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Radio Campaign in Côte d'Ivoire Positively Associated with FP Care-Seeking Intentions and Use

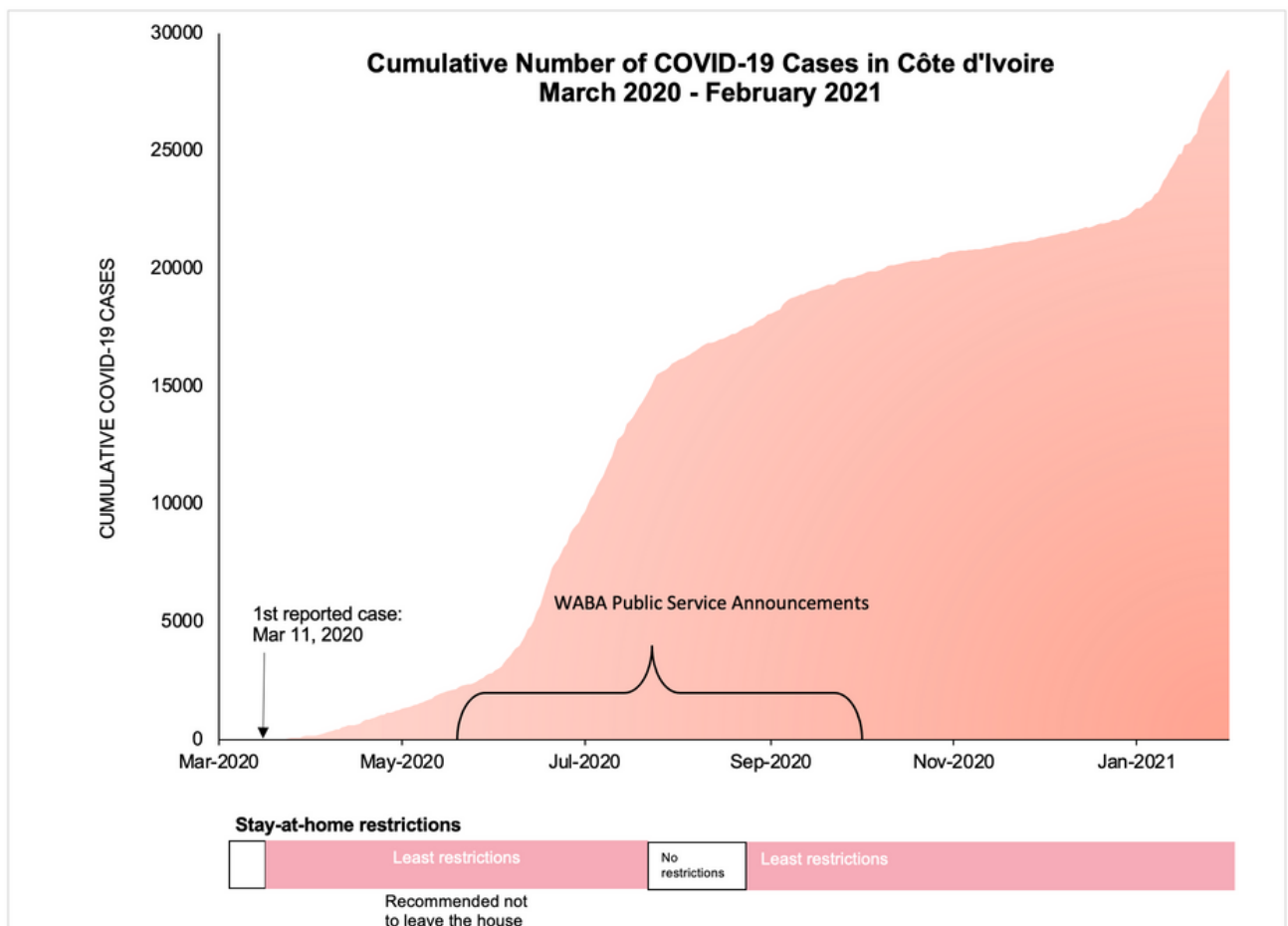
PROGRAM ADAPTATION CASE STUDY - JANUARY 2022



Key Takeaway:

Public service announcements (PSAs) were adjusted for an FP radio campaign to include messaging on COVID-19. The new PSAs described how to safely access FP services, products, and information in the context of social distancing, restricted movement, or other concerns of contracting COVID-19 while seeking FP services. Monitoring results suggest that exposure to the campaign was associated with participants' FP care-seeking attitudes and intentions.

Background COVID-19 Context



The five-month radio campaign in Côte d'Ivoire took place two months after the first reported case of COVID-19. During this time, COVID-19 cases increased and the government recommended that people stay home. The monitoring study took place in three waves (from August 28 to October 15, 2020) with 500 men and 500 women at each wave (total 3000).

Program Description

[Breakthrough ACTION](#) and [West Africa Breakthrough ACTION \(WABA\)](#) broadcast a social and behavioral change (SBC) radio campaign called *Confiance Totale* (Total Confidence) in four francophone West African countries, including Côte d'Ivoire. Between May 19 and September 30, 2020, the radio campaign ran in 3 districts of Abidjan (Abobo Ouest, Yopougon, and Bort-Bouet) and 2 health districts in urban areas outside of the capital region (Daloa and Bouaké Nord Ouest). The goal was to improve demand for FP services by educating clients about safe, effective FP in a supportive social context. Each week, one new radio PSA was broadcast 6 times per day per language (in French, Dioula, and Baoulé languages) per radio station. The PSAs were broadcast again once all radio PSAs had been aired for 8 weeks, so that all 9 PSAs aired at least twice during the campaign period. All PSAs contained the same calls to action to encourage talking to a provider and seeking FP services, referencing “Total Confidence” in FP methods and services.



