

Effects of Multimedia Family Planning Promotion on Women Contraceptive Use in Arumeru District

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ABSTRACT: Contraceptive use has been shown to increase rapidly in Tanzania in recent years, but it remains unclear whether exposure to messages about contraceptive through multimedia has a positive influence to use and at what magnitude. This paper used a cross-sectional data from 67 women of reproductive age collected in 2014 about the effects of multimedia on women contraceptive use at Kiranyi ward in Arumeru District in Arusha. The data were used to examine extent of multimedia in promoting contraceptive use among these women, the influence of multimedia on women contraceptive use and determining the association between multimedia and women contraceptive use. IBM SPSS Statistics version 20 was used for data analysis.

Findings indicated that about 61.2% Radio and 20.9% Television are the common media used in promoting women contraceptive use. Multimedia shows a great influence on women contraceptive use as 82.1% of the women interviewed claimed to have adapted contraceptive use after they heard contraceptive use advertisement from media. Media information affects women contraceptive use behavior through changing attitudes, adapting contraceptive use. Findings also revealed that there is an association between multimedia and women contraceptive use at $p < 0.001$ in which 82.1% of the women of reproductive age interviewed in the study area adopted contraceptive use after heard contraceptive information from the media. It was concluded that multimedia family planning promotion had an effect on women contraceptive use. The Researcher recommended that responsible players should strengthen multimedia messages to ensure effective dissemination of contraceptive use information hence create enough knowledge and awareness on understanding proper women contraceptive use.

KEYWORDS: Family Planning, Contraception, Multimedia, Contraceptive Prevalence rate, Reproductive health.

1 BACKGROUND INFORMATION

Family Planning (FP) in which the major component is use of contraceptive methods is a key constituent of health services and it benefits the health and wellbeing of women, men, children, families, and their communities. Contraception is the use of various devices, drugs, agents, sexual practices, or surgical procedures to prevent conception or impregnation (pregnancy) to women. Contraception helps women plan if and when they want to have a baby (WHO, 2012). According to World Health Organization estimates, 600,000 women die each year of pregnancy-related causes, and 75,000 die following unsafe abortions. At least 200,000 of these maternal deaths are attributable to the failure or lack of contraceptive services. It has been generally accepted that to prevent mortality, effective contraception improves maternal health and the health status of infants and children (WHO, 2012).

The widespread adoption of family planning represents one of the most dramatic changes of the 21st century. The growing use of contraception around the world has given couples the ability to choose the number and spacing of their children and has tremendous lifesaving benefits. Despite the impressive gains, contraceptive use is still low for some of the world's poorest and most populous places (Charles, 2012). The modern contraceptive prevalence rates (that is, the proportion of women of reproductive age who are using a modern contraceptive method) vary widely across the African region. Among women of reproductive age, contraceptive prevalence rates for modern methods ranged from 1.2 percent in Somalia to 60.3

percent in South Africa. Countries in Southern Africa reported the highest levels of contraceptive use, followed by countries in East Africa. With a few exceptions, West and Central African countries report very low rates of family planning use. Some of the lowest contraceptive prevalence rates in the world exist in these two sub regions of Africa (Mackenzie *et al.*, 2011).

In Tanzania, the government started to integrate family planning into maternal and child health care services in 1988 in which family planning services were provided by government, non-governmental and faith-based organizations. It also worked to strengthen family planning services by training service providers, improving logistics systems and implementing a national communication campaign. The Government adopted National Population Policy in 1992, calling for extensive distribution of family planning information. The most common media channels used were Radio, Television, Newspapers and Posters which provide family information and knowledge on area where family planning services are not easily accessible, its importance and the way of using family planning through Radio serial drama, project intervention, non-project interventions and Green star logo promotional activities (URT,2010).

Recent research based on nationally representative surveys confirms a strong association between exposure to family planning messages in the mass media and contraceptive use. The World Health Organization Report on Consultation on birth spacing (2012); shows that media channels appear to have major impacts on contraceptive use. In less than three years, use of modern contraceptive methods nearly doubled in most of sub-Saharan countries. By 1994 contraceptive prevalence among women aged 15-49 was 11.3% having risen from a level of 5.9% in 1992-1993 in which about 7% of such increase resulted from media promotions. But in the year 2010 the Contraceptive prevalence (% of women ages 15-49) in Tanzania was reported to be 34.40% in which about 21.5% of the total percent is due to media promotions while the rest percent is due to Health education services (TDHS, 2010).

