FROM HEALTH TO DEVELOPMENT

Shifting Family Planning Positioning in Jordan

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Partners

Ministry of Health
Hashemite Kingdom of Jordan

Jordan Communication
Advocacy and Policy
Unbalanced Population Growth

- Jordan population doubled over last decade
- 30% non-Jordanians, including 1.3 M Syrian refugees
- High Total Fertility Rate (3.38)

Stagnant fertility rate


Preference for large families (4 children)

Poor life planning practices
Shifting focus from health to development

Family planning improves

*mother & child health*

Family planning empowers families to achieve

*quality of life*
“Plan your pregnancies… Ease your burden”
National FP campaign at a glance
Segmented Communication Approach

Engaged/Newlyweds
- Delaying 1st baby

Active Childbearing
- Spacing births

Completed family
- Limiting future birth
The Campaign had broad reach

They liked it… more than other campaigns!
It triggered discussions

Have you discussed the campaign with someone?

- Yes: 69%
- No: 31%

- Spouse: 50%
- Family: 25%
- Friends: 25%
And also intentions to ACT!

- Develop a joint plan with my spouse for our family
- Plan for the quality of my family life
- Use family planning methods
Result 1

Objective: At least 60% of targeted couples improved knowledge on the benefits of FP

76%

Improved Knowledge
89% agree with the slogan message.

80% intend to act on the slogan message.
Engaged/Newlyweds

Objective: At least 35% agree on delaying first baby

61% Agree

51% intend to delay
Result 3

Active Childbearing
Objective: At least 80% agree on spacing birth

96% Agree

80% intend to act
Result 4

Objective: At least 40% of targeted couples convinced with smaller family leading to better quality of life

82%
Conclusions

Shifting family planning from health to development allowed us to:

- Expand the perspective of family planning
- Maximize campaign reach, likeability and intent to act
- Address sensitive and challenging social norms in an acceptable way