



# CREATING DEMAND FOR FAMILY PLANNING AMONG THE URBAN POOR



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This report was prepared by the Johns Hopkins Center for Communication Programs (CCP), which was responsible for the demand creation activities of Tupange, a project managed by the Jhpiego Corporation with funding from the Bill and Melinda Gates Foundation.

The demand creation activities described in this document were implemented between 2010 and 2015 in partnership with 13 youth groups and County Health Promotion Officers by the following CCP staff:

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**CREATING DEMAND  
FOR FAMILY  
PLANNING AMONG  
THE URBAN POOR**

2010-2015

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# PREFACE

Over the last decade, Kenya's population grew from about 29 million in 1999 to roughly 41 million in 2015. This rapid growth has contributed to a host of challenges for government and citizens alike. Leaders are increasingly committed to slowing population growth to sustainable levels.

Several key national documents, including Kenya's new constitution, address reproductive health in general and family planning explicitly. In the new constitution, Article 43 on economic and social rights gives specific attention to health rights by declaring that "every person has the right to the highest attainable standard of health, which includes the right to health care services, including reproductive health care." Vision 2030 (a development plan for the economic, social and political pillars of Kenya) aims to transform Kenya into a "middle-income country providing a high quality of life to all its citizens in a clean and secure environment" by 2030. Family planning has been identified as a key strategy if the vision is to be achieved. These documents have sparked a robust national dialogue around family planning. In November 2010, a National Population Leaders' Conference was convened whose theme was Managing Population to Achieve Vision 2030: Healthier Families for a Prosperous Kenya.

In line with these strategies and the Millennium Development Goals, the Government of Kenya has set the goal of increasing the use of family planning to 70 percent of women aged 15–49 by 2015.<sup>1</sup>

In this context, where decision-makers recognize the ever-increasing importance of family planning, it is my pleasure to present this booklet on Creating Demand for Family Planning among the Urban Poor produced by the Tupange Urban Reproductive Health Initiative for public use.

The demand creation activities described in this booklet were implemented in five cities (Nairobi, Kisumu, Mombasa, Kakamega and Machakos) in partnership with 13 youth groups and working closely with Ministry of Health personnel, County Health Promotion Officers and Community Health Volunteers.

Although a lot of documentation has been done on family planning in Kenya, this booklet is unique in that it clearly describes various approaches used to successfully create demand for family planning in urban Kenya. It is the first document to look at demand creation strategies for the urban poor.

The report documents the demand creation activities of the Tupange project intervention for the greater community of public and private actors working toward achieving the national health goals described above. My hope is that this booklet will inform the design of future demand creation activities, as we all work together to make family planning a community norm in order to reach our ambitious national goals.

**Dr. Josephine Kibaru Mbae**

Director General- National Council for Population and Development.  
Ministry of Devolution and Planning.

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<sup>1</sup> Ministry of Health, The Second National Health Sector Strategic Plan of Kenya (NHSSP II-2005-2010).

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# FOREWORD

The Bill & Melinda Gates Foundation launched the Urban Reproductive Health Initiative as part of its Family Planning/ Reproductive Health Strategy, with the goal of significantly increasing modern contraceptive prevalence rates in selected urban areas of Kenya, Nigeria, Senegal and Uttar Pradesh-India. The Tupange Project is the Kenyan Urban Reproductive Health Initiative, which has been implemented from 2010 through 2015.

We are delighted to present this booklet outlining the various strategies employed by the Tupange Project to create demand for family planning services within five Kenyan urban slums. This report was prepared by the Johns Hopkins Center for Communication Programs (CCP) and Jhpiego Corporation to share our experiences in the hope that they will be replicated and continued into the future.

We would like to acknowledge the untiring efforts of the entire Tupange team, including Technical Advisors, and City Managers. The activities described in this booklet would not have been possible without the collaboration of County Health Promotion Officers, Community Health Volunteers, the media and the many family planning service providers who tirelessly offer family planning services for Kenyans rich and poor. We are also grateful to Ms. Many Dotson and Gideon Mureithi of Jhpiego Corporation Kenya who assisted with the design and layout of this booklet.

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*Nelson A Keyonzo*

**Nelson A. Keyonzo**  
Director  
Tupange Project  
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## CHAPTER 1

# INTRODUCTION TO TUPANGE





MOH Community Strategy Coordinator, Judy Wairiuko, with Nyuki Zalendo youth group members during family planning demand creation activities in Kibera, Nairobi.

## Overview

Tupange, a Kiswahili word that means ‘let’s plan’, is the brand name of the five-year Bill and Melinda Gates Foundation funded Kenya Urban Reproductive Health Initiative (KURHI) implemented in Nairobi, Mombasa, Kisumu, Machakos and Kakamega between 2010 and 2015. Led by Jhpiego Corporation, the project was implemented in partnership with Marie Stopes International, Pharm Access Africa Ltd., the National Coordinating Agency for Population and Development, and the Johns Hopkins Center for Communication Programs (CCP). Tupange worked closely with the Ministry of Health, county governments, and an array of local implementing partners to ensure its interventions are sustained beyond the end of the project, and are in line with government policies.

Tupange’s goal was to achieve a 20 percentage-point increase in contraceptive prevalence rates in each of the selected urban centres, particularly among the urban poor. Strengthening both supply and demand sides of the family planning programme, it employed a capacity strengthening approach to ensure future sustainability of interventions.

On the supply side, Tupange worked with both public and private sector service providers to improve access and quality of family planning services; strengthened the contraceptive supply chain; and advocated for policies that support provision and use of family planning among the urban poor.

On the demand side, Tupange employed entertaining and educative strategies to create a social environment that supports and lowers barriers to contraceptive use. Under the technical leadership of CCP, Tupange employed three principle strategies to do this:

- Disseminating targeted media messaging;
- Engaging youth groups to implement entertaining and educative community mobilisation activities; and
- Strengthening the capacity of clinical and community based providers to communicate about family planning.

This booklet shares Tupange’s demand creation approaches.



## The Context

When the project began in 2010, Kenya's family planning program was in a period of stagnation. Contraceptive prevalence stood at the 1998 level of 39%, and the total fertility rate, at 4.6 in 2009, remained virtually unchanged from 1998 (4.7)<sup>i,ii</sup>.

Contraceptive use among poor Kenyans, who form the majority of the country's population, remained low, largely because of inadequate access to services, negative attitudes toward modern contraception, and lack of awareness about their options. Kenya, once thought to be one of the first African countries to enter the demographic transition, had stopped its transition.

While family planning indicators stagnated, Kenya's urban population was accelerating. In 1999 the urban population was 5.37 million, a 35% increase from 1989. Much of this increase occurred in Nairobi, which rose from 1.32 million people in 1989 to an estimated 3.24 million people in 2009, more than doubling in size.

Health officials and donors historically paid scant attention to the urban poor, as many believed physical location in cities meant easy access to services. The reality is more complex. The barriers to family planning uptake and sustained use by the urban poor are numerous. Data from the African Population and Health Research Centre (APHRC) showed that almost half of all children born to poor women in urban Kenya were either unwanted or mistimed, and close to 25% of all married women had an unmet need for family planning compared to 13% in greater Nairobi<sup>iii</sup>.

It was against this background that the Tupange project demand creation activities began in Nairobi, Mombasa and Kisumu, eventually expanding to Kakamega and Machakos.

