



TÉKPONON JIKUAGOU

Reducing Unmet Need for Family Planning
through Social Networks in Benin



USAID
FROM THE AMERICAN PEOPLE



TÉKPONON JIKUAGOU



GOAL:

Reduce unmet need for family planning in intervention areas (2 health zones of Couffo, Benin)

RESEARCH TO:

- **Develop and test social network interventions to overcome socio-cultural barriers to family planning use**
- **Understand the dynamic nature of unmet need**

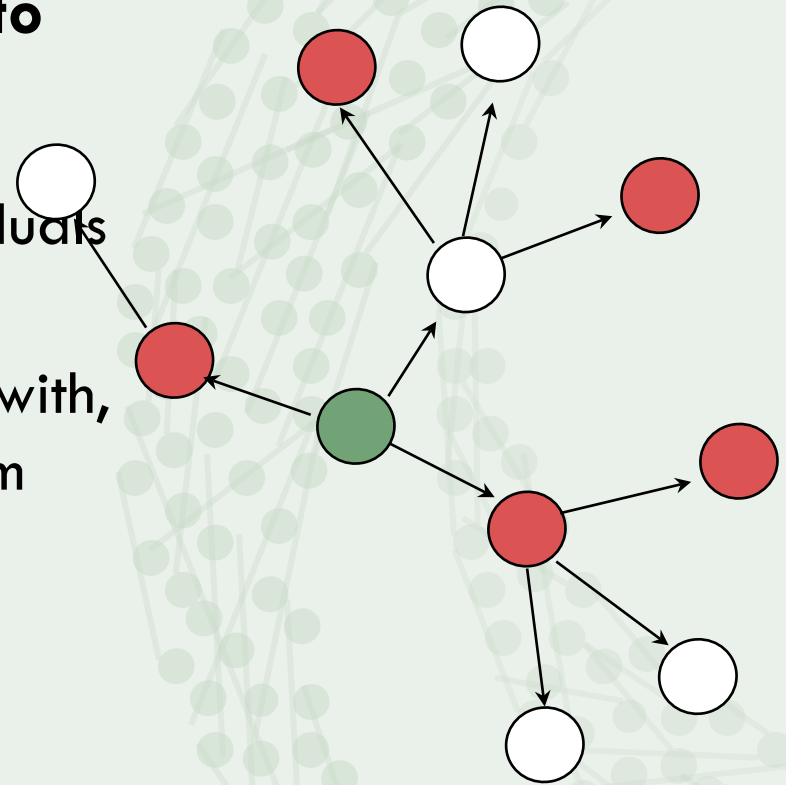
PARTNERS:

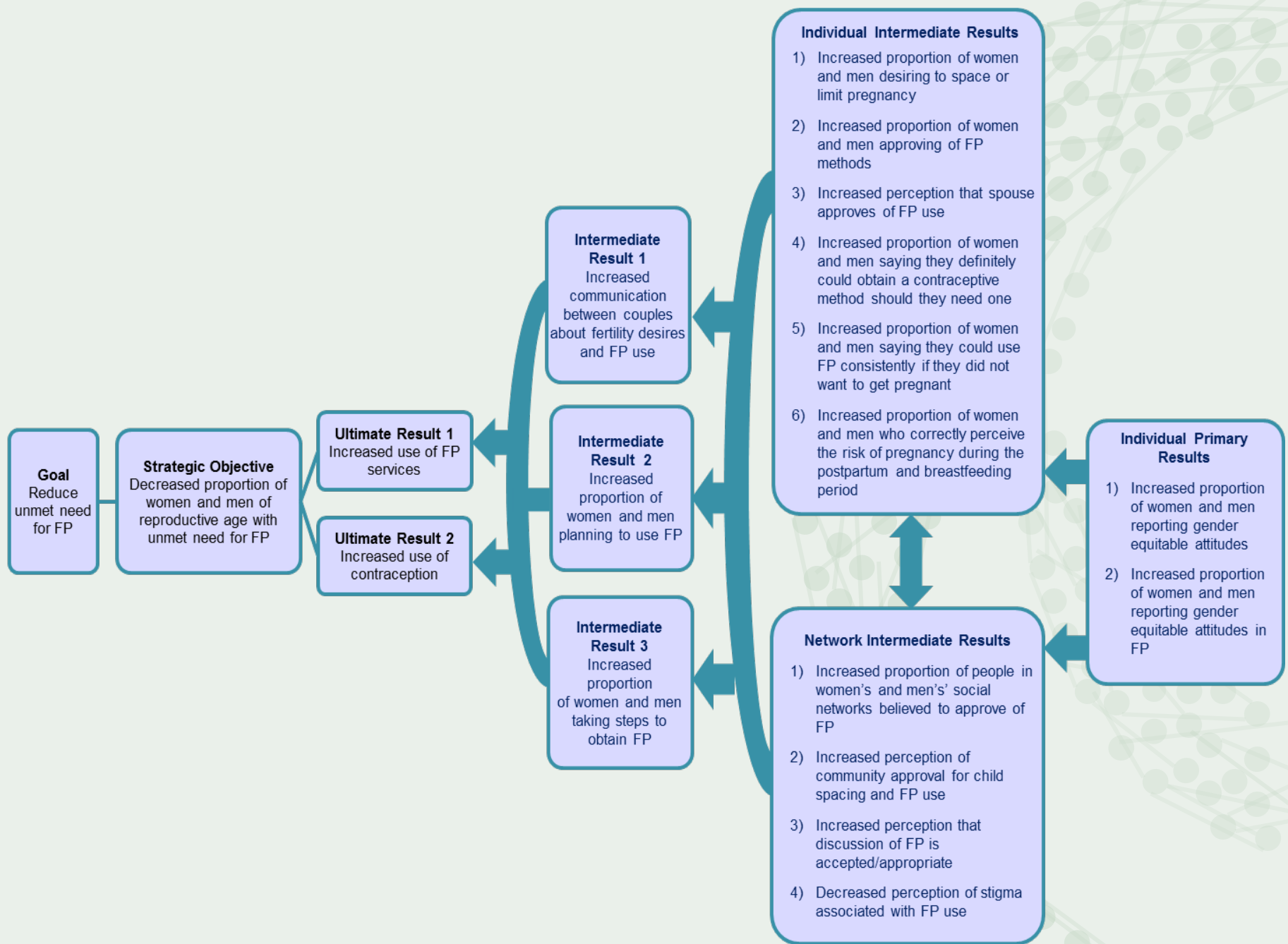
- **Institute of Reproductive Health**
- **CARE**
- **Plan International**

SOCIAL NETWORK ANALYSIS

A theoretical perspective applied to research and programs

- Focuses on **relationships**, not individuals
- Recognizes that individuals interact with, learn from, and get information from other people
- Reveals that highly interconnected/centrally located individuals adopt innovations more quickly





METHODS



METHODS



Ethnographic Research

(6 FGDs, 32 in-depth interviews, mapping in Mali)



Social Network Mapping

(726 interviews in Mali)



In-Depth Interviews


(25 men/25 women)



Baseline Household Survey

(1080 men/1080 women in Benin)



An abstract network diagram in the top right corner, featuring a series of interconnected nodes (small circles) and lines, forming a complex web-like structure that suggests a social network or data flow.

ACTIONABLE RESULTS: SOCIAL NORMS & SOCIAL NETWORKS

FORMATIVE RESEARCH PROVIDED INFORMATION ON THE INFLUENCE OF...

