



**Evaluation of the “Mabrouk” Initiatives in the Civil Status and
Passports Department (CSPD) Offices**

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Executive Summary

JHCP has worked closely with the Civil Status and Passports Department (CSPD) since 2008 on the Mabrouk initiatives, which targets newlyweds through *Mabrouk I* and new parents through Mabrouk II. The central goals of the Mabrouk initiatives are to provide information to those approaching marriage about health issues related to their needs as they enter this new stage of life. The key topics covered in the two books include the advantages of using modern contraceptives to space between pregnancies, the benefits of spacing no less than three years after the birth of the first child, and basic guidelines for childcare from birth through age three.

Methodology

A random sample of individuals was drawn from the list of those who had registered telephone numbers at the CSPD offices upon receipt of their first Family Book or the birth certificate of their first-born child. Telephone interviews were held with 1,016 individuals (513 men and 503 women) to assess the effects of *Mabrouk I* and 1,1019 individuals (513 men and 506 women) were contacted for interviews regarding their use of the *Mabrouk II* booklet. can we state the response rate here?

Key findings

- 35% of respondents in the *Mabrouk I* sample had heard about, seen or read about the Mabrouk package.
- 34% of respondents in the *Mabrouk II* sample had heard, seen or read the “Mabrouk ... You’ve become a Mother and Father” package.
- 84% of those who received *Mabrouk I* read it, and 85% of those who had access to the *Mabrouk II* package read it.
- Everyone who read Mabrouk I, and nearly everyone who read the *Mabrouk II* package, liked the contents, which they found practical and useful.
- The major recommendation among readers of both packages was to distribute it more widely.
- 76% of those who read Mabrouk I, and 87% of those who read Mabrouk II, reported discussing it with at least one other person.
- Among *Mabrouk I* readers, 96% of women and 87% of men reported that they benefitted from the package; the most mentioned benefits included learning about the importance of family planning (FP) (71%), the importance of spousal communication (50%) and the importance of modern FP methods.
- Among *Mabrouk II* readers, nearly all readers reported that they had benefitted from it. The most mentioned benefits include attaining knowledge about the nutritional needs of a child (66%), knowledge about the stages of child development (63%), knowledge about children’s vaccination schedules (32%), learning the importance of modern FP methods (34%) and the importance of FP after the first child (31%).
- A slightly higher proportion of *Mabrouk I* readers than non-readers reported going to the MCH center for antenatal visits; however, this difference did not reach significance.
- Significantly more *Mabrouk II* readers than non-readers went to the MCH centers for postnatal care and FP counseling, even after controlling for education and sex.

- A very small proportion of *Mabrouk I* respondents reported current modern contraceptive use (5%), with no significant differences between readers and non-readers. This was anticipated given that they are newlyweds who have not yet had their first child.
- In contrast with newlyweds, 47% of new mothers and fathers reported current use of modern contraceptives, with no significant difference being noted between readers and non-readers.
- 91% of *Mabrouk I*, and 79% of *Mabrouk II*, readers intend to use modern contraceptives without any significant differences being noted by readership.
- On average, *Mabrouk I* respondents want 3.6 children. While controlling for education, a significant difference was noted in the mean number of desired sons among non-readers (2.1) as compared to readers (1.9).
- On average, *Mabrouk II* respondents would want 3.7 children. No significant difference was noted when comparing readers and non-readers.
- Significantly more *Mabrouk I* readers (55%) specified an ideal interval of 3 years as compared to non-readers (45%) even after controlling for education.

Conclusions and Recommendations

- *Mabrouk I* and *II* provide important information to newlyweds and new parents that is highly valued by the readers.
- The contents of the packages reinforce social norms that have only recently been established in Jordan – such as relatively high levels of modern contraceptive use after the birth of the first child – and readership is associated with trends towards longer periods of birth spacing.
- The high levels of satisfaction with the *Mabrouk* materials together with the positive outcomes associated with readership point to the value of continuing the distribution of the initiative packages.

Introduction

The mandate of the Jordan Health Communication Partnership (JHCP) Program, which is the Jordan country program of the Johns Hopkins Bloomberg School of Public Health (JHU) Center for Communication Programs (CCP), funded by the United States Agency for International Development (USAID), is to enhance health outcomes in Jordan through health communication programs, training and research.

One of the key partners the JHCP works with is the Civil Status and Passports Department (CSPD). Since 2008 the JHCP and the CSPD have been implementing the Mabrouk initiatives, which targets newlyweds and new parents. The contents of the Mabrouk packages are catered to each of these target groups. The goals of the Mabrouk initiatives are to:

- Raise awareness among those approaching marriage and newlyweds on health issues that respond to their needs at the start of their new family lives.
- Encourage newlyweds to space between pregnancies no less than three years after the birth of the first child.
- Increase acceptance and willingness to use modern contraceptives , especially after the birth of the first child.
- Raise awareness on the importance of post-natal care, and increase demands for this service at the Ministry of Health Mother and Child Health Care, MCH Centers.
- Increase parents' ability to follow up on the growth and development of their first born, during the first three years after birth, and to avail full child health care through accurate and credible information.