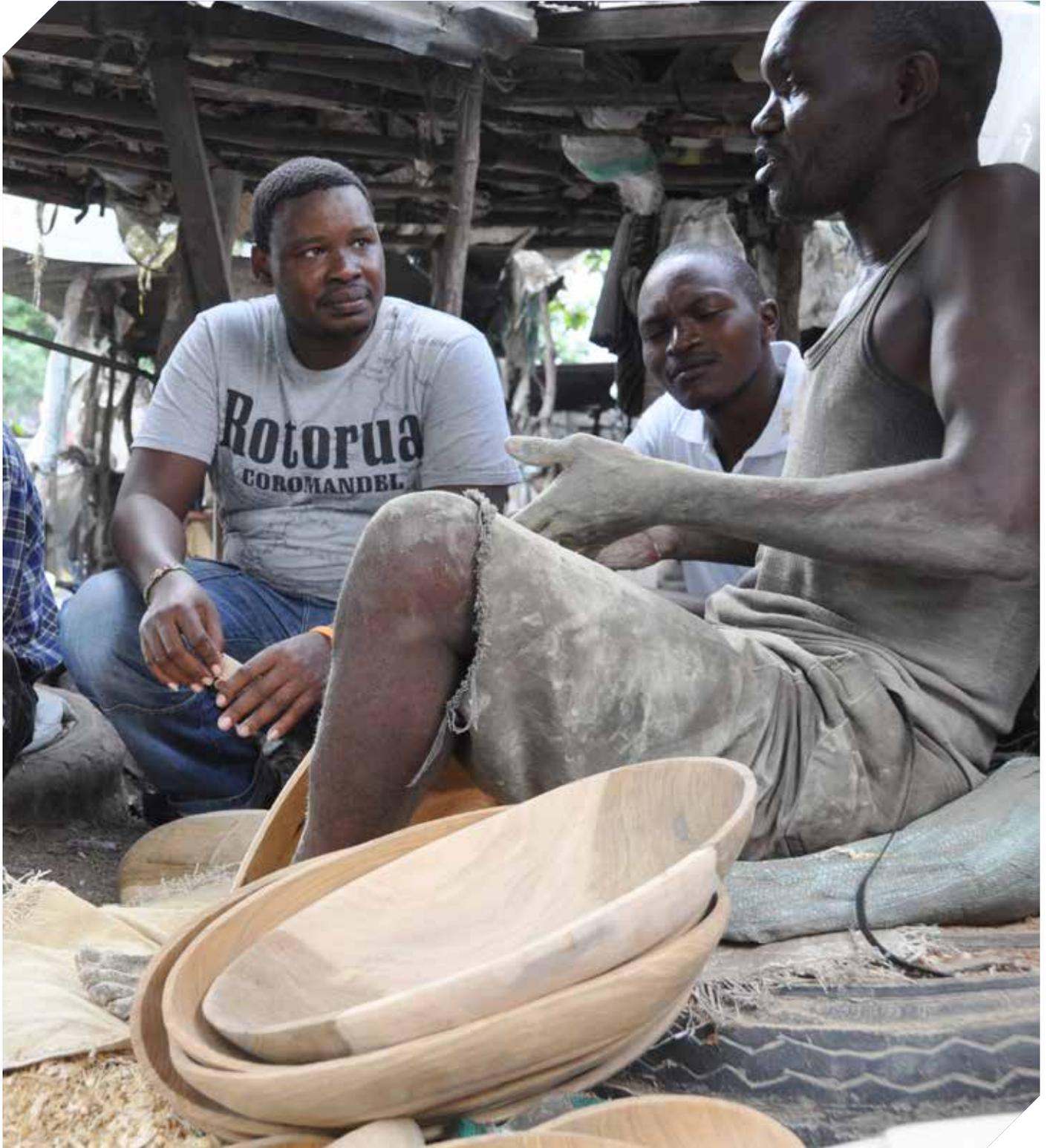
<sup>i</sup>Kenya DHS 2009

<sup>ii</sup>Data sources: Kenya Fertility Survey report (1977-78); the Kenya Census reports (1989 and 1999); and the Kenya Demographic and Health Survey reports (1987 and 2003)

<sup>iii</sup>APHRC: Population and Health Dynamics in Nairobi's Informal Settlements In Nairobi: African Population and Health Research Center; 2002

## CHAPTER 2

# HOW DID TUPANGE CREATE DEMAND?



A MOWEPE youth group member engages men in conversation about family planning, Mombasa.



# Celebrate life!

Use Family Planning

## The Celebrate Life – Use Family Planning Strategy

Tupange employed a three-prong approach to make family planning a common conversation and increase uptake of contraceptive methods among the urban poor in Nairobi, Mombasa and Kisumu, and eventually Kakamega and Machakos:

- Producing and broadcasting targeted media messages
- Engaging youth groups to implement entertaining and educative community mobilisation activities
- Strengthening family planning interpersonal communication skills among clinical and community health workers.

Tupange developed this approach and its message strategies through a participatory process that began with a review of existing research and qualitative research among lower

income residents of Nairobi, Mombasa and Kisumu. Based on an analysis of this audience research, Tupange designed the Celebrate Life – Use Family Planning demand creation strategy during a workshop of stakeholders from the three initial project cities. The strategy's core messages confront two key barriers to contraceptive use among non-users in the three cities: misconceptions and fears surrounding modern methods, and normative social attitudes that discourage the use of contraceptives.

To attract large audiences and hold their attention while promoting family planning, Tupange employed entertaining and fun community events and media programming.



Members from Sanaa Utamaduni youth group mobilise their community for family planning services.



## Radio Programming

Radio is pervasive in urban Kenya, with a wide array of radio stations broadcasting to this audience, ranging from national and regional stations to smaller community stations. With more than 70% of urban adults listening to the radio regularly, it was a natural communication channel for Tupange.

In 2012, Tupange partnered with Kenyan organisation Well Told Story to create the award-winning, popular radio serial drama programme called Jongo Love. Designed for urban youth in Nairobi, Mombasa and Kisumu, Jongo Love wove together realistic and engaging depictions of the lives of urban youth to communicate messages about family planning in a way that urban youth could relate to.



A Jongo Love recording session

**SEE WHAT HAPPENS WHEN LOVE MEETS THE STREETS**

**STARRING CHLXX & GODPAPA**  
MUSIC BY OCTOPIZZO

**NI JONGO LOVE**

**UMOJA FM**  
NAIROBI - 101.5 FM  
MOBASA - 94.7 FM  
MALINDI - 87.7 FM  
VCT - 88.1 FM  
FRIDAYS 6PM-9PM AND MONDAYS 6PM-9PM

**GHETTO RADIO 89.5FM**  
GHETTORADIO.CO.KE  
TUESDAYS AND SUNDAYS 6PM-11PM

**RLV 92.1 fm**  
RADIO LAKE VICTORIA  
The Voice of the Lake  
WEDNESDAYS AND SATURDAYS 6PM-11PM

**FOLLOW JONGO LOVE ON FACEBOOK**

**TO WATCH LIVE ACTION VIDEOS AND JOIN IN THE HOT DEBATES**

The series addressed socio-cultural barriers, myths and misconceptions about contraceptives as well as other factors that hinder family planning uptake and continuation. Jongo Love broadcast a total of 36 episodes between January 2013 and January 2015, on 7 radio stations. In addition, Tupange sponsored family planning content in 10 volumes of the popular Shujazz comic book series, which had a circulation of 500,000 per volume. To track audience reactions and generate discussion about the series' topics, Tupange established a dedicated text message address, a Facebook page, and videos on YouTube. Tupange also formed listening groups in Mombasa, Nairobi and Kisumu that met weekly to discuss issues raised during the episodes.