Despite the availability of family planning methods, studies show that use of contraception is not universal, and that millions of women who would prefer delaying their next pregnancy or even stop having children are not using any. Unmet need for family planning exist in all parts of the developing world. Communication campaigns can initiate, accelerate or sustain family planning behavior change. For example, they can educate people on their choices, inform them of the sources of supply, address misconceptions, and introduce new values. The effectiveness of communication campaigns in general and family planning campaigns in particular, remains controversial (Jato, 2010). There are many organizations and individuals who believe that the most effective way to communicate family planning messages is through professional staff at clinics, and that media campaigns are not effective and are cost-effective. There are others who argue that, women in reproductive age (15-49 years) who recall family planning messages from several media are exposed to higher dose of family planning information than those exposed to fewer or no media. In Arusha for example, there are both professional staff at clinics and media companies, however the Contraceptive prevalence is still low at about 40.3% compared to other northern zone regions, where Kilimanjaro region contraceptive prevalence is about 64.8%, Tanga is 53.7% with exception of Manyara region which is very low about 27.4%.

In this paper, we seek to determine whether women's recent exposure to family planning messages in the media, as measured by their recall of these messages, has any effect on their current contraceptive use, different and extent of multimedia used in promoting women contraceptives use and the association between multimedia and women contraceptive use.

2 MATERIALS AND METHODS

The study was conducted at Kiranyi Ward at Arumeru District in Arusha region where systematically a total of 67 female of reproductive age (15-49 years) were interviewed and 3 purposively key informants who are media staffs, WEO and VEO from three villages of the ward that is Kiranyi, Ilkiurei and Siwandeti were involved. Extensive documentary review was done collecting data to compare the Kiranyi data with the countries data.

IBM SPSS statistics version 20 was used to perform the analysis presented in this paper giving attention on social demographic characteristics, exposure to media channels and use of contraceptive as they influence Kiranyi women use of contraceptive. Bivariate analysis is used to examine the characteristics of Kiranyi women and differences in media exposure and contraceptive behavior.

3 RESULTS AND DISCUSSIONS

At this section results from questionnaires and checklist which were used for interview are presented. Discussion for each results presented are also presented. The analysis of this article focuses on variables from: background social and demographic characteristics, exposure to media channels and contraceptive use.

Table 1. Percentage of Characteristics of women aged 15 - 49 who recalled exposure to media messages about family Planning by social and demographic characteristics in Arumeru District

Characteristic	%
Age	
15 - 19	46.3
20 - 34	35.8
35 - 49	17.9
Education	
Some Primary	17.9
Completed Primary	64.2
≥ Secondary School	17.7
Family size	
2	4.5
3	32.8
4	29.9
>5	32.8
Religious Affiliation	
Muslim	41.8
Christian	58.2
Marital Status	
Married	74.6
Single with children	11.9
Single with no Children	6.0
Divorced	7.5
Radio Ownership	
Yes	79.1
No	20.9
Television Ownership	
Yes	20.9
No	79.1
Ever Given Birth	
Yes	94.0
No	6.0
Position in the Household	
Head of Household	9.0
Spouse of Head of Household	74.6
Child with age over 18 years	11.9
Relative of Head of Household	4.5

The table 1 above shows characteristics of women who were interviewed about the effect of media on contraceptive use. Some of the social and demographic variables that are often associated with contraceptive behavior and media habits were used including; age of the woman, her level of education, family size, religious affiliation as some of the religion/denominations campaign against use of contraceptive use, marital status and the position of the respondent in the household as it influences decision making. Only women of reproductive age were involved in the study, mostly with primary education and a family of less than five people. The interviewed women were either Muslims or Christians 86.5% of all of them married or single mums and about 75% of all being spouses. Majority receive media news via radio followed by TV.

It was of interest to this study to assess women's recent exposure to family planning messages in the media, as measured by their recall of these messages. All respondents agreed to ever hear about contraceptive. In table 2, it is shown sources of the heard contraceptive messages include radio, television and clinics, and radio always being accessible media to almost all respondents.

Table 2: Source of Contraceptive Information and Media always accessible (n=67)

Media	Frequency	Percent
Source of Information		
Radio	41	61.2
Television	14	20.9
Clinics	12	17.9
Media always accessible		
Radio	53	79.1
Television	14	20.9

This result concurs with our first assumption that Contraceptive knowledge is closely associated with exposure to media messages about family planning. It also reveals the World Health Organization Report on Consultation on birth spacing (2012); which shows that media channels appear to have major impacts on contraceptive use. In less than three years, use of modern contraceptive methods nearly doubled in most of sub-Saharan countries due to promotion of contraceptive use through multimedia.