The)Mabrouk I) package includes the following:

1. “Mabrouk” booklet:
Contains important information on all phases of newlywed marriage , answers queries of newlyweds and those approaching marriage during initial stages of establishing their families. It also includes :
2. Checklists:
Six lists containing the most important preparations and steps that married couples have to follow at each phase of establishing their families.
3. A Wedding Photograph Frame:
Symbolizes this initiative and serves as a reminder to always refer to the “Mabrouk” package as a credible and accurate source of information.
4. The Mother and Child Centers’ Guide, throughout the Kingdom’s Governorates:
To encourage beneficiaries of this initiative to visit the closest health centers for counseling and attaining health services when needed.

The “Mabrouk ... You’ve Became a Mother and a Father” (Mabrouk II) package includes the following:

1. “Mabrouk ... You Became a Mother and a Father” Booklet:

Contains important information on all phases that new parents go through, and on child care from birth till 3 years of age.

2. Child Growth and Development Poster:

A Poster that informs on the most important nutritional foods given to an infant till he/she is 3 years old, in addition to growth phases parents have to monitor to ensure safe growth.

3. A Child-height Measure:

To encourage new parents to follow up on their child's growth indicators.

4. The Mother and Child Centers' Guide, throughout the Kingdom's Governorates:

To encourage beneficiaries of this initiative to visit the closest health centers for counseling and attaining health services when needed.

Implementation of *Mabrouk I* and *II*

One of the program components is *Mabrouk I*, which is for couples who are engaged and about to get married, while the "*Mabrouk II*, you've become a mother and a father" initiative is for couples who have become parents for the first time. The *Mabrouk* package was designed first, targeting Jordanian newlyweds. By law, all newlyweds must go to the CSPD in order to produce a "family book" and may face a fine if they delay its production, hence the CSPD is the ideal location to reach all Jordanian newlyweds. *Mabrouk I* packages were distributed starting on July of 2008. Employees from all CSPD offices in the Kingdom were oriented about the package and were instructed on the distribution procedure. In order to augment the distribution process, the CSPD incorporated a message reminding those generating their family book to pick up their copy of "*Mabrouk*" when they are notified that their family book is ready for pick up via SMS text messaging.

The CSPD then suggested that another package be developed for those who produce birth certificates for their first born children, so as to encourage them to space between the first and second pregnancy. The *Mabrouk II* package was designed to reach new parents with family planning and birth spacing information while at the same time providing new parents with information about proper child development and nutrition. *Mabrouk II* was first disseminated during December of 2008. All 72 CSPD offices were therefore provided with *Mabrouk I* and *II* packages and are equipped with an oriented and trained staff. Studies conducted during July of 2009 and October 2010 demonstrated that those who read the contents of the packages were more likely to visit the MCH centers for information or services relating to family planning and reproductive health as compared to non-readers, indicating that the initiatives should be continued. The packages were therefore re-printed and distributed once again during May of 2011.

It is of importance to note that during the studied distribution period, from May 2011 through December of 2011, there were many political and internal issues within the CSPD department, where workers throughout the country went on strike in order to express their grievances. As such, the distribution of *Mabrouk* packages was sporadic and inconsistent. This was also confirmed by the follow-up reports gathered from 75% of all CSPD offices throughout the country. The follow-up reports demonstrated that from May 1, 2011 through December 2011, *Mabrouk I* and *Mabrouk II*

packages were being distributed regularly in 81% and 85% of reporting offices, respectively. However, it is extremely important to note that only 55% and 50% of reporting offices were distributing *Mabrouk I* and *Mabrouk II* packages, respectively, to the target audiences only.

Methodology

Telephone interviews were conducted with those who had produced a family book or registered a first child at the CSPD between May 1st, 2011 and December 31st, 2011, and should have then received the *Mabrouk I* and *Mabrouk II* packages, respectively. The CSPD collects names of all individuals who produce family books and birth certificates. Out of 28,854 registered new marriages, 11,456 had telephone numbers of the wife or husband (40%). Out of 28,217 registered first births, 11,400 had telephone numbers of the mother or father (40%). Potential respondents were randomly selected from the list of those who had registered telephone numbers with a distribution proportional to office distribution observed in the original list. Selected telephone numbers were randomly assigned to a male or female respondent; that is, the interviewer requested to speak to the wife or new mother when they reached the respondent, which is usually the man since men are the ones who usually go to the CSPD to produce official documents.

The goals of this study were to assess the target audience's awareness and readership of the packages as well as their satisfaction with the packages. The leading hypothesis is that those who had read the packages as compared to those who did not read the packages will be more likely to visit mother and child health (MCH) centers in order to seek and use family planning services.

The Johns Hopkins Bloomberg School of Public Health's Institutional Review Board (IRB) determined that the human subjects research activity meets the criteria for Exemption under U.S. Federal Regulations 45 CFR 46.101(b), Category 2. Therefore, local IRB approval was not required.

Questionnaire

Two different survey instruments were used. The survey instruments included questions about the respondents' demographic characteristics as well as questions related to respondents' satisfaction with and impressions of the booklet, family planning intentions and use, and beliefs about gender equity.

Data entry and analysis

Data entry was completed using CSpro 4.1, a public-domain software package for entering, editing, tabulating and mapping census and survey data, used by the U.S. Census Bureau. The data set was cleaned and edited for inconsistencies. Missing data were not statistically imputed. Data analysis was completed using STATA version 11 statistical software.