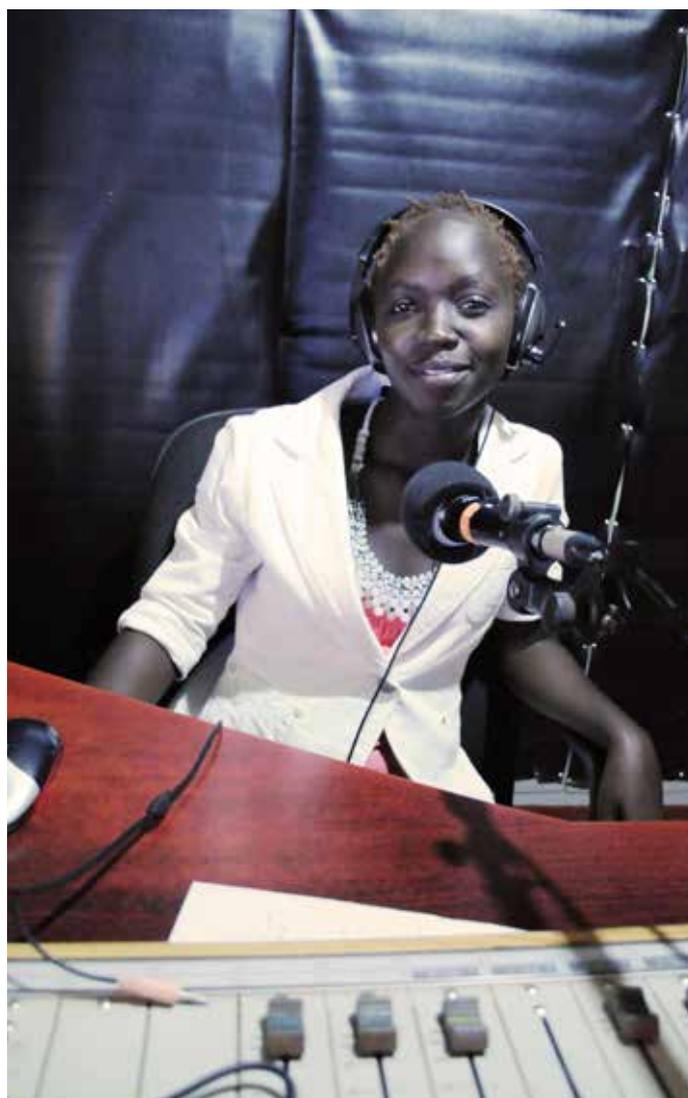
family planning from service providers. After the World Cup, Tupange continued broadcasting these spots during radio talk shows in Mombasa and Kisumu, reaching an estimated 200,000 people.



Youth groups formed 44 listenership groups that directly engaged 1,235 youths in weekly discussions of topics featured on Jongo Love episodes

During 2014, Tupange partnered with community radio stations in Mombasa, Nairobi and Kisumu to produce weekly call-in radio talk shows, featuring family planning experts and satisfied users from those cities. These locally produced programmes proved to be very popular, generating many call-ins from listeners. In Kisumu, two of the programmes were recorded live during road shows featuring drama, music and dance by a local youth group, CHEI, trained by Tupange.

In 2014, capitalising on 'World Cup fever,' youth groups in Kisumu and Mombasa produced short radio spots that broadcast during World Cup matches on community radio stations. With a touch of humour, spots dramatized typical situations affecting men in those cities when they do not plan their families, and called on them to talk about family planning with their wives and get more information about



"I have this feeling, that through a programme like Dak Achana [the call-in talk show produced by Tupange in Kisumu], the women are no longer silent recipients. They want to talk and ask questions and get information. They have been empowered. Also, the men are now asking questions on the show. They are interested and concerned."

**Jael Lieta,**  
presenter/producer, Dak Achana, Radio Namlolwe, Kisumu

# RADIO TO CHANGE HEARTS AND MINDS



“I used to think family planning was only for married people. I was surprised when I heard them talking about it for the youth on the radio.” Lucy Owiti’s initial reaction, when she listened to the Dak Achana programme on Radio Namlolwe in Kisumu, was that it was a bad idea to promote family planning to youth like her 16-year-old daughter. “My first thought was that it would only encourage the youth to be promiscuous. But then something happened to my daughter that made me change my mind. She came back from boarding school because she was sick. The next day, while I was at work, my neighbours came and told me she was bleeding and having a miscarriage. We took her to the hospital where she had a physical examination, and after that we spoke to the counsellor together.”

During the counselling, the girl opened up and admitted that this was, in fact, her second pregnancy. Three years

previously she fell pregnant and went for an illegal abortion. “I never knew until then,” says Lucy, visibly shocked. “This time, she was four months pregnant, and had gone for an abortion the day before she came to our house. My first reaction was to send her away from home because of the shame she had brought on the house and the family. But the counsellor convinced me to first think about it and discuss it with my husband. Then, I listened to the radio show again, and it gave me a change in attitude that family planning is very important for the youth.”

Lucy was still reluctant to take the girl for family planning services, fearing that she would be recognised and judged by her friends and neighbours. “I worried they would think I was encouraging her to have sex. But one of the radio panellists advised me of a family planning outreach day taking place near the airport, so we went there, and my daughter received the services in private.”

Dorcas Ogutu, a Community Health Extension Worker and regular panellist on Dak Achana feels the programme has had a great impact. “When we discuss myths and misconceptions surrounding family planning on the programme, and explain things properly, people usually end up believing. It has been a real eye opener to a lot of people, especially men.”



“You can tell from the responses and the questions we get from the audience that we are covering a wide range of critical issues.”

**John Ojji**  
Dak Achana panelist

# Television and Video Programming

More than half of all women and almost all men living in the project cities watch television regularly. Tupange leveraged family planning messages during popular television programming. In 2011, Tupange sponsored two episodes of a TV programme called Matatu. The show takes place inside a matatu (a minibus taxi), which gives free rides to passengers in exchange for being part of a small group discussion on different topics. For the Tupange episodes, the topics revolved around family planning and family size. According to the Tupange Midterm Evaluation conducted by MLE, 58% of men and

women in Nairobi, 31% in Mombasa, and 27% in Kisumu were familiar with the Matatu family planning programmes.

In 2014, four Tupange-supported youth groups in Nairobi (Shangilia Youth to Youth Network, Tuungane Youth Initiative, Taiwe Foundation and Zindua Jamii) were selected to produce short television dramas about family planning that were broadcast in video dens during World Cup matches.



The Shangilia Youth to Youth Network filming a short family planning drama for broadcast in video dens during World Cup matches



Zindua Jamii youth group performance to mobilise community members for family planning services

## Youth-Led Community-Based Activities

More than half of Kenya's population is younger than 20 years old, with 42% of Kenyans under 15 years of age. Nowhere is this youthful population felt more acutely than in the cities, as young people flock there in search of livelihoods, education, and a better future. Overall, the five project cities have very young populations, with about 40% of women falling between the ages of 15 and 24.

The need for contraception is also high among younger women. The 2010 Tupange baseline survey conducted by MLE found that the peak age for childbearing was 20–24 across all the five cities, and early childbearing among 15–19 year old women was also prevalent, especially in Kisumu. Consequently, Tupange focused much of its attention on youth aged 15–24 years.

While young people have a great need for family planning, they are also an immense resource. During initial situation analyses, Tupange discovered a number of youth groups operating in the five cities. Several of these groups were already involved in HIV prevention or other health-related work, and many were drama, dance and music performers.