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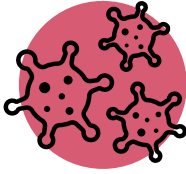
The Saturation+ approach to mass media campaigns maximizes the likelihood of exposure to behavior change messages by 1) high intensity broadcasting of short messages in local languages, much like commercial advertising campaigns (e.g. reaching at least 60% of the target audience with enough frequency that the audience can recall hearing the campaign messages- typically broadcasting at least six times per day); 2) ensuring campaign is science-based (e.g. the campaign is based on data and modeling); and 3) using the dramatic climax of the story to reinforce the target behavior. Taken together, these principles spur behavior change since they provide more learning opportunities which prime people to adopt the behavior and create or modify social norms.*

*Sources: [Monitoring the quality assurance branding campaign Confiance Totale in Côte d'Ivoire](#) ; [The Saturation+ Approach to Behavior Change: Case Study of a Child Survival Radio Campaign in Burkina Faso](#)

COVID-19 Adaptations



WABA originally developed 2 *Confiance Totale* radio PSAs, which focused on [trust in FP methods and services](#), [couple communication](#), and joint decision-making about FP.



At the onset of COVID-19, anticipating disruptions to access of FP services and methods due to lockdowns, the WABA team pivoted their approach and produced a series of 7 additional [radio PSAs](#). These new PSAs retained the focus on trust in FP methods and services, couple communication, and joint decision-making about FP, but framed them within the COVID-19 context by addressing hesitation about visiting health centers and limiting outings. The PSAs included calls to action for the listeners:

- ▶ [Using this time at home together to discuss birth spacing with your partner](#)
- ▶ [Continuing to use FP successfully without going to the health center by using call-in numbers](#)
- ▶ [Ensuring you have FP method supplies while sheltering in place and/or during government restrictions on movement to avoid an unwanted pregnancy](#)
- ▶ [Using the lactation amenorrhea method to avoid unwanted pregnancy \(for new moms\)](#)
- ▶ [Discussing postpartum family planning before going into labor](#)
- ▶ [Using a mask and other COVID-19 risk reduction behaviors when going to the health center or pharmacy for FP methods](#)



The monitoring study of the campaign used computer-assisted telephone interviewing (CATI) to ensure the safety of the interviewers during COVID-19 by equipping and training the interviewers to make calls from their homes.

Impact

*It should be noted that reported exposure to the radio PSAs was lower than it was expected to be based on [a previous campaign using a similar methodology](#) (<20% of respondents rather than around 30-40% expected). Due to the monitoring platform, audio clips of the radio PSAs were not incorporated, so only unprompted recall was possible. This may have resulted in lower levels of reported exposure. These low levels may have also been impacted by unrest in Côte d'Ivoire during election season, which coincided with the final months of the *Confiance Totale* campaign broadcasts, and the use of community radio stations compared to commercial, which were prohibitively expensive.*

- Overall, the evaluation was mixed, but included several positive results, despite low exposure to the radio PSAs. Statistically significant associations existed between recall of exposure to the *Confiance Totale* campaign during COVID-19 and several FP seeking behaviors.
- Among those who recalled hearing a campaign radio PSAs at least once a day vs. not at all:
 - **Intent to go to a health facility to seek FP information:** Men and women were 3.4 and nearly 4 times as likely, respectively, to report intending to go to a facility to seek FP information in the next 6 months.
 - **Communication with provider about FP:** Men and women were nearly 3 and 2.5 times as likely, respectively, to have communicated with a health care provider about FP in the past month.
 - **Communication with spouse or partner about FP:** Women were 1.6 times more likely to have talked to their partner about FP in the previous month. There were no statistically significant associations between campaign recall and partner communication among men.
 - **Current use of FP:** Men and women were 2 and 2.9 times more likely, respectively, to report currently using FP. Overall, on average, 61% of respondents (men and women) were using modern contraception.
 - **Gender differences in exposure:** Interestingly, radio listenership was lower among women, but women had more statistically significant associations between exposure to the radio PSAs and positive outcomes compared to men (data not shown).

Lessons for Other Programs

The WABA project launched a new radio campaign in Togo on July 15, 2021 that uses 6 of the COVID-19-adapted radio PSAs from the earlier *Confiance Totale* campaign along with the 2 original PSAs (dropping the PSAs relevant to lockdowns since stay-at-home orders were no longer in effect in Togo). Since the intervention in Togo is not anticipated to overlap with election season, the hope is that the political environment will not affect exposure as much as it did in Côte d'Ivoire. Also, the commercial media market is more affordable than in Abidjan, so the hope is that by using commercial radio, exposures will be as high as anticipated. This would allow high enough exposure to the intervention to see the positive effects in terms of care-seeking behavior and intentions to use FP and may be as successful or even more successful than in Côte d'Ivoire.

For more information:

- [Monitoring the quality assurance branding campaign *Confiance Totale* in Côte d'Ivoire](#)
- [Confiance Totale PSAs](#)