Likewise, in the year 2010 the Contraceptive prevalence (% of women ages 15-49) in Tanzania was reported to be 34.40% in which about 21.5% of the total percent is due to media promotions while the rest percent is due to Health education services (TDHS,2010).

The results shows that use of condom and oral contraceptives are highly adopted by most of the women in the study area due to the reason that their mostly promoted through media which area mostly accessible to the people hence reveals the assumption that women who recall messages in several media promoting family planning methods are exposed to a higher dose of family planning (Contraceptive use) information and are more likely to adapt than those exposed to only a few or no media sources that could promote women contraceptive use (Charles, 2012).

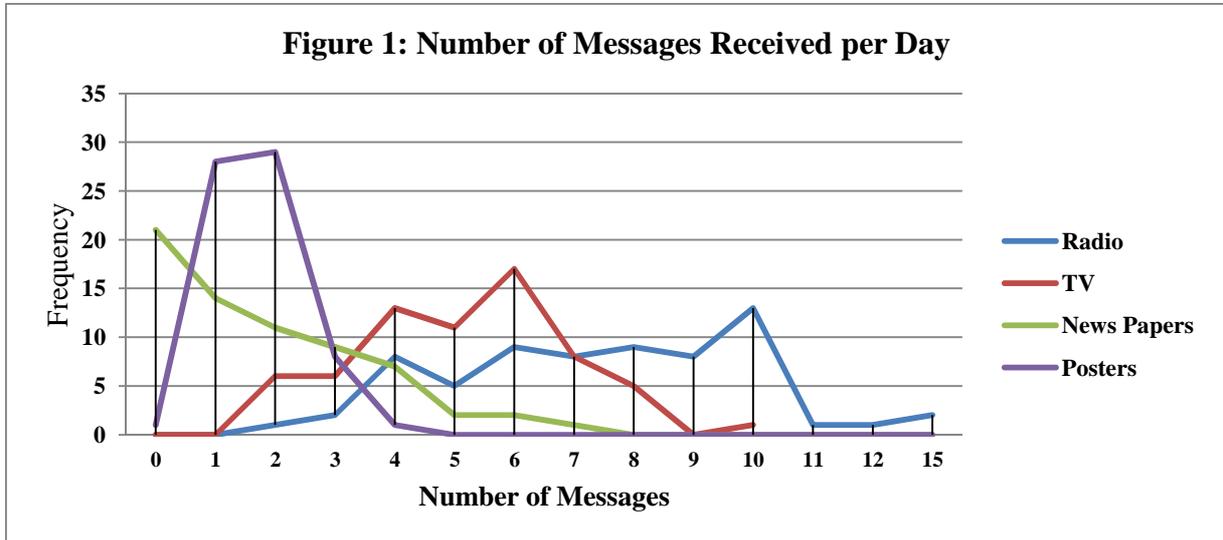
The most common way used by media in promoting contraceptive use was reported to be audio serial drama used by radio to promote contraceptive use while video drama was mostly used by television, printed articles was mostly used in newspapers while printed materials was used by posters to promote women contraceptive use as shown in Table 3. This is to say since the most used media is radio and posters this means the common approach is audio serial drama and printed materials this is also imply why most of the people adopted use of condom due to the reason that it is highly promoted through these approach which seems to be influential, understandable and adaptable to most of the people in the study area.

Table 3: Ways used to promote contraceptive use through Radio, Television, Newspaper and Posters (n= 67)

Media and Way of promotion	Frequency	Percent
Radio		
Audio serial drama	44	65.7
Logo campaign	23	34.3
Television		
Advertising service sites	8	11.9
Video drama	36	53.7
TV health program	23	34.3
Newspapers		
Printed articles	41	61.2
Advertising service sites	25	37.3
Logo campaign	1	1.5
Posters		
Printed materials	45	67.2
T-shirt	7	10.4
Advertising service sites	15	22.4

Of all women reached by the study and claimed to have heard about contraceptives through media, 58.2% women recalled hearing or seen a message about importance of contraceptives while 41.8 recalled messages to have been about different kinds of contraceptive and its uses.

It was also reported that most women receive more messages from radio followed by television as seen in the figure 1 below:



Descriptively average number of messages received though radio per day are 8 with a range of 13, through television are 6 with a range of 8, through newspapers are 2 with a range of 7 and through posters are 2 with a range of 4 messages.