Tupange's demand creation strategy was to reposition family planning as a social norm and convert unmet need into demand for family planning among the urban poor. To achieve this

objective, the project engaged 13 youth groups across the five cities to identify gaps and barriers to meeting family planning needs, and tailor community mobilisation activities to address these, using an entertainment-education approach.

Tupange trained the youth groups to be able to talk about family planning, and provided job aids and informational materials. The youth groups used their talents as performing artists to mobilise women and men for family planning services, and start conversations about family planning and contraceptive methods in their communities.

### Selecting the Youth Groups

"During the selection process, we looked closely at what talents and networks the youth groups already had, that Tupange could then build on and strengthen. For example, in Mombasa the Ukiwa group stood out from others because of their experience working in several areas including health, education, drug abuse, road safety, and youth mentorship. Ukiwa members are well known in the area, not just by community members, but also by health staff in the public facilities, Community Health Volunteers, and local administrators. As such, the group was a perfect fit for carrying out family planning demand creation activities."

**Collins Otieno,**  
Assistant Communications Officer, Tupange

Between 2012 and 2015, youth groups reached more than half a million people through a wide assortment of activities, designed to increase contraceptive use, many linked to free family planning outreach and in-reach services, including:

- Community theatre
- Video den shows
- Football tournaments
- Bodaboda (bicycle and motorcycle) races
- Mini-caravans
- Town criers
- Beauty pageants
- Maskanis
- Radio listening groups
- Beach Information Cafeterias
- Gwaride

“I used to be ignorant when it came to family planning, until I met the youths from MOWEPE, who kindly invited me to one of the Tupange outreaches, where I met the service providers. This has given me happiness in my marriage, because I became able to discuss family planning with my husband, after which we agreed that I should get contraceptive implants.”

**Cynthia Omina**  
Changamwe, Mombasa

## Community Theatre

Community theatre is a recognised style of edutainment designed to draw the attention and participation of crowds, creating real-life situations in an environment that encourages audiences to open up and discuss sensitive issues. Several of the youth groups selected to work with Tupange were already experienced in this activity. Through training sessions covering family planning, audience segmentation, and message development, the youth groups were enabled to tailor performances to address fears and misconceptions about family planning that were common among particular audiences. During performances, youth group members trained as facilitators ensured maximum audience participation, guiding and keeping discussions on topic.

During the last three years of the project, youth groups conducted community theatre performances, often timed to create demand for specific Tupange family planning outreach services, where Community Health Volunteers counselled and

provided more detailed information about family planning and offered services.



Members of the CHEI youth group in Kisumu perform community theatre to encourage male involvement in family planning

Over the life of the project, youth groups performed 1,592 community dramas, reaching a total of 261,989 men and women during outreaches and 234,711 during in-reach services.

In addition to creating demand for family planning services, many of the partner youth groups have improved performance skills and visibility, and have been engaged by other organisations and government agencies, increasing the groups' income revenues and sustainability.

“I used to have fears about family planning from stories I had heard. During one of Zindua Jamii's performances, common myths and misconceptions were addressed and accurate information was given. With this knowledge, I became more confident to seek family planning services and I now use a long term method.”

**Jacinta**  
Embakasi, Nairobi

## Mini-Caravans

The mini-caravan is a Tupange innovation, adapted from larger road shows that use big trucks and vehicles in procession. As roadshows can be costly and struggle to navigate smaller estate and community roads, Tupange instead employed small branded pick up trucks from which youth group members delivered family planning messages and mobilised for outreach and in-reach services using loudspeakers and PA systems. Through an analysis of available data, Tupange staff and service providers planned mini-caravan routes to focus on areas where uptake of family planning services was low. Stopping at strategic points, youth group members conducted dance, music and acrobatics performances to attract and entertain people. Once a large crowd had gathered, a facilitator and Community Health Volunteer interacted with community members, answered questions, and provided information on family planning and where to go for free services. They also distributed informational materials and free condoms before moving on to the next stop.



“By using mini-caravans, dance and skits, we attract a large number of people, as many as 500 women in some places. This makes it much easier for Community Health Volunteers to make referrals for services.”

**Moses Matukho Musita,**  
Chairperson, Taiwe Youth Group



Sanaa Utamadani youth group members educate video den audiences on the importance of family planning

## Video Den Shows

In an effort to reach the crucial demographic of young males with family planning messages, youth groups organised several community-based activities to increase male involvement. Particularly successful in doing so were the ‘Video Dens’ activities launched during the 2014 World Cup.

Selected youth groups in Nairobi produced and acted in short video dramas that focused on family planning. These dramas were used by the nine Nairobi youth groups, broadcasting them in 27 local video dens during and after World Cup matches. Youth group members trained as facilitators led group discussions, provided correct information on family planning and distributed Tupange informational materials. They also conducted exit interviews to assess the activity, interviewing 3,615 men and women viewers. Nearly all said they would like to view the videos again, and 62% correctly recalled the family planning messages.

## Football Tournaments

Youth groups organised football tournaments, reaching large numbers of young men and women, and holding their attention for a significant amount of time. To maximise community buy-in and turn out, Tupange planned tournaments together with local community leaders. Mobilisation took place two days prior to the event, and during the full-day tournament youth group members shared family planning information through focus group discussions, quiz sessions, one-on-one conversations, and distribution of informational materials – all in an informal and relaxed setting. Community Health Volunteers were present during some tournaments offering advice and referrals, and youth group members made referrals to upcoming outreaches or in-reach services. In many cases, family planning services were provided during the event.

In addition to football tournaments, partner youth groups organised regular ‘Tupange-lympics’ events that, in a similar format, reached large numbers of community members through sports and games. In Kisumu, Tupange conducted four ‘Tupange-lympics’ reaching 1,984 people with information and services.



Youth motivational speaker, Vincent Kegode, addresses the youth during a football tournament organised by Nyuki Zalendo in Kibera, Nairobi



“I used to have a lot of misconceptions about family planning methods. I ‘knew’ that the pills could make you sterile and that condoms often had holes in them. But during the football tournament sessions, by the end of the day, the myths were gone and the knowledge was there. I started using family planning after that, and joined the group.”

**Njeri Catherine,**  
Sanaa Utamaduni youth group member

## BodaBoda Races

Bodabodas (bicycle and motorcycle taxis) are a common means of transportation in many cities across Kenya, particularly in Kisumu. Engaging bodaboda drivers with regards to family planning has two major advantages: the opportunity to educate a great number of men, a key target demographic; and to tap into a large population including the bodaboda drivers' networks that can include hundreds of thousands of men, with information cascading down to their customers.



"The bodaboda race is a wonderful activity, and gave us the chance to interact and discuss family planning with the Tupange people. Some of us used to think that family planning methods would lower our libido, and other misconceptions, but through the discussions we slowly changed our attitudes. Now, I say 'If you don't plan you mess with your life. You want to eat every day, don't you?' These days, my wife sees me as someone who is informed."

**Nelson Ochieng Odire,**  
Chairman Nyanza BodaBoda Network, Kisumu

Working closely with leaders within the bodaboda communities, Tupange staff conducted family planning orientations at bodaboda stages (designated places where drivers wait for customers) around Kisumu town. During these sessions, Tupange provided information on family planning methods and services, distributed educational materials, and gave all participants branded reflective jackets. These jackets were an excellent discussion 'tool' between drivers and customers, and promoted the Tupange project and services to the general public.

