

C | C | P



# Communication and contraceptive use among young women in urban northern Nigeria

**Mu'awiyah Sufiyan B.**

**Hadiza Babayaro**

**Stella Babalola**



JOHNS HOPKINS  
BLOOMBERG  
SCHOOL of PUBLIC HEALTH

*Center for Communication Programs*

It's [WHAT WE DO] that MAKES A DIFFERENCE



# Overview of *Ku Saurara!*

- **Funded by the David and Lucile Packard Foundation.**
- **Implemented in northern Nigeria since 2000**
- **Currently funded through September, 2011 (Phase V).**
- **Theory-based, evidence-informed interventions**



# Target Audiences

## Primary Target

- **Initially young adults aged 10 – 24 years, subsequently 15-24**
- **In-school and out-of-school**
- **Married and unmarried**

## Secondary Target

- **Parents, religious/traditional/community leaders, policy makers, gatekeepers, service providers**



# Project Objectives: Phases I - III

- **Strengthen youth reproductive health behaviors;**
- **Strengthen the service delivery system with an emphasis on youth-friendly clinics; and,**
- **Increase collaboration among reproductive health NGOs.**



# Program Strategies

- **Use of E-E approaches (radio, road/school shows and film);**
- **Community outreach activities;**
- **Print materials;**
- **IPC/C and BCC capacity building;**
- **Ensuring collaboration between YSOs in the North; and,**
- **Advocacy with local opinion leaders.**



# Phase III Activities

- **Radio: 39 episodes**
- **Listeners' Clubs**
- **Capacity building in MMD for local media organizations**
- **Interpersonal communication for providers**
- **Materials Harmonization for Packard Grantees.**



# Data and Methods

- **2007 household survey in three northern states: Bauchi, Kano and Katsina;**
- **Target: young people aged 15 – 24 years;**
- **Sample size: 2422 (1261 men and 1161 women);**
- **Analyses based on 481 women who were married or reported sexual experience;**
- **Data analyzed using logistic regression.**

