

# **Endline Survey Among Women**

## **Dimpa Program**

**6 January, 2012**

## Structure

- Research Questions
- Methodology
- Findings
- Recommendations

## Research Questions

- Is there an increase (over baseline) in the use and perception of injectable contraceptive (IC) among women?
- What is the level of exposure of program activities?
- Do program activities contributed to increase in use and perception of injectable contraceptive?

## Target Group

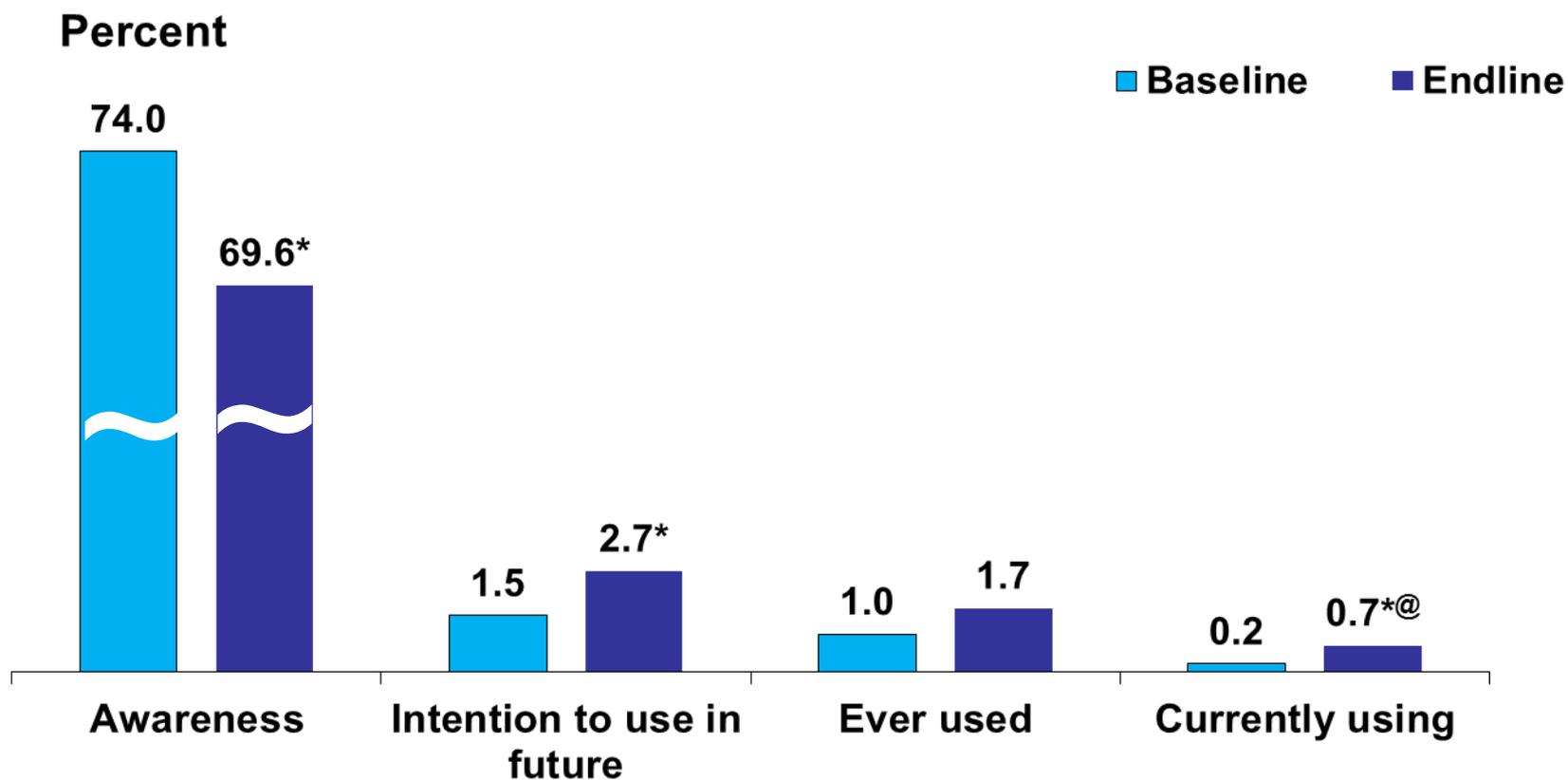
- Currently married women aged 15-49 years and not-sterilized

## About the Survey

- Research Agency: Sigma
- Research Area: 45 towns in Uttar Pradesh, Jharkhand and Uttarakhand
- Structured interviews among currently married women aged 15-49 years and not sterilized
- Baseline
  - Sample Size covered: 1646
  - Date of Study: Apr 2009
- Endline
  - Sample Size covered: 1760
  - Date of Study: Nov-Dec 2011
- Data weighted and proportions/mean scores are adjusted to population characteristics and media habits

# Key Findings

# Topline Summary



\*: Significantly ( $p < 0.05$ ) different from baseline  
 (@: Fisher exact test)