In addition to this effective peer education by bodaboda drivers turned 'family planning champions', the Kisumu Tupange staff and youth group organised two bodaboda races to create

demand for family planning services. Each event was preceded by two orientation sessions on family planning, and the role of men as family planning champions and advocates in their households and communities. A total of 566 people attended the two events that led to the formation of a male forum on family planning in Nyalenda community.

## Town Criers

A town crier – quite simply a person with a megaphone – is a no-frills and cost-effective mobilisation method, ideal for the densely populated urban settlements in which Tupange worked. Tupange trained youth group members and Community Health Volunteers to deliver messages and information on family planning through this low-cost method. Town criers made announcements for Tupange family planning outreaches, or specific days when partner health facilities offered free family planning services. To optimise attention for the town crier, youth group members often accompanied him/her, performing dance, dramas or acrobatics in order to draw in the crowds. Often, Community Health Volunteers were present, seizing the opportunity for one-on-one discussions about the benefits of family planning and distributing Tupange informational materials.



**A town crier at work in Mombasa**

"I was impressed by Mispath's presentation about family planning. Watching the theatre, all of a sudden we were part of the cast and were discussing family planning methods and where to go for services. I am a single mother of two and unemployed, and I knew that I would have to reorder my life and think about the quality of my children's future. Had it not been for Mispath, I would probably have had more children."

**Fiona Imali (29),**  
Mbotela, Nairobi

## Gwaride

In Mombasa, the Tupange team adapted the town crier concept to the gwaride (marching band) mobilisation technique, an activity much used in Mombasa, especially during celebrations and festivals. The song and dance draws people from their homes, as it weaves through neighbourhood streets and footpaths to an event site. For Tupange, youth group members and CHVs employed gwarides to mobilise clients for outreach services. The band stopped at various points where crowds had gathered, allowing the CHVs to clarify and answer questions about family planning and direct people to outreach services.



“During the beauty contest, VICCO taught us a lot about family planning methods. Since then I have been talking to friends and neighbours about the benefits of family planning. 15 of them have said they will go for services, nine of them I know they have already been, and all of them chose long-term options.”

**Zam Zam Shamum,**  
Miss Tupange’ beauty contest winner,  
Kamugunji, Nairobi

## Beauty Pageants

In an effort to attract and engage large numbers of young people, Tupange partner youth groups in Nairobi organised community beauty pageants, crowning their local ‘Mr and Miss Tupange’. Contestants spent a week rehearsing for the final, during which time they received a wealth of information about family planning. Essentially creating ‘family planning champions’ among the contestants, the idea was that these young beauty pageant idols would give ongoing advice and information to their peers following the event. During the beauty pageant final, youth group members distributed informational materials and health workers provided family planning services. Approximately 3,500 people participated in Tupange beauty pageants over the years.



“After I gave birth to my first child, the health workers advised me to take up family planning, but for some reason I didn’t. After attending a Dream Achievers session, I realised the benefits and went for an implant. I am a hairdresser and speak to many women every day. Many of them have misconceptions, and sometimes their husbands are against it, so I offer them advice, and even escort some of them to the health centre for services.”

**Bihja Ali,**  
Mombasa

## Maskanis

Tapping into existing structures and community networks is an effective and efficient way of prompting discussion about family planning. Tupange partner youth groups in Mombasa regularly joined small groups of men, gathered in maskanis (community spots where men gather for purposes of work, leisure or rest), to bring up the topic of family planning, integrating it into their discussions and using the natural flow of conversation to correct common myths and misconceptions. This informal setting was ideal for discussing family planning – a topic that can be sensitive to men in particular – and allowed group members to explain the benefits of family planning in a relaxed manner, and in a way that household providers could relate to. At times, youth distributed free condoms, and in 2014 Community Health Volunteers started joining the youth to offer further advice and referrals to nearby health centres.



Members from Dream Achievers Youth Group in Mombasa address young men gathered in maskanis to discuss family planning and distribute condoms

“TNTO are doing a good job. They have confidence and skills, and we invite them to educate people during barazas (public meetings). Family planning is important even to them as young people, as most of them are unemployed and idle. The youth face the risk of getting children too early, causing a lot of girls to drop out of school early.”

**George Muga**  
Area Assistant Chief.

## Radio Listening Groups

To maximise the reach and impact of Tupange’s award-winning radio drama *Jongo Love*, youth groups formed and facilitated radio listenership groups. Tupange staff trained selected group members in facilitation techniques, and provided in depth information on the issues addressed in the radio drama. Through lectures and role-plays, youth group members learnt how to practically lead discussions on relationships, safer sex and contraception, using a standard discussion guide. The initiative was a huge success, with a total of 44 groups formed involving 1,235 members, creating platforms from which the youth intimately discussed the messages of family planning and responsible living woven in to the programmes.

“*Jongo Love* was very popular and many youth joined our group or activities because they were inspired by the show. They could relate to the show, and they knew us, the facilitators, so they felt free and comfortable. *Jongo Love* really gave us a platform to raise these issues of family planning, to teach and interact, and give referrals to assistance and services. Before *Jongo Love*, we talked to the youth. Now, we interact with them.”

**Sjef Chege,**  
Chairman, Sanaa Utamaduni

## Beach Information Cafeteria

The beach cafeteria is similar to a gallery walk but located right on the beach. In Mombasa, youth group members ran such cafeterias, with a tent and a setup of tables with a specific entry and exit for the public to pass through. In each section visitors got information about family planning, including details and samples of various contraceptive methods, and learned about the benefits of family planning. The colourful set up used music and MCs to attract people and provide information about family planning.

# Impact of youth-led community-based activities

According to the midterm evaluation, some 38% of outreach clients and 31% of in-reach clients had heard about the family planning services during youth group demand creation activities.



A happy client shows off her implant during a Kaserani outreach that TNNTD mobilised

The 13 partner youth groups played a pivotal role in implementing Tupange demand creation activities. The partnership was a win-win for the project and the groups themselves, as they grew in strength, experience and visibility, paving the way for future sustainability.

“Kudos to the good work the Tuungane group has been doing in partnership with the community. The youth we have been working with drawn from this group have really been proactive in helping us accomplish our mission as the Kenya Red Cross.”

**Maureen Nyanguthie,**  
Peer Education Coordinator, Kenya Red Cross

“Our lives have been transformed since we started working with Tupange. They really helped us break new barriers. The training from Tupange empowered us, and we are now highly esteemed in the community. People come and listen to our health talks, and they take us seriously.”

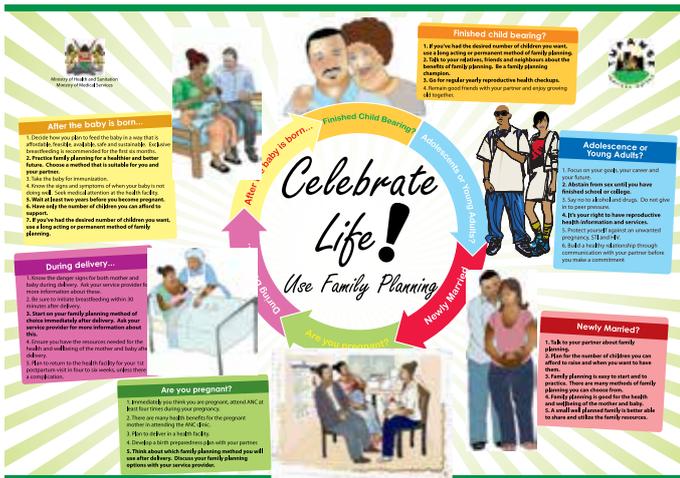
**Veronica Achieng,**  
Group Secretary, Mispah Youth Group

# Demand Creation Materials

Tupange produced print materials for clients and potential clients as well as job aids for health workers to use when counselling clients and for youth mobilisers to use during their activities. Tupange designed materials to address common fears about family planning, and explain how people at six stages of life can all benefit from family planning. The six stages of life are: adolescence and young adulthood; newly married; during pregnancy; during delivery; after childbirth; when one has finished childbearing.