- SOCIAL NETWORKS
- SOCIAL NORMS
- STIGMA
- MALE INVOLVEMENT

ON FAMILY PLANNING
KNOWLEDGE, ATTITUDES
AND USE



Social networks, stigma and diffusion

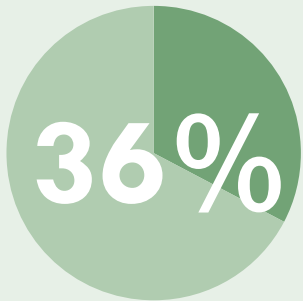
SOCIAL LEARNING

Network members exchange ideas and information; and evaluate the relative benefits of innovation

SOCIAL INFLUENCE

Network members follow norms of gatekeepers to gain approval and avoid conflict

STIGMA INFLUENCES DIFFUSION



of women say it is not acceptable to talk about family planning



“Women pretend they don’t know about FP even though the health worker has explained it. Me too. I pretend I don’t know anything about FP. Besides the outreach worker I have never spoken to anyone about it. No one knows I use FP. I am hidden!”



Couple Communication

HUSBAND & WIFE DISCORDANCE

% of men & women who incorrectly
predict spousal approval of FP

Study Site	According to...		
		Men	Women
	Bougoro	30 - 36%	13%
	Doucombo	46 - 53%	43 - 46%

Bougoro: N=118 nominating men, 156 nominating women

Doucombo: N=106 nominating men, 73 nominating women

“I don’t know what my wife thinks about family planning because we have never talked about it. In our culture men and women should not talk about these things – this is the reason I have never discussed FP with my wife.”



KEY FINDINGS: SOCIAL NETWORKS AND SOCIAL NORMS



- Stigma is a barrier to FP use
- Need to address gender norms and work with men to reduce stigma
- Social networks... are both the problem and the solution



USAID
FROM THE AMERICAN PEOPLE



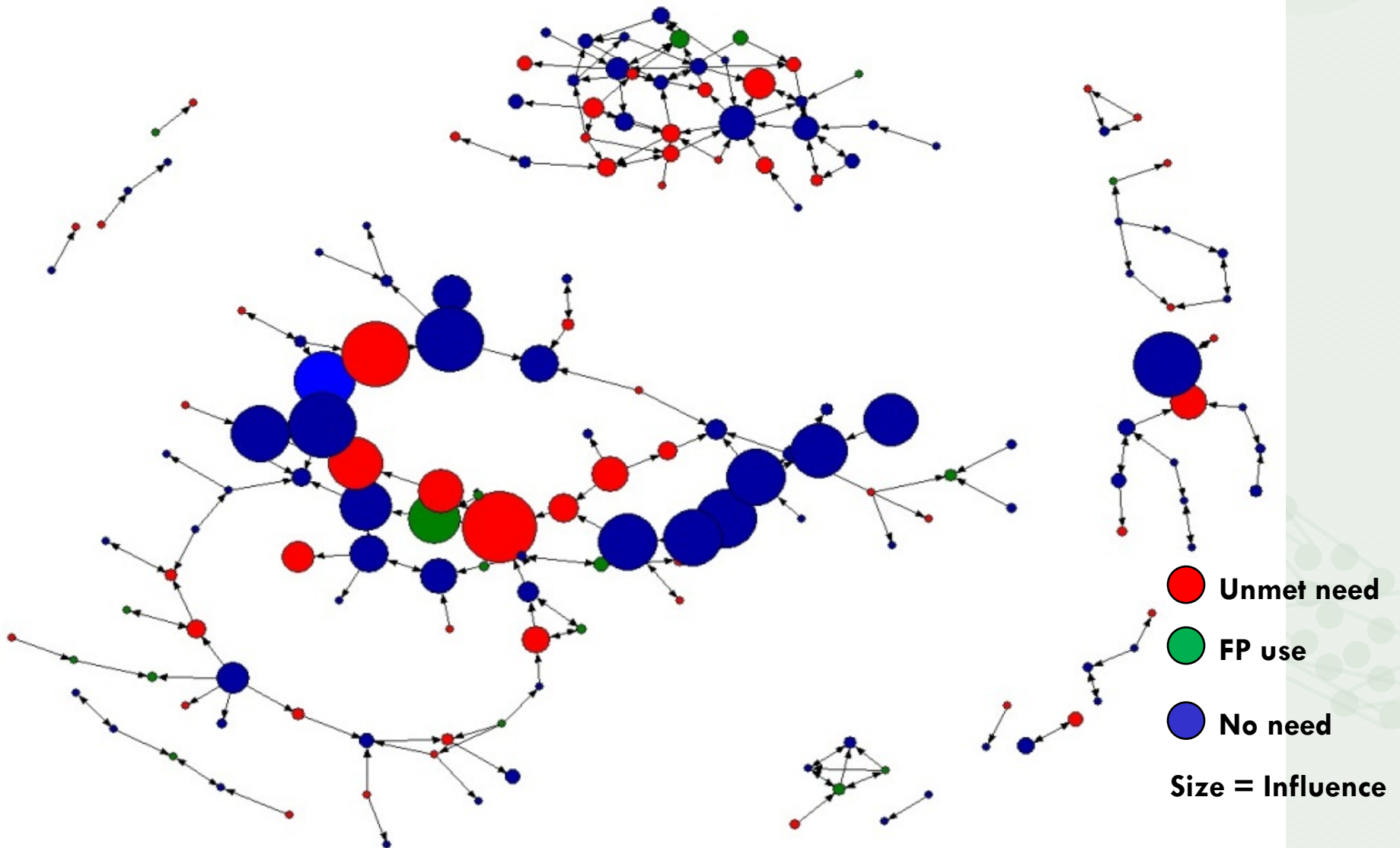
Institute for
Reproductive Health
Georgetown University

