

A close-up photograph of a woman with a red and white striped headwrap, wearing a light blue patterned top and a necklace, holding a young child. The child is wearing a yellow top and looking towards the camera. The background is slightly blurred, showing an indoor setting with a window.

CUSTOMER INSIGHTS
FOR FP DEMAND
GENERATION IN NIGER

ICFP Presentation:
Family Planning Determinants
January 2016

Why segmentation?



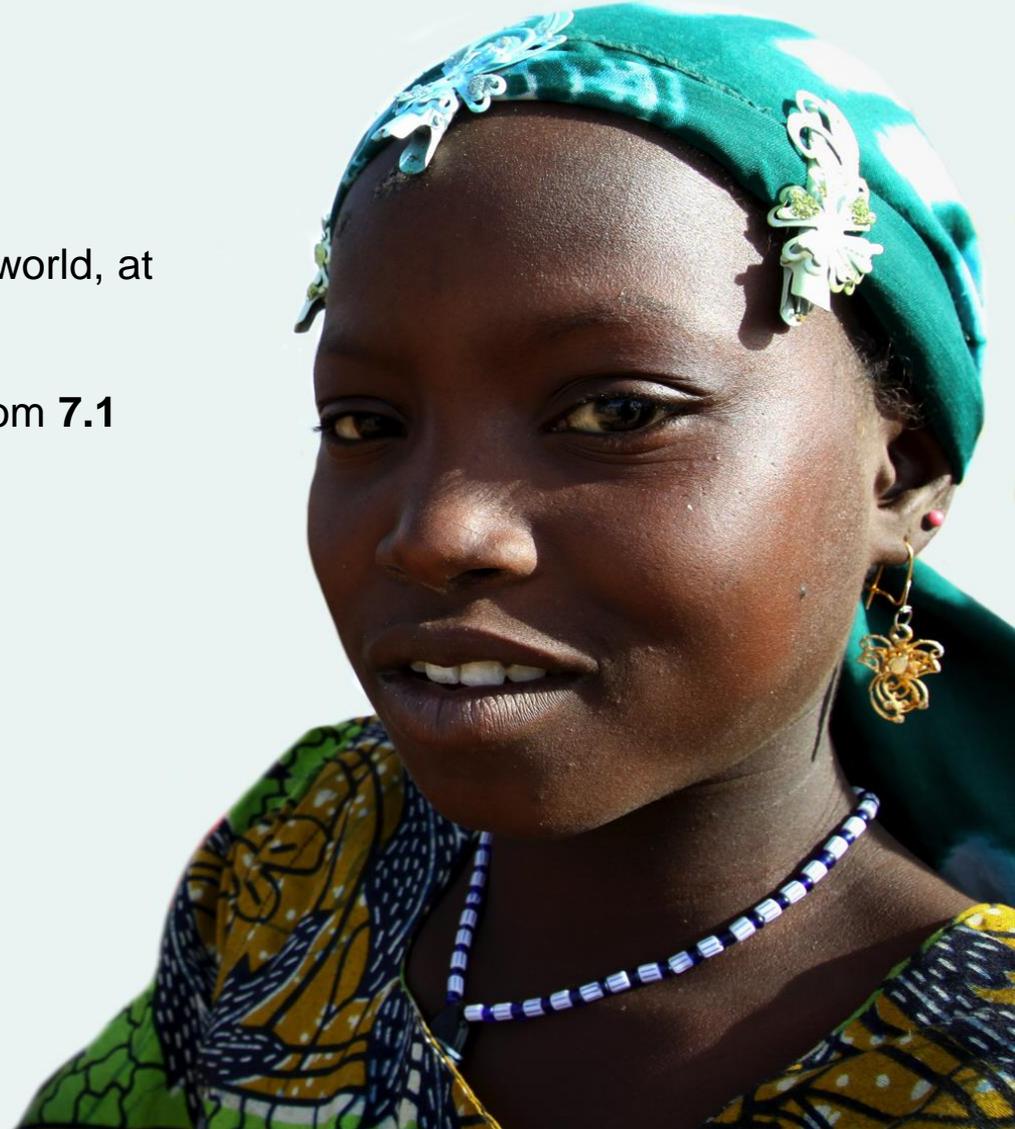
Segmentation is used to identify distinct groups within a population—and oftentimes within demographic groups—that have different needs, attitudes, and behaviors around a given topic

Segmentation can be a powerful tool in resource-constrained settings: policymakers and implementers can focus resources and programming on segments that are more likely to change their behavior

Why Niger?