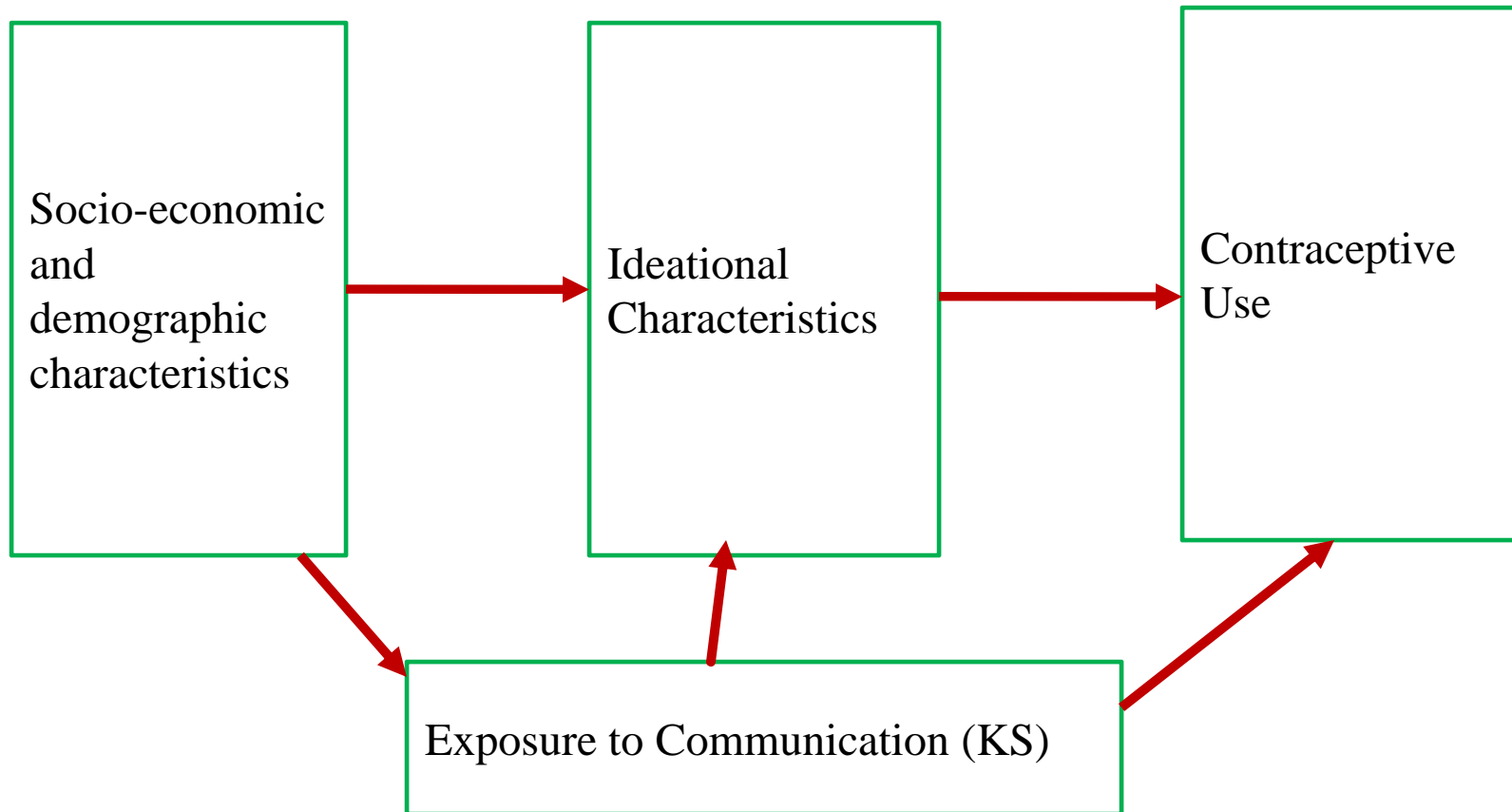


# Selected sample characteristics

- **% with post-primary education: 40.5**
- **% ever married: 80.6**
- **% gainfully employed: 24.9**
- **% Moslem: 89.2**

