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تعزیز تنظیم الأسرة

Evaluation of the Reach and Effect of the IUD Social Marketing Campaign, Wave 1

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Table of Contents

Acknowledgements.....	1
Executive Summary.....	3
Introduction	5
IUD campaign.....	5
Methods.....	6
Results.....	6
Respondent characteristics.....	6
Campaign reach	8
Campaign Effectiveness	10
Campaign Recall in Association with Knowledge about the IUD	10
Unprompted Self-Reported Benefits	11
Conclusions and Recommendations.....	13

Executive Summary

Background

The key promise of the national IUD social marketing campaign is that the IUD is a safe, effective (close to 100%) reliable and reversible long-acting contraceptive method for family planning (spacing or limiting). The campaign conveys five key messages; however, this report examines the effectiveness of the campaign with relation to the first three messages (safety, long-term effectiveness, and reversibility).

The first wave of the campaign was launched in early June 2013 and lasted 5 weeks.

Methods

The Pan Arab Research Center (PARC) conducts an omnibus survey regularly. PARC conducts its omnibus survey in the greater Amman municipality through face-to-face household interviews with individuals aged 15 to 64 years in proportion to the national age distribution. Fieldwork was conducted from October 7 through October 16, 2013 – three months after the campaign wave ended - to produce a sample of 400 men and 400 women. A Kish grid was used to select an individual when more than one eligible individual were identified within one household.

The surveying team approached 1,447 households in order to attain a sample of 800. The refusal rate was 18%.

The survey instrument included questions about the respondents' demographic characteristics as well as questions related to exposure to the IUD campaign, respondents' interpretation and understanding of the relayed messages, and respondents' attitudes relating to the IUD in specific.

Key Findings

- Twenty-nine percent of respondents recalled the campaign. This moderately low proportion of recall could be related to the fact that the survey was conducted over three months after the first wave of the IUD campaign.
 - It is worth noting that 43% of married women of reproductive age recalled the campaign, indicating that the campaign reached its targeted audience and resonated with it.
- Campaign recall was highest among respondents aged 25-34 years and 25-44 years (35% and 34%, respectively), among married respondents (31%), and among those with secondary education or lower. Recall was also highest among the unemployed, most of who are women, and those whose household incomes range from 351-700JDs. Recall was lower among those with higher income ranges.

The campaign was effective at impacting the knowledge, attitudes and actions of those who were exposed to it:

- Exposure to the campaign was significantly associated with greater agreement with statements relating to the safety, effectiveness and reversibility of the IUD when controlling for potential confounders such as educational attainment, age and household income. This effect was noted when examining married men, even though the campaign did not target them specifically.
- Nearly 95% of exposed married respondents of reproductive age reported that they learned at least one thing from the campaign.
 - 51% learned that the IUD is effective
 - 46% learned that the IUD is safe
 - 21% learned that the IUD is long lasting
 - 18% learned that the IUD does not harm fertility
- Nearly 74% of exposed married respondents of reproductive age reported that their attitudes towards the IUD changed as a result of the campaign
 - 44% felt more positively about the IUD
 - 22% noted that the campaign corrected their misconceptions about the IUD
 - 8% noted that the campaign removed negative opinions about the IUD
- Nearly 77% of exposed married respondents of reproductive age reported that the campaign affected their intentions or encouraged them to take action
 - 35% discussed the IUD with their spouses
 - 21% discussed the IUD with others
 - 19% reported that they (or their spouse) got an IUD
 - 17% said that the campaign made them think about getting an IUD.

Recommendation

It is strongly recommended that the campaign continue with longer intervals. The campaign is mostly effective with married respondents of reproductive age, for they are most likely to recall the campaign and are most likely to report being affected by it positively.

Introduction

The USAID Strengthening Family Planning project aims to expand the availability, quality and use of family planning (FP) services through partnership with the private, non-governmental sector in Jordan. The project, an associate award under the global USAID Strengthening Health Outcomes through the Private Sector (SHOPS) project managed by Abt Associates Inc., aims to increase use of FP services by generating demand through national social marketing campaigns focusing on the promotion of specific modern FP methods.

