

# Perceptions of an Innovation: Implications for the IUD

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# Session Objectives

- **Describe Diffusion of Innovation Theory**
- **Articulate a brief history of the IUD**
- **Focused discussion on Perceptions of the IUD from various stakeholder perspectives**
- **Derive recommendations for promoting IUD in low resources settings**

# Diffusion Theory: Elements

- **An Innovation**
- **Communication**
- **Channels**
- **Time**
- **Members of a Social System**

# Diffusion Theory: Process

- **Diffusion of Innovation is a process of social change by which alteration occurs in the structure and function of a social system**

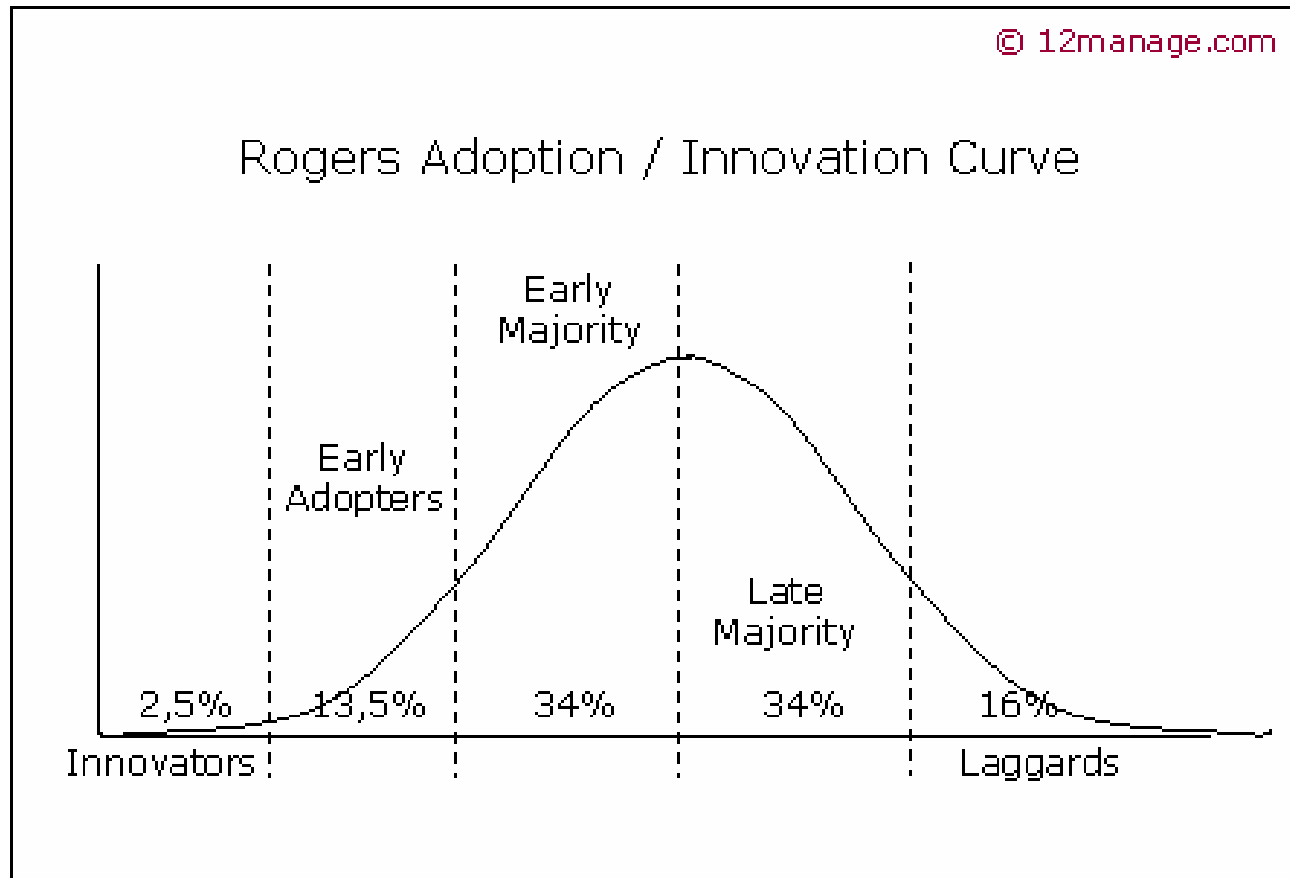
# Diffusion Theory: Clusters

- **What – Perceptions of the Innovation**
- **Who – Characteristics of the adopters**
- **How – Contextual Factors**

# Perceptions of the Innovation

- **The five properties of an innovation that most influence adoption:**
  - Perceived Benefit
  - Perceived Compatibility
  - Perceived Simplicity
  - Perceived Trial-ability
  - Perceived Observability

# Characteristics of Adopters



# Contextual Factors

- **Communication**
- **Leadership**
- **Management / Supervision**
- **Policies / Guidelines**

# History of the IUD

- **Anecdotal ancient use in animal husbandry**
- **Modern history - Late 19<sup>th</sup>-early 20<sup>th</sup> century**
- **Interrupted by WWII, development of improved designs re-starts in the 1950s coils**
- **1960s sees progress with loop, tails and copper Ts**
- **Dalkon Shield 1970-74**
- **1970s Hormone releasing IUDs**
- **1980s Frameless designs**
- **2001 Mirena**

# Modern IUD

- **Very safe for most women**
- **Highly effective**
- **Used by about 145 million women globally**
- **Use has declined significantly in recent years**
- **Recently improved versions (like Mirena) are not widely available in developing countries**

# Group Discussion

- **Focus on Perceptions of the IUD from various perspectives:**
  - Policy maker
  - Service provider
  - Client

# Perceived Benefit

- **Addresses a persistent problem**
- **Addresses a need that is sharply felt**
- **Current solutions considered inadequate**
- **Innovation based on sound evidence**
- **Cost-effectiveness of innovation established**
- **Innovation supported by respected individuals/institutions**

# Perceived Compatibility with Current Practices

- **Innovation is compatible with values/beliefs of your stakeholders**
- **Innovation is compatible with current practices of your stakeholders**

# Simplicity: Ease Of Use

- **Number of decision makers involved in adoption of innovation**
- **Simplicity of innovation/few component**
- **Innovation includes a clear and easily replicated technology**
- **Able to use existing infrastructure/capacities**

# Trial-ability

- **Can be tested on a limited scale to determine feasibility and inform adaptation to local conditions**

# Observability

- **Results visible to casual observation**
- **Results clearly associated with innovation**
- **Intervention and results easily communicated to members of the stakeholder group**

# Recommendations

# Web Resources

- **FHI** [www.fhi.org](http://www.fhi.org)
- **EH/Acquire** [www.acquireproject.org](http://www.acquireproject.org)
- **IUD Toolkit** [www.iudtoolkit.org](http://www.iudtoolkit.org)
- **MSI** [www.msiworldwide.com](http://www.msiworldwide.com)
- **ExpandNet** [www.expandnet.net](http://www.expandnet.net)
- **IBP** [www.ibpinitiative.org](http://www.ibpinitiative.org)