To determine statistical significance in bivariate analyses (e.g., comparisons between readers and non-readers of *Mabrouk I* and *Mabrouk II*, the researchers used Chi-square tests of differences in proportions and one-way ANOVA and Student's *t*-tests for the difference in means. The bivariate analyses are disaggregated by sex and by readership of *Mabrouk II*. When needed, regression analysis was done in order to determine whether confounding accounted for bivariate analyses significant differences.

Findings

Characteristics of the sample

Mabrouk I

As is shown in Table 1, men were significantly older than women, with a mean age of 29 years as compared to 24 years among women. This difference is unsurprising since Jordanian men marry at a later age than Jordanian women. There were no significant differences by sex when considering educational level. One quarter had attained less than secondary education, nearly one quarter had completed secondary education, and nearly half had attained an intermediate diploma or higher.

Mabrouk II

The mean age of respondents was 27 years, with men being significantly older than women (Table 1). Slightly greater than one-quarter of respondents attained less than secondary education, 22% completed secondary education, 11% attained an intermediate diploma and nearly 40% had a bachelors or higher. Interestingly, women are significantly more educated than men, with a higher proportion having attained a bachelors degree or higher and a lower proportion having completed less than secondary education as compared to men.

Table 1: Age and education level of respondents

	Mabrouk I			Mabrouk II		
	Men	Women	Total	Men	Women	Total
	n=513	n=503	n=1,016	n=513	n=506	n=1,019
Mean age in years	28.6*	23.6*	26.1	29.7*	24.6*	27.2
Education level						
Less than Tawjihi	26.5	23.5	25.0	29.4*	23.9*	26.7
Secondary (Tawjihi)	22.8	25.8	24.3	24.4	20.4	22.4
Intermediate Diploma	10.5	11.1	10.8	9.6	12.5	11.0
Bachelors or higher	40.2	39.6	39.9	36.7*	43.3*	39.9
* Statistically significant (p<0.05) after bivariate analysis comparing men and women using ANOVA for means and Chi2 for proportions						

Reception of *Mabrouk* packages

Mabrouk I

Respondents were asked whether they had heard about, seen or read about the Mabrouk package, to which 35% responded that they had, as shown in Table 2. Significantly more men (45%) than women (25%) reported that they had heard about, seen or read of Mabrouk; an unsurprising fact since men are the ones who tend to go to the CSPD for official matters. Nearly three-quarters of respondents specified that they had heard about, seen or read the package when they personally received it at the CSPD when they went to produce their Family Book. Once again, it is unsurprising that significantly more men than women received the booklet personally. Nearly 20% reported that they had been exposed to the package when others went to the CSPD to produce the respondent's Family Book, with significantly more women than men reporting this. Other modes of exposure include hearing about it from others and receiving a SMS text message from the CSPD. A great majority of respondents were exposed at the CSPD itself, with significantly more men than women reporting so.

Table 2: Awareness of and exposure to Mabrouk packages						
	Mabrouk I			Mabrouk II		
	Men	Women	Total	Men	Women	Total
	n=513	n=503	n=1,016	n=513	n=506	n=1,019
Ever heard about, seen, or read a package titled "Mabrouk"/"Mabrouk, you've become a mother and a father"	44.8*	24.9*	34.9	34.5*	32.8*	33.7
Mode of exposure	n=230	n=125	n=355	n=177	n=166	n=343
Personally received it when the respondent went to produce Family Book/register child	89.6*	40.8*	72.4	89.3*	16.3*	53.9
Spouse/friends/relatives/folks/neighbors /colleagues received it when issuing my Family Book/register my child	1.3*	53.6*	19.7	7.9*	81.3*	43.4
Spouse/friends/relatives/folks/neighbors /colleagues told me about it	2.6	2.4	2.5	0.6	1.2	0.9
Received a message from the CSPD	6.5*	0.8*	4.5	0.0	0.0	0.0
Other (TV, ad in CSPD, newspapers)	1.3	3.2	2.0	2.3	1.2	1.8
Source of exposure						
CSPD offices	94.8*	85.6*	91.6	88.7*	69.9*	79.6
Press articles	2.6	4.0	3.1	2.8	1.8	2.3
Sehetna website	1.7	0.8	1.4	1.1	3.6	2.3
Other	8.7	10.4	9.3	4.0	6.0	5.0
* Statistically significant (p<0.05) after bivariate analysis comparing men and women using ANOVA for means and Chi2 for proportions						

Mabrouk II

As shown in Table 2, wholly one-third of respondents reported ever hearing about, seeing or reading the "Mabrouk ... You've become a Mother and Father" package. Significantly more men than women reported such an exposure. Among those who were aware of the package, slightly over than

half personally received it when they went to pick up their child’s birth certificate and 43% received from others who went to pick up their child’s birth certificate. Significantly more men than women received the package directly at the CSPD, while significantly more women than men received it from others.

Nearly 80% of those aware of the package learned about it at the CSPD offices, with significantly more men than women reporting so. Other modes of exposure include hearing about it from others. None of the respondents reported receiving a message from the CSPD, which is expected because the CSPD only sends out SMS text messages to those issuing a Family Book.