cedpa
The Centre for Development
and Population Activities



REACHING THE TIPPING POINT...

(Unmet need among women by influence)



ACTIONABLE RESULTS: UNMET NEED

An abstract graphic on the right side of the slide, consisting of a network of light blue dots connected by thin, light blue lines. The dots are arranged in a way that suggests a complex, interconnected system, possibly representing a network or a data structure. The lines vary in length and orientation, creating a sense of movement and flow. The overall effect is a modern, technological aesthetic.

Married women of reproductive age

```
graph TD; Root[Married women of reproductive age] --> MET[MET NEED 31.3%]; Root --> NO[NO NEED 56.5%]; Root --> UNMET[UNMET NEED 12.6%]; MET --> MetNeed[Met need 16.3%]; MET --> PerceivedMetNeed[Perceived met need 15.0%]; NO --> NoNeed[No need 31.7%]; NO --> PerceivedNoNeed[Perceived no need 24.8%];
```

MET NEED

31.3%

Met need 16.3%

Perceived met need
15.0%

NO NEED

56.5%

No need 31.7%

Perceived no need
24.8%

UNMET NEED

12.6%

KEY FINDINGS: UNMET NEED



- **Segment programs to address needs of those with unmet need AND perceived unmet need**
- **Address needs of traditional method users**
- **Help women and men correctly assess risk of pregnancy**

An illustration of a family group consisting of a woman in a pink shirt with a yellow and green horizontal stripe, a man in an orange shirt with a green circular pattern, a woman in a yellow and orange striped shirt, and a man in a green shirt with a dark green pattern. A small child is visible in the center. They are all smiling and looking towards the right. The background is white with a blue border.