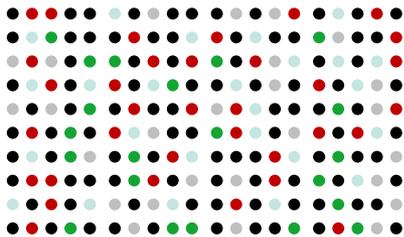
- Niger has the highest fertility rate in the world, at **7.6 children per woman**
- The fertility rate has risen since 2006, from **7.1 children per woman**



Segmentation approach



~2000 OBSERVATIONS



SEGMENTED BY KEY VARIABLES



YIELDED 5 DISTINCT SEGMENTS



KEY SEGMENTATION VARIABLES

USE BEHAVIORS

- Consideration of traditional and modern methods
- Trial of traditional and modern methods

PROACTIVITY

- Been to a HC for a consultation
- Tried to obtain FP methods and/or information
- Attended info session on FP

SOCIAL NORMS

- Perception of # of women in community using MM
- Need for husband, others' permission to use

CONTRACEPTIVE ATTRIBUTES

- Fertile immediately after discontinuing use
- Ability to stop at any moment
- Method is natural

ATTITUDES AND BELIEFS

- Acceptance of spacing, limiting, use of MM
- FP attitudes (i.e. health, spacing, timing, discretion, religious beliefs)
- Factors important to MM use decision (access, simplicity of use, availability of info, side effects)

Five FP segments in Niger



MODERN ELITES	HEALTHY PROACTIVES	TRADITIONAL AUTONOMISTS	SHELTERED SKEPTICS	CONSERVATIVE PASSIVES
<p>(16%)</p> <p>“I want a good life for myself and my children, and that starts with good family planning”</p>	<p>(28%)</p> <p>“My health is important, so I try to learn as much as I can, and reduce my burden by spacing”</p>	<p>(10%)</p> <p>“What my husband and I decide is our business, and for now we think traditional methods are better”</p>	<p>(28%)</p> <p>“I’m not too familiar with Family Planning methods, but I don’t trust them”</p>	<p>(19%)</p> <p>“It’s important to me that others do not oppose my FP choices”</p>
<p>From CPR of...</p> <p>To, in 5 years...</p>	<p>23%</p> <p>45%</p>	<p>5%</p> <p>22%</p>	<p>2%</p> <p>15%</p>	

Segment-tailored approach in Niger and in the Sahel

NIGER

Program Design

Animas Sutura
Pathfinder



Communications

Ministry of Health
EngenderHealth
PSI



BURKINA, COTE D'IVOIRE, TOGO

Communications



COTE D'IVOIRE

'Factbase', Policy, Program Design



Questions?



Please reach out to us if you have any questions or would like to explore how your organization might use it:

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This presentation, the summary research report and toolkit, and raw data are available on our website: www.cambercollective.com/fpniger



C A M B E R
C O L L E C T I V E

Appendix | Distinct needs by segment



EXAMPLE: TRADITIONAL AUTONOMISTS

GUIDING PRINCIPLES

Behavior Change Objectives:

Consistent and effective use of traditional methods
Increased trial of modern methods, over time

Considerations:

- This woman dislikes feeling like ideas are being pushed on her
- She prefers traditional methods, esp. breastfeeding, and needs support in this
- Her husband's opinion is very important to her. He should be included in decision-making around FP, if possible

PROGRAMMING & FUNDING CONSIDERATIONS

Most relevant existing programs:

- Mobile clinics
- ✓ CBD and Education
- Youth Outreach
- Other
- ✓ Husband Outreach

MESSAGING CONCEPT

“FP is a decision that you and your husband make together, and that's the way it should be. Healthcare workers can help you understand your current approach better or discuss new methods, but the choice is up to you.”