A potential client with leaflet distributed by Sanaa Utamaduni members



## Materials for clients included:

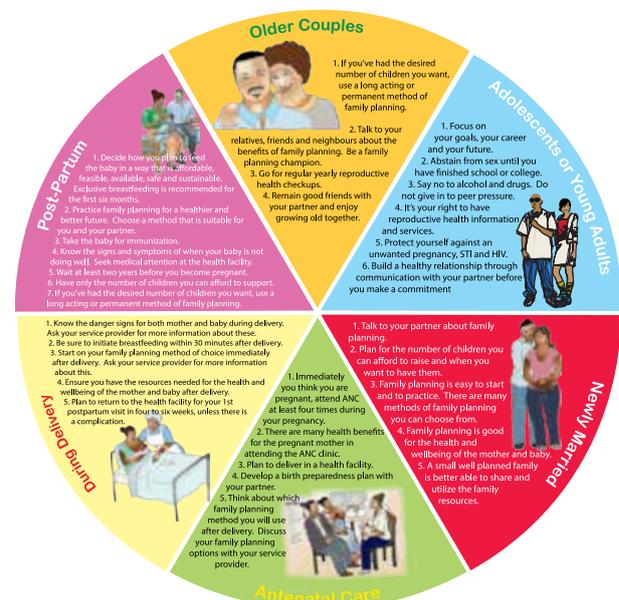
- Leaflet on all the contraceptive methods
- Booklet on some of the most common myths and misconceptions about contraceptives
- Flyer congratulating new contraceptive users and providing family planning information to share with friends and family
- Poster describing the benefits of family planning at each of the six stages of life.

## Job aids for providers included:

- A counselling wheel reminding health workers what family planning issues to discuss with clients at their various stages of life
- Checklists for screening clients for the various contraceptive methods
- A reminder of the process to follow to rule out pregnancy among new clients



CHV Susan Mndanyi using a Tupange poster at Baba Dogo Health Centre



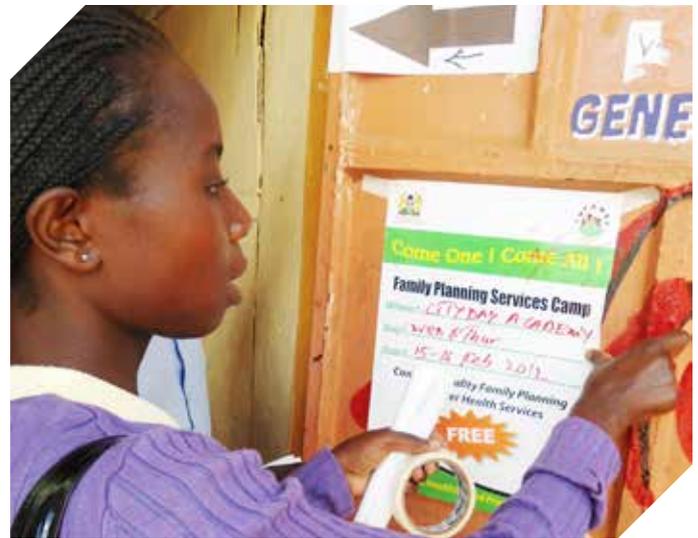
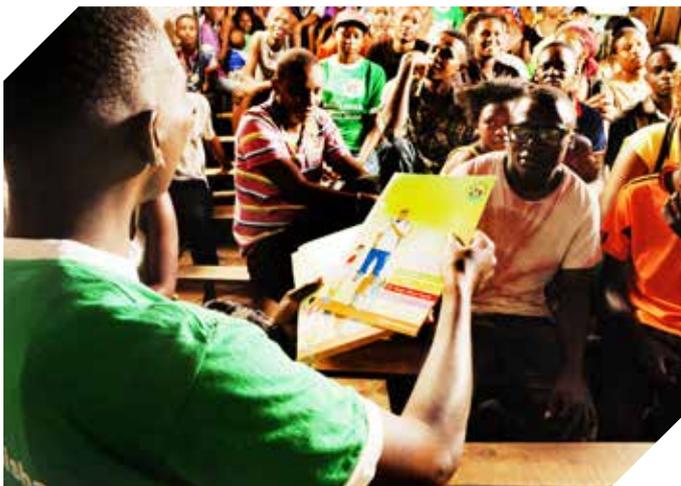


“I go door to door for people to know about family planning – the benefits, services and outreaches. The wheel helps me to give information to someone – if they’re married or in other stages of life, it helps me counsel them. People understand more and they understand it better. And I leave leaflets behind on the different methods.”

**Catherine Waithira,**  
CHV, Githurai 44, Kasarani sub-county

### Job aids for demand creation included:

- Youth information packet containing sheets on each stage of life with key messages for youth groups, and a description of the Tupange project and the Celebrate Life—Use Family Planning strategy.



CHEW Alice Mwanya works with Taiwe Foundation members to mobilise for a family planning outreach

### Promotional materials included:

- Flyers promoting the Jongu Love radio series
- T-shirts, calendars, khangas, aprons, lab coats, key chains, caps, pens, stickers, badges, umbrellas, bags, etc., bearing the Tupange project name and Celebrate Life—Use Family Planning messages
- Flyers to inform community members about the date and time for outreach and in-reach services

### Reach and impact of Tupange communication materials

According to the MLE Endline Evaluation Survey, between **40%** (Kakamega) and **58%** (Kisumu) of family planning clients had seen or read a Tupange leaflet or booklet; and between **55%** (Kakamega) and **65%** (Kisumu) of family planning clients had seen a Tupange Celebrate Life—Use Family Planning poster. A multivariate analysis of the Tupange Mid-term Evaluation conducted by MLE also indicated that each person who read a Tupange leaflet or poster was **18%** more likely to adopt a modern family planning method than those who had not.

# Training Service Providers in Interpersonal Communication

As an ongoing activity, the Tupange project trained selected service providers, Health Promotion Officers, and CHVs in interpersonal communication (IPC) skills. The purpose of the trainings was to improve their ability to counsel and educate clients about family planning and the various contraceptive methods. Tupange Demand Creation staff conducted trainings during existing forums such as CHV meetings and orientations. Each participant was given the Celebrate Life family planning counselling wheel to help them counsel clients more effectively based on their life stages. The trainings were divided into two modules:

## Module 1: Introduction to Interpersonal Communication

This overview of interpersonal communication explained the importance of good communication between health workers and their clients, provided exercises to practice skills such as active listening and questioning, and assessed the trainees' skills and abilities as communicators.

## Module 2: Interpersonal Communication Skills

This module introduced trainees to job aids such as the Celebrate Life family planning wheel and allowed them to practice using them during role plays. A second assessment of trainees' abilities as communicators was done to measure improvement in skills.

Following this training, participants were in a better position to help clients and community members make an informed decision about what family planning methods to use, ensure correct use, effectively clarify myths and misconceptions, and in general provide counselling on the benefits of planning for a family.