Tékponon Jikuagou INTERVENTION PACKAGE



INTERVENTION COMPONENTS

1

**ENGAGE COMMUNITIES
IN SOCIAL MAPPING**



2

**SUPPORT INFLUENTIAL
GROUPS IN REFLECTIVE
DIALOGUE**



3

**ENCOURAGE INFLUENTIAL
INDIVIDUALS TO ACT**



4

**USE RADIO TO CREATE AN
ENABLING ENVIRONMENT**



5

**LINK FP PROVIDERS WITH
INFLUENTIAL GROUPS**



1

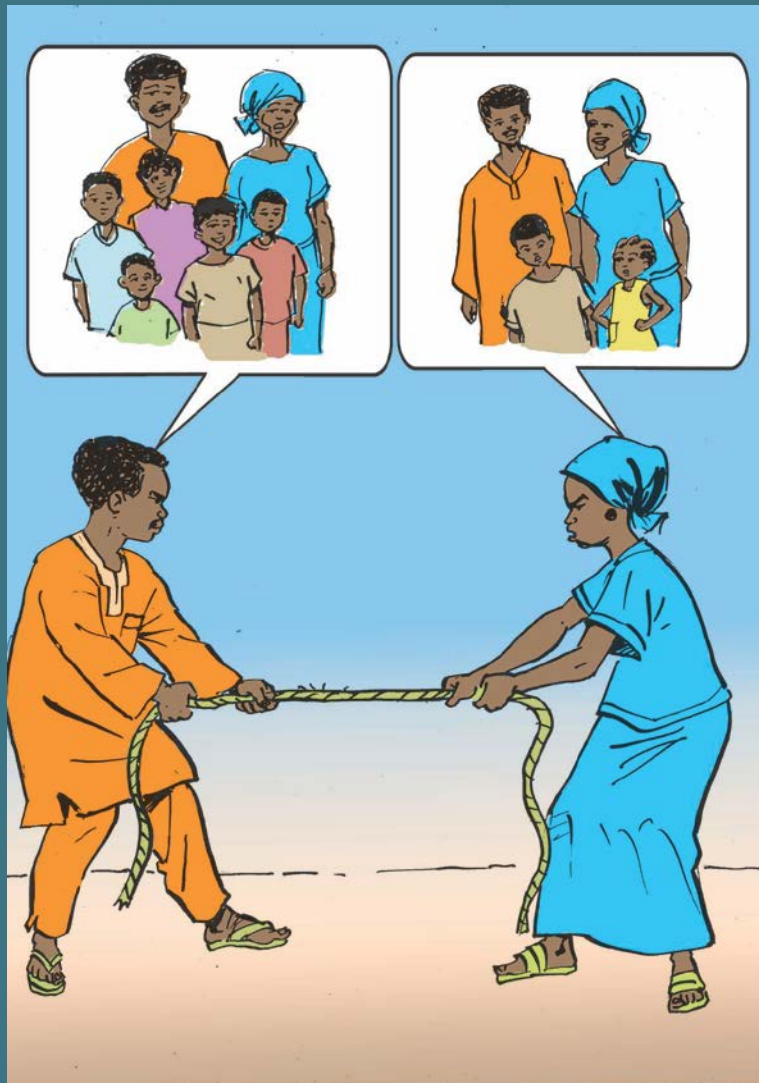
Social Mapping

- Participatory tools to **identify influential groups/people**
- Through participation, groups and **influentials** become **catalysers** for discussion and change