Baseline = 1646

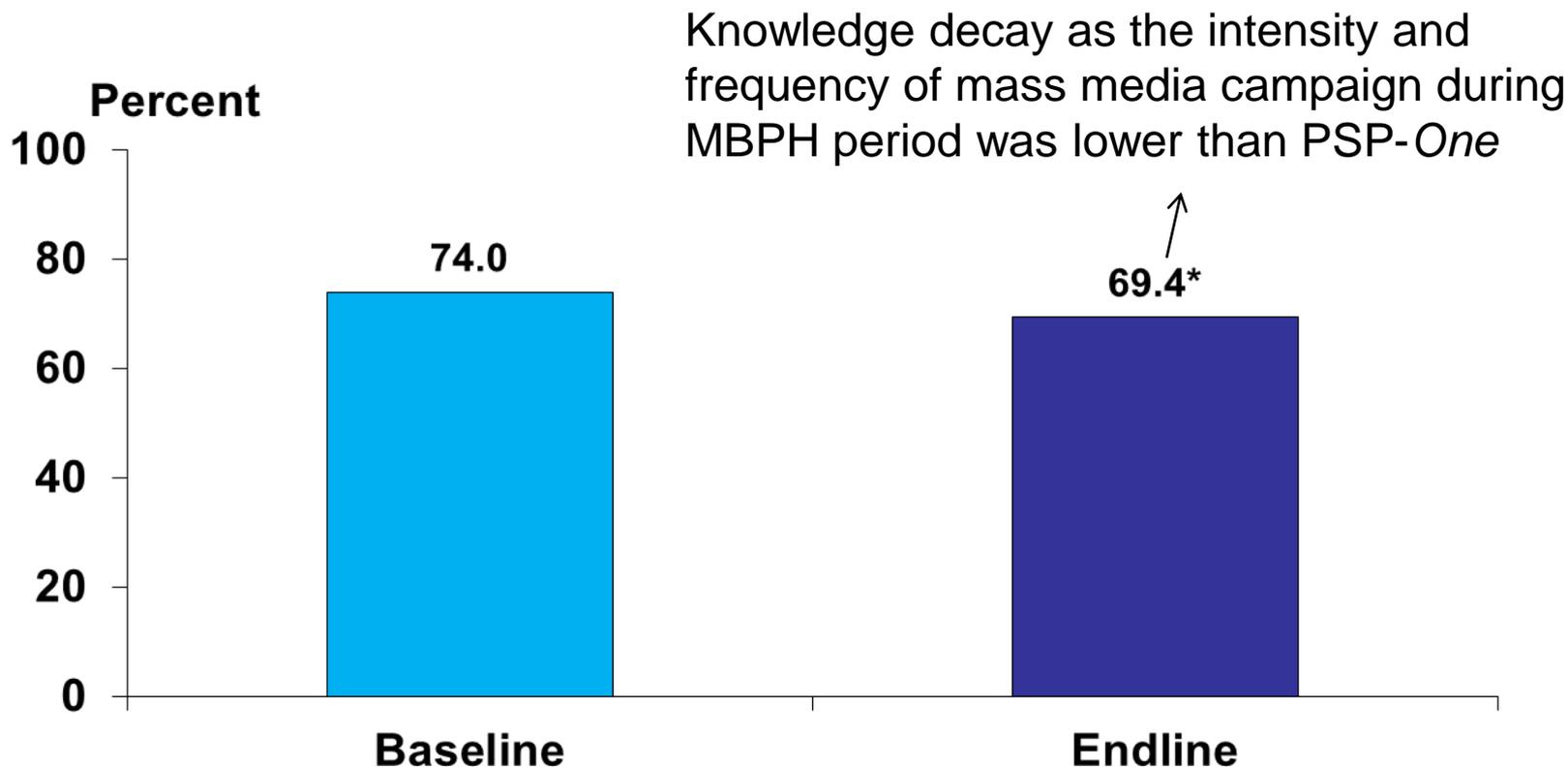
Endline = 1760

## Findings in detail

- Awareness of IC
- Perceptions
- Use of IC
- Recall and contribution of communication activities

