

# Encouraging Family Planning Counseling that Promotes Meaningful Choice in Malawi



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# Background

- **Our goal:** Providers counsel women on all FP methods equally, in a way that women internalize, to facilitate informed choice.
- Unmet need in Malawi for FP is **19%** among married women (DHS 15-16).
- Designed for use in facilities and adapted to be used by CHWs due to COVID-19



# Findings from our behavioral research informed solution design



Providers deliver biased and inconsistent information on each FP method



Providers rely on protocols that make counselling fast, without accounting for unique client needs



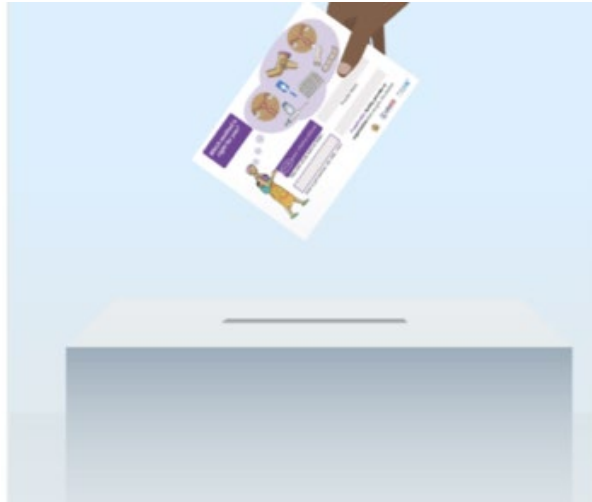
Providers focus on other aspects of their job that are more immediately pressing

# Solutions developed



## Group Counseling Tool

An interactive, gamified counseling tool, including dice and method discussion cards.



## Method Referral Card and Drop Box

A card given when a woman's method is unavailable or when she has not yet decided and a drop box for redeemed cards.



## Antenatal Care Handout


A visual discussion handout for FP counseling with pregnant women and a plan-making prompt to promote postpartum FP uptake.



## Postpartum Family Planning Reference Guide

A behaviorally-informed reference sheet for providers to use when discussing family planning methods.


# Group Counselling Tool: Ensures providers give equal and comparable information on all methods




Providers deliver biased and inconsistent information on each FP method.

*Consider the methods that are right for you!*


**IUD**




Small flexible device placed in the womb




**Implant**




Small rods placed under the skin of the upper arm




**Permanent Methods**




A permanent and safe surgery




**Injectable**




Hormonal injection, usually into the upper arm




**Pills**




Hormonal pills taken orally every day




**Condoms**




A barrier placed on the genitals and used every time you have sex






When you can have your next child



What you must remember



**Consider the methods that are right for you!**



**When you can have your next child**



**What you must remember**

**Consider the methods that are right for you!**



You can have your next baby whenever you're ready, in a short time or in a long time. When you want to have a baby, you can get pregnant right after you have the method removed by a provider.



You must only come to the clinic one time to get the method and then you're protected from pregnancy for up to 3 or 5 years, or whenever you decide to stop using the method. There is no charge have the method removed.

**Do you know what method this is?**



When you can have your next child



What you must remember

*Consider the methods that are right for you!*




When you can have your next child



What you must remember



# ANC Passport Insert and Postpartum FP Reference Guide: Reminds providers to start discussing FP with women even during pregnancy



Providers focus on other aspects of their job that are more immediately pressing

**1** Yambani kuganizira za kulera mwansanga! Kulera kumathandizira inu ndi mwana wanu kukhala ndi moyo wa thanzi!



★ Ndi njira ziti zitatu (3) zakulera zomwe mukuganiza kudzagwiritsa ntchito?

**2** Mungakonde kuyamba kulera liti?



Mukangochira (pasanathe masasiku awiri)

Ku sikelo ya mwana

Pokabayitsa mwana katamera

Nthawi ina

Dongosolo la Njira za Kulera kwa Amayi omwe abereka kumene ndi kwa amayi oyamwitsa

Pasanthe kuyambira masiku awriti	Tsiku lachiwiri mpaka masabata 4	Patatha ma Sabata 4	Patatha ma Sabata 6	Patatha Miyezi 6
<i>Mapiritsi a mphamvu imodzi</i>	<i>Mapiritsi a mphamvu imodzi</i>	<i>Mapiritsi a mphamvu imodzi</i>	<i>Mapiritsi a mphamvu imodzi</i>	<i>Mapiritsi a mphamvu imodzi</i>

# Method Referral Card: Helps providers to check that women are satisfied with their method and to help them switch if they are not



Providers rely on protocols that make counselling fast, but don't account for unique client needs

*Ndi njira iti yoyenera kwa inu?*

*Zungulizani yomwe mwasankha*  
Mukhoza kuzunguliza pano kapena nthawi ina.

*Dzina la Opereka Chithandizo*

*Tsiku lodzalandira njira : DD/MM/YYYY*

*Ngati nkoyenera: Wachipatala kapena bungwe lomwe likhoza kupereka njirayi*

.....  
*Tsiku lolandira njira ndi Opereka Njira*

# Interested in learning more?

**1**

Provider asks women to roll a colored die to decide which method to be discussed first.

Randomizes the order in which methods are discussed.

**Group Counseling Tool**

An interactive, gamified counseling tool, including role-play and method discussion.

**TESTED SOLUTIONS FOR**

## Quality Family Planning Counseling

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**ideas** 42

**JOHNS HOPKINS**  
Center for Communication Programs

**Breakthrough ACTION**  
FOR SOCIAL & BEHAVIOR CHANGE

characteristics instead of preconceptions tied with the method name.

methods, not just methods they think they are interested in.

and choose one that best suits their needs.

not be biased towards methods they know.

<https://breakthroughactionandresearch.org/encouraging-fp-counseling-that-promotes-meaningful-choice/>