

# HUSBAND SUPPORT CAN BREAK NEGATIVE NORMS SURROUNDING CONTRACEPTIVE USE FOR MARRIED ADOLESCENTS IN RURAL ETHIOPIA

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# INTRODUCTION

## IMPLEMENTATION SITE



## Maverick Next Project Donors





# INTERVENTION OBJECTIVE

- Global evidence show that engaging male partners in family planning can lead to improved couple decision-making and increased modern contraceptive use.
- Men's support can improve negative social norms surrounding contraceptive.
- I present a program intervention, **key findings and program lessons** from a male engagement initiative to improve negative social norms surrounding contraceptive use for married adolescents in rural Ethiopia.

# BACKGROUND



- ❑ In Ethiopia for many girls the timing of motherhood is often outside their control and use of methods continues to be stigmatized.
- ❑ Girls have limited agency to time births

**49-40%**

Girls married before age of 18 (2005 vs 2016 EDHS)

**63.2 – 59.5%**

Get the first baby before age 18. (2005 vs 2016 EDHS)

**46 vs 70%**

A360 Program experience of contraceptive uptake when husband not present vs attend a FP counseling

# METHODOLOGY

Assessing the intervention's husband engagement elements

- Elements were introduced to 19 Smart Start sites in 9 districts across 4 regions from July 2021 to December 2021.
- Service uptake data were tracked using government DHIS2
- Monthly monitoring data reviews conducted
- Qualitative data collected via regular supportive supervision
- Course correction offered by PSI staff as needed
- Additional analysis comparing Smart Start sites with and without the husband engagement adaptation

# THE PROGRAM IMPLEMENTATION

1



**COMMUNITY KICK-OFF**



2



**GATE KEEPER ORIENTATION**



3



**HUSBAND GROUP SESSION**  
(Smart Start financial counseling and in-depth method information)



4



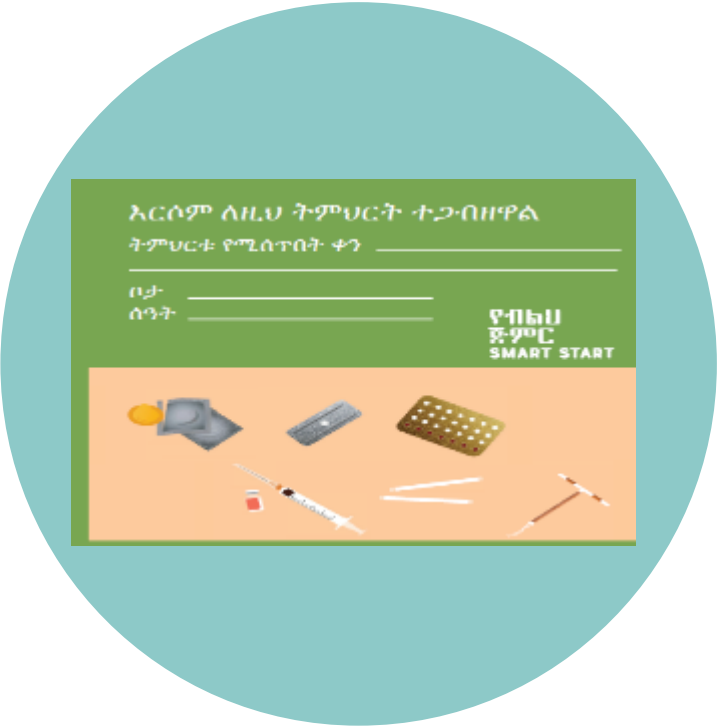
**GIRL'S COUNSELLED AND GET FAMILY PLANNING SERVICE BY HEW** (Individual, couple, and group counselling)



# HUSBAND ENGAGEMENT SERVICE ELEMENTS

Each asset has a specific purpose, designed to address an insight identified during program design