# Awareness of IC

# Significant decrease in the proportion who were aware of injectable

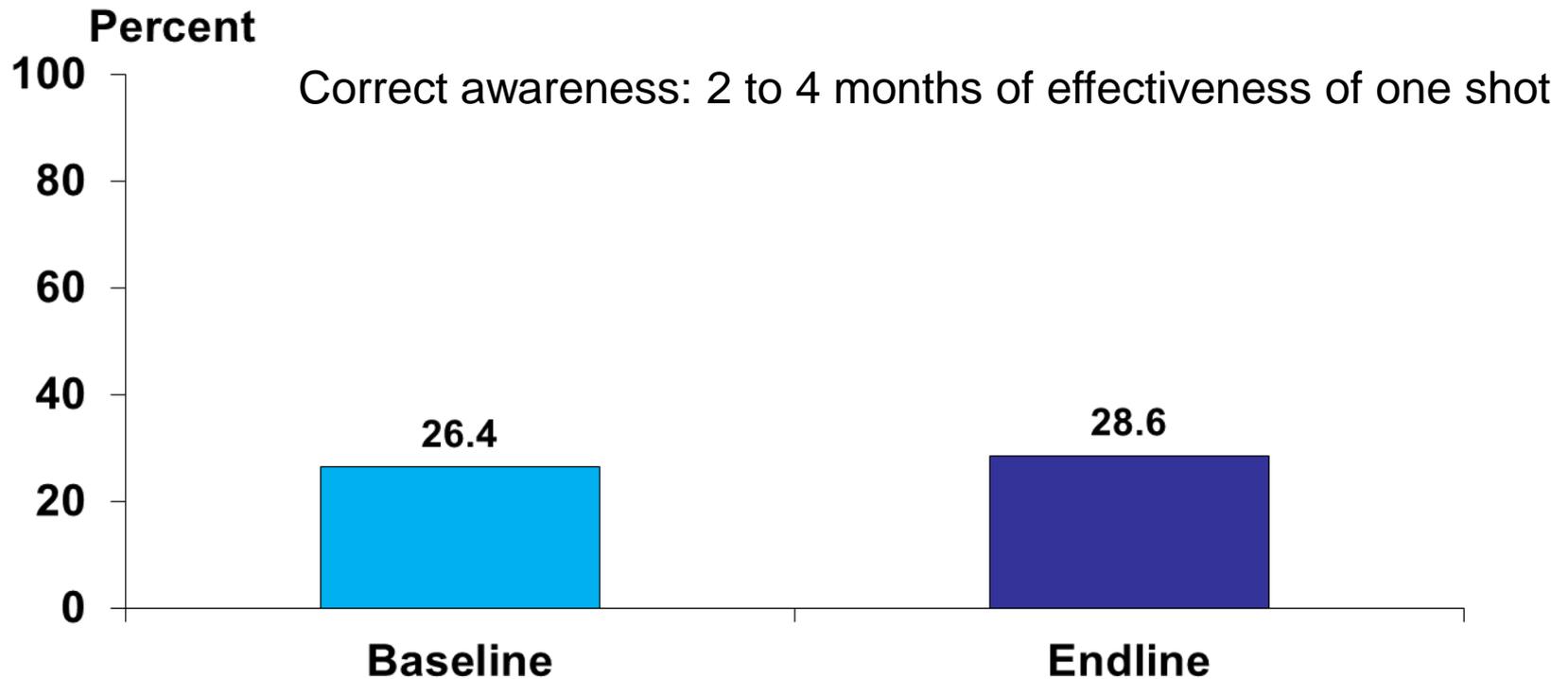


\*: Significantly ( $p < 0.05$ ) different from baseline

Baseline = 1646

Endline = 1760

# No change in the proportion with correct awareness of the duration of effectiveness of one dose of injectable (PMP indicator)



\*: Significantly ( $p < 0.05$ ) different from baseline

## Majority did not know the price

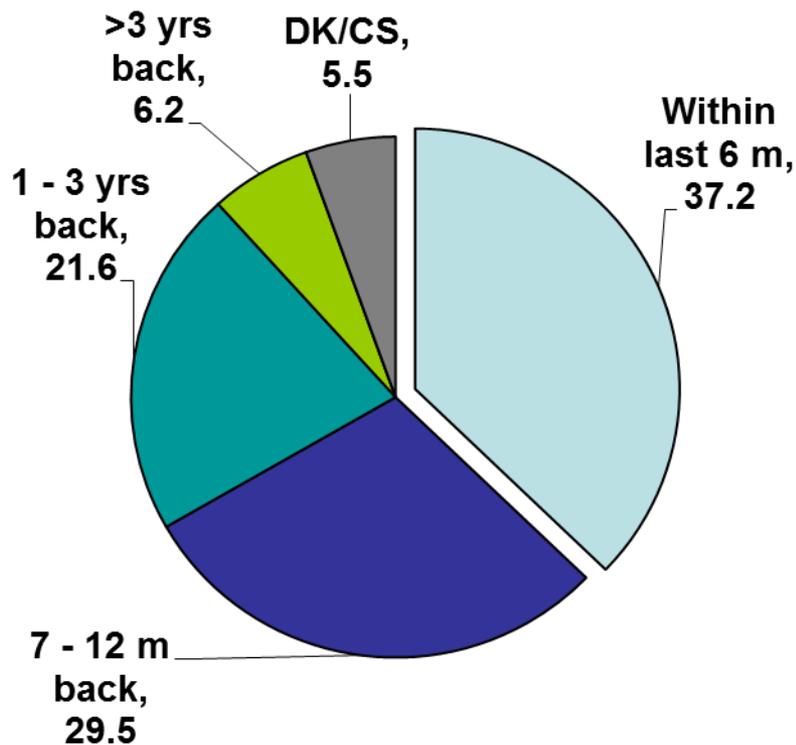
Price of IC	Baseline (%)	Endline (%)
Less than Rs. 90	3.1	3.7
Rs. 90-180	21.5	8.5*
More than Rs. 180	36.8	15.4*
Did not know	39.1	72.3*

\*: Significantly ( $p < 0.05$ ) different from baseline

Among aware of injectable contraceptive (IC); Baseline=1224, Endline=1151

# Source of Awareness of IC, Endline

## When did you first hear of IC?



## From Whom\*?

Source	Heard in last 6 m (%)	Others** (%)	Total (%)
Media	4.0	3.8	3.9
WoM	49.1	67.5	60.2
Chemist	4.7	5.3	5.1
Doctor	13.8	12.8	13.2
Health worker	0.0	0.2	0.1
DK/CS	28.5	10.5	17.6

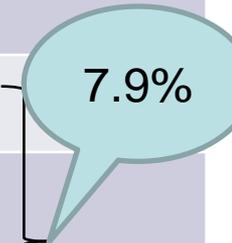
\* Whom: Includes source for the first time and any other time