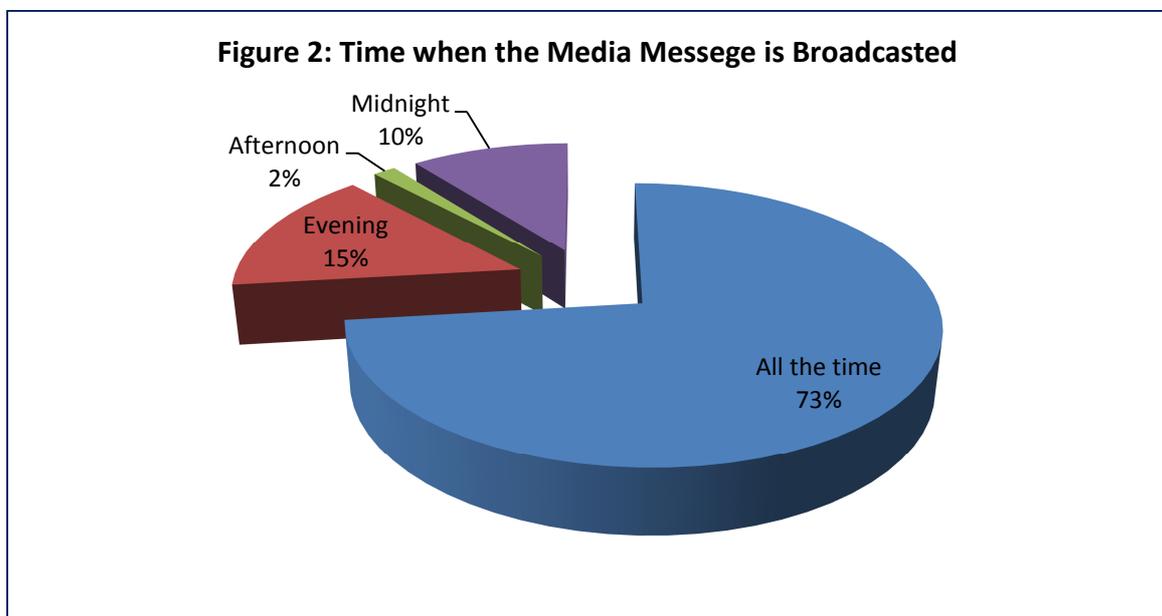


Figure 2 shows, most respondents reported to have heard contraceptive messages most of the time and others in the evening. Again the respondents were asked if information from the media are well covered to variety of content and 89.6% (60 people) said yes and they trust the media information while 10.4 percent (7 people) said they don't trust the media information. These women were also asked if the media information provided enough knowledge on contraceptive use and 86.6 percent said yes while 13.4 percent said knowledge is not enough.

The discussion also revealed that promotion through radio covered mostly use of condoms (86.6%), oral contraceptives (11.9%) and injectable contraceptives (1.5%), while contraceptives promoted by television were seen to be oral contraceptives (47.8%), use of condoms (23.9%) tubaligation (17.9%) and injectable (10.4%). For those advertised by newspapers oral contraceptives (46.3%) was leading, followed by injectable and condoms (19.4%) tubaligation (13.4%) and IUD (1.5%), while for posters main advertises condoms (88.1%) oral contraceptives (9.0%) and IUD (3.0%)

4 CONTRACEPTIVE BEHAVIOR CHANGE

Contraceptive knowledge and use were closely associated with exposure to media messages about family planning that is women who recall many messages from the media promoting family planning methods are exposed to a higher dose of family planning (Contraceptive use) information and are more likely to adapt than those who receive single or only few contraceptive messages. This is in line with the results that 82.1% of the women of reproductive age in the area adopted contraceptive use due to media information as a fact that multiple media sources of information on contraception reinforce one another and extend the reach of a family planning campaign. Complementary messages may help to create an environment where the practice of contraception is perceived as a social norm while also most of the people receive enough contraceptive messages from radio.

Information from key informants (media staff) from the study area shows that more than 20 contraceptive messages are disseminated per day with no regard to the time that is the same messages are disseminated at the morning, afternoon, evening and at the midnight hence any time person exposed to media could get enough contraceptive messages. They also said that they always promote information concerning about importance of contraceptives, how to use contraceptives as well as different kind of contraceptives and its uses.

Results show that 55 (82.1%) respondents adopt contraceptive use due to media information while 12 (17.9%) respondents did not adopt any contraceptive use after heard its information from media. Media information provide enough contraceptive use knowledge that influence people to change their attitude toward contraceptives hence adapt it, in this case the contraceptive information from the media is enough to influence people to adapt any of the contraceptive method.