## INVITATION CARD



*Helps gatekeepers remember key messages when mobilizing husbands*

## CAP



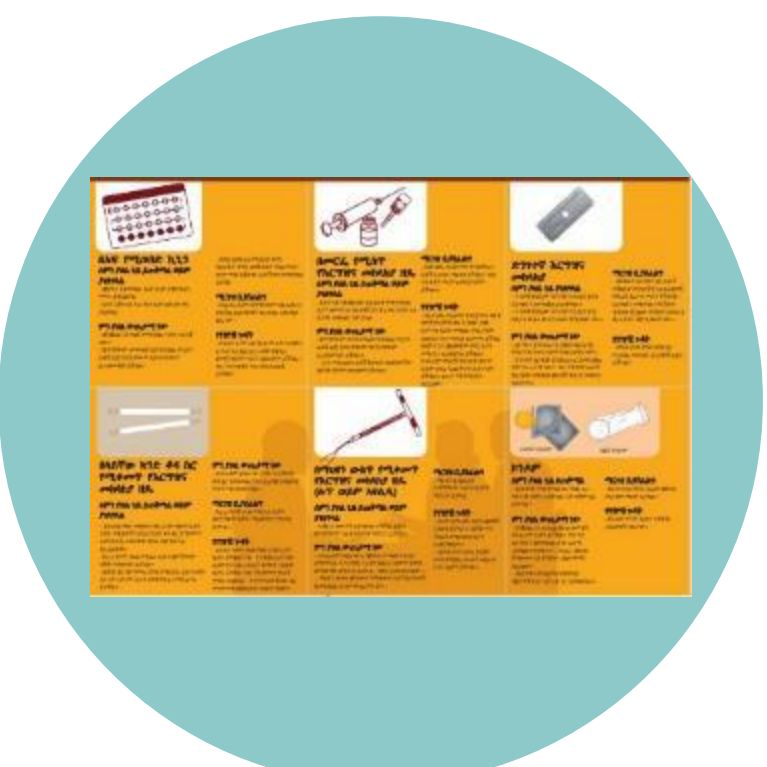
*Sparks conversation about the program in the community*

## SMART START COUNSELLING BANNER



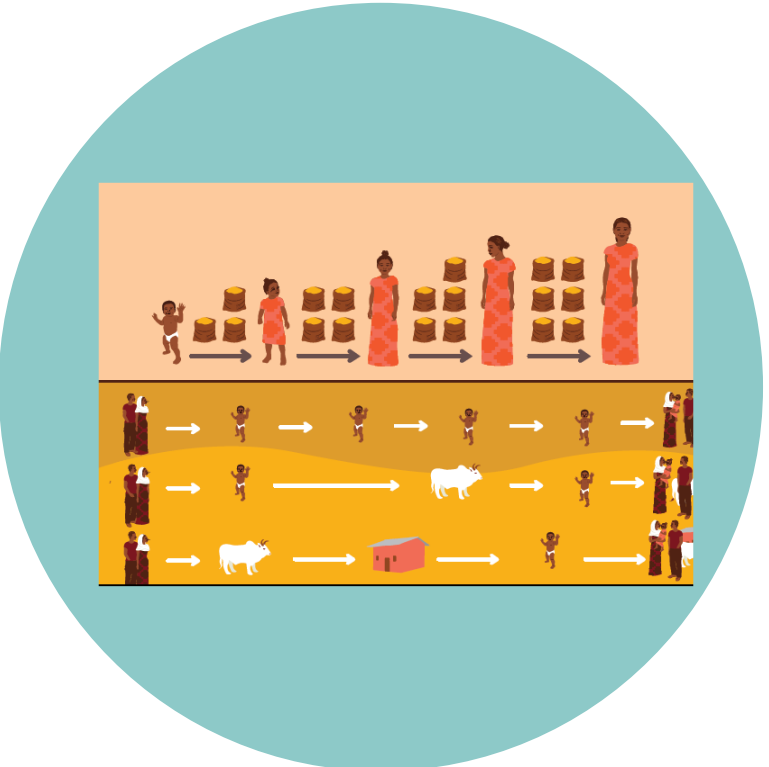
*Makes contraception relevant by linking it with future prosperity*

## METHOD COUNSELLING BANNER



*Explains the different contraceptive methods, the benefits, and their side-effects*