\*\* Others : Heard in more than 6 months back

Among aware of injectable contraceptive (IC); Endline=1151

# Knowledge/Concerns regarding IC

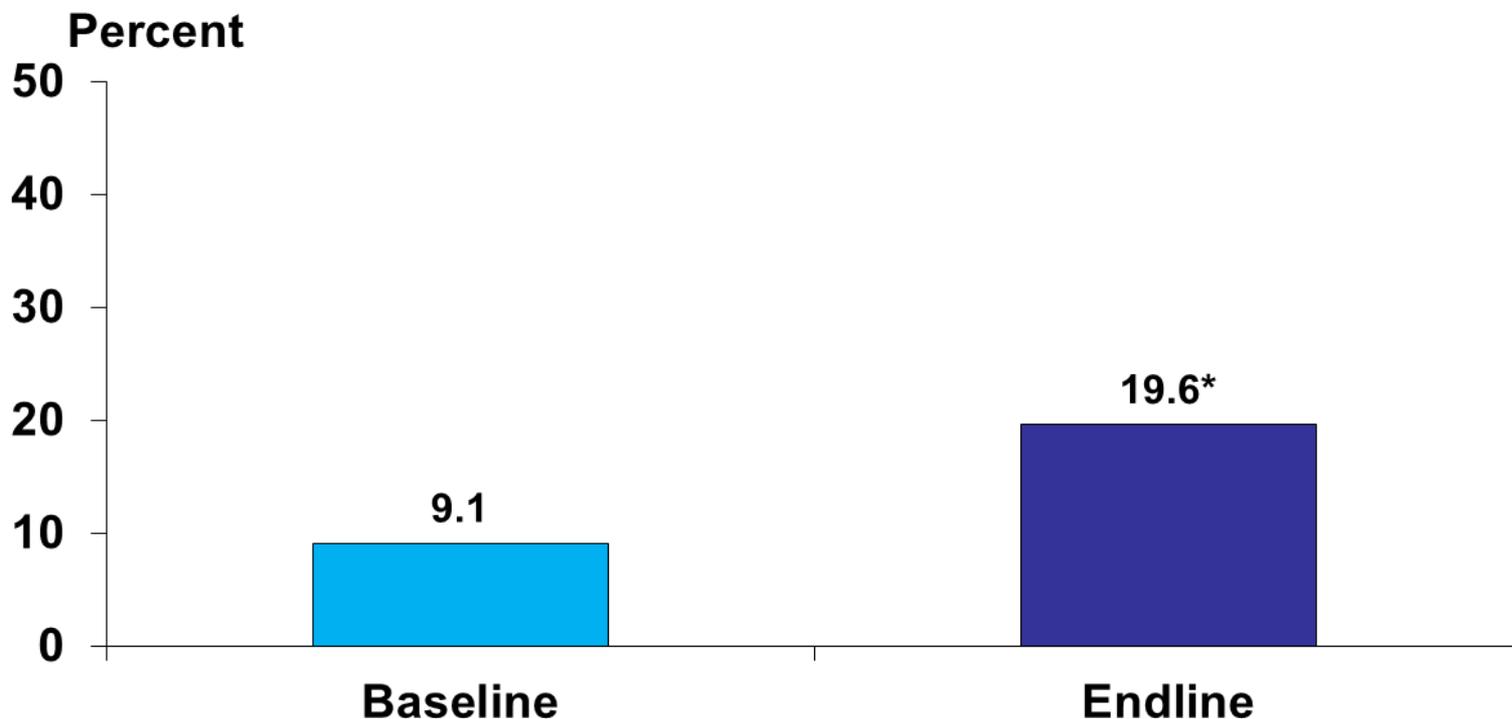
Side Effects/ Concerns*	Baseline (%)	Endline (%)
Not aware of side effects	72.5	72.3
No side effects	5.6	11.0
Not effective	1.8	1.3
Weight gain	3.3	2.1
Headache	4.7	2.7
Irregular menstruation	5.1	4.0
Spotting	1.0	1.5
Amenorrhea	1.1	0.7
Excessive menstruation	2.2	1.7