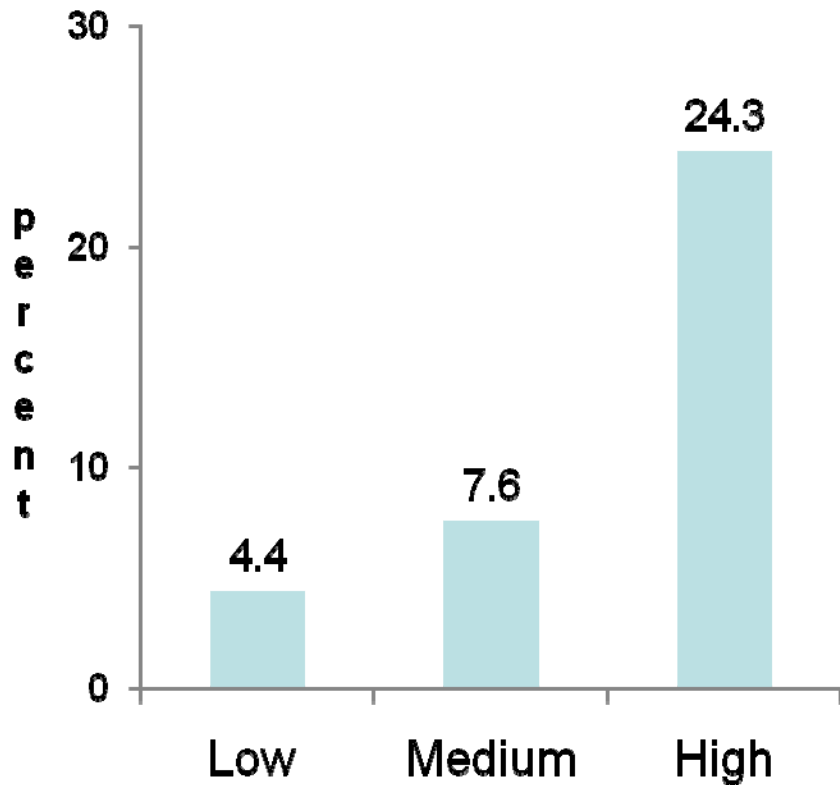


# Analytic framework - ideational model of behaviour change

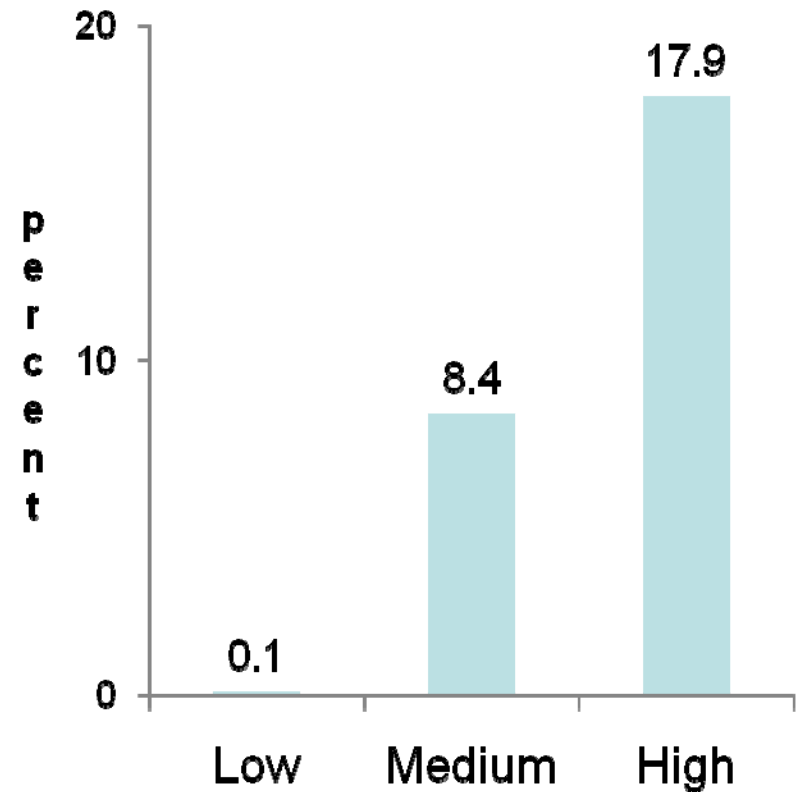


# Percent currently using modern contraceptives ...

By level of communication exposure



By level of contraceptive ideation



n=481

# Predictors of Contraceptive Ideation

Predictor	Coefficient	Std. Error
Current age		
20 – 24 (RC)	0.0	--
15 – 19	-0.81*	0.36
Education		
Primary or less (RC)	0.0	--
Secondary +	1.20***	0.34
State		
Bauchi (RC)	0.0	--
Kano	0.63	0.38
Katsina	1.02**	0.39
Exposure to KS		
Low	0.0	--
Medium	1.81***	0.37
High	3.32***	0.46
Religion		
Christianity (RC)	0.0	--
Moslem	-1.21*	0.54

- **Exposure to KS is the strongest predictor of ideation. Compared to low exposure, a high level of campaign exposure increases the score for contraceptive ideation by more than 3 points.**
- **Education, state of residence, religion and age are other strong predictors of ideation.**



# Predictors of Contraceptive Use

Predictor	Coefficient	Std. Error
Score for contraceptive ideation	1.27***	0.07
Current age		
20 – 24 (RC)	0.0	--
15 – 19	0.26*	0.17
State		
Bauchi (RC)	0.0	--
Kano	0.29*	0.16
Katsina	0.41*	0.19
Exposure to KS		
Low	0.0	--
Medium	0.97	0.50
High	2.69*	1.29
Religion		
Christianity (RC)	0.0	--
Moslem	0.20***	0.08
Pseudo-R <sup>2</sup>	28.7%	

- **Contraceptive ideation is the best predictor of contraceptive use. A unit increase in the score for ideation increases the odds of contraceptive use by 27%.**
- **Only a high level of exposure makes a difference for contraceptive use.**



# Conclusion

- **Less than half of the women in this study were exposed to one campaign material or participated in at least one project activity;**
- **Contraceptive use is very limited with less than one-tenth reporting use of modern methods;**
- **Exposure to KS program is the strongest predictor of contraceptive ideation, which in turn is the best predictor of contraceptive use;**
- **Moderate exposure to KS program makes no difference for contraceptive use but high level of exposure does.**