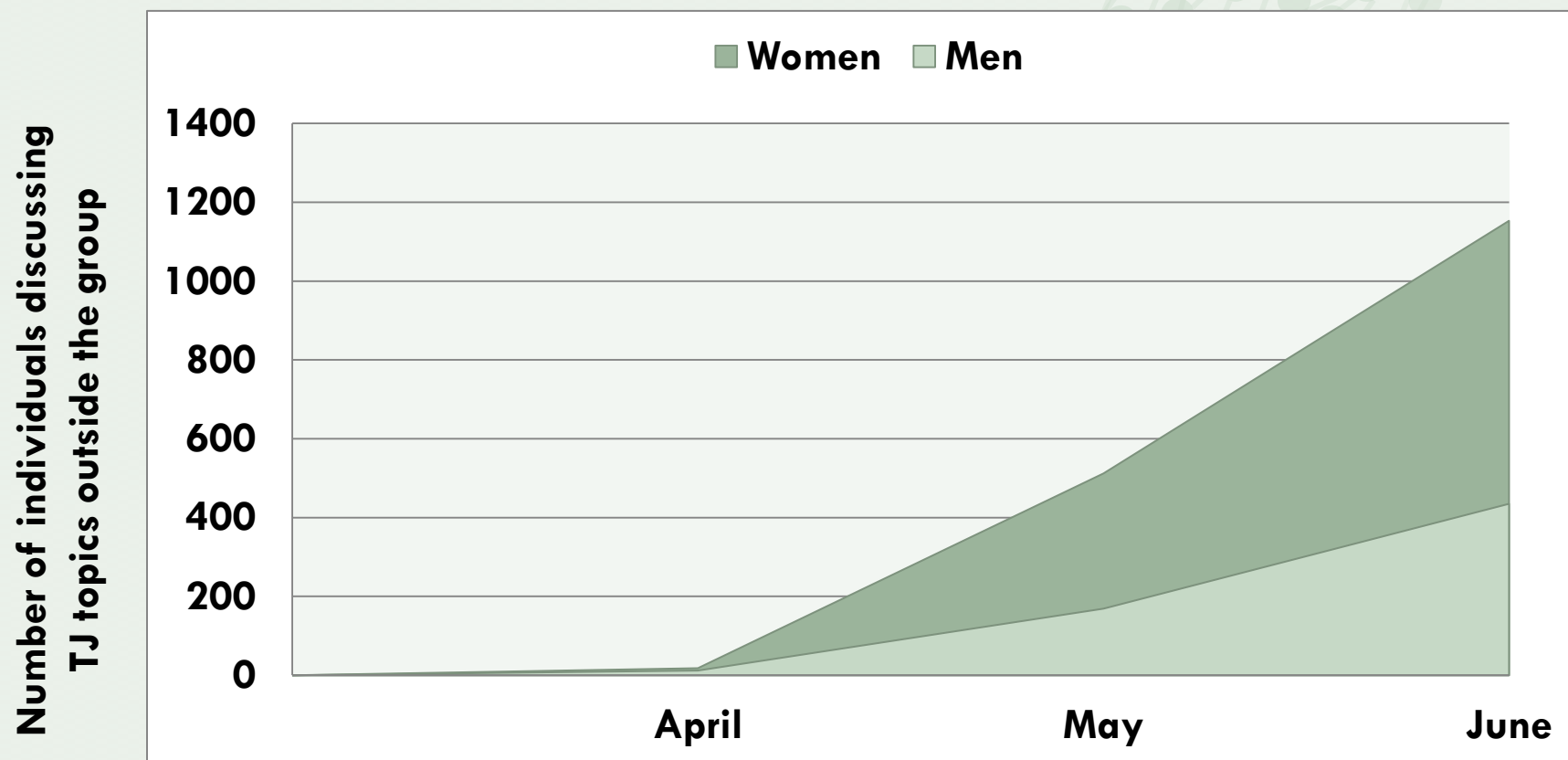


2

Materials to catalyze reflection and dialogue



DIFFUSION OF FAMILY PLANNING-RELATED IDEAS AMONG PARTICIPANT NETWORKS

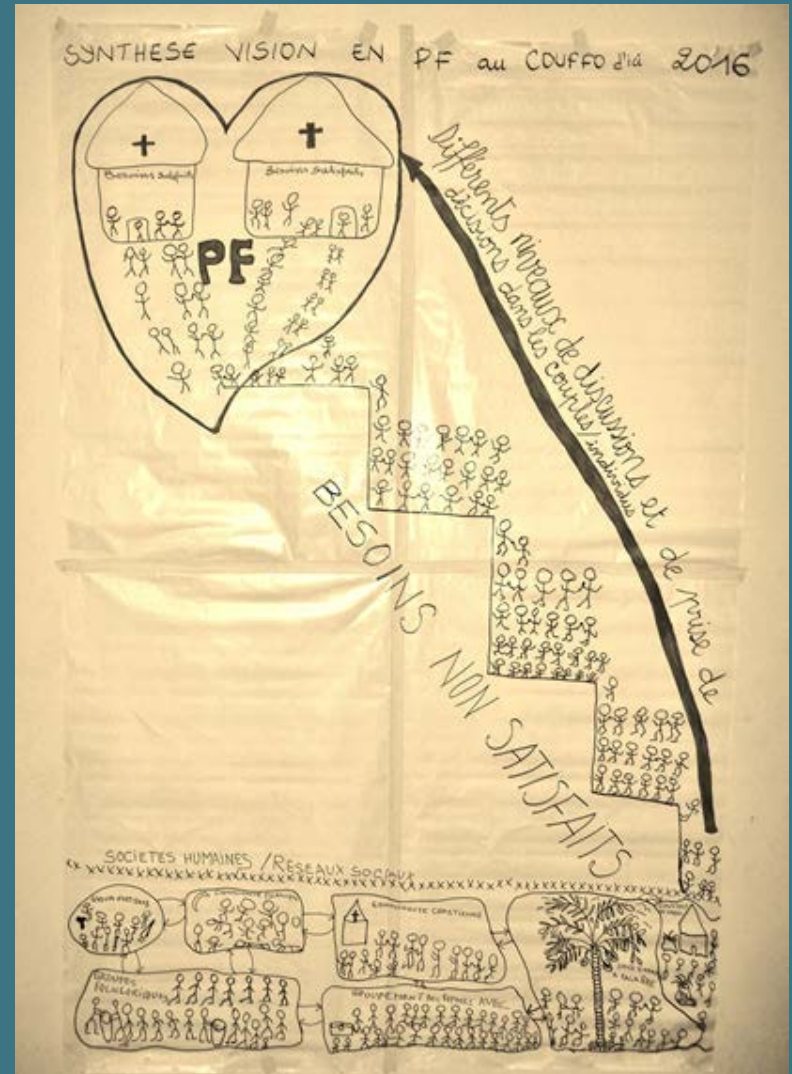


3

Encourage influential individuals to act

LEADER ORIENTATION:

- FP in your community
- Vision- barriers to FP use
- Update on activities
- Gaps and challenges: How can you help?



How many women in your community are at risk of getting pregnant, but don't want to be?



Why are they at risk?

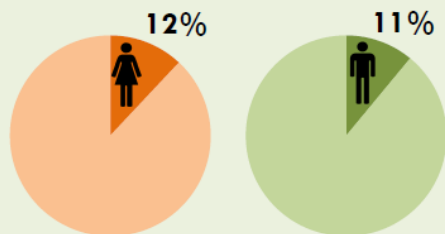


4

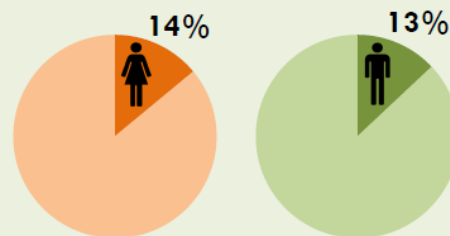
Use radio to create an enabling environment

Are people talking about family planning?

In the last three months...



...have heard a leader talk about family planning.