Viewing, using and reading of *Mabrouk* packages

Mabrouk I

Among those who heard about, saw or read of the *Mabrouk* package, 70% viewed and liked the colors and the design of the package (Table 3). Among those who viewed the package, 84% reported that they read its contents.

As shown in Table 4, there was no significant difference in the mean age of readers as compared to non-readers. However, readers are generally more educated than non-readers; thus, controlling for education will be necessary when comparing readers to non-readers.

Mabrouk II

Among those who heard about the *Mabrouk II* package, 76% viewed the colors and the design of the package (Table 3). Significantly more women than men viewed the packages even though as previously discussed, women were less likely to receive the packages personally. This indicates that the packages get delivered to the women even when their husbands or others go to the CSPD offices. Among those who viewed the package, nearly all reported liking the colors and the design and 85% reported reading its contents. Significantly more women viewed and read the package as compared to men.

Table 3: Viewing, reading of the booklets						
	Mabrouk I			Mabrouk II		
	Men	Women	Total	Men	Women	Total
Viewed the colors and design	n=230 64.4	n=125 79.2	n=355 69.6	n=177 64.4*	n=166 89.2*	n=343 76.4
Liked the colors and design	n=148 100.0	n=99 100.0	n=247 100.0	n=114 98.3	n=148 99.3	n=262 98.9
Read the package	n=148 78.4*	n=99 91.9*	n=247 83.8	n=114 73.7*	n=148 93.2*	n=262 84.7

* Statistically significant (p<0.05) after bivariate analysis comparing men and women using ANOVA for means and Chi2 for proportions

As shown in Table 4, there was no significant difference in the mean age of readers as compared to non-readers. However, readers are generally more educated than non-readers; thus, controlling for education will be necessary when comparing readers to non-readers. This is expected since, as previously mentioned, women were significantly more educated than men and they were also more likely to read the package as compared to men.

Table 4: Demographics by readership

	Mabrouk I			Mabrouk II		
	Non-Readers	Readers	Total	Non-Readers	Readers	Total
	n=809	n=207	n=1016	n=797	n=222	n=1019
Mean age in years	26.1	26.1	26.1	27.1	27.2	27.2
Education level						
Less than Tawjihi	27.7*	14.5*	25.0	29.9*	15.3*	26.7
Secondary (Tawjihi)	25.2	20.8	24.3	23.2	19.4	22.4
Intermediate Diploma	11.0	10.1	10.8	10.7	12.2	11.0
Bachelors or higher	39.1*	54.6*	39.9	36.3*	53.2*	39.9
* Statistically significant (p<0.05) after bivariate analysis using ANOVA for means and Chi2 for proportions						

Satisfaction with the *Mabrouk* packages among readers

Mabrouk I

As demonstrated in Table 5, everyone who read the package liked its contents. Nearly everyone found the package practical and useful, and 91% reported that they had used the Health Centers Guide. Significantly more women (95%) than men (87%) used the Health Centers Guide.

Mabrouk II

Nearly everyone who read the package liked its contents and found it practical and useful. Half of those who read the package reported using the Health Centers Guide, with no significant differences being noted by sex.

The *Mabrouk II* package contains the Child Development and Nutrition Poster. Among readers, 79% reported using the poster sometimes or always, with significantly more women than men reporting so.

Table 5: Satisfaction with Mabrouk packages among readers

	Mabrouk I			Mabrouk II		
	Men	Women	Total	Men	Women	Total
	n=116	n=91	n=207	n=84	n=138	n=222
Liked the contents of the package	100.0	100.0	100.0	98.8	100.0	99.6
Found the package practical and useful	99.1	100.0	99.5	98.8	99.3	99.1
Used the Health Centers Guide	87.1*	95.6*	90.8	53.6	47.1	49.6
Always used the Child Development and Nutrition poster	N/A	N/A	N/A	29.8	42.8	37.8
Sometimes used the Child Development and Nutrition poster	N/A	N/A	N/A	41.7	41.3	41.4
Sometimes or always used the Child Development and Nutrition poster	N/A	N/A	N/A	71.4*	84.1*	79.3
* Statistically significant (p<0.05) after bivariate analysis using ANOVA for means and Chi2 for proportions N/A : Not applicable						

Communication about the *Mabrouk* packages by readers

Mabrouk I

Readers were asked whether they had discussed the contents of the package with others. As shown in Table 6, 76% of readers reported discussing the contents with at least one other person, with no significant difference between men and women. Two-thirds discussed the contents with their spouses, 18% with their siblings, 17% with their mothers, and 17% with their friends. Women were more likely than men to discuss the contents with their mothers, siblings, and other relatives.

Mabrouk II

Eighty-seven percent of readers reported discussing the package's contents with at least one other person, with no significant difference between men and women. Nearly 84% discussed the contents with their spouses, 22% with their siblings, 16% with their friends, and 14% with their mothers. Significantly more women than men discussed the contents with their friends, neighbors, siblings and other relatives.