## REFERRAL CARD

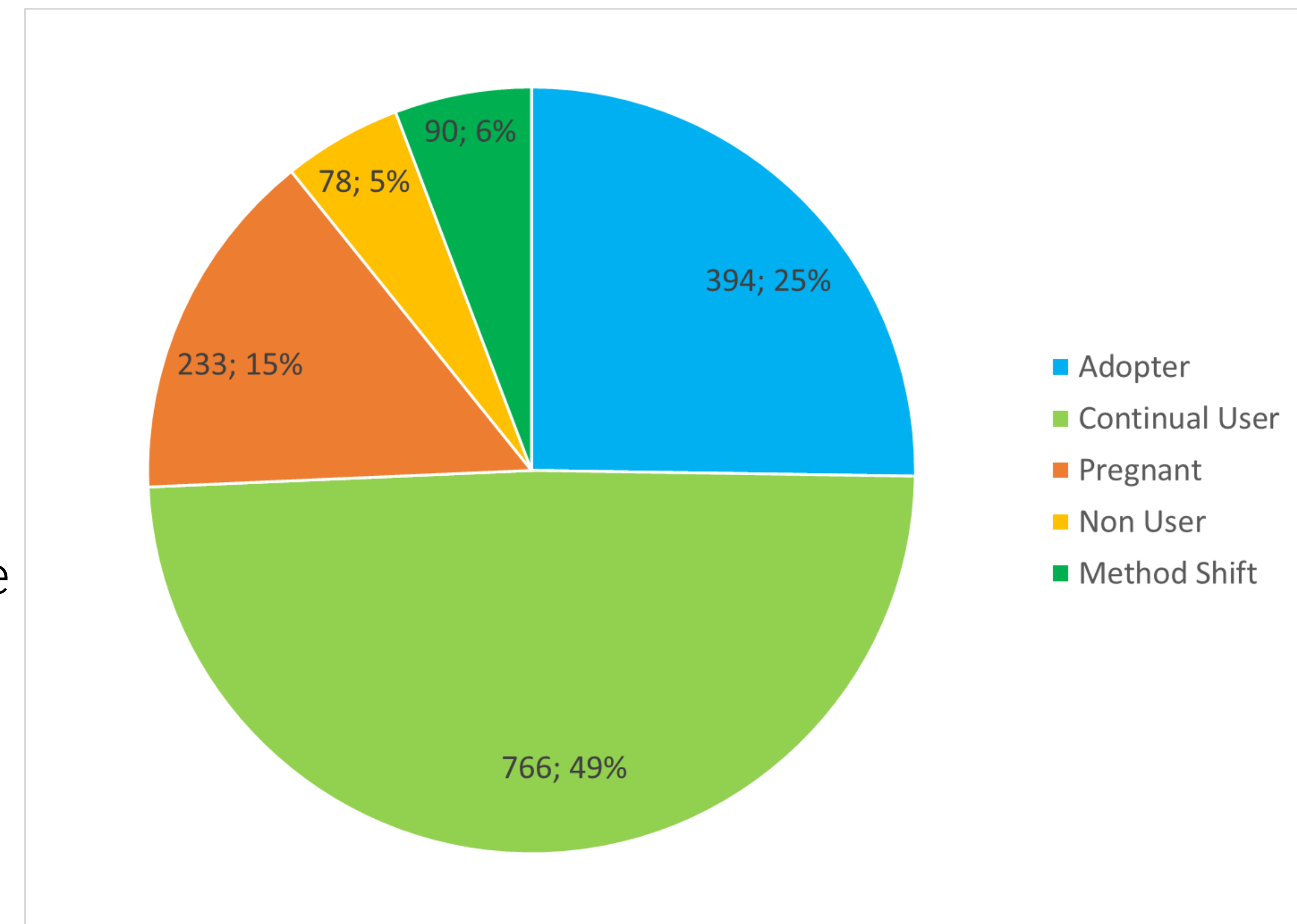


*Aides couples in discussions on family and future planning after the husband session*

# KEY FINDINGS

- 1,906 husbands participated in a group session.
- 1,561 wives of the husbands participating (married young women) were counselled on family planning methods.
- A quarter (23%) of young women reported being mobilized for counselling by their husbands.
- Nearly one third (30%) of young women mobilized were not currently using a contraceptive method.
- Of all women eligible for contraceptive uptake at the time of counselling **83.5% accepted**, with just 5% indicating they were not interested.
- The highest number of husbands attend a session in weekends compared with weekdays since husbands spent their time at farm during weekdays

Visit Outcome for 15-19 years old Adolescent Girl's, October-Decemeber 2021 /N=1561/



**Conversion Rate = 83.5%**



# KEY FINDINGS: QUALITATIVE

- Men reported high satisfaction with the sessions, noting that the education sessions around contraceptive methods were particularly informative.

*“I like the method simulation part very much. It gave me good knowledge about different planning methods and helped me to clear the wrong information I had regarding side effects.” -Husband, Somba Checka*

- Young women verified that having their husbands attend sessions reduced misinformation and resulted in more support for their contraceptive choices:

*“After he attended the session, he avoided his wrong thinking about how contraception can make girls infertile, and he is encouraging me to take the three year [implant].” -Married Young woman, Zuramba*



# PROGRAM LESSONS

- ✓ Engaging husbands is critical to contraceptive uptake among young, married couples
- ✓ Men need to learn the facts and benefits of contraception in a way that fits their schedule
- ✓ Older, respected men in the community gatekeepers and can positively influence husbands
- ⚠ Health worker schedules don't align with men's schedules
- ⚠ It is challenging to be efficient in program targeting (i.e. only husbands of non-users of contraception)
- ⚠ Programs must be careful not to reinforce negative gender norms



## MEKDES, AGE 17



“Since my husband attended the [husband] session and agreed to delay the next pregnancy for at least three years, I didn’t face any pressure from my husband to decide which method. If he hadn’t attended the session...the burden of explaining and convincing him would have remained on me.”

# ONE MINUTE VIDEO

See and hear from program participants



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# THANK YOU