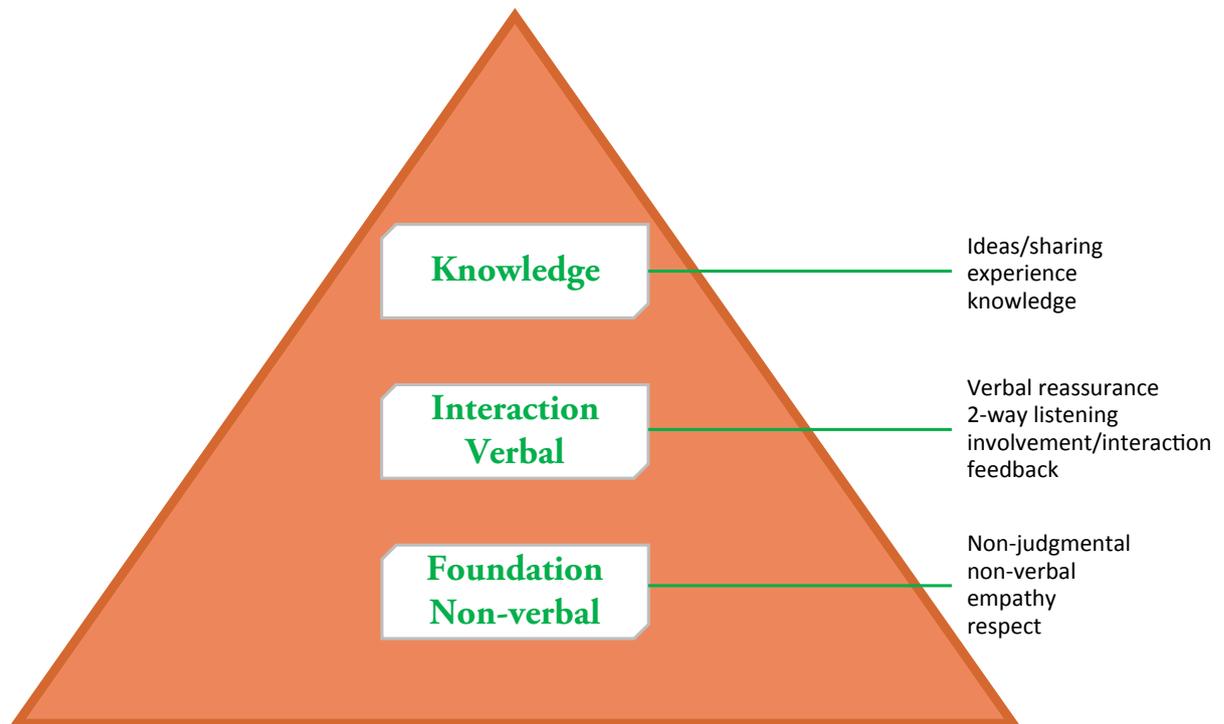
“ We had the IPC training in 2012, which taught us how to approach clients, how to talk to them. It was so good, learning how to deal with different clients – some are single mothers, some are couples - to talk to strangers so that they really understand. And the good thing is this skill isn't limited to just family planning, it works for all health issues. You know, people are different, and some are harsh or reluctant and need a different approach, and in this, the IPC training really helped us.”

**Susan Mndanyi,**  
CHV, Baba Dogo, Kasarani sub-county



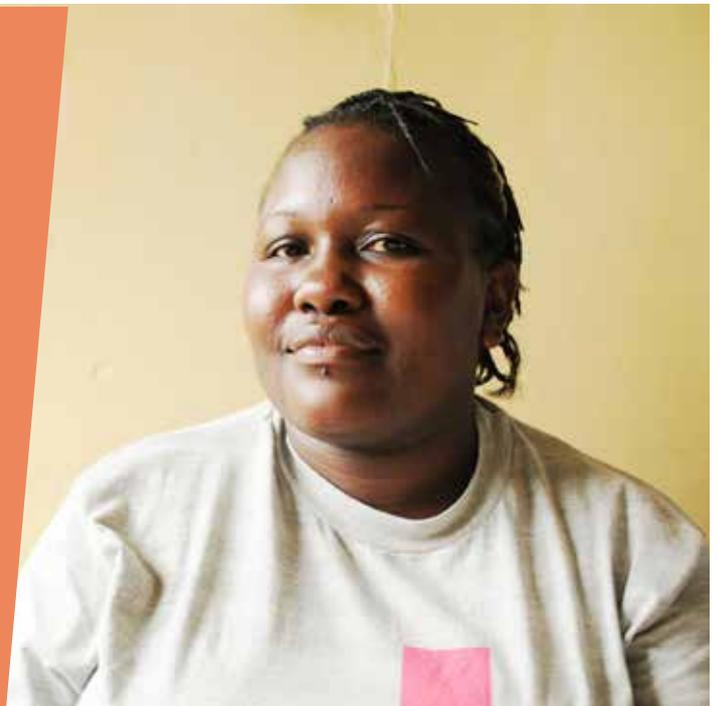
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# INTERPERSONAL COMMUNICATION



“In the past, some health workers would treat these young girls in a negative way – they would shout and judge and, so, the girls would be too scared to come for family planning services. Since then there has been a lot of campaigning - including the IPC training from Tupange and the youth group activities - that every person has a right to these services. And the health workers have changed their attitude – they now realise it’s not about them, but it’s about the girls.”

**Lillian Akoth,**  
Community Health Extension Worker,  
Biafra Health Centre, Kamukunji sub-county.



CHAPTER 3

EVIDENCE OF IMPACT



Tupange’s demand creation activities successfully reached a large proportion of men and women in need of family planning throughout the cities. According to the midterm evaluation conducted by MLE, 65% of women in Nairobi, Mombasa and Kisumu had heard or seen a Tupange message about family planning<sup>iv</sup>. According to preliminary results of the endline evaluation conducted by MLE, between 55% and 65% of clients had seen a family planning poster; between 40% and 59% had read a Tupange leaflet or brochure<sup>v</sup>.

Tupange demand creation materials, media, and youth group activities were also instrumental in attracting clients to family planning services. In 2013, Tupange interviewed clients of Tupange supported outreach and in-reach services in Nairobi. Some 38% of outreach clients and 31% of in-reach clients had heard about the services during demand creation activities<sup>vi</sup>. According to an analysis of monitoring reports from Tupange outreaches and in-reaches, those supported with demand creation activities attracted larger numbers and had more clients accepting family planning methods.

**“Exposure to Tupange-supported communication activities had a positive and highly significant effect on the odds of adopting a modern contraceptive method...”**

**MLE Multivariate Analysis of Baseline and Mid-Term Surveys**

If women were exposed to:	The proportion of women using modern contraceptives would be..
0 demand creation activities	<b>51%</b>
1 demand creation activity	<b>55%</b>
2 demand creation activities	<b>59%</b>
3 demand creation activities	<b>62%</b>
4 demand creation activities	<b>66%</b>
5 demand creation activities	<b>69%</b>
6 demand creation activities	<b>72%</b>

Not only did Tupange reach a large proportion of low income urban women with its messages, those who were exposed were more likely to adopt a modern contraceptive method. According to a multivariate analysis of the Tupange midterm evaluation, women exposed to at least one Tupange communication activity or material were 18% more likely to adopt a modern family planning method than those who were not exposed.

The researchers concluded, “controlling for background and demographic characteristics, exposure to at least one Tupange communication activity [or material] is associated with an 18% increase in the odds of adopting a modern FP method...; each additional exposure to a Tupange communication activity [or material] is associated with an additional 18% increase in the odds of adopting a modern contraceptive method.”<sup>vii</sup>



“In the four years I have been here, the change in family planning uptake has been notably high. If you look at past records you will see the increase in awareness, especially for long-term methods. When I came here it was mostly short term, but now the awareness is high.”

