

“ Now we feel comfortable to talk about sex and family planning. We can even give testimony about our own use of family planning.”

– CARE Staff

“ Before people had too many children and they could not care for them. Now, fewer children means we have more resources for each child.”

– Community Support Group Member



Headquarters

CARE USA
151 Ellis Street
Atlanta, GA 30303-2440
T) 404-681-2552
F) 404-589-2650

www.care.org



SOCIAL CHANGE & FAMILY PLANNING

Addressing the Social Factors that
Influence Health: CARE's Family
Planning Results Initiative

The Social Change for Family Planning Results Initiative is funded by the Reproductive Health Trust Fund (RHTF). The RHTF is a cooperative agreement supported by investments from the United States Agency for International Development (USAID) and CARE private donors. The RHTF was designed to build institutional capacity in sexual and reproductive health within CARE.

Photo Credit: Cover: Allen Clinton/CARE; Outside Left Panel: Josh Estey/CARE; Inside Top Left Panel: Nicky Lewin/CARE; Inside Bottom Left Panel: Rob Stephenson; Inside Right Panel: CARE Kenya.

CARE is an Equal Opportunity Employer and Affirmative Action Employer (AA/M/F/D/V) dedicated to workplace diversity. CARE® and CARE Package® are registered marks of CARE. Copyright ©2010 by Cooperative for Assistance and Relief Everywhere, Inc. (CARE). All rights reserved. Unless otherwise indicated, all photos ©CARE, CARE®, CARE Package®, I Am Powerful®, She Has The Power To Change Her World, You Have the Power to Help Her Do It.®, and Defending Dignity, Fighting Poverty.® are registered marks of CARE.



USAID
FROM THE AMERICAN PEOPLE





“ We used to think that we men had the right to have sex when we wanted. Now we know it is between two people to agree and you have to prepare.”

– Male Village Savings and Loan Member

RESULTS INITIATIVE: AN OVERVIEW

The goal of the Social Change for Family Planning Results Initiative (RI) is to increase and sustain Family Planning (FP) access and use through a combination of health system strengthening and strategies to address the social factors that influence health. The RI's intermediate results include:

- Improved FP and Sexual and Reproductive Health (SRH) knowledge and demand for services
- Improved access to and quality of FP/SRH services
- Improved gender equitable attitudes, behaviors, practices in the household and community
- Enhanced community capacity to address social norms
- Enhanced community capacity to take collective action



Pile sorting exercise allows men and women to discuss issues like gender norms around household chores.

The Results Initiative is being implemented in Ethiopia, Kenya and Rwanda. Their experiences and lessons are being shared across CARE's sexual and reproductive health programs.



The Results Initiative will also measure changes in the social factors that influence sexual and reproductive health, like attitudes towards fertility and son preference, gender roles and attitudes, decision making norms, and community norms and expectations.

The RI hypothesis is that changes in social norms will impact utilization of family planning and other health services.

IMPROVING SEXUAL AND REPRODUCTIVE HEALTH, AND SPECIFICALLY, ADDRESSING THE UNMET NEED FOR FAMILY PLANNING AND RESULTING HIGH RATES OF UNPLANNED PREGNANCY, IS CENTRAL TO CARE'S COMMITMENT TO GENDER EQUITY AND REDUCTION OF POVERTY AND SOCIAL INJUSTICE.



Community drama used to open discussion around gender related norms and attitudes.

MEASURING HEALTH AND SOCIAL CHANGE

Family planning results will be measured by indicators such as Contraceptive Prevalence Rates (CPR) and strengthened health service delivery. We will also measure changes in other influencing factors such as:

- Social and cultural norms that have an influence on family planning use and access
- Factors such as governance, religious beliefs, power balance and politics that also influence family planning use
- The role of the community and community structures in supporting access and use of family planning
- Staff transformation in terms of our own beliefs and assumptions about gender roles and family planning.

Together these projects provides a package of interventions that are innovative, practical, sustainable, and contextually appropriate. The strategies implemented to date have built local capacity, mobilized communities and support groups, and have created safe spaces to reflect, dialogue, and address the structural and social factors that influence health outcomes.