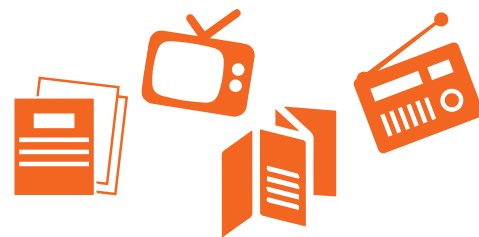
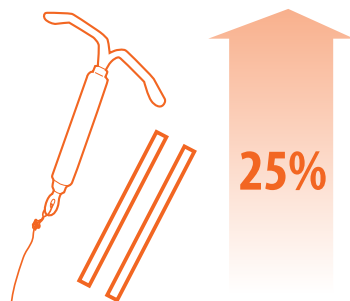


Social and Behavior Change Impacts Long-Acting Reversible Contraceptive Method Use

The multi-channel **LARC/PM**¹ Expansion Program, implemented in 14 Sub-Saharan Africa countries, used radio spots, counseling and outreach, flyers, posters and other activities and achieved a **five-fold and 15-fold increase** in IUD and implant uptake, respectively.²



In Nepal, use of the balanced counseling approach contributed to a **25% increase** in long-acting reversible contraceptive (LARC) uptake among women. The LARC continuation rate was 82% one year later.³



In Bangladesh, when a husband and wife were counseled on Norplant, they **were more likely to continue implant use at 36 months** than when only the wife was counseled (42% compared to 32%, respectively).⁵



Integrating information on LARCs into prevention of mother-to-child transmission of HIV and family planning activities in Zimbabwe, including songs, info sessions and role play exercises, **increased LARC uptake from 2% to >80%**.⁴



Pairing a satisfied IUD user with a midwife to address declining IUD use rates in Sri Lanka was about **62%⁶ more effective** in recruiting new IUD acceptors in the field than a midwife working alone, and recruited 2.5⁷ as many new IUD acceptors as midwives in the control area.⁸



These and more articles on FP, SBC and LARCs are available in the HC3 FP Evidence Database:
<https://healthcommcapacity.org/family-planning-evidence-database/>

References:

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- ³ Sapkota, S., Rajbhandary, R., Lohani, S.. The impact of balanced counseling on contraceptive method choice and determinants of long acting and reversible contraceptive continuation in Nepal. *Matern Child Health J.* 2016.
- ⁴ Sarnquist, C. C., Moyo, P., Stranix-Chibanda, L., Chipato, T., Kang, J. L., Maldonado, Y. A.. Integrating family planning and prevention of mother to child HIV transmission in Zimbabwe. *Contraception.* 2014. 89:209-14
- ⁵ Amatya, R., Akhter, H., McMahan, J., Williamson, N., Gates, D., Ahmed, Y.. The effect of husband counseling on NORPLANT contraceptive acceptability in Bangladesh. *Contraception.* 1994. 50:263-73
- ⁶ a mean of 16 new users per midwife, compared to 9.9, respectively
- ⁷ a mean of 16 new IUD users per midwife, compared to 6.4, respectively
- ⁸ Fisher, A. A., de Silva, V.. Satisfied IUD acceptors as family planning motivators in Sri Lanka. *Stud Fam Plann.* 1986. 17:235-42



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