

# PARTNERSHIPS TO REVITALIZE THE IUD: THE KISII IUCD REPOSITIONING INITIATIVE

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## PARTNERSHIPS

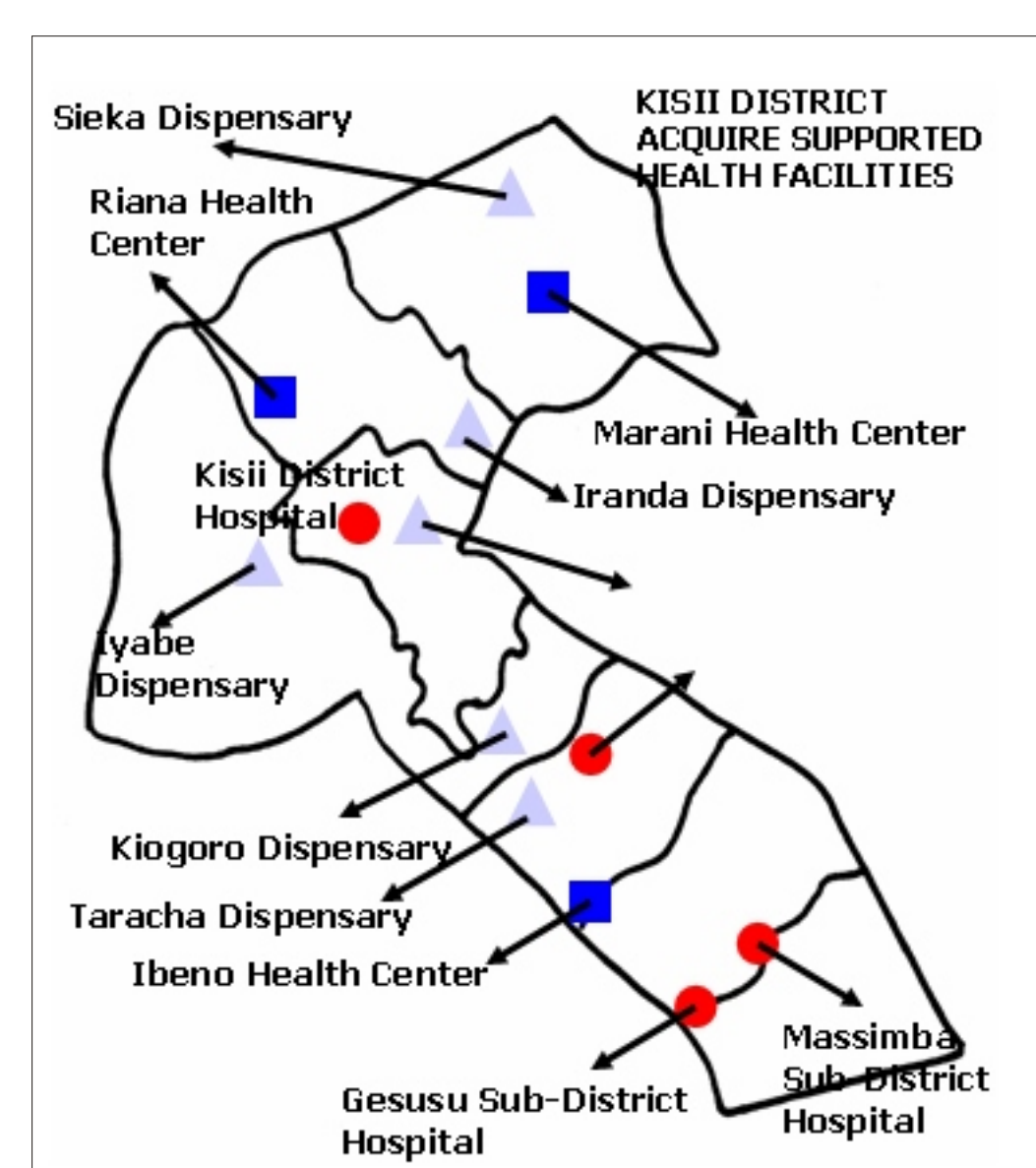
- Among National, Provincial and District MOH
- Among sites, providers and communities
- Between ACQUIRE and Kisii District MOH managers, supervisors and providers
- Within ACQUIRE (EngenderHealth, Meridian International and CARE)
- Among USAID, MOH and ACQUIRE
- Between USAID/Washington and USAID/Kenya