Among aware of injectable contraceptive (IC); Baseline=1224, Endline=1151

**\* Partial list; each of the other side effects mentioned by less than 2%**

# Significant increase in the awareness of a clinic where DMPA is available



\*: Significantly ( $p < 0.05$ ) different from baseline

Baseline = 1646

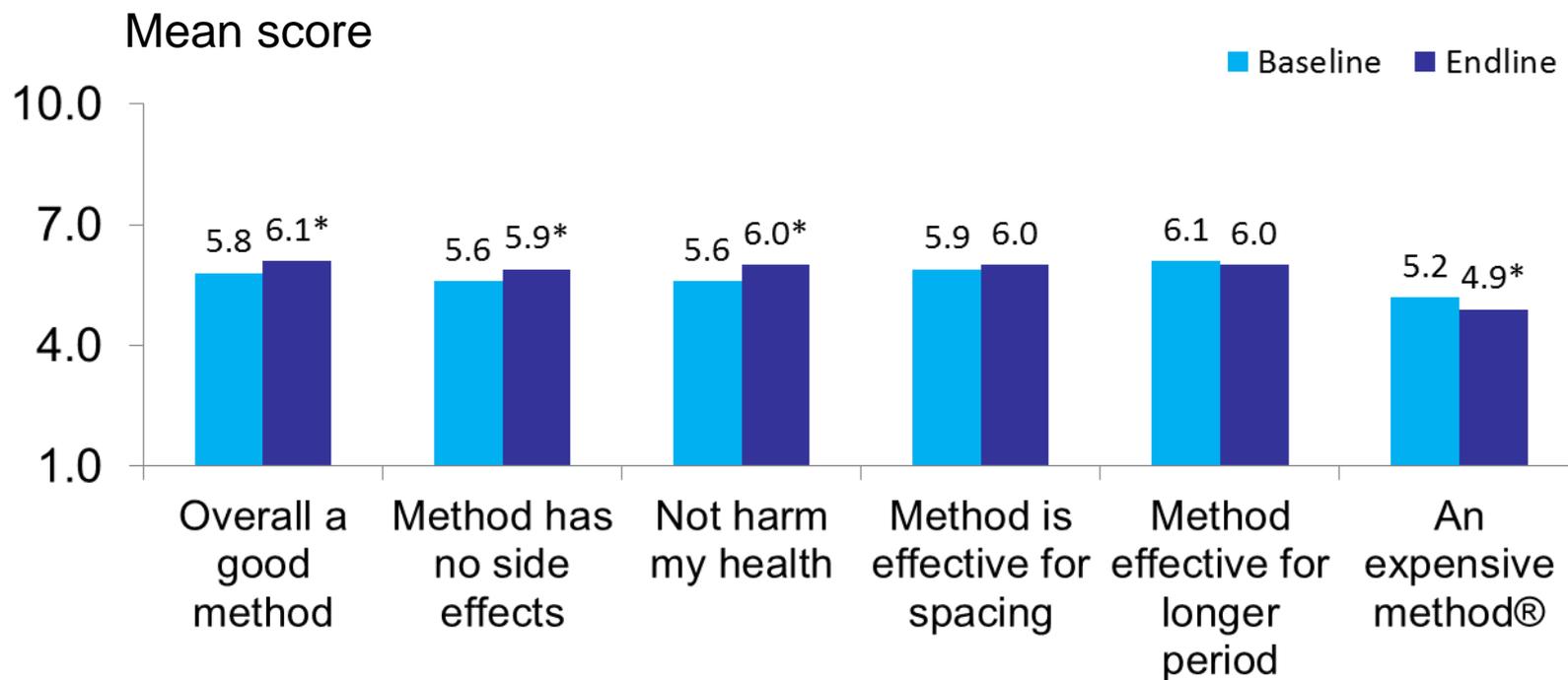
Endline = 1761

## So Far ...

- Awareness levels have largely remained static; knowledge gaps continue to exist
  - Marginal decline in method awareness
  - No change in awareness of price & duration of effectiveness of one shot of IC
  - Low awareness of common side-effects of IC among those aware of the method
- Low awareness is likely due to the low media intensity
  - Only 4% reported media as a source of awareness
  - The predominant source of awareness was word of mouth (60%), followed by doctors (13%)
- Significant increase in access to IC

