



# Designing a community mobilization strategy to increase uptake of family planning and post abortion care services in North Kivu, DRC conflict-affected communities

*Katie Morris, RH program consultant, SC US*

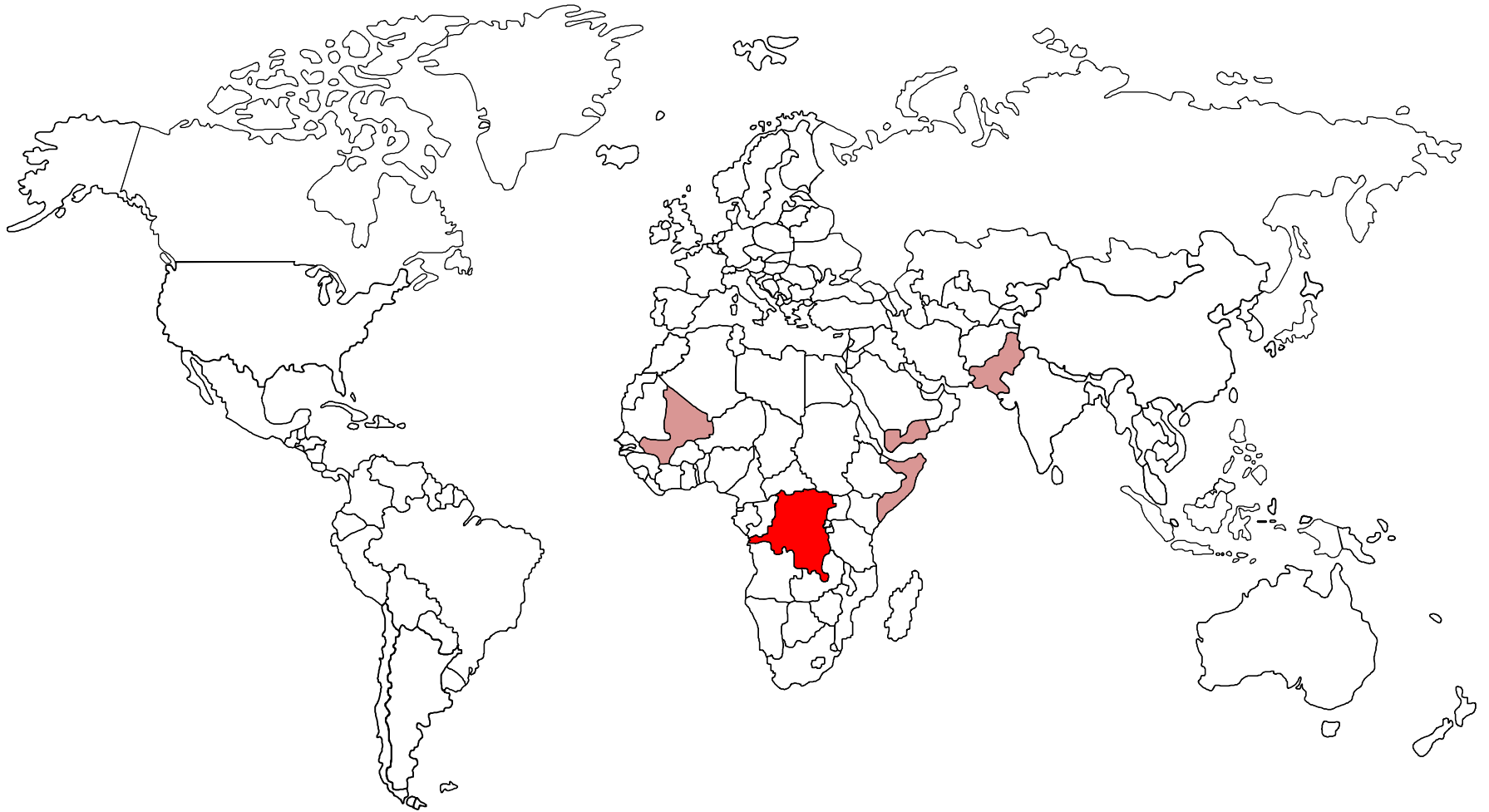
*Felipe Rojas Lopez, RH PM, SCI*

*Jean Bosco Muyisa, RHO, SC DRC*

*SCI DRC Reproductive Health team*

*IAWG Meeting, February 2015*

# Where do we work?



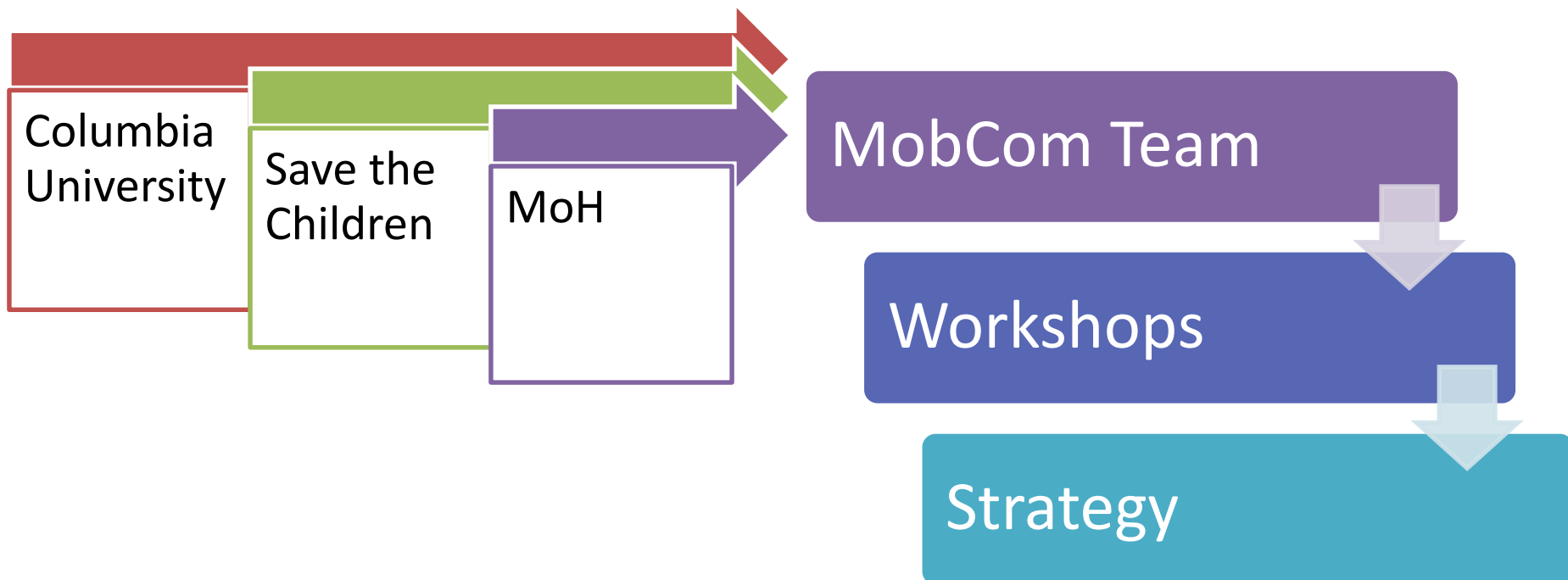
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# Context



- Country
  - Population: 77million
  - CPR: 8%
  - Unmet FP need: 28%
- North Kivu Province
  - Conflict affected area
  - IDP
- Intervention
  - FP/PAC in conflict settings
  - 40 facilities supported

## Non systematic strategy



# Strategy

- Objective:
  - + Knowledge
  - + Uptake
- Recruitment / Training / Management
  - CHWs
  - Satisfied Clients
  - Peer educators
  - Community leaders
  - TBAs
  - Local associations
- Emphasis
  - Training and management
  - Focalized messages
- MEAL toolkit



# Training

- **Subjects**
  - Theoretical basis
  - Discussion techniques
  - Community engagement
  - Messages
- **Groups**
  - CHWs
  - Satisfied Clients
  - Peer educators
  - Community leaders
  - TBAs

# Mangement

- Specific task description per group
- Supportive supervision
- Work plan development
- Data for action

# Focused messages

- Target group
- Offered benefit
- Action demanded



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# Focused messages

- Target groups/audiences

- Women <30 years
- Women >30 years
- Men <35 years
- Men >35 years
- Adolescent men
- Adolescent women
- Pregnant women
- Lactating women

- Languages:

- Kinyarwanda
- Kiswahili
- French
- Kihunde



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# Focused messages

“Good mothers who want to be good grandmothers protect their health by spacing their births. Ask for long lasting family planning options at your health centre”

“A good husband understands that abortions are a common matter to all women and that is necessary to take care of at a health centre and to wait at least 6 months before the next pregnancy. Ask to the health providers at your health centre about this and the options of FP for your wife today.”



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“Young girls who want to follow their studies and to have success in their lives delay their pregnancies. Ask for your options on FP to avoid surprises, unwanted pregnancies and STI, including HIV, in all confidentiality at your health centre”

“Abortions are frequent for women all around the world. Women that care about their future health will seek for free care at their health centre after an abortion in all confidentiality. Remember this message for you and share with your close ones”

# Conclusion/Lessons



Involve all relevant actors / Interaction / 360 vision



Train



Specific messages per target group



Adapt to context



Motivate, coach, follow-up



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thank you!