the national Human rights machinery and Judicial system and Lead to design of an M&E framework for measuring the degree to which RH , RR,& gender equality are promoted and protected by State actors**

Lessons Learned

- **Know who are the young people: both males and females**
- **Media communication on SRHR :**
 - **Is Effective in motivating and empowering youth**
 - **Enhanced Youth understanding of gender roles, dynamics and power relations**
- **Media institutions are strategic partners whose support could be leveraged to further expand the campaign**

Lessons Learned

- **Partnership with Education sector was critical to the implementation of SRH policy and to sustainable effort to inform , educate and empower youth**
- **Education sector picked up on the RR approach and integrated it into its curriculum on citizens education and responsible citizenship**
- **Wide coalition of partners and community mobilization**

My Favorite Quote from the Campaign Literature

POR UNA COLOMBIA SIN VIOLENCIA:

***QUE LOS CUERPOS DE TODOS Y TODAS
SEAN SIEMPRE LOS PRIMEROS
TERRITORIOS DE PAZ***



Thank you