## SUPPLY, DEMAND, AND ADVOCACY GAPS INTERVENTIONS

Demand	Supply	Advocacy
<ul style="list-style-type: none"> <li>◦ Low knowledge</li> <li>◦ Misinformation</li> </ul>	<ul style="list-style-type: none"> <li>◦ Ensuring readiness of sites to provide services</li> <li>◦ Providers not comfortable providing</li> </ul>	<ul style="list-style-type: none"> <li>◦ Eligibility</li> <li>◦ Where provided</li> </ul>
<ul style="list-style-type: none"> <li>◦ Media campaign</li> <li>◦ Community outreach/participation</li> </ul>	<ul style="list-style-type: none"> <li>◦ Less available</li> <li>◦ Providers not comfortable providing</li> </ul>	<ul style="list-style-type: none"> <li>◦ Guidelines revised</li> <li>◦ Services expanded to health centers and dispensaries</li> </ul>

## SUPPLY SIDE: Site and Community Interventions

- Providers receiving CTU/basic FP counseling training: 51
- Providers trained in IUD insertion and removal: 28
- Providers trained in comprehensive FP Counseling: 18
- Sites upgraded (equipment): 13
- Peer educators recruited: 74
- CBD agents recruited: 375

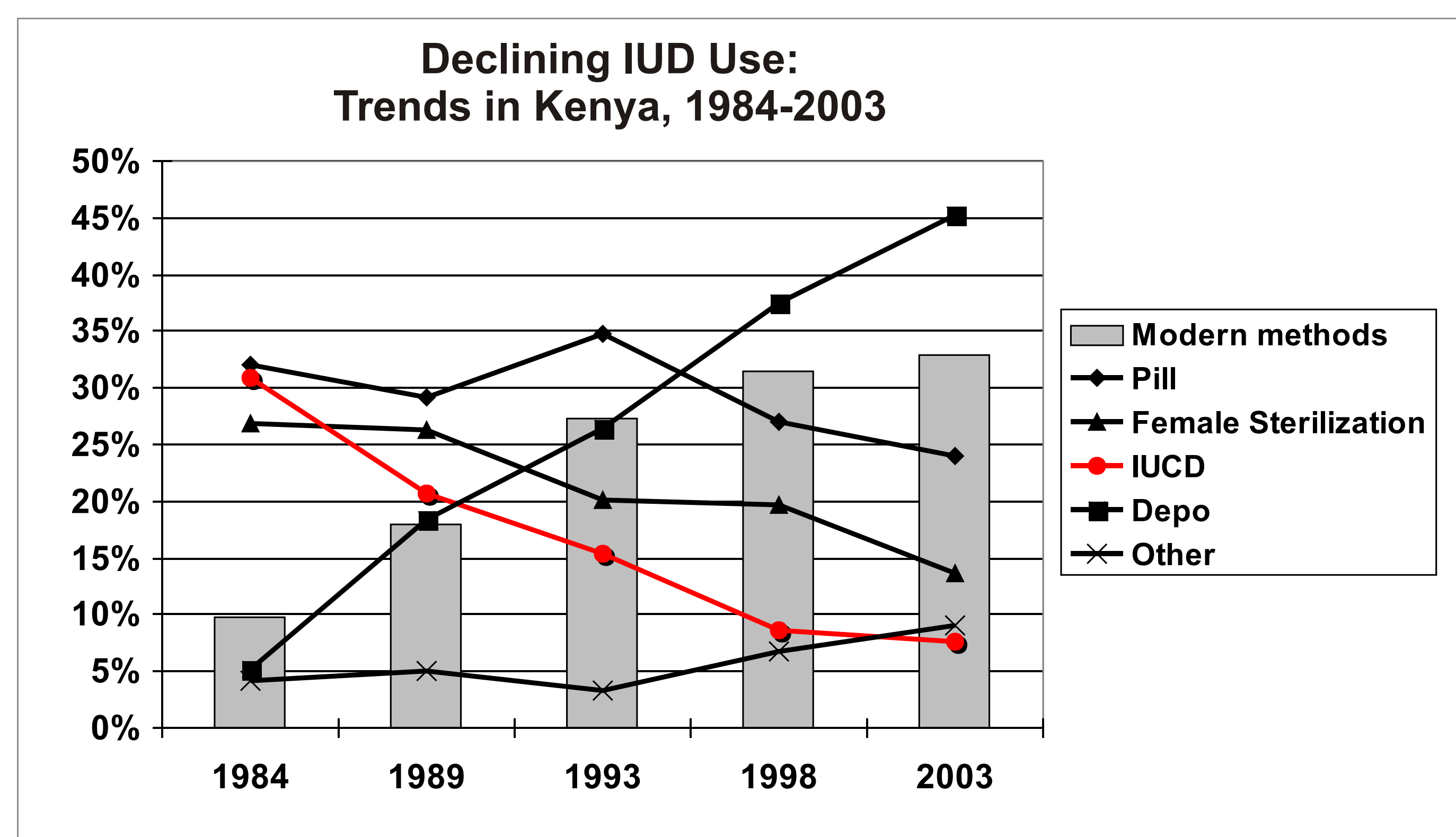


## ADVOCACY: Partner Champions at All Levels

- MOH IUCD Task Force
  - National strategy created
  - Service policies reviewed and updated
  - Higher MOH priority given to IUD
  - USAID and multiple CA involvement
- Advocacy for IUD effectiveness, safety and wide eligibility at district and community levels
  - District officials, providers, community members, community and religious leaders
  - Close working relationship between all partners developed