# Perceptions

# Significant increase in method perceptions (1)

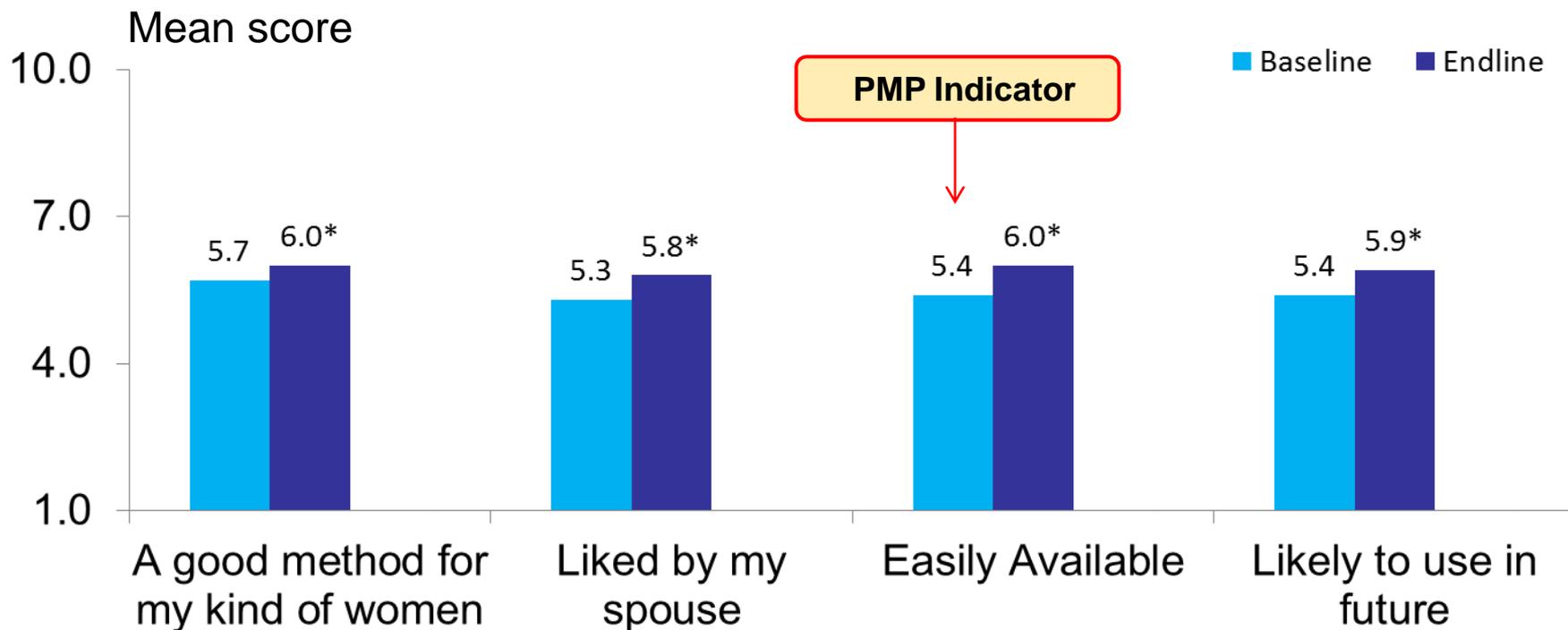


10 point scale: 10 – Completely agree 1 – Completely disagree

\*: Significantly ( $p < 0.05$ ) different from baseline ; ®: Reverse coded

Among aware of injectable contraceptive (IC); Baseline= 1224, Endline =1151

# Significant increase in method perceptions (2)

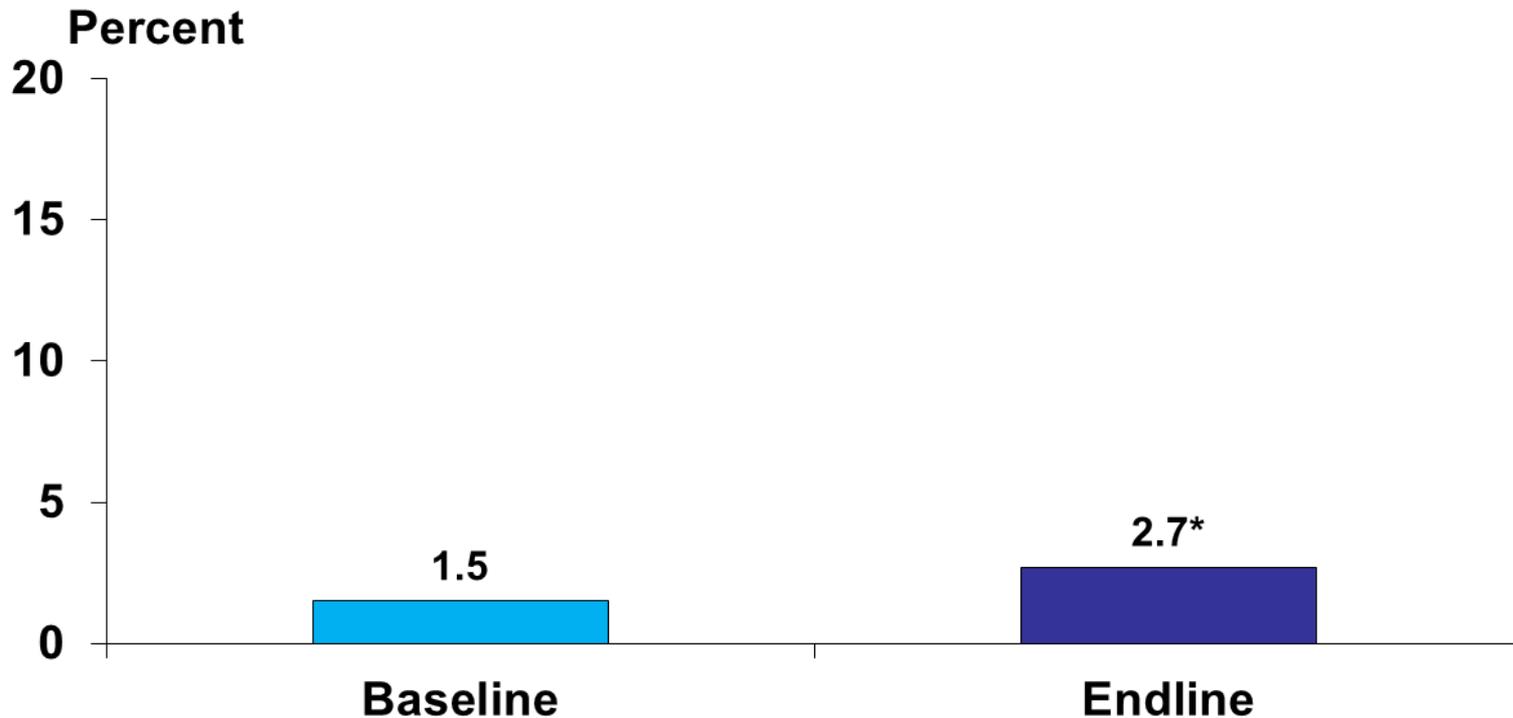


10 point scale: 10 – Completely agree 1 – Completely disagree

\*: Significantly ( $p < 0.05$ ) different from baseline

Among aware of injectable contraceptive (IC); Baseline= 1224, Endline =1151

# Significant increase in the proportion who intend to use injectable

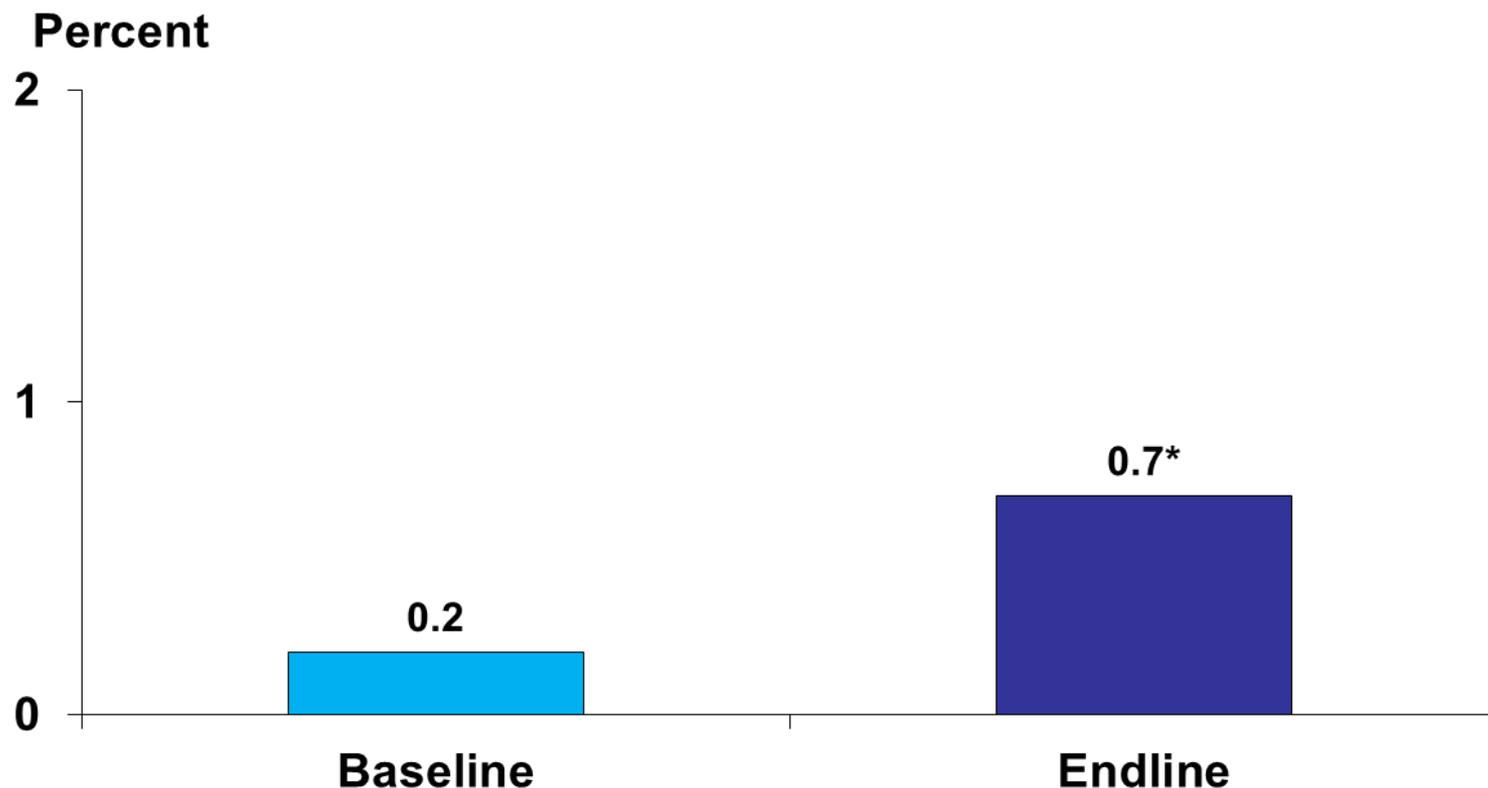


\*: Significantly ( $p < 0.05$ ) different from baseline

Among married, not pregnant & not currently using any method: Baseline = 1528, Endline = 1665