Table 6: Discussion of the content of Mabrouk Packages with Others

Discussed the contents with:	Mabrouk I			Mabrouk II		
	Men	Women	Total	Men	Women	Total
	n=116	n=91	n=207	n=84	n=138	n=222
Wife/husband	69.8	62.6	66.7	88.1	81.2	83.8
Father	7.6	2.2	5.3	7.1	3.6	5.0
Mother	11.2*	25.3*	17.4	9.5	16.7	14.0
Father in law	4.3	3.3	3.9	4.8	4.4	4.5
Mother in law	8.6	9.9	9.2	7.1	11.6	9.9
Friends	12.9	23.1	17.4	9.5*	19.6*	15.8
Neighbors	4.5	5.5	4.4	1.2*	7.3*	5.0
Brother/sister	12.1*	26.4*	18.4	11.9*	28.3*	22.1
Other relatives	6.9*	15.4*	10.6	3.6*	15.2*	10.8
At least one other person	75.9	75.8	75.9	89.3	86.2	87.4

* Statistically significant (p<0.05) after bivariate analysis using ANOVA for means and Chi2 for proportions

Benefits from reading *Mabrouk* packages

Mabrouk I

Readers were asked whether they had benefited from the packages. As shown in Table 7, 91% reported that they had benefited, with significantly more women than men reporting so (96% and 87%, respectively). The most mentioned benefits are learning of the importance of FP (71%), the importance of spousal communication (50%) and the importance of modern FP methods. Interestingly, significantly more men than women mentioned the importance of FP. On average, readers reported that they had benefitted in three ways from reading the packages, with no significant difference between men and women. Twenty-three percent reported that they had experienced greater than three benefits.

Table 7: Benefit from reading Mabrouk packages

	Mabrouk I			Mabrouk II		
	Men	Women	Total	Men	Women	Total
	n=116	n=91	n=207	n=84	n=138	n=222
Benefited from the messages included in the package	87.1*	95.6*	90.8	94.1	97.1	96.0
Self-reported unprompted benefits:	n=101	n=87	n=188	n=79	n=134	n=213
Importance of gender equity	10.9	6.9	9.0	2.5	3.0	2.8
Importance of spousal communication	48.5	51.7	50.0	15.2*	6.0*	9.4
Importance of FP / FP after first child	77.2*	63.2*	70.7	21.5*	35.8*	30.5
Importance of postnatal care for the mother's health	5.0	8.1	6.4	5.1	11.2	8.9
Importance of modern FP methods.	21.8	28.7	25.0	32.9	34.3	33.8
Importance of natural breast feeding	10.9	18.4	14.4	2.5	4.5	3.8
Importance of prenatal care	14.9	25.3	19.7	0.0	0.0	0.0
Knowledge of the foundations a couple to follow to organize their marital and family life	16.8	19.5	18.1	0.0	0.0	0.0
Knowledge of types of modern contraceptives	11.9	9.2	10.6	8.9	11.9	10.8
Knowledge of the timing of having your first child	8.9	11.5	10.1	0.0	0.0	0.0
Knowledge of the timing of having your second child	4.0	8.1	5.6	2.5	6.0	4.7
Knowledge of prenatal care and/or delivery	7.9	8.1	8.0	0.0	0.0	0.0
Knowledge of Puerpereum and postnatal care	1.0	1.2	1.1	0.0	0.0	0.0
Knowledge of engagement and marriage	16.8	27.6	21.8	0.0	0.0	0.0
Knowledge of the stages of child development	0.0	0.0	0.0	58.2	67.2	63.9
Knowledge of nutrition needed for child	0.0	0.0	0.0	58.2	70.9	66.2
Knowledge of early signs of mental and physical disability	0.0	0.0	0.0	10.1	10.5	10.3
Knowledge of the child vaccine schedule	0.0	0.0	0.0	36.7	30.6	32.9
Knowledge of the addresses of MCH centers	5.9	3.5	4.8	3.8	4.5	4.2
Other	3.1	4.6	3.7	0.0	1.5	0.9
Mean number of benefits	2.7	3.0	2.8	2.6*	3.0*	2.8
Reported more than the mean number of benefits	17.8	28.7	22.9	21.5	29.1	26.3
* Statistically significant (p<0.05) after bivariate analysis using ANOVA for means and Chi2 for proportions						

Mabrouk II

Nearly all readers reported that they had benefitted from reading the package (Table 7). The most mentioned benefits include attaining knowledge about the nutritional needs of a child (66%), knowledge about the stages of child development (63%) and knowledge about children's vaccination

schedules (32%). Other benefits are learning the importance of modern FP methods (34%) and the importance of FP after the first child (31%). On average, readers reported three benefits from reading the packages, with women reporting a significantly greater mean number of benefits as compared to men. Twenty-six percent reported that they had experienced greater than three benefits.

Suggestions for improving *Mabrouk* packages

Mabrouk I

Readers were asked whether they had any suggestions in order to improve the packages. Only 16% reported that they did have suggestions, the most mentioned of which was to distribute it in more than one place or through different means such as SMS text messaging, e-mail, print and outdoor ads (34%). No significant differences were noted when comparing men and women.

Mabrouk II

Only 10% of *Mabrouk II* readers had suggestions for improving the package. The most mentioned suggestion was to increase the distribution and promotion of the packages (26%). No significant differences were noted when comparing men and women.