IUD campaign

The key promise of the IUD campaign is that the IUD is a safe, effective (close to 100%) reliable and reversible contraceptive method for family planning (spacing or limiting). The key messages of the campaign relate to:

- **Safety:** The method is very safe when provided by a qualified doctor to well-informed women. Women should seek information from their providers about what to expect in the first weeks and months after receiving an IUD.
- **Long-term effectiveness and reliability:** The IUD can protect you from pregnancy for up to 12 years; IUDs only require a check-up once per year.
- **Reversibility:** IUD users can return to fertility at any time. (The return to fertility should be a feature in both spacing and limiting messages, although less prominent in the limiting messages. Women want to have the knowledge that they can control their return to fertility even if they believe they are done having children).
- **Availability –** Qualified trained IUD providers are widely available at JAFPP clinics, public health centers and private specialist and GP clinics and hospitals throughout the kingdom.
- **Convenience –** Insertion and removal are easy processes, requiring only a conversation with your provider and a very short procedure.

The first wave of the campaign, which was launched early June 2013 and lasted 5 weeks, included the following integrated elements:

- broadcast media (TV and radio advertising), print media (newspaper advertising)
- point-of-service promotion (trifold brochures with standee unit, poster, backlist poster, rollup, leaflets in clinics)
- public relations (talk show formats on TV and radio, press advertorials)
- community outreach (educational/entertaining “edutaining” lectures) and social media (*Osritna* Facebook page)

Given the limited nature of an omnibus survey, the instrument only measured the reach and the effectiveness of the campaign in Amman with relation to the first three messages (safety, long-term effectiveness, and reversibility).

Methods

The Pan Arab Research Center (PARC) conducts an omnibus survey regularly. By definition an omnibus survey is a method of quantitative marketing research where data on a wide variety of subjects is collected during the same interview. Usually, multiple research clients will provide exclusive content for the survey, while sharing the common demographic data collected from each respondent.

PARC conducts its omnibus survey in the greater Amman municipality through face-to-face household interviews with individuals aging 15 to 64 years in proportion to the national age distribution. Fieldwork was conducted from October 7 through October 16, 2013 to produce a sample 400 men and 400 women. A Kish grid was used to select an individual when more than one eligible individual were identified within one household.

The surveying team approached 1,447 households in order to attain a sample of 800. The refusal rate was 18%.

Questionnaire

The survey instrument included questions about the respondents' demographic characteristics as well as questions related to exposure to the IUD campaign, respondents' interpretation and understanding of the relayed messages, and respondents' attitudes relating to the IUD in specific.

Data entry and analysis

Data was entered by PARC and delivered to the Ta'ziz Project in SPSS format. The file was then converted to STATA format, and analysis was completed by Ta'ziz Project using STATA version 12. Statistical significance was determined through Chi-square tests, ANOVA, Student's T-Test and multivariate logistic and linear regressions were used to control for potential confounders when needed.

Results

Respondent characteristics

On average, respondents were 32 years of age. Slightly over two-thirds of respondents were aged 15-24 years, 28% were aged 25-34 years, 29% were aged 35-54 years and less than 10% were 55 years or older. No significant differences in age were noted when comparing men and women.

As shown in Table 1, nearly 41% of all respondents were unmarried, 54% were married with children, 4% were married without children and 1.5% were engaged, divorced, or separated. Married women of reproductive age (MWRA) represent 27% of all respondents and 54% of all female respondents, married men represent 27% of all respondents and 53% of all male respondents, and unmarried youth (ages less than 25 years) represent 32% of respondents (data not shown).

Table 1: Respondent characteristics			
	Men (n=401)	Women (n=399)	Total (n=800)
Age			
15-24 (%)	36.2	35.8	36.0
25-34 (%)	27.9	28.3	28.1
35-44 (%)	19.0	18.8	18.9
45-54 (%)	10.0	10.0	10.0
55+ (%)	7.0	7.0	7.0
Mean age	31.7	31.7	31.7
Marital status			
Single	46.9	34.8	40.9
Married with children	49.1	58.9	54.0
Married without children	4.0	3.3	3.6
Engaged	0.0	2.3	1.1
Other	0.0	0.8	0.4
Educational attainment*			
Elementary or lower	9.5	12.5	11.0
Intermediate school	23.9	25.1	24.5
Secondary school	29.9	32.1	31.0
Some university	13.0	15.0	14.0
University of higher	23.7	15.3	19.5
Employment status*			
Employed- public sector	15.0	3.8	9.4
Employed- private sector	36.2	11.0	23.6
Employed – semi-private	6.2	0.8	3.5
Self-employed	16.7	1.0	8.9
Not working	25.9	83.5	54.6
Monthly household income			
≤350 JD	21.2	30.3	25.8
351-700 JD	53.9	44.9	49.4
701-1,000 JD	17.2	15.5	16.4
1,000-1,500 JD	4.5	4.8	4.6
>1,500 JD	4.5	3.5	3.0
Did not know	0.8	1.0	0.9
*Statistically significant differences noted (p<0.05) when comparing women and men using chi2 test for proportions.			