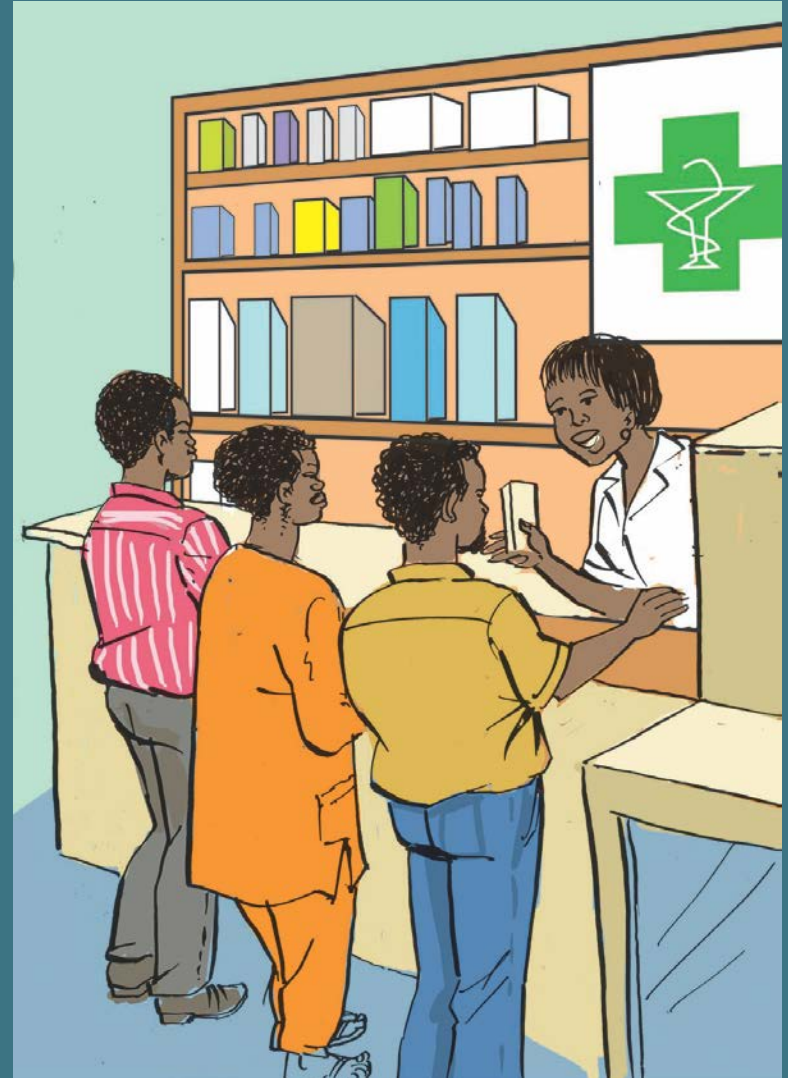


...have asked a friend about their experience using family planning.



5

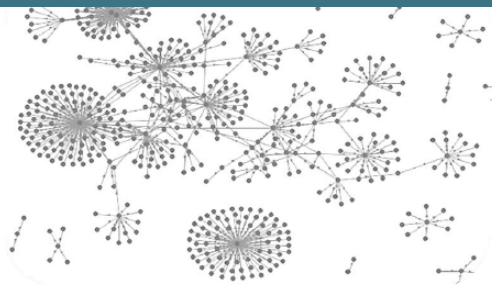
Link FP providers with influential groups



LEARN MORE & DOWNLOAD

www.irh.org/projects/tekponon_jikuagou/

Baseline formative research



Topline Results of Rapid Assessment of Barriers to Family Planning Use Tékponon Jikuagou: Addressing Unmet Need for Family Planning through Social Networks in Benin

INSTITUTE FOR REPRODUCTIVE HEALTH
4301 Connecticut Avenue, Northwest, Suite 310
Washington, DC 20008 | www.irh.org

PREPARED BY: Heather Buesseler, Mariam Diakité

This assessment is made possible by the generous support of the American people through the United States Agency for International Development (USAID) under the terms of Cooperative Agreement No. AID-OAA-A-10-00066. The contents are the responsibility of the Project and do not necessarily reflect the views of USAID or the United States Government.



INSTITUTE FOR REPRODUCTIVE HEALTH
TÉKPONON JIKUAGOU
GEORGETOWN UNIVERSITY
CARE INTERNATIONAL
PLAN INTERNATIONAL

Guide to Community Mapping



Guide to Community Social Mapping

Developed by
The Tékponon Jikuagou Project: Addressing Unmet Need for
Family Planning through Social Networks in Benin



INSTITUTE FOR REPRODUCTIVE HEALTH
TÉKPONON JIKUAGOU
GEORGETOWN UNIVERSITY
CARE INTERNATIONAL
PLAN INTERNATIONAL