Table 8: Suggestions for improving Mabrouk packages

	Mabrouk I			Mabrouk II		
	Men n=116	Women n=91	Total n=207	Men n=84	Women n=138	Total n=222
Have suggestions for improving packages	19.0	11.0	15.5	11.9	9.4	10.4
Suggestions	n=22	n=10	n=32	n=10	n=13	n=23
Adding some Qur'anic verses	4.6	10.0	6.3	0.0	0.0	0.0
Adding more information on family health	16.6	10.0	12.5	20.0	23.1	21.7
Downloading the information on CDs	20.0	4.6	9.4	10.0	7.7	8.7
Adding information about natural breast feeding	0.0	0.0	0.0	0.0	7.7	4.4
Adding information about rearing children	0.0	0.0	0.0	10.0	7.7	8.7
Distributing it in more than one place or through different means (sms, e.mail, print and outdoor ads, etc.)	31.8	40.0	34.4	40.0	15.4	26.1
Information about marriage (religious rule, responsibilities) and family (how to resolve problems, responsibilities)	22.7	0.0	15.6	0.0	0.0	0.0
Adding more information about FP methods	0.0	0.0	0.0	0.0	30.8	17.4
Other	27.3	30.0	28.1	40.0	30.8	34.8
* Statistically significant (p<0.05) after bivariate analysis using ANOVA for means and Chi2 for proportions						

Comparisons between non-readers and readers of the *Mabrouk* packages

Visits to the Mother and Child Health (MCH) centers

Mabrouk I

All respondents were asked whether they or their spouse had gone to a MCH center during the previous 6 months. As shown in Table 9, a significantly higher proportion of readers as compared to non-readers reported that they or their spouse had gone to the MCH center during the previous 6 months, with 21% of readers reporting so as compared to 14% of non-readers. Unsurprisingly, the most common reason for going to the MCH center is to attain antenatal services, with 78% of the respondents indicating so. A slightly higher proportion of readers than non-readers reported going to the MCH center for antenatal visits; however, this difference did not reach significance. Among readers, 7% went for FP counseling and 2% went for spacing after the first child.

Mabrouk II

New parents were more likely to report having gone to the MCH center during the previous 6 months than were newlyweds. Nearly 88% of new parents went to the MCH center. While a higher proportion of readers than readers reported going to the MCH center, logistic regression while controlling for education and sex deemed this difference to be statistically insignificant. The most common reason for going to the MCH center is for children's vaccinations (97%). While few respondents went for other reasons, it is important to note that significantly more readers than non-readers went to the MCH centers for postnatal care and FP counseling, even after controlling for education and sex.

Table 9: Visiting the MCH center during previous 6 months

	Mabrouk I			Mabrouk II		
	Non-Readers	Readers	Total	Non-Readers	Readers	Total
Respondent and/or spouse visited MCH center	n=809 14.0*	n=207 21.3*	n=1016 15.5	n=797 86.6	n=222 91.4	n=1019 87.6
Reason for visit	n=113	n=44	n=157	n=690	n=203	n=893
Postnatal care visit	0.9	0.0	0.6	4.4*	10.3*	5.7
FP counseling	4.4	6.8	5.1	5.7*	11.8*	7.1
Using modern contraceptives	1.8	0.0	1.3	4.8	5.4	4.9
Child care and follow up visit	4.4	2.3	3.8	24.2	29.1	25.3
Child's vaccinations	3.5	2.3	3.2	96.2	98.0	96.6
Counseling on practicing breastfeeding	0.0	0.0	0.0	0.9	2.0	1.1
Spacing after the first child	1.8	2.3	1.9	0.7	1.0	0.8
Antenatal visits	76.1	81.8	77.7	0.3	0.0	0.2
Other	10.6	9.1	10.2	0.0	1.0	0.2

* Statistically significant ($p \leq 0.05$) after bivariate analysis using ANOVA for means and Chi2 for proportions
Red - Logistic regression controlling for education and sex

Modern contraceptives use, reasons for non-use and intention to use

Mabrouk I

A very small proportion of respondents reported current modern contraceptive use (5%), with no significant differences between readers and non-readers (Table 10). Three respondents refused to answer. Among those not using modern contraceptives, the most common reasons for non-use are that it is too early to start using (34%), that they are only engaged (31%) and that they or their wife is currently pregnant (21%). No significant differences were noted between readers and non-readers.

Mabrouk II

In contrast with newlyweds, among whom only 5% reported current use of modern contraceptives, 47% of new mothers and fathers reported current use of modern contraceptives, with no significant difference being noted between readers and non-readers.