CBD Agent with a Provider



## ACQUIRE PROGRAMMING MODEL



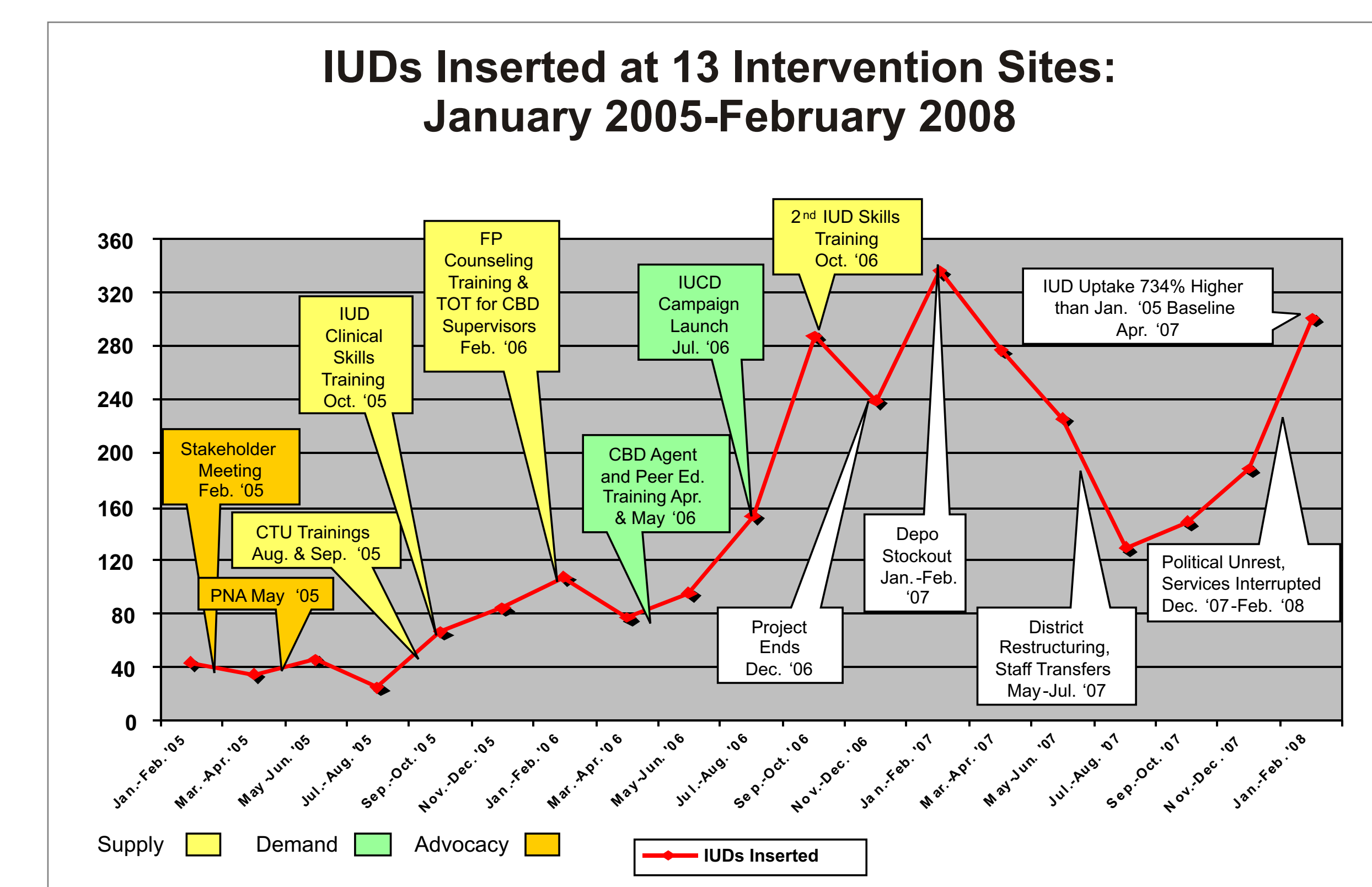
## DEMAND SIDE: Communications Strategies/Activities

- Challenge myths and rumors head-on
- Increase knowledge of benefits, improve image
- Use multiple channels: radio and interpersonal; IEC posters and leaflets at multiple community and educational settings and events
- Use satisfied clients in PR and community events
- Community outreach via CBD agents and peer educators trained for FP and IUD

## Promotional Campaign

**Fahamu ukweli wa mambo** "Now you know the truth"

## RESULTS:



## Impact Beyond Service Statistics: National, Provider and Community Partners Implement Change

- IUD use more than tripled in 1 year
- Method mix improving
- Champions developed and nurtured at all levels
- Radio messages reached a critical mass
- Men becoming more aware and more involved in FP
- Peer educators and CBD agents increasing FP awareness and reducing myths and rumors about IUD; ~50,000 reached
- IUD activities to be added and scaled-up in all USAID bilaterals (APHIA II)
- Supply-demand-advocacy model to be adapted, used



Satisfied IUD client

## WORKING THROUGH PARTNERSHIPS: Challenges and Benefits

- Challenges:
  - Very time-consuming (especially with multiple levels)
  - Varying partner commitment and priorities
  - Turnover of key partner/champion within an organization (requires finding new contact person, often less-committed)
- Benefits:
  - Potentially greater impact (even more so if work at multiple levels)
  - Increased likelihood of sustainability
  - Champions can be supported and strengthened

## Lessons Learned

- Closely integrate community and site levels early on
- Ensuring all partners "on same page" and fostering their interaction creates positive links and communication
- Use of motivational (non-monetary) incentives supports champions (e.g., awards, visibility on media)
- Communication, communication, communication – vital to have respected local project contact serve as linkage to all MOH, CA, and community partners
- Time must be built into program cycle for approvals, reviews, input from all partners at all levels