# Use of IC

# Significant increase in current use (PMP indicator)

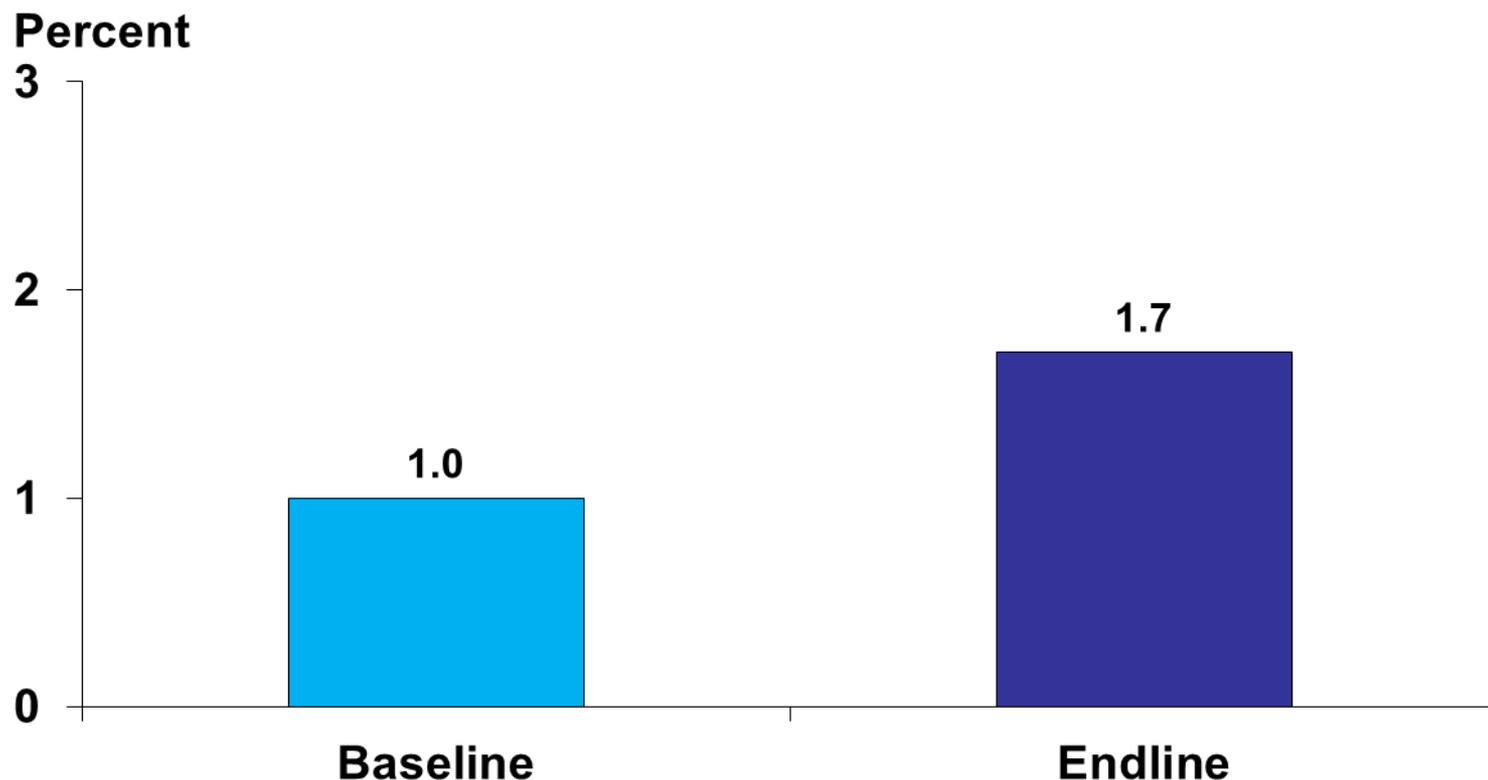


\*: Significantly ( $p < 0.05$ ) different from baseline (Fisher exact test)

Baseline = 1646

Endline = 1760

# No change in ever use of injectable contraceptive



\*: Significantly ( $p < 0.05$ ) different from baseline (Fisher exact test)

Baseline = 1646

Endline = 1760

# Gaining acceptance among Govt. Providers

Source	First Recommendation		Source of obtaining		Source of administering	
	(BL)	(EL)	(BL)	(EL)	(BL)	(EL)
Government doctor/hospital	12.5%	35.5*%	-	33.3%	13.3%	26.7*%
Private doctor/ clinic/hospital	68.8%	45.2*%	81.3%	60.0*%	66.7%	60.0%
NGO/ Trust clinic/hospital	-		-	6.7%	-	13.3%
Husband/Friends/Relatives	-	19.3			-	-
Do not know	18.8	-	18.8%	-	20.0%	-