Men were more educated than women were, with 24% of men having attained university degrees or higher as compared to only 15% of women. Overall, nearly 26% of respondents attained less than secondary education, 31% completed secondary education, and 24% attended some or completed university. Unsurprisingly, a significantly higher proportion of female respondents as compared to male

respondents reported that they were unemployed (84% as compared to 26%, respectively). As for household income, nearly one-quarter of all respondents reported a monthly household income of 350JD or less, nearly one half earn 351-700JD, and slightly less than one-quarter earn more than 700JDs monthly. No significant differences in household income were noted when comparing men and women.

Campaign reach

In order to measure campaign, reach, the respondents were prompted with screen shots of each TV spot and images of leaflets and press-clippings. Respondents who recognized any of the displayed images were categorized as having recalled the campaign. As showing in Table 2, nearly 29% of all respondents recalled the campaign, with significantly more women (36%) than men (23%) reporting recall.

The campaign targeted married women of reproductive age (MWRA) in particular. Nearly 43% of MWRA recalled the campaign; a significantly higher proportion than married men of reproductive age (19%) and unmarried youth (26%). No significant differences in recall were noted when comparing female and male unmarried youth.

As for age, recall was highest among those aged 25-34 years (35%) and those aged 35-44 years (34%). Significantly more women than men aged 25-44 years recalled the campaign. Married respondents were also more likely to recognize the campaign compared to their unmarried counterparts. Those with intermediate or secondary education were most likely to recognize the campaign (35% and 34%, respectively), with a significantly higher proportion of women in these age categories (45% and 43%, respectively) than men (23% and 26%, respectively) recognizing the campaign.

Unsurprisingly, with regards to employment status, the highest proportion of recall was among the unemployed (34%), for women represent the majority of the unemployed and they are most likely spend the most amount of time at home, followed by those employed in the public sector (28%) and the private sector (24%).

As for household income, no significant differences were noted in recall when comparing household income. Differences were noted, however, when comparing men and women whose household incomes ranged from 350JD to 1,000JD, with women having a significantly higher proportion of recall than men in these income brackets. Nearly 40% and 36% of women whose monthly incomes ranged from 350-700JD and 701-1,000JD, respectively, recalled the campaign.