The most common reasons for non-use include the use of traditional methods or Lactational Amenorrhea Method (LAM) (20%), fear of side effects (19%) and that it is too early to start using (17%). Fourteen percent of non-users cited a current pregnancy as a reason for non-use. No significant differences were noted between readers and non-readers

Table 10: Modern contraceptive use and reasons for non-use

	Mabrouk I			Mabrouk II		
	Non-Readers	Readers	Total	Non-Readers	Readers	Total
	n=809	n=207	n=1016	n=797	n=222	n=1019
Currently using modern contraceptives	4.2	6.3	4.6	46.1	49.1	46.8
Reason for non-use	n=773	n=193	n=966	n=429	n=113	n=542
It is too early to start using	35.2	31.1	34.4	17.3	16.8	17.2
Currently pregnant / wife is pregnant	20.3	22.3	20.7	14.0	18.6	14.9
Using traditional methods (withdrawal, counting) or LAM	0.0	0.0	0.0	19.8	20.4	20.0
Engaged	31.3	29.5	31.0	0.0	0.0	0.0
Became pregnant while using	2.1	2.1	2.1	1.2	0.9	1.1
Wanted to become pregnant	20.1	21.2	20.3	14.0	15.0	14.2
Spouse disapproved	0.3	0.5	0.3	3.3	3.5	3.3
Side effects or fear of side effects	0.3*	1.6*	0.5	19.4	19.5	19.4
Health concerns	0.3	0.0	0.2	2.8	0.0	2.2
Not accessible/ Not available	0.0	0.5	0.1	1.4	1.8	1.5
Wanted a more effective method	0.0	0.5	0.1	1.4	0.9	1.3
Inconvenient to use	0.0	0.0	0.0	2.3	0.0	1.9
Infrequent sex/spouse away	0.8	0.5	0.7	2.1	1.8	2.0
Fatalistic	0.0	0.0	0.0	1.4	0.9	1.3
Difficult to get pregnant	0.3	0.0	0.2	0.9	0.0	0.7
Marital dissolution / separation	0.3	0.0	0.2	0.2	0.0	0.2
Religious prohibition	0.0	0.0	0.0	0.2	0.0	0.2

* Statistically significant (p<0.05) after bivariate analysis using ANOVA for means and Chi2 for proportions

Intention to use modern contraceptives

Mabrouk I

Those who do not use modern contraceptives were asked whether they intended to in the future. The great majority (91%) said that they did intend to use modern contraceptives, as shown in Table 11. Sixty percent of those who do not intend to use modern contraceptives (or about 5% of the total sample) cited wanting more children as the reason for non-intention.

All results relating to modern contraceptive use and non-use highlight the known fact that newlyweds in Jordan want to have children shortly after they marry.

Mabrouk II

Five respondents refused to specify whether they intended to use contraceptives in the future. Among those who responded to the question, 79% reported that they intend to use modern contraceptives, without any significant differences being noted by readership. The most common reasons cited by the 21% who indicated that they do not intend to use modern contraceptives are fears of side effects (38%) and wanting more children (32%).

Table 11: Intention to use modern contraceptives

	Mabrouk I			Mabrouk II		
	Non-Readers	Readers	Total	Non-Readers	Readers	Total
	n=775	n=194	n=969	n=426	n=112	n=548
Intends to use modern contraceptives in the future	90.6	93.8	91.2	78.6	81.3	79.2
Reason for non-use	n=51	n=9	n=60	n=91	n=21	n=112
Fertility-related reasons						
Infrequent sex / husband away	3.9	0.0	3.3	0.0	0.0	0.0
Wants more children	60.8	55.6	60.0	35.2	19.1	32.1
Difficult to get pregnant	0.0	0.0	0.0	2.2	0.0	1.8
Opposition to use						
Respondent opposed	5.9	0.0	5.0	5.5	0.0	4.5
Spouse opposed	2.0	0.0	1.7	7.7	14.3	8.9
Religious prohibition	2.0	0.0	1.7	4.4	0.0	3.6
Method-related reasons						
Health concerns	2.0	0.0	1.7	3.3	4.8	3.6
Fear side effects	11.6	33.3	15.0	35.2	52.4	38.4
Using traditional methods (withdrawal, counting) or LAM	0.0	0.0	0.0	5.5	4.8	5.4
Other	9.8	22.2	11.7	9.9	9.5	9.8
* Statistically significant (p<0.05) after bivariate analysis using ANOVA for means and Chi2 for proportions						

Ideal number of children

Mabrouk I

Respondents were asked to specify the number of children they would like to have in their whole lives in they could choose the exact number. Nearly 11 percent of both readers and non-readers did not specify the number of children they would like to have. When asked to specify how many boys and girls they would like to have, slightly less than one-quarter of both readers and non-readers chose not specify the number.

On average, as is shown in Table 12, respondents would want 3.6 children if they were able to define the number of children they are to have during their lifetime. No significant difference was noted when comparing readers and non-readers. A significant difference was noted in the mean number of desired sons while controlling for education, with non-readers wanting 2.1 sons as compared to 1.9 sons among readers.

Mabrouk II

Nearly 18% of all respondents chose not to specify the number of children they would like to have (19% among non-readers and 14% among readers). When asked to specify how many boys and girls they would like to have, slightly greater than one-third of respondents chose not to specify (38% of non-readers and 32% of readers).

On average, respondents would want 3.7 children if they were able to define the number of children they are to have during their lifetime. No significant difference was noted when comparing readers and non-readers.