The adoption of a Contraceptive use behavior from media begins with acquiring knowledge about it, followed by developing a positive attitude toward it, making the decision, implementing it, and finally by confirming or maintaining the behavior as also shown in Diffusion of innovation model (Jato, 2010).

In this case those respondents who adopted contraceptive use seems to acquire enough contraceptive knowledge from media they develop positive attitude toward it, deciding, implementing it hence maintaining the behavior but those 12 respondents seems that they acquire contraceptive knowledge but they either fail to understand it or they develop negative attitude toward it hence fail to adapt it. Moreover the use of multiple media is considered the best strategy for extending the reach of the message to a large audience and for reinforcing its effects not only that but also a dose-response effect exists between the extents of exposure to family planning messages that a person experiences (Charles, 2012).

Most of the people heard about contraceptive use from radio, television while few respondents heard it from clinics/health hence chi-square analysis conducted to identify the association exist between multimedia and women contraceptive use. Results show that there is strong association between multimedia and women contraceptive use at $p < 0.001$ as most of the people who adopted contraceptive use heard it from media that is Radio and Television and the mostly contraceptive method adopted was use of condom in which about 32 (47.8%) respondents adopt use of condoms while it was also the mostly contraceptive method promoted (Table 4).

Table 5: Number of women adopted contraceptive as per source of information (n= 67)

Source of contraceptive information	Number of women adopted contraceptive use as per source of information
Radio	41
Television	14
Health centre/clinics	12

Since acquiring knowledge about family planning method is an important step towards gaining access to and then using a suitable contraceptive method in a timely and effective manner but most of women in reproductive age lack access to effective contraceptive services. Through lack of knowledge, lack of information, lack of supply on effective family planning

services even though different media disseminate information about a number of family planning methods but in this case most of women gain knowledge and information on effective contraceptive use hence adopt it. Results show that most of the people change their attitude from negative to positive hence adopt contraceptive use while few of them said that media information increase knowledge, awareness and choices on contraceptive use as shown in Table 5.

Table 6: Ways in which media information affects Women contraceptive use (n= 67)

Way in which Respondent affected	Frequency	Percent
Increase choice of contraceptive use	6	9.0
Increase knowledge on contraceptive use	8	11.9
Increase of awareness on contraceptive use	2	3.0
Changing attitudes on contraceptive use	16	23.9
Adapting contraceptive use	35	52.2

As most of the people affected by media information by changing their attitudes from negative to positive hence adapting contraceptive use it show that there is strong association between multimedia and women contraceptive use. This result reveals the notion that becoming a regular user of modern contraception is a gradual and complex process. Few women adopt contraception immediately upon exposure to information about family planning but continued exposure to similar messages through different media channels changes knowledge and attitudes and helps to create a climate in which family planning is perceived as a social norm (Charles, 2012).

5 CONCLUSIONS AND RECOMMENDATIONS

5.1 CONCLUSIONS

The study established that women in Arumeru area had access to media sources on family planning messages that was associated with increased contraceptive use.

Radio and Television were mentioned as sources of contraceptive information whereby about 82.1% of all respondents adopt contraceptive use due to the media. Audio serial drama and Video dram are also mostly mentioned as ways used by radio and television to all the time promote contraceptive uses. The study revealed that contraception use is a gradual and complex process. Few women adopt contraception immediately upon exposure to information about family planning. Yet continued exposure to similar messages through different media channels changes knowledge and attitudes and helps to create a climate in which family planning is perceived as a social norm.

Most of the people in the area changed their attitude from negative to positive to adopt contraceptive use while few of them said that media information increased knowledge, awareness and choices on contraceptive use. Generally, the results show that there is a strong association between multimedia and women contraceptive use.

5.2 RECOMMENDATIONS

The association between single message and single media source and impact is also contradicted by the gap between exposure and practice. Additional research is needed to determine how to meet women's information needs most efficiently and how to provide a continuous flow of information that is lively and interesting.

Since contraceptive use often entails a lengthy process of information-seeking, decision-making, and continued use requires regular reinforcement and renewed commitment. Thus, scattered family planning messages and short-lived campaigns are unlikely to provide adequate support to current or prospective contraceptive users therefore media should ensure that contraceptive information is sustainable and attainable all the time when needed.

Since audio serial drama and Video dramas are mostly used to disseminate contraceptive information through radio and television respondents suggests that media should design more influential way of disseminating contraceptive use so that it could increase rate of understanding, knowledge awareness hence adoption of contraceptive methods.

Newspapers and Posters should increase the extents of information in terms of content of the message so that people could get enough contraceptive messages that could be potential to them for adoption of contraceptive use.

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