\*: Significantly ( $p < 0.05$ ) different from baseline

Among ever users of injectable contraceptive (IC); Baseline (BL)=17; Endline (EL)=30

# Doctor – a key influencer; Convenience - the key benefit

Main Reason	Baseline {% (N)}	Endline {% (N)}
Convenient to use	47.1% (8)	43.3% (13)
No side effects	5.9% (1)	3.3% (1)
Suggested by doctors	23.5 (4)	40.0* (12)
People I trust use this method	5.9% (1)	13.3*% (4)
Do not know	17.6 (3)	-

\*: Significantly ( $p < 0.05$ ) different from baseline

Among ever users of injectable contraceptive (IC); Baseline (BL)=17; Endline (EL)=30

## Irregular periods – expectedly the main concern

Type of problems@	Baseline {% (N)}	Endline {% (N)}
Weight gain	16.7% (1)	18.75%* (3)
Weight loss	33.3% (2)	25.0%* (4)
No menstruation	33.3% (2)	6.3%* (1)
Spotting	0	12.5%* (2)
Irregular periods	33.3% (2)	50.0%* (8)
Too much of bleeding	0	31.3%* (5)
Weakness/Tiredness	0	56.3% (9)

\*: Significantly ( $p < 0.05$ ) different from baseline

@: Partial list; each of the other problems faced mentioned by 1-2 cases only

Among ever users of IC and faced problem; Baseline (BL)=6; Endline (EL)=16

# Adopters can & do consult their provider when facing a problem

Mean duration of problem/Action taken	Baseline {% (N)}	Endline {% (N)}
Went to the same doctor who administered the injection	33.3% (2)	100%* (16)
Went to a clinic/hospital/doctor near my house	16.7%(1)	0
Spoke to the person who advised this method	0	93.8%* (15)
Self medication	0	6.3%* (1)
Discontinued using the method	0	62.5* (10)
Did nothing	33.3% (2)	31.3% (%)

\*: Significantly ( $p < 0.05$ ) different from baseline

Among ever users of IC who faced problem; Baseline (BL)=6; Endline (EL)=16

# **Recall and Contribution of communication activities**

## Recall of communication activities

S.No.	Activities	Recall
1	On- ground activities in last six months	4.6%
2	Mass media exposure in last three months	9.1%
	Television	4.6%
	Radio	4.5%
4	Overall exposure	12.7%

# Contribution of Program activities

S.No.	Activities	Baseline	Not exposed (Endline)	Exposed (Endline)
1	Ever use of injectable contraceptive (IC)	1.0%	1.1%	<u>3.9%*</u>
2	Aware of IC	74.0%	67.7*	<u>80.6**</u>
3	Know IC for 3 months	26.4	21.5*	<u>50.0*</u>
4	Perceived availability <sup>@</sup> (Mean Score)	5.4	6.0*	5.6
5	Aware of a clinic where DMPA is available	9.1%	15.3%	<u>29.9*</u>
6	Intend to use injectable in near future	1.5%	1.7%	<u>6.6%*</u>

**Evidence of program contribution**

\*: Significantly ( $p < 0.05$ ) different from baseline  
 \*\*: Significantly ( $p < 0.10$ ) different from baseline  
 Underline: Significantly different from not exposed

@: Measured in the scale of 1-10  
 N: Baseline=1646, Not exposed=1538  
 Exposed=223

## PMP Indicators

Indicator	Baseline	Target	Endline	Sig
% of target audience reporting currently using DMPA	0.2%	1.0%	0.7%	*
% of target audience who intend to use DMPA	1.5%	3.3%	2.7	*
Mean duration of use of DMPA among enrolled DMPA users (ever users of DMPA)	6.23 months	Maintain	8.74 months	
% of target audience reporting easy availability of DMPA	13.1%	23.1%	18.1%	*
% of target audience with correct awareness of the duration of effectiveness of one dose of DMPA	26.4	36.4	28.6	
% of target audience who believe that DMPA is a safe and effective method	7.3%	17.3%	7.0	

\*: Significantly ( $p < 0.05$ ) different from baseline    Baseline = 1640    Endline 1761

## **In Sum (1) ...**

- Acceptance of IC among women increased over baseline
  - Significant increase in the current use of IC
  - Perceptions of IC among women improved
  - Significant increase in the awareness of a clinic where DMPA is available
  - More women intended to use IC as compared to baseline
- Program has contributed towards increasing the acceptance
  - Proportion exposed to program activities were significantly better, in terms of use, source of availability and intend to use IC, as compared to baseline and not exposed

## In Sum (2) ...

- Awareness levels largely remained unchanged; knowledge gaps continued to exist
  - No change in the awareness of price and duration of effectiveness of one shot of IC
- Low awareness is likely due to the low media intensity
  - Only 4% reported media as a source of awareness
  - The predominant source of awareness was word of mouth (60%)

## In Sum (3) ...

- Doctors driving adoption; both within and outside of the network
  - Private doctor/ clinic continue to be the major source of first time recommendation, obtaining and administering IC
  - Government doctors/ hospitals have emerged as another prominent source in endline
  - One of the main reasons for using IC among ever users was “suggested by doctor” (40%)
  - Mystery client findings showed that the doctors were adhering to prescribed QoC standards

## In Sum (4) ...

- Main problem faced among ever users expectedly was menstrual change
  - A concern emerged from mystery client study also: Low mention of intermittent spotting / bleeding as a side-effect by the doctors
  - Positive aspect: Women who experienced problems do consult their doctors who administered the injection or the person who advised this method

# Recommendations

## Recommendations

- DMPA poised to become an accepted method
- Providers require only low level of maintenance as they are supportive and driving the adoption of IC
- Further efforts needed to enhance communication activities among women to bridge knowledge gaps (awareness of price & duration of effectiveness of one dose of IC ) and increase demand & referral to the doctors

**Thank you**