Advancing Family Planning in Egypt: Strengthening Health Systems through Social Behavior Change for Postpartum Contraceptive Uptake

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Context

Egypt's program moved from 19 million in 2006 to 320 million in 2021, primarily due to an increasing birth rate. In 2014, Egypt's consumption is expected to reach 8% to 10% by 2020. The M&E program for IPFP is provided by a public health system, the Ministry of Health, which operates the national IPFP system in collaboration with MOHP/FP

Activity Description

The IPFP component was added about two years after the new PP-IUD insertion in October 2021. SEFPP, in collaboration with the MOHP, developed an operational plan that focused on changing knowledge, attitudes, and practices of CHWs and women throughout the health system. This plan was implemented in 288 hospitals and health centers in Egypt. The goal was to increase the percentage of PP-IUD insertions during C-section within the health facility. The plan included the following strategies:

1. Training CHWs in communication skills to better understand the community's concerns and deliver culturally appropriate health information.
2. Developing and distributing educational materials to women and health workers.
3. Conducting monthly monitoring visits to assess the implementation of the plan.
4. Providing incentives to hospitals and health centers that meet the target.

Activity Impact

Since the implementation of the social behavior change (SBC) approach, PP-IUD introductions have increased significantly in Egypt. The percentage of PP-IUD insertions during C-section has increased from 18% to 34% in the past year.

Facilitators

1. Strong leadership and commitment from the Ministry of Health.
2. Collaboration with health facility managers and staff.
3. Availability of adequate funding.
4. Strong monitoring and evaluation system.

Challenges

1. Resistance from some health facility managers and staff.
2. Limited availability of funds.
3. Lack of adequate monitoring and evaluation system.

Lessons Learned

1. The SBC approach is a critical component in the successful implementation of PP-IUD insertions.
2. Collaboration with health facility managers and staff is essential for successful implementation.
3. Adequate funding is necessary for successful implementation.
4. Strong monitoring and evaluation system is critical for successful implementation.