Table 2: Campaign recall stratified by respondent characteristics			
All respondents comparing men to women			
	Men (%)	Women (%)	Total (%)
All respondents	22.9* (n=401)	35.8* (n=399)	29.4(n=800)
Respondents stratified by marital status and reproductive age comparing men to women			
Married of reproductive age	19.3* (n=213)	42.8* (n=215)	31.1 (n=428)
Unmarried youth (ages <25)	25.4 (n=142)	26.4 (n=110)	25.8 (n=252)
Campaign recall among all respondents by age – comparing within sex and total			
	Men (%)	Women (%)†	Total (%) †
15-24	24.8 (n=145)	27.3 (n=143)	26.0 (n=288)
25-34	24.1* (n=112)	45.1* (n=113)	34.7 (n=225)
35-44	26.3* (n=67)	42.7* (n=75)	34.4 (n=151)
45-54	15.0 (n=40)	30.0 (n=40)	22.5 (n=80)
55+	10.7 (n=28)	32.1 (n=28)	21.4 (n=56)
Campaign recall among all respondents by marital status			
	Men (%)	Women (%)†	Total (%) †
Single	27.3 (n=188)	28.1 (n=139)	27.5 (n=347)
Married	19.3 (n=213)	40.7 (n=248)	30.8 (n=461)
Engaged	n/a	22.2 (n=9)	22.2 (n=9)
Other	n/a	33.3 (n=3)	33.3 (n=3)
Campaign recall among all respondents by educational attainment			
	Men (%) †	Women (%)	Total (%) †
Elementary or lower	15.8 (n=38)	28.0 (n=50)	22.7 (n=88)
Intermediate school	29.2 (n=96)	31.0 (n=100)	30.1 (n=196)
Secondary school	30.0* (n=120)	43.0* (n=128)	36.7 (n=248)
Some university	17.3 (n=52)	33.3 (n=60)	25.9 (n=112)
University of higher	13.7* (n=95)	37.7* (n=61)	23.1 (n=156)
Employment status			
	Men (%)	Women (%)	Total (%) †
Employed- public sector	25.0 (n=60)	40.0% (n=15)	28.0 (n=75)
Employed- private sector	23.5 (n=145)	25.0 (n=44)	23.8 (n=189)
Employed – semi-private	12.0* (n=25)	66.7* (n=3)	17.9 (n=28)
Self-employed	19.4 (n=67)	50.0 (n=4)	21.1 (n=71)
Not working	26.0* (n=104)	36.6* (n=333)	34.1 (n=437)
Monthly household income			
	Men (%)	Women (%)	Total (%)
≤350 JD	20.0 (n=85)	30.6 (n=121)	26.2 (n=206)
351-700 JD	26.4* (n=216)	40.2* (n=179)	32.7 (n=395)
701-1,000 JD	18.8* (n=69)	35.5* (n=62)	26.7 (n=131)
1,000-1,500 JD	11.1 (n=18)	31.6 (n=19)	21.6 (n=37)
>1,500 JD	20.0 (n=10)	28.6 (n=14)	25.0 (n=24)
Did not know	33.3 (n=3)	50.0 (n=2)	42.9 (n=7)
* Statistically significant differences in recall when comparing men and women (across rows)			
†Statistically significant differences in recall when comparing across characteristics (down the column)			

Campaign Effectiveness

Campaign Recall in Association with Knowledge about the IUD

All respondents were asked to specify whether they agree or disagree with three statements relating to the IUD. As show in Table 3, overall, all respondents who recalled the campaign were significantly more likely to agree with each of the three statements as compared to those who did not recall the campaign.

Agreement with the statement that the IUD is a long term method that can protect from pregnancy for up to 12 years (Statement 1) was significantly higher among all respondents who recalled the campaign (69%) as compared to those who did not recall the campaign (48%). Agreement was also higher among those with recall as compared to those without recall when considering married respondents of reproductive age (75% versus 61%) and unmarried youth (56% versus 31%). When segregating respondents by sex, agreement with the statement was significantly higher among married men of reproductive age and among unmarried female youth who recalled the campaign as compared to those who did not recall the campaign.

Table 3: Agreement with statements relating to the IUD						
All respondents						
Statements**	Men		Women		Total (%) (n=800)	
	No recall % (n=309)	Recall % (n=92)	No recall % (n=256)	Recall % (n=143)	No recall (%) (n=565)	Recall (%) (n=235)
Statement 1	39.2*	60.9*	58.6*	74.1*	48.0*	68.6*
Statement 2	48.5*	60.9*	50.8	55.2	49.6*	57.5*
Statement 3	43.4*	53.3*	58.6*	81.8*	50.3*	70.6*
Married or reproductive age						
	Men		Women		Total % (n=213)	
	No recall % (n=172)	Recall % (n=41)	No recall % (n=123)	Recall % (n=92)	No recall % (n=295)	Recall % (n=133)
Statement 1	52.9*	80.5*	72.4	73.9	61.0*	75.9*
Statement 2	61.1*	87.8*	64.2	58.7	62.4	67.7
Statement 3	57.0*	82.9*	71.5*	87.0*	63.1*	85.7*
Unmarried youth (age <25 years)						
	Male youth		Female youth		Total youth	
	No recall % (n=106)	Recall % (n=36)	No recall % (n=81)	Recall % (n=29)	No recall % (n=187)	Recall % (n=65)
Statement 1	23.6	38.9	39.5*	65.5*	30.5*	55.8*
Statement 2	34.9	25.0	28.4	37.9	32.1	30.8
Statement 3	25.5	16.7	38.3*	58.6*	31.0	35.4
**Statement 1: The IUD is a long term method / can protect a woman from pregnancy for up to 12 years Statement 2: The IUD is effective / a woman should not get pregnant with the IUD Statement 3: The IUD does not impair the fertility of women/a woman can get pregnant again after stopping use of the IUD						
*Statistically significant difference when comparing those who recalled and did not recall the campaign using Chi2 test for proportions and verified through multiple variable logistic regression to control for age, educational attainment and income.						