**Mercy Miano,**  
Nurse, Baba Dogo Health Centre,  
Kasarani sub-county, Nairobi

Tupange’s use of youth groups and youth-centred media programming such as Jongo Love effectively influenced younger women to use modern contraceptives. MLE’s multivariate analysis showed that, at baseline, women aged 15–19 years were less likely to use a modern contraceptive method than women older than 40 years. By mid-term, findings showed that younger women were almost three times more likely to adopt a modern contraceptive compared to women older than 40 years.<sup>viii</sup>

<sup>iv</sup>Measurement, Learning & Evaluation (MLE) Project. Measurement, Learning & Evaluation of the Urban Reproductive Health Initiative: Kenya, 2013 Mid-term Survey. Chapel Hill, NC: Measurement, Learning & Evaluation Project; 2013

<sup>v</sup>Measurement, Learning & Evaluation (MLE) Project. Preliminary tables from the Measurement, Learning & Evaluation of the Urban Reproductive Health Initiative: Kenya, 2014 Endline Survey. Unpublished.

<sup>vi</sup>Preliminary Analysis of Client Exit Interviews, In-reaches and Outreaches 2013. Presented by Jonesmus Wambua during the Tupange Project Retreat, 18 November, 2013.

<sup>vii</sup>Measurement, Learning & Evaluation (MLE) Project. MLE Multivariate Analysis of Kenya Baseline and Mid-term Surveys: Tupange Communications Program Effects on Contraceptive Use. March 16, 2013.

<sup>viii</sup>Measurement, Learning & Evaluation, Award Winning Jongo Love Engages Kenyan Youth through Multiple Media Channels, online February 9 2015 at <https://www.urbanreproductivehealth.org/connections/award-winning-jongo-love-engages-youth-through-multiple-media-channels>

# BRINGING THE MEN ON BOARD



“I thank Tupange for giving us awareness. Now I am informed.” **John Ochieng**

“Before Tupange, the only family planning method in our home was for me to sleep in the sitting room.” This raises a roar of laughter from the gathered members of the Katuro Pikipiki SACCO, one of the groups the Kisumu youth group, CHEI, is working closely with. The SACCO has 13 male and three female members. “When CHEI first approached us, many of the men thought ‘why is this for us, we are not interested in family planning’,” explains the group chairman, Jacob. “But now, after the information, everyone is interested.”

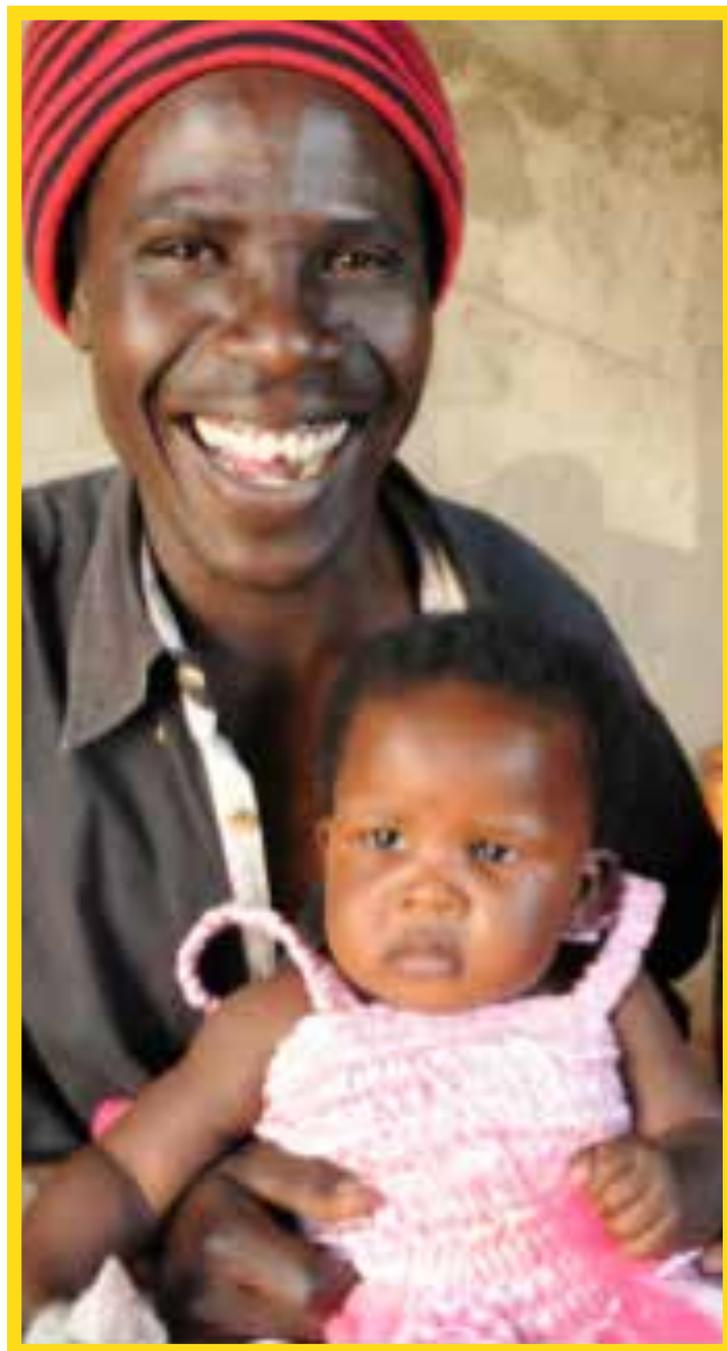
Three of the Katuro Pikipiki members are pastors, and are now using the information from CHEI and Tupange to emphasise the importance of family planning when offering pre-marital advice to members of their congregations. And several of the group members, just four weeks after CHEI approached them, have supported their wives in taking up family planning methods. John Ochieng, a father to two young children, is particularly grateful for the information.

“My wife was using the pill secretly. I had seen them around but never knew what they were and never asked. After Tupange showed us the different methods, I recognised what they were and spoke to her about it. She said that she had been afraid to tell me, so she took them in secret, hiding them from me, because she wanted to space our children. I wasn’t angry with her, because by then I knew the importance of planning for your family from Tupange. So I joined her in her decision and supported her. She is very relieved it is no longer a secret. We discussed the other methods and decided to get an implant for 5 years during the next outreach.”



Charles Omondi, the one of the ‘sitting room method’ also brought up the issue of family planning with his wife, Pauline Atieno. “We had never discussed such matters before,” Pauline says. “I had thought about it, but never mentioned it to him. So I was very surprised when he brought me a leaflet on the different methods. I always heard a lot of rumours about contraception, and was afraid to use them, thinking maybe I would not be able to have more children after that.” When studying the Tupange information leaflet together, Rachel’s fears disappeared, and she went to her nearest health centre for services the following week. “It will help me raise these two children, and give me a break before I have another child.”

“You know, in our culture it is different,” Charles explains. “We want as many children as possible so we can name one after the other after our parents and ourselves – you keep having children until you have named as many as you need. These days, I even talk to my friends about family planning, and they are very surprised. It is difficult for many of them to accept. But they’re starting to listen. The economy is very bad now, and things are difficult for most people, and that helps understand the benefits of having a small family.”



Charles Omondi with his youngest daughter Sedella.



Youth Mobilizer, Maurine Aluoch, discusses family planning methods with members of the Katuroo Pikipiki SACCO

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Members of the Taiwe Foundation, one of the 13 Tupange partner youth groups

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