Table 12: Ideal number of children

	Mabrouk I			Mabrouk II		
	Non-Readers	Readers	Total	Non-Readers	Readers	Total
	n=712	n=183	n=895	n=636	n=189	n=825
Mean number of children	3.6	3.5	3.6	3.7	3.8	3.7
	n=628	n=157	n=785	n=489	n=148	n=637
Mean number of boys	2.1*	1.9*	2.0	2.0	2.1	2.0
	n=628	n=157	n=785	n=489	n=148	n=637
Mean number of girls	1.6	1.6	1.6	1.7	1.7	1.7
* Statistically significant (p<0.05) after bivariate analysis using ANOVA for means and Chi2 for proportions Red - Regression controlling for education and sex						

Spacing between pregnancies at least three years

Mabrouk I

Respondents were asked to specify what in their opinion is the ideal time spacing between pregnancies in order to assure the health of the mother and baby. As shown in Table 13, nearly half of the respondents said that the ideal spacing is 3 years, with significantly more readers (55%)

specifying 3 years as compared to non-readers (45%) even after controlling for education. Overall, nearly 65% of respondents reported an ideal spacing period of three years or more.

When asked whether they intended to space their pregnancies at least 3 years apart, 79% reported that they did. It is interesting to note that this proportion is higher than the proportion of respondents who specified that the ideal spacing period is 3 years or more.

Mabrouk II

Four respondents refused to specify the ideal spacing interval between pregnancies.

While a higher proportion of non-readers than readers specified an ideal spacing interval of 1-2 years, logistic regression revealed that this difference is significantly and negatively associated with education and is not significantly associated with readership. Similarly, while a higher proportion of readers than non-readers specified an ideal spacing interval of 3 years, logistic regression revealed that this difference is positively associated with education and not readership. In sum, more educated individuals are less likely to specify a birth interval of 1-2 years and are more likely to specify an interval of 3 years in comparison to their less-educated counterparts.

Nearly three-quarters of respondents intend to space at least 3 years between pregnancies, with no significant differences being noted when comparing readers to non-readers.

Table 13: Spacing between pregnancies

	Mabrouk I			Mabrouk II		
	Non-Readers	Readers	Total	Non-Readers	Readers	Total
	n=809	n=207	n=1016	n=797	n=222	n=1019
Ideal spacing between pregnancies to keep the mother and baby health						
1-2 years	34.9	30.4	34.0	34.9*	27.0*	33.2
3 years	45.4*	55.1*	47.3	47.1*	54.5*	48.7
More than 3 years	19.0	14.5	18.1	13.3	15.8	13.8
Refused to answer	0.7	0.0	0.6	0.5	0.0	0.4
Intention to space between pregnancies at least 3 years						
Intends to	78.5	81.6	79.1	73.4	77.9	74.4
Does not intend/refused to answer	21.5	18.4	20.9	26.6	22.1	25.6
* Statistically significant (p<0.05) after bivariate analysis using ANOVA for means and Chi2 for proportions						
Red - Regression controlling for education and sex						

Conclusions and Recommendations

The distribution of both *Mabrouk I* and *Mabrouk II* packages through the CSPD is a challenging task, especially given the most recent disturbances within the CSPD. As mentioned previously, the follow-up reports received from 75% of CSPD offices throughout the Kingdom demonstrated that from May 1, through December 2011, only 55% and 50% of reporting offices were distributing *Mabrouk I* and

Mabrouk II packages, respectively, to the target audiences only. This explains why a significant proportion of the target audiences of both packages did not hear about or receive the packages.

It still remains, however, that those who do receive the packages find them useful and beneficial. The readership is high, with 84% and 85% of target audiences for *Mabrouk I* and *Mabrouk II*, respectively, reported having read the contents of the packages after viewing them. Readers cited many benefits; *Mabrouk I* recipients noted that they learned about the importance of FP, the importance of spousal communication and the importance of modern FP methods, and *Mabrouk II* readers indicating that they gained important knowledge about children's nutritional needs, stages of child development and recommended vaccination schedules as well as about family planning.

With respect to action, significantly more *Mabrouk II* readers than non-readers went to the MCH centers for postnatal care and FP counseling, even after controlling for education and sex. A large majority of readers and non-readers alike intend to use family planning and 47% of those who recently had their first child reported to current use; both of these findings point to the establishment of a strong social norm for contraceptive use after the first child. Among *Mabrouk I* readers compared with non-readers, there was evidence of a significantly lower ideal number of sons. Moreover, *Mabrouk I* readers compared with non-readers were significantly more likely to report an ideal birth interval of 3 years. These findings suggest that the Initiative reinforces and expands positive social norms regarding contraceptive use and longer birth intervals between pregnancies.

Given that readers of both packages expressed a high level of satisfaction with the materials, recommended that they be more widely distributed, and that readership was associated with several important positive outcomes, it is recommended to continue the distribution of the materials through CSPD offices.

Limitations

In order to conduct the telephone survey with targeted *Mabrouk I* and *Mabrouk II* recipients, the investigating team relied on the CSPD database in order to attain the targeted package's recipients' telephone numbers. The CSPD provided the JHCP with the names and telephone numbers of those who produced their first Family Book from May through December 2011 for *Mabrouk I*'s sample and the names and telephone numbers of those who produced a birth certificate for their first-born son or daughter during that same time period. Unfortunately, only 40% of those who produced a Family Book or registered a first child during the specified distribution period supplied the CSPD with their telephone numbers, for the telephone number is not a required field in the database. This might have introduced a bias and could limit the ability to generalize the results to the entire target population. Therefore, these results can only be generalized to those sampled.