Agreement with the statement that the IUD is effective (Statement 2) was significantly higher among all respondents who recalled the campaign (58%) as compared to those who did not recall the campaign (50%). When segregating respondents by sex, agreement with the statement was significantly higher among married men of reproductive who recalled the campaign as compared to those who did not recall the campaign.

Agreement with the statement that the IUD does not impair the fertility of a woman (Statement 3) was significantly higher among all respondents who recalled the campaign (71%) as compared to those who did not recall the campaign (50%). Agreement was also higher among those with recall as compared to those without recall when considering married respondents of reproductive age (86% versus 63%). When segregating respondents by sex, agreement with the statement was significantly higher among married men and women of reproductive age and among unmarried female youth who recalled the campaign as compared to those who did not recall the campaign.

Unprompted Self-Reported Benefits

Respondents who recalled the campaign were asked to specify if their exposure to the campaign had impacted their knowledge in any way. Table 4 presents respondents' unprompted self-reported responses. Among all respondents, nearly half stated that they learned that the IUD is effective, 39% learned that it is safe and 15% learned that the IUD is long lasting. Nearly one-fifth learned about FP in general and 14% did not learn anything new. Significantly more women than men learned that the IUD does not harm fertility. When considering married respondents of married age, 51% learned that the IUD is effective, 46% learned that the IUD is safe, and 21% learned that the IUD is long lasting. Only 5% said that they did not learn anything new.

	All respondents			Married and of reproductive age		
	Men (%) (n=91)	Women (%) (n=143)	Total (%) (n=235)	Men (%) n=41	Women n=92	Total (%) n=133
Learned that the IUD is safe	31.5	44.1	39.2	48.8	44.6	45.9
Learned that the IUD is effective/prevents pregnancy	48.9	47.6	48.1	58.5	47.8	51.1
Learned that the IUD is long lasting	12.0	16.1	14.5	26.8	18.5	21.1
Learned that the IUD does not harm fertility- easy to return to fertility	3.3*	18.9*	12.8	7.3*	22.8*	18.1
Learned about where I can get an IUD	7.6	13.3	11.1	9.8	17.4	15.0
Learned about FP in general	20.7	21.7	21.3	14.6	17.4	16.5
Learned about spacing between pregnancies	6.5	10.5	8.9	7.3	9.8	9.0
Learned that the IUD maintains the health of women	0.0	3.5	2.1	0.0	4.4	3.0
Did not learn anything new	20.7*	9.1*	13.6	2.4	6.5	5.3

*Statistically significant difference when comparing those who recalled and did not recall the campaign using Chi2 test for proportions

Respondents who recalled the campaign were asked to specify if their exposure to the campaign had impacted their attitudes towards the IUD in any way. As shown in Table 5, among all respondents, 36% felt more positive about the IUD, 17% had corrected misconceptions about the IUD and 7% said that the campaign removed negative opinions about the IUD. When considering married respondents of reproductive age, 44% felt more positively about the IUD and 22% had corrected misconceptions about the IUD. Nearly 39% of all respondents reported that the campaign did not affect their attitudes; however, only 26% of married respondents of reproductive age were not impacted.

Table 5: Exposed individuals' self-reported effects on attitudes						
	All respondents			Married and of reproductive age		
	Men (%) (n=91)	Women (%) (n=143)	Total (%) (n=235)	Men (%) n=41	Women n=92	Total (%) n=133
Felt more positive about the IUD	31.5	38.5	35.7	56.1	39.1	44.4
Corrected my misconceptions about the IUD	15.2	18.9	17.4	24.4	20.7	21.8
Removed negative opinions about the IUD	4.3	8.4	6.8	7.3	8.7	8.3
Believe that the presence of an IUD means a happy family	6.5	2.1	3.8	4.9	1.1	2.3
The IUD is the best way to FP	0.0*	8.4*	5.1	0.0	8.7	6.0
Negative: IUD is unsafe or ineffective	2.2	2.8	2.6	2.4	4.4	3.8
Did not affect my attitude about the IUD	53.3*	30.1*	39.1	29.3	25.0	26.3

Table 6: Exposed individuals' self-reported effects on intentions and behaviors						
	All respondents			Married and of reproductive age		
	Men (%) (n=91)	Women (%) (n=143)	Total (%) (n=235)	Men (%) n=41	Women n=92	Total (%) n=133
Discussed the IUD with my spouse	20.7	20.3	20.4	46.3	30.4	35.3
Discussed the IUD with others	8.7*	28.0*	20.4	7.3*	27.2*	21.1
Made me think about getting an IUD	2.2*	15.4*	10.2	4.9*	22.8*	17.3
Convinced my spouse to use/ for us to use the IUD	4.3	3.5	3.8	9.8	5.4	6.8
Decided to use the IUD	0.0*	15.4*	9.4	0.0*	22.8*	15.8
Consulted a health provider about the IUD	1.1*	9.8*	6.4	2.4*	15.2*	11.3
I/my wife got an IUD placed	12.0	9.8	10.6	26.8	15.2	18.8
My wife knows what she wants	1.1	NA	NA	2.4	NA	NA
Did not change my intentions or did not take any action	59.8*	29.4*	41.3	29.3	19.6	22.6

Finally, respondents who recalled the campaign were also asked whether the campaign had impacted their intentions or behaviors. As shown in Table 6, nearly one-fifth of respondents discussed the IUD with their spouses and/or with others. Significantly more women than men discussed the IUD with individuals other than their spouses. Ten percent said that the campaign made them think about getting

and IUD and 9% decided to use the IUD. More relevantly, when considering married respondents of reproductive age, 35% discussed the IUD with their spouses, 21% discussed the IUD with others, 17% started to think about getting an IUD, 16% started to use the IUD, 7% convinced their spouse to use the IUD, and 11% took action by consulting a health provider about the IUD. Impressively, 19% of married respondents of reproductive age reported that they (or their wife) had the IUD placed. Only 23% of married respondents of reproductive age reported no changes in their intentions or actions as a result of the campaign.

Conclusions and Recommendations

The omnibus survey was conducted over three months after the first wave of the IUD campaign, which can account for the moderately low recall rate among all respondents, with only 29% of respondents stating that they recognized any of the three TV spots, newspaper clippings or brochures. What is impressive is that even over three months after the campaign was active, 43% of married women of reproductive age recalled the campaign, indicating that the campaign reached its targeted audience and resonated with them.

Campaign recall was highest among respondents aged 25 years to 44 years (35% and 34%, respectively), among married respondents (31%), and among those with secondary education or lower. Recall was also highest among the unemployed, most of who are women, and those whose household incomes range from 351-700JDs. Recall was lower among those with higher income ranges.

The campaign was effective at impacting the knowledge, attitudes and actions of those who were exposed to it:

- Exposure to the campaign was significantly associated with greater agreement with statements relating to the safety, effectiveness and reversibility of the campaign when controlling for potential confounders such as educational attainment, age and household income. This effect was noted when examining married men, even though the campaign did not target them specifically.
- Nearly 95% of exposed married respondents of reproductive age reported that they learned at least one thing from the campaign.
 - 51% learned that the IUD is effective
 - 46% learned that the IUD is safe
 - 21% learned that the IUD is long lasting
 - 18% learned that the IUD does not harm fertility
- Nearly 74% of exposed married respondents of reproductive age reported that their attitudes towards the IUD changed as a result of the campaign
 - 44% felt more positively about the IUD
 - 22% noted that the campaign corrected their misconceptions about the IUD
 - 8% noted that the campaign removed negative opinions about the IUD
- Nearly 77% of exposed married respondents of reproductive age reported that the campaign affected their intentions or encouraged them to take action
 - 35% discussed the IUD with their spouses

- 21% discussed the IUD with others
- 19% reported that they (or their spouse) got an IUD
- 17% said that the campaign made them think about getting an IUD.

Based on these findings, it is strongly recommended that the campaign continue with longer waves, sustained mass media and intensive outreach component to disseminate in-depth information, correct misconception and dispel rumors and fears. The campaign is mostly effective with married respondents of reproductive age, for they are most likely to recall the campaign and are most likely to report